



annual review
2021

ukie

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OUR INITIATIVES





Revenue to March 31st 2021 reduced by 11% year-on-year, whilst profit increased from a marginal loss to a £130,154 profit. This is forecast to reduce again in FY22 with uncertainty around the long-term impact of both the pandemic and increased numbers of mergers and acquisitions in the sector.

It's satisfying, however, that the industry emerged from the crisis with credit. Games companies didn't just face up to the challenges of Covid; they rode them out in a way that no other sector could imagine possible.

We all benefited from increased consumer interest in games, with the wider market in the UK reaching £7bn in 2020 as a new generation of players took up the hobby during lockdown. The ability to create great work from our homes, grow our businesses and continue to entertain players through a miserable time for most has put wind into the industry's sails.

Alongside this growth, I'm pleased to say that Ukie membership has exceeded over 500 companies for the first time in its history, rising from 496 members to 526 at the time of writing. This is testament to the hard work of the team, delivering services of real value and appeal to games businesses of all sizes and specialisms.

Serving such a large membership means it's more important than ever that our talented board members can provide guidance, advice and accountability to Jo and all of her team throughout the year.

That support has been provided by a number of board members whose terms end alongside mine. I'd like to extend thanks to Andy Davis, David Gould, Helen Burnill, Katherine Bidwell, Kirsty Rigden, Mark Cox, Paul Metcalfe and Sean Brennan for their efforts on behalf of Ukie and the wider membership.

It's essential that we have a strong trade body that's capable of speaking on behalf of all members and the entirety of our diverse industry. I feel proud to have been able to play my own small part in helping Ukie be that strong voice of the industry and I wish my successor the very best in continuing that work in the coming years.

Chair's Report

Stuart Dinsey - Chairman, Curve Digital

This is my final report as chair of the Ukie board. I've served as chair for two years and on the board for seven years, which means it's time for me to step down. But whilst it's sad to leave this role, I do so knowing that Ukie is in a strong position, in capable hands and effectively representing our fantastic sector.

The two years I've served as chair have been eventful to say the least. After over three decades in the games industry, I know there's never a dull moment. But never have external influences affected us all so much.

My term began as the DCMS Select Committee Inquiry into Immersive and Addictive Technologies published its findings on loot boxes, which will conclude with the publication of a Call for Evidence around them.

The repercussions of coronavirus have shaped everyone's lives and businesses, making it a uniquely challenging time. This has been reflected in Ukie's operations. The cancellation of global B2B events and reduction in normal domestic activity has reduced overall revenue. But industry engagement and breadth of initiatives has widened to provide extra values to members.

Games companies didn't just face up to the challenges of Covid; they rode them out in a way that no other sector could imagine possible.

STUART DINSEY - CHAIRMAN, CURVE DIGITAL



CEO's Report

Dr. Jo Twist OBE – CEO, Ukie

Has the games industry ever had a year like the last one? I know that in previous editions I've spoken about how fast moving the industry can be, but the last 12 months have been some of the busiest I've seen in my time as CEO.

It's impossible to reflect on this time without thinking about the pandemic's impact on our lives. Our review last year covered the first lockdown; the past twelve months saw the country go through two further lockdowns, with roughly a third of that time spent indoors under the strictest of conditions.

This led to a boom in the consumer market for games. For companies across the UK, this was positive news. But the boom coincided with a number of wider developments that could shape the industry for many years to come.

First, the new console generation arrived. The release of the PlayStation 5 and Xbox Series X|S ignited the imagination of players across the country (and kept them refreshing their web browsers on many mornings).

We saw a wave of mergers and acquisitions across the UK industry as the value of our sector was recognised in an unprecedented way. Both the acquisition of Codemasters and Sumo Digital by EA and Tencent made the headlines as the business clout of our industry was finally recognised.

We continued to engage with politicians on some of the key regulatory issues of the day as interest in the sector grows. Alongside actively supporting the Government's call for evidence around loot boxes, we've fought for the industry's voice to be heard on everything from online safety to the way influencers shape the modern economy.

And we maintained our usual programme of activities, even during a strange period for us all. As well as continuing our work in promoting industry careers, producing world class data and insight and supporting business growth, we also maintained our approach to fostering safe and sensible play, building a more diverse industry and even added environmental responsibility to our work.

For all this, I must extend my thanks to the Ukie team. They've worked extraordinarily hard under trying circumstances to do the best for a sector that they clearly love and working with such passionate people is a privilege. I also must thank our outgoing board members and particularly our outgoing chair, Stu Dinsey. He has been a firm champion for the industry and a source of immense support – and reassuring challenge – during the past two years.

But most of all, I have to thank you, our members, for the role you play in supporting our work. Your hard work, the support you provide to your communities and the backing you give to us makes our job of showcasing the UK as the best place to make, play and sell games both easy and, regularly, a delight. We're grateful as ever for your support and look forward to calling upon it further in, hopefully, a slightly more normal year next time round.

**the last 12 months
have been some of the
busiest I've seen in my
time as CEO.**

DR JO TWIST - CEO UKIE

Your voice in Parliament: Policy & Public Affairs

🔔 with this increased focus new challenges and scrutiny has followed 🔔

Introduction

These are indeed strange times. This time last year we were reflecting on the previous twelve months. Twelve months in which the world was turned up-side down.

The industry had embraced a whole new way of working, seemingly overnight, and at Ukie we were making new relationships with policy makers as the landscape continued to shift. Since then, we have gone through one of the most intense periods of work for some time.

Games have provided millions around the world with entertainment, offered connection with the outside world, forged new relationships, provided the basis for education and home schooling and generally brought people together – but with this increased focus new challenges and scrutiny has followed.

Online Safety, loot boxes and the Children's Code

The Government has been developing an Online Safety Bill for some time and Ukie first responded to the green paper consultation in 2019.

A white paper followed in 2020 with the Government publishing its findings in December. The process is currently in pre-legislative scrutiny as it prepares to make its way through Parliament.

The Online Safety Bill will have significant impact on the sector. In Ofcom we will have a new regulator to work with and the draft legislation imposes a duty of care on digital service providers to moderate user-generated content in a way that prevents users from being exposed to illegal and/or harmful material online.

We have also seen the Age-Appropriate Design Code from the ICO (Information Commissioners Office) enter its implementation period before becoming fully live in September.

Ukie have developed a strong relationship with the ICO over recent months organising briefings, webinars and assisting with developing draft guidance to support games companies with complying with the code. The 15 principles within the code will also have implications for how the Online Safety work progresses.

In September 2020 the Department for Digital, Culture, Media and Sport (DCMS launched a call for evidence on the impact of loot boxes. The call ran until November and attracted over 30,000 responses, which was a surprise to the DCMS.

What was less of a surprise was the fact that not all of the responses were positive. Through our Policy Group and a specially established Loot Box Group, working closely with PEGI and ISFE and other trade bodies, Ukie has and continues to liaise with DCMS, including meeting with ministers, to develop a position which aims to address some of the concerns emerging from the evidence.

All-Party Parliamentary Group for Video Games and Esports

Ukie continue as the Secretariat for the APPG for Video Games and Esports and we were delighted to confirm at the AGM in April that Alex Sobel MP would be continuing in his role as Chair. We were also pleased to welcome new members to the group as well as those returning.

The full line up is now: Alex Sobel MP (Chair), Daniel Zeichner MP, Jonathan Gullis MP, Sharon Hodgson MP, Matt Western MP, Owen Thompson MP, Dehenna Davison MP, Fleur Anderson MP, Christian Wakeford MP, Lord Clement-Jones, Lord Taylor of Warwick, and Lord Vaizey of Didcot.

The APPG held its first meeting of the new term focussing on the impact of the industry, both economically, regionally, and culturally, setting the scene for future sessions of the group and as we build towards the return of Westminster Games Day, which will now be a week long, in the Autumn.

In addition to our work through the APPG, Ukie continue to engage with MPs, peers, and policy makers at the highest level. Over the course of the year, we have met with MPs and peers from all the major parties covering topics from local growth to console scaling, trade deals, player safety,

loot boxes, education and skills, public funding and the importance of Video Game Tax Relief, R&D tax reliefs and the UK Games Fund. We have sat down with ministers from DCMS, Trade, Business and Treasury briefing on the significant role the games industry has in our economy, particularly post pandemic and how Government policies can best support us.

We have also continued to engage with officials across the key departments and regulators, forging new relationships as well as building on existing ones. Through the Policy Group we have provided guest slots for the Gambling Commission, Ofcom, the ICO, DCMS, Unicef, Home Office and the National Crime Agency.

We also represented games through a series of forums including the Creative Industries Council (and its many working groups), and the Government's Trade Advisory Group.

As we move towards the Autumn, we look forward to delivering a long overdue Westminster Games activity which will focus on the key issues impacting the sector as we (hopefully) emerge from a covid and Brexit hangover.

Over the last 12 months we have responded to the following consultations and inquiries:

- Petitions Committee – Tackling online abuse
- Treasury Select Committee – Tax after Coronavirus
- Labour Party – Our Digital Future
- Committees on Advertising Practice (CAP) – In-game purchasing guidance
- BEIS – Subsidy Control – designing a new approach for the UK
- DCMS – Loot box Call for Evidence
- HM Treasury – R&D Tax Reliefs
- Migration Advisory Committee (MAC)
- Covid-19 Committee – Living online: the long-term impact of wellbeing
- Competition and Market Authority (CMA) – Green Claims draft guidance
- House of Lords EU sub-services Committee – Inquiry into Trade in Services

If you'd like to find out more about the work of the policy team, please get in touch with Tim and Grace through tim@ukie.org.uk and grace@ukie.org.uk respectively.

“ it’s clear that games are on the up in the UK ”

Telling Our Story

For all the challenges posed by the past 12 months, it’s difficult to understate how much the past year has seen a positive shift to the perception of games within the UK.

The practicalities of lockdown life, and the exhortations across society to stay at home, meant that games became a central part of existing and new players alike – helping to bring comfort and strengthen social connections across the UK.

A force for good during COVID

Following the successes of our campaigns in the first lockdown, the industry redoubled its efforts to bring players support and comfort through the worst of the crisis.

Games companies provided extensive support for mental health charities and campaigns. An animated Captain Tom strode round the BT Tower for the #LetsTalkLoneliness activity, thanks to work from Ukie member AtomHawk (who also designed this year’s Annual Review front cover). Games companies inserted Every Mind Matters messaging into games in January to help sign post players to mental health resources with the onset of the third wearisome lockdown.

We also worked with Mediatonic and a wealth of big names across the industry, such as Troy Baker, to raise thousands of pounds for mental health causes including Safe in our World and the Campaign Against Living Miserably (CALM).

The benefits of responsible play

We also continued our work to make games a source of safe fun for players of all ages. Our Get, Set, Go! campaign, an offshoot of our ongoing Get Smart About PLAY campaign, advised families on how to activate spending, content and screen time controls on new consoles.

Alongside this, we continued to work closely with journalists on a range of topics that can prove challenging to

address including gaming disorder, loot boxes and wider concerns about spending. There has also been ongoing additional investment into askaboutgames.com to ensure it is truly a hub of information for parents. Andy Robertson, our resident family games expert, has helped us significantly broaden our advice on using family settings on devices and provided deeper dives into the games that families are talking about.

We’ve also continued to support the Family Game Database. Initially launched in beta during the first lockdown, Ukie support for the site has helped the resource to evolve to provide extensive details on age ratings, accessibility and like for like recommendations for over 1000 games.

As ever, approaching these concerns passionately, informing players of measures they can take already to protect themselves but still listening closely to worries remains the best way to deal with these problems

Games on the up

With our consumer games market valuation showing the industry has hit a record value of £7bn in 2020 and becoming the focus of a lengthy piece celebrating that on the BBC News, it’s clear that games are on the up in the UK.

Our aim in the communications team is to continue to demonstrate that without losing sight of our shared

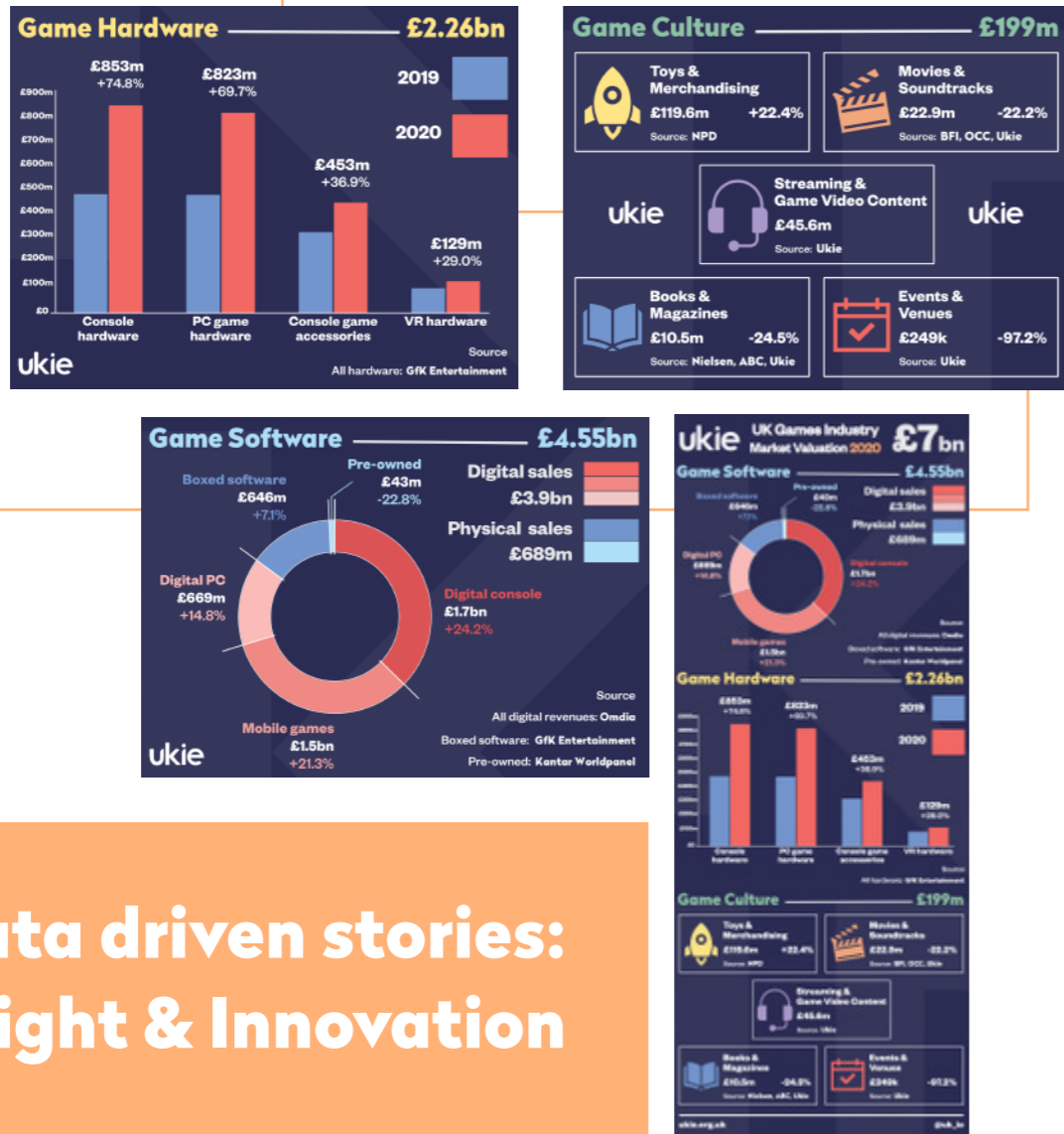
values and responsibilities as a sector. As we step out from some regulatory challenges, we’re looking to celebrate in the coming months our industry’s regional economic success story, its continued responsibility on equality, diversity and inclusivity and the care we have for our players.

But we’re also looking forward to telling new and, as always with the industry, rapidly evolving stories. The industry’s burgeoning commitment to battling climate change, as shown by our associate membership of the UN’s Playing for the Planet initiative, demonstrates the ways that we’re constantly looking for new ways to show the part games play in society.

Most importantly of all, we can’t do this alone. While we represent games businesses collectively, creating great partnerships with specific companies, charities or organisations helps us to turn disparate trends or narratives into understandable stories that can resonate with people across the country.

Naturally, the Ukie team is here to help do that. We were pleased to welcome Louisa Keight as our new Communications and Content Officer, following on from the work of John Parry who has moved onto pastures new.

But if you’d like to help us tell those stories, please contact George Osborn, our Head of Campaigns and Communications, at george@ukie.org.uk



Data driven stories: Insight & Innovation

The insight and data we hold about our sector not only tells us about the games industry today but is an essential guide to how we shape its future.

Robust evidence is critical to our political and policy work and forms the basis of our influence with Government, whether local or national.

Our members rely on the insights we can provide and regularly come to us with questions ranging from where in the UK they should open a new studio, through to what spicy detail they can add as that final finishing touch to a pitch deck.

As well as those essential economic and market figures, Ukie’s research also looks inward at the industry, whether to understand the classification of business data in official sources, the make-up of the UK games workforce such as our biennial Industry Census, or to lend our resources to new research into important areas such as inclusivity or representation.

To meet these ever-expanding challenges, we were excited to be able to expand our insight team in 2020, bringing in Colm Seeley as an extra pair of extra hands (and, importantly, brain) to help us deliver against these important objectives.

As we all know, games have been an essential support and lifeline for many people during the last year. Even so, few of us would have predicted the unprecedented figures we saw in Ukie’s annual consumer market valuation, showing that in 2020 the overall UK games market grew a staggering 30% from the previous year to reach a record £7bn in consumer spend.

A combination of housebound customers, a new console generation, a shift to hybrid work / leisure PC setups, new VR headsets and a wealth of new innovative games saw booms across virtually every aspect of the sector, with even physical software sales growing as consumers turned to mail order as high streets closed.

Game software sales increased by 18% to £4.6bn, hardware soared 61% to £2.3bn and our wider measurement of game “culture” – game-related products and events – reached a new high of £199m thanks to the inclusion of streaming revenues for the first time.

With the need for improved industry data, much of the last 12 months has been spent developing larger projects to tackle forthcoming data challenges. Having launched the original UK Games Map in September 2016, five years later it’s time for a revamp, and so we’ve been steadily developing a new, improved map that seeks to address many of the difficulties that became apparent in the original

much of the last 12 months has been spent developing larger projects to tackle forthcoming data challenges

version. Funded via the BFI, the new Games Map data has already been a critical component of our work on those key economic figures around employment, contribution to GDP and productivity that are crucial assets in the story of the UK industry’s success. As well as those wider industry figures, this data also feeds in to work to assess the economic impacts and benefits brought by the Video Game Tax Relief and our continued efforts to sustain and improve the relief for UK businesses.

Assets like the Games Map are essential in reliably measuring our sector, partly due to the relatively poor way the industry is supported by official measures such as Standard Industrial Classification codes. While official business classification is perhaps one of the driest and most bewilderingly complex subjects around, Ukie has undertaken significant work with other creative sectors, DCMS and ONS (Office of National Statistics) to propose a new structure for SICs to better serve the games industry in future.

That kind of cross-sector collaboration is also a core part of our work, to build bridges and support the broader creative and tech industries, share insight and knowledge and, where possible, to act with a single voice around key issues. The Ukie Insight team are long-standing members of many cross-sector working groups and boards, including the BFI’s Research and Data Advisory


Group, the Creative Industries Council R&D Working group and the StoryFutures and StoryFutures Academy boards.

We’ve also expanded our roster of academic partnerships over the last 12 months, with new Inclusivity and Onscreen Representation projects underway with the University of York and Teesside University respectively. As you would expect, these projects aim to provoke meaningful change in our sector and join the University of Sheffield-led biennial Industry Census in our continuing work to improve our insight into these areas.

However, as we look to the years ahead, we must recognise that the games industry is only going to grow and diversify, with new technologies, social change, evolving business models and innovative content driving us forward and expanding our already substantial horizons.

From a research point of view, the challenge therefore will be to continue to expand our remit to meet these needs, to improve the ways we collect and maintain data about our sector and to find new and different ways to tell the myriad stories our industry has to offer.

It’s certainly a challenge we relish, but it’s not one we can meet alone – support, data, participation and commitment from our members will be critical in that journey. The future, as they say, is in your hands.



At your service: Membership & Commercial

The incredible innovation and ambition of the people and companies we are fortunate enough to support through membership has driven our own team, who directly service you as members with services and products, to new heights this past year.

Over the last 12 months, we have trialled new products and services, experimented with different delivery methods and engaged with members across a raft of new and varied platforms. It has not all worked out perfectly first time, of course. However, the team have iterated and experimented until we have found processes that work for our members.

International trade

Despite the restrictions on travel, the demand to meet and engage with overseas partners and to distribute into new emerging markets has never been stronger. Like many industries we have been forced to move to a series of digital solutions to facilitate these connections.

Through our partnerships with MeetToMatch and Gather.Town, Ukie has been able to steer and support its members to high quality, high-return events where serendipitous meetings still flourish alongside the planned schedule.

Indeed, by embracing virtual events we have been able to start new programmes to help UK companies access the opportunities that exist in Japan and Latin America.

When physical events return, Ukie will blend major physical trade shows with a virtual offering using the skills and knowledge we have gained.

National trade programme

The reduction in physical international trade shows has also driven Ukie to expedite and expand the delivery of its national trade programme. This exciting series of business support services and events ensures UK games businesses are ready and able to access and maximise the impact of investment and partnerships.

The Hub Crawl 2021, themed around the lifecycle of a games business, set new landmarks

for engagement. We had an incredible 1,150 unique attendees throughout this 12-date series of events. The video content published online after the events also greatly exceeded all previous Ukie event viewing numbers.

Our brand-new **Games Scale Up programme**, delivered in partnership with Creative England has quickly become the benchmark for the industry. The games sector is growing fast, but access to expert business knowledge remains a challenge.

This outstanding new programme was run in stealth mode in 2020 and helped 15 UK games companies accelerate their business capacity and build essential business knowledge.

Its success has led to additional expansion and investment in the programme, with two further cohorts of businesses at differing stages of development set to be supported in 2021.

The commercial team had some fun with our new events **UK Game of the Show** and **EuroPlay** towards the end of 2020 and have dovetailed this series for 2021 into the expanding **Dev:Pub** service.

Dev:Pub is entirely focussed on showcasing the amazing output from UK games makers and ensuring it is presented to publishers and platforms for collaboration and commercial deals.

A new series of quarterly showcases, supported by pitching opportunities and one to one introductions, will give UK developers the perfect platform

for promotion whilst giving publishers and platforms access to a raft of the best UK made content.

Innovation and communication

We have expanded our agreement with GSD (Games Sales Data) and now supply games sales data for eight major markets, whilst also giving many Ukie members access to digital sales data for the first time. In Q2 2021 we launched a new Retail Price Tracking tool to help companies assess retail and promotional pricing of their, and their competitors', games.

Our Intellectual Property products have more member users than ever (this is a free service for members) and our currency exchange service doubled its customer base in the past 12 months. Our membership team have also changed the way we communicate with our members. Our virtual drop-ins and cohort meetings proved to be extremely popular and will be expanded in 2021-22.

Our new monthly summary newsletter, which collates all the weekly communications, has been a vital catch-all, single-read summary for members. Expect to see a continued evolution in our members communications as we add podcasts and more dynamic tools in the year ahead.

For more information on these services, and any other membership activity, please contact sam@ukie.org.uk and leon@ukie.org.uk



Protecting your business: Intellectual Property

📌 we took down over half a million
infringing links at an overall
takedown rate of 80% 📌



Challenging year with an increase in traffic to infringing websites

Over the last 18 months there was a significant increase in people visiting websites making available all forms of infringing content. People at home were not only looking for content to play, watch and listen to, but also in game items, mods and cheats, resulting in a surge of site traffic which has, fortunately, slowly decreased as people return to working from an office.

The IP Scanning service has been vital in helping members protect their IP during this period. With traffic to most of the popular illegal game download sites up by 30-50%, more people than ever were looking to play without paying. Sites quickly realised new visitors wanted both new and old titles, which meant an increase in the volume of links removed over the 12-month period.

We took down over half a million infringing links at an overall takedown rate of 80%, which is higher than for other content types across the creative industries. In addition to removing links, we also shut down websites through takedown requests and rapid removal of game files – depriving users of games to download and encouraging them to turn away from those providers.

We also monitored marketplaces for the unauthorised selling of digital goods and account sharing. We removed over 25,000 listings - preventing the sale of items and accounts valued at over £150m; an enormous effort to protect members' IP.

Members have also used the YouTube scanning service to identify videos claiming to offer free downloads or posting leaked content. Accessed via the Content Manager tool, videos are removed in seconds rather than hours to prevent the uploader profiting from ad revenue or clicks to infringing websites.

This also stops players downloading malware or spyware bundled game files from such sites, preventing harm for them and preserving the brand of the game.

Ukie is ensuring that the games sector is represented, and the UK is leading the global fight against IP theft to ensure all major platforms are free from infringement and safe for consumers.

To find out more about the work we do or want to sign up for the Scanning service, contact mo@ukie.org.uk

its most diverse and accessible programme yet

Celebrating the capital: London Games Festival

The 2021 London Games Festival, in its 6th edition, was delivered as an online, digital event from 19 – 28 March.

Over 10 days, the festival put together its most diverse and accessible programme yet, with 100s of games creators from around the world participating across the business and consumer strands with free talks, events and video programming available online to the public. This year saw the inclusion of a brand new **LGF Official Showcase** featuring



40 games from around the world representing quality, innovation and diversity focused on four themes: Made In London, Narrative Excellence, International Innovators and Pick Up And Play.

The games were presented through a dedicated showcase and World Stage site with an accompanying short doc developer commentary for each team presenting.

A year of remote working through lockdown provided an opportunity to catch up with the **20/21 Ensemble** cohort, as Games London ran a series of one-to-one interviews with the key talent in its exhibition focusing on Black, Asian and marginalised ethnicities working in games.

The **Ensemble Salons** were refreshed and re-aired for the festival with a live, interactive exhibition taking place across two sites in the City of London through August 2021.

The London Games Festival brought a focus on the climate crisis - a very real challenge the industry like the world is facing. In partnership with Playing for the Planet and industry-leading contributors, Games London and Ukie launched the **Green Games Guide**; a

first step effort to inform and highlight how the games sector can commit to change and become more sustainable.

Once again, the festival included key partner events observing the wide-ranging content the games sector has to offer with the return of **Now Play This** - delivered digitally and featuring 25 games reflecting the climate crisis.

The annual **BAFTA Games Awards** was broadcast during the festival - free to view online, celebrating the achievements of outstanding titles released over the past year.

The public-facing LGF content was also underpinned by a major business-to-business offer that saw hundreds of professionals log on for video meetings, pitches to investors and networking.

The **Games Finance Market** featured 60+ major global funds and publishers meeting pre-selected studios from London, UK and around the world looking to get new games financed.

The London Games Festival is part of Games London, an initiative delivered by Film London and Ukie and funded by the Mayor of London.

#RaisetheGame

💡 the value of the pledge can be seen in the number of companies which have recognised its worth , with over 140 companies supporting the initiative. 💡

Ukie's Equality, Diversity and Inclusion (EDI) work, which aims to ensure the industry is as accessible and inclusive as possible for everyone, has truly come into its own and expanded during the last year.

The release of the [UK Games Industry Census](#) has made waves in the industry. As well as being a first of its kind resource, creating a firm foundation of data about diversity within the industry, its findings have influenced companies to look at their EDI efforts and consider how they can incorporate it into everything they do.

Ukie's flagship EDI initiative, the [#RaiseTheGame pledge](#), has only gone from strength to strength, even amidst the challenges of the pandemic, thanks to the support of the Founding Pledge partners – Electronic Arts, Facebook Gaming, Jagex, King and Xbox and more industry partners coming on board.

Raise the Game has thrived by putting on a range of accessible activities and virtual events, raising awareness around different diversity dimensions through content as well as supporting organisations with advice and guidance behind the scenes.

Much of this was reflected in the one year on report, which demonstrated how the pledge was leading to practical changes in businesses. And the value of the

pledge can be seen in the number of companies which have recognised its worth , with over 140 companies supporting the initiative.

This demand has meant there has been a natural need for a dedicated resource to support the pledge. This year we welcomed Dom Shaw to the team to be [full-time EDI Coordinator](#) so we can invest dedicated effort, focus and time to all this work and to give members a firm anchor of support around important matters associated with EDI.

Ukie's partnership with Into Games has also yielded further opportunity to improve industry diversity. Schemes like the Video Game Ambassador initiative and Kickstart have helped inspire change and broaden routes of entry into the industry.

We have also worked with a range of partners to ensure that credible EDI related training can be offered to the games industry at affordable rates. This helps companies to foster inclusive cultures, further deepening diverse practices in the sector.

Ukie aims to continue and expand its EDI work to support our overall mission is to make the UK games industry the best place to make, sell and play games. If you'd like to support our efforts, please email Dom Shaw at dom@ukie.org.uk for more information on how.



💧 Ukie is committing to going carbon net zero by the end of 2022 💧

Tackling climate change and sustainability

The games industry, with its boundless creativity, its constantly evolving interaction with technology and its ability to reach and inspire a global audience of billions has the potential to make a significant impact on both how climate change is perceived by the global games playing community and in how we tackle it.

There is a need for urgency!

We're already seeing evidence of the impact of global warming in the form of increased ice sheet melt, flooding or forest fires, and the UN and the wider science community are clearly saying that 2030 is now a key date by which the planet must have had a significant

reduction in CO2 output.

Last year, we established a dedicated sustainability work strand to help companies think about how they can be more sustainable, reduce their emissions and inspire games players to think about climate change.

As a starting point to demonstrate our commitment to this invaluable work, Ukie is committing to going carbon net zero by the end of 2022, by reducing our carbon emissions and offsetting what we can't cut or avoid, and we want to help the wider industry think about how they can do this by 2030 too.

And to help encourage individual games businesses to reduce their carbon emissions, we have produced our Green Games Guide to show them ways that they can do this, both in areas that they directly control, such as their offices, and those that they

indirectly impact, such as the energy use of their games being played. Our sector's commitment to changing how we make, sell and provide ways for people to play games is vital. But we also have the opportunity to influence the ways that billions of games players around the world view the environment and the impact that they have on it.

The goals above are key elements of the UN's Playing For The Planet Alliance and that's why we've joined them as Associate members as a sign of our commitment to change and as another way to start discussions

on a wider global level to collectively making a difference.

And we're doing more work to raise awareness of the role that the games sector can have in tackling climate change by hosting an international Green Games Summit in October and by having a presence at COP26 climate change summit.

Our Sustainability Group is the place where members can come together and shape this important work. Please contact daniel@ukie.org.uk if you want to join the conversation about games and sustainability.

Levelling up skills: Education

UkieEdu

September 2020 saw the official launch of the Ukie Education identity and along with it the launch of the new Ukie Education Member Group. Since then, our education work has grown from strength to strength, with each of our initiatives continuing to work together to support young talent in what must be one of the most challenging years in the history of education.

The Ukie Education Member Group has already tackled several key issues in its first year. With over 60 members



Video Game Ambassadors

The Video Game Ambassadors programme has seen major growth since its relaunch in 2020, in partnership with Into Games. The programme now boasts 503 members, making it the UK's largest active volunteer network for games industry staff supporting educational institutions directly in the delivery of career talks, mentorship programmes, game jams and one-off masterclasses.

Since our last report, we have seen a rise of 460% in schools and other educational institutions using the platform to seek help, giving the VGAs a reach to over 100,000 young people. The VGAs are now a core part of the delivery process for dozens of college game design courses, being



from both industry and education, the group has talked about accessible education, effects of the pandemic, creative education and the skills and policy agenda amongst many others.

The Devices For All campaign launched successfully in February and seeks to encourage the video games industry to donate their unused technology to support underprivileged schools and families. If you haven't signed up yet, then we sincerely encourage you to do so.



called, "invaluable" and "essential" by a number of institutions in our most recent impact assessment.

In May we launched the VGA 1K campaign, to get to 1000 members by the end of 2021. Our diversity statistics continue to be above the current industry levels, with VGAs from underrepresented genders representing 42.7% of our members, while 16.2% are from Black, Asian, and minority ethnic backgrounds. As we progress into 2022 we hope to improve these statistics even further.

If you'd like to find out more about the scheme and sign up as an ambassador, head to gamesambassadors.org.uk



Ukie Students

The Ukie Student Membership programme is now in its eighth year and continues to adapt in order to ensure students from both FE and HE receive the best possible insights and opportunities.

The student member count grew 30% this year, now catering to over 3,900 students from across 36 of the UK's foremost games courses. The programme provides students with exclusive opportunities such as events, resources, insights, video content, discounts and access to industry internships to help them move into their first role in industry.

The shift to digital events this year has meant that on top of our core programme events such as the student conferences and student game jams, students have been able to be part of core industry events such as the Ukie Hub Crawl.

This year, the programme was supported by Hi-Rez Studios and long-time partner Epic Games. In addition to this, Ukie Student received overwhelming support from industry in providing speakers for both conferences and mentors for both game jams.



Digital Schoolhouse

Digital Schoolhouse (DSH) together with Nintendo UK, has reached 7,873 pupils, 765 teachers and 158 schools this year. Our network of Schoolhouses continues to positively impact young people through our hybrid model of teaching virtual and physical workshops, as well as participating in international game-making challenges such as the Mobo Game Jam.

Delivered in collaboration with Kucheza Gaming, the game jam attracted over 1,000 registrations from the UK and Nigeria and secured

over 1,200 public votes in the virtual final. The international event was a catalyst for cultural exchange by promoting inclusivity, sustainability and humanity in contenders' game ideas.

The finale of 2020's DSH Super Smash Bros. Ultimate Team Battle took place online, in November. Hosted by Alysia Judge, Nimz and Bowie, the event vibrated with excitement, where we debuted our first careers panel in Animal Crossing: New Horizons. We reached 10,000 students, 1,100 teams and 69 schools across the UK.



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Member Groups

Ukie's member groups allow Members to contribute ideas and oversight on key areas of the organisation's work. Run by individual team members, and chaired by members, these groups provide regular communications and host regular meetings to keep you informed – and allow you to participate – in relevant discussions, debates and activities.

Communications

The Communications group looks at Ukie's communications output, with particular focus on how the organisation interacts with press and manages publicity campaigns.

Administered by: George Osborn
Contact: george@ukie.org.uk

Education

The Education group helps to steer Ukie's education initiatives. Membership is open to people in games interested in education, as well as practitioners in schools and universities.

Administered by: Shahneila Saaed
Contact: shaneila@ukie.org.uk

Equality, Diversity and Inclusion (EDI)

The EDI group is dedicated to improving equality, diversity and inclusion within the industry and shapes Ukie's approach on EDI matters. It also supports the #RaiseTheGame pledge work.

Administered by: Dom Shaw
Contact: dom@ukie.org.uk

Esports

The esports group shapes Ukie's position on the growing sector. The group's priorities are to drive the commercial success of esports in the UK, promote the unique contribution of the companies that operate within it and to support and shape policy recommendations.

Administered by: Sam Collins
Contact: sam@ukie.org.uk

Human Resources (HR)

The HR group helps provide Ukie with guidance on a range of personnel and operational matters.

Administered by: Grace Shin
Contact: grace@ukie.org.uk

Intellectual Property (IP)

The IP group supports Ukie's work protecting the Intellectual Property of games businesses operating in the UK.

Administered by: Mo Ali
Contact: mo@ukie.org.uk

Mixed Reality (MR)

The Mixed Reality group explores Ukie's work within the Virtual Reality (VR) and Augmented Reality (AR) sectors

Administered by: Leon Cliff
Contact: leon@ukie.org.uk

Mobile

This group helps provide unique insight for Ukie from the mobile games industry, helping shape specific approaches for mobile only issues and ensuring a voice for the sector elsewhere.

Administered by: Leon Cliff
Contact: leon@ukie.org.uk

Policy and Public Affairs

The Policy and Public Affairs group feeds into Ukie's work with policy makers and provides information about developments in industry policy

Administered by: Tim Scott
Contact: tim@ukie.org.uk

Sustainability

The Sustainability group meets to discuss, share information and drive forward the UK games sector's response to climate change and sustainability.

Administered by: Dan Wood
Contact: dan@ukie.org.uk

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