

ukie

THE ASSOCIATION FOR UK INTERACTIVE ENTERTAINMENT

# annual review 2017

# W O R L D



# our board

## 2016/17



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Owner and COO  
Revolution Software



Ian Livingstone CBE - Vice Chair  
Chairman  
Playmob



Dave Gould - Treasurer  
Snr Director of Sales UK & Export  
Take 2 Interactive



Simon Barratt  
Director  
Barog Game Labs



Katherine Bidwell  
Co-Founder  
State of Play Games



Neil Boyd  
European Anti-Piracy Counsel  
Nintendo Europe



Shaun Campbell  
UK Country Manager  
Electronic Arts



John Clark  
Senior Vice President, Commercial  
Publishing  
SEGA Europe



Rob Cooper  
Managing Director Northern Europe and  
Export Territories  
Ubisoft



Spencer Crossley  
UK Sales & Marketing Director  
Warner Bros. Interactive Entertainment



Stuart Dinsey  
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Curve Digital



Harvey Eagle  
Xbox UK Marketing Director  
Microsoft



Miles Jacobson OBE  
Studio Director  
Sports Interactive



Veronique Lallier  
European Managing Director  
Hi-Rez Studios



Warwick Light  
UK Managing Director and Vice President  
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Phil Mansell  
CEO  
Jagex



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AppyNation



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Operations Director  
FuturLab



Ella Romanos  
Director  
Rocket Lolly Games



Roy Stackhouse  
Vice President - UK, Ireland & Benelux  
Activision Blizzard



Dr Jo Twist OBE  
CEO  
Ukie



Tim Woodley  
SVP Global Brand & Marketing  
505 Games

## Ukie Annual Review

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### Our initiatives



askaboutgames  
askaboutgames.com



Digital Schoolhouse  
digitalschoolhouse.org.uk



Games London  
games.london



Ukie Students  
ukie.org.uk/student-membership



Next Gen Skills  
gamesambassadors.org.uk

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## foreword

Matt Hancock MP - Minister for Digital

“

**As Minister of State for Digital my brief is wide and diverse, from online safety to the creative industries, and digital connectivity to skills and inclusion ”**



I engage with some of the most innovative and advanced businesses in the country and see first-hand how they're playing their part in driving our economy.

I consider myself fortunate that the games industry falls in my portfolio. Our games sector boasts some quite extraordinary talent, working across a vast range of disciplines, and producing some of the most creative cultural output our country has to offer.

It has developed - and continues to develop - skills and innovations which now fuel our wider digital economy, from advances in virtual and augmented reality to the practical application of artificial intelligence.

Added to that, the industry employs some 23,000 people and, according to Ukie's UK Games Map, there are more

than 2000 games businesses across 20 distinct clusters - encompassing global giants and rapidly scaling start-ups - distributed through the UK.

The digital and creative industries are a priority for this government. In January we launched the Industrial Strategy Green Paper which set out our commitment to an early sector deal for all the creative industries, not least video games.

The deal aims to build on our areas of global excellence and help emerging sectors thrive, by supporting businesses to take the lead in transforming and growing their own industries. I look forward to seeing the games industry

play an important part in the sector deal and in ensuring it continues to drive growth in our economy. Of course we are now negotiating to leave the EU. Along with the undeniable challenges there also come new opportunities.

I know that Ukie members have highlighted concerns around talent and immigration, access to markets, cross-border data flows and cultural funding.

I look forward to continuing my work with Ukie and the wider games industry to make sure that, throughout and after our withdrawal from the EU, the UK remains the best place in the world to make and play video games.

## chair's report

Noirin Carmody, COO Revolution Software



**I am delighted to report that Ukie has never been in a stronger position to represent the voice of the UK's games and interactive entertainment industry**



This year Ukie welcomed some of the best-known games names in the world to its already impressive membership, with Jagex, Riot Games, and Codemasters further amplifying Ukie's voice. We are delighted to have them on board.

Having this diverse membership greatly adds weight to what we say to government, meaning that we can better represent the sector and continue to be at the heart of so much that makes the UK a great place to make and sell games.

I am pleased to report that a fast-growing, strong membership has also been matched by a solid financial performance in the last year, as the Ukie team have again worked incredibly hard to deliver a huge amount of activity, whilst reducing the overall operating costs.

Whilst there was a slight decrease in turnover (2%) in 2016/17, direct costs have decreased by 9% and overall

operational expenses have decreased by 2%. This has resulted in a positive position for Ukie of £98,517 and a total of £1,181,610 in reserves.

These reserves give us operational security in uncertain times and any surplus is reinvested in projects that benefit the sector (such as the UK Games Map) or contribute to the overall cost of running Ukie.

This year we will be reviewing our banking arrangements to improve the return on the reserve. A strong trade body is the sign of a strong UK games sector. With an uncertain political and economic landscape, this cannot be taken for granted and Ukie will be doing everything it can to ensure the government understands the sector's needs around skills, immigration, funding and every other regulatory area that affects games businesses.

And this is of course not all that Ukie does: it runs a global trade and investment programme; provides a digital IP scanning and takedown service; launched Digital Schoolhouses around the country (with support from PlayStation); is a source of high quality industry research; and acts as the voice of the sector in the media and more.

This is all only possible through the support of our members, so thank you all.

We know that we need to work hard on your behalf, and the Board and the entire team are all committed to Ukie being your voice and providing the support to businesses that will help the UK to continue to be the best place in the world to make and sell games and interactive entertainment.

## ceo's report

Dr Jo Twist OBE, CEO Ukie

“

**During a time of global political upheaval, a strong, steady, persuasive, evidenced-based voice of the industry is critical**

”



Over the last 12 months, we have invested our income into ensuring that we have the most persuasive case to present to government as we look towards a new future with and beyond Europe.

Evidence is key to informing policy. Policy is key to the business environment that you operate in – at home and abroad.

Whether that be in ensuring the incredibly successful VGTR - which has seen a 115% increase in claims and £119m granted since 2014 to UK studios across 420 claims – continues, or helping businesses make the most of global business and investment opportunities, to identifying where we need to unlock more funding and support for games businesses and their products at local and global level, skills development, or simple introductions – your trade body is your trade buddy.

Over the last year, we have tried to balance your practical needs with the demands of the policy arena which will determine our future.

In September 2016, we were quick out the blocks with a positioning paper on what the key priorities, threats and opportunities were concerning the sector following the EU referendum.

We conducted an extensive UK-wide roadshow and online consultation to ensure we had the full representation of the industry's voice.

The resulting State of Play report was presented at a Parliamentary event and

was very well received as an excellent, detailed, evidence-based piece of work. Your voice as members and sector representatives is vital and we will be continuing this consultative process over the next 12 months through our newly formed Immigration & Talent working group, as well as via our other sub groups which are open to all members.

The Ukie team has worked across a broad range of industry groups and Councils, across sectors to ensure our needs are represented directly at the top table to Parliamentarians to inform what an Industrial Strategy fit for creative digital sectors like ours looks like.

Our international activity has gone from strength to strength. As well as record-breaking GDC and gamescom UK Industry stands, our programme of curated Trade Missions have generated £103m of business wins for UK companies.

The UK Games Map has grown in the last year to represent more than 2,150 active companies across the UK and has proved to be an effective lobbying and international promotion tool.

Our Games London programme, the centrepiece of which is the London Games Festival, is entering its third year. Since its launch in January 2016 Games

London has connected 145 games businesses in the UK with 109 global investors, driving over £30m potential business back into UK games companies. However, London Games Festival does more than that: it is successfully disrupting the cultural perception of games and is attracting more confident attention from cultural and arts institutions.

With more public, political and investor focus than ever on AR, VR and AI, we have the skills, experiences, and expertise through our blend of innovation and creativity to lead the world.

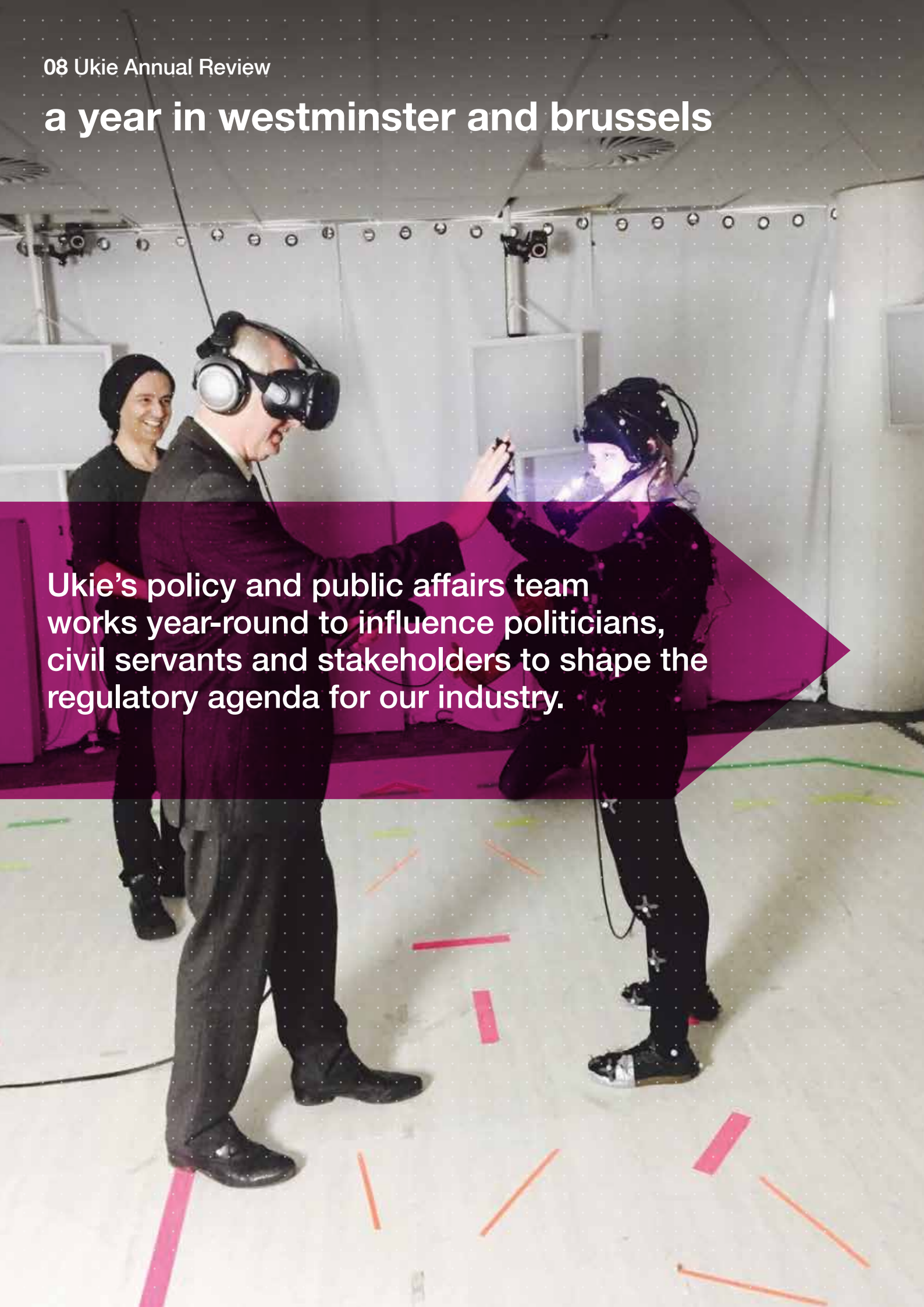
We will be there to remind the world that the potential of these innovations will only be realised if we invest in the skills and expertise that the games industry generates.

Ukie would be nothing without our members, but we cannot do what we do without my brilliant team who are ever more committed to doing the best job for you and our sector.

I would also like to thank my Chair, Noirin Carmody for her leadership, the enormous dedication she has to Ukie, and her support. I thank my fantastic Board too who have been so supportive of Ukie's mission on behalf of the sector - their time and expertise is invaluable.

*Jo Twist*

## a year in westminster and brussels



Ukie's policy and public affairs team works year-round to influence politicians, civil servants and stakeholders to shape the regulatory agenda for our industry.

We are the official secretariat to the **All Party Parliamentary Group (APPG)** on Video Games, and have a programme of meetings and events to ensure policy makers are informed about our changing industry, new technology and new business models, and it helps us to keep our finger on the policy pulse.

### Key workstreams

Over the winter we embarked on an ambitious member engagement programme to inform our **State of Play Brexit report**. Over 70 companies attended 11 roundtable events across the country with 75 additional businesses responding to our online survey.

The report highlighted continued access to talent, ease of trade and access to markets, establishing data adequacy and public funding as the key issues Brexit raises for the games industry, along with recommendations on how to tackle them.

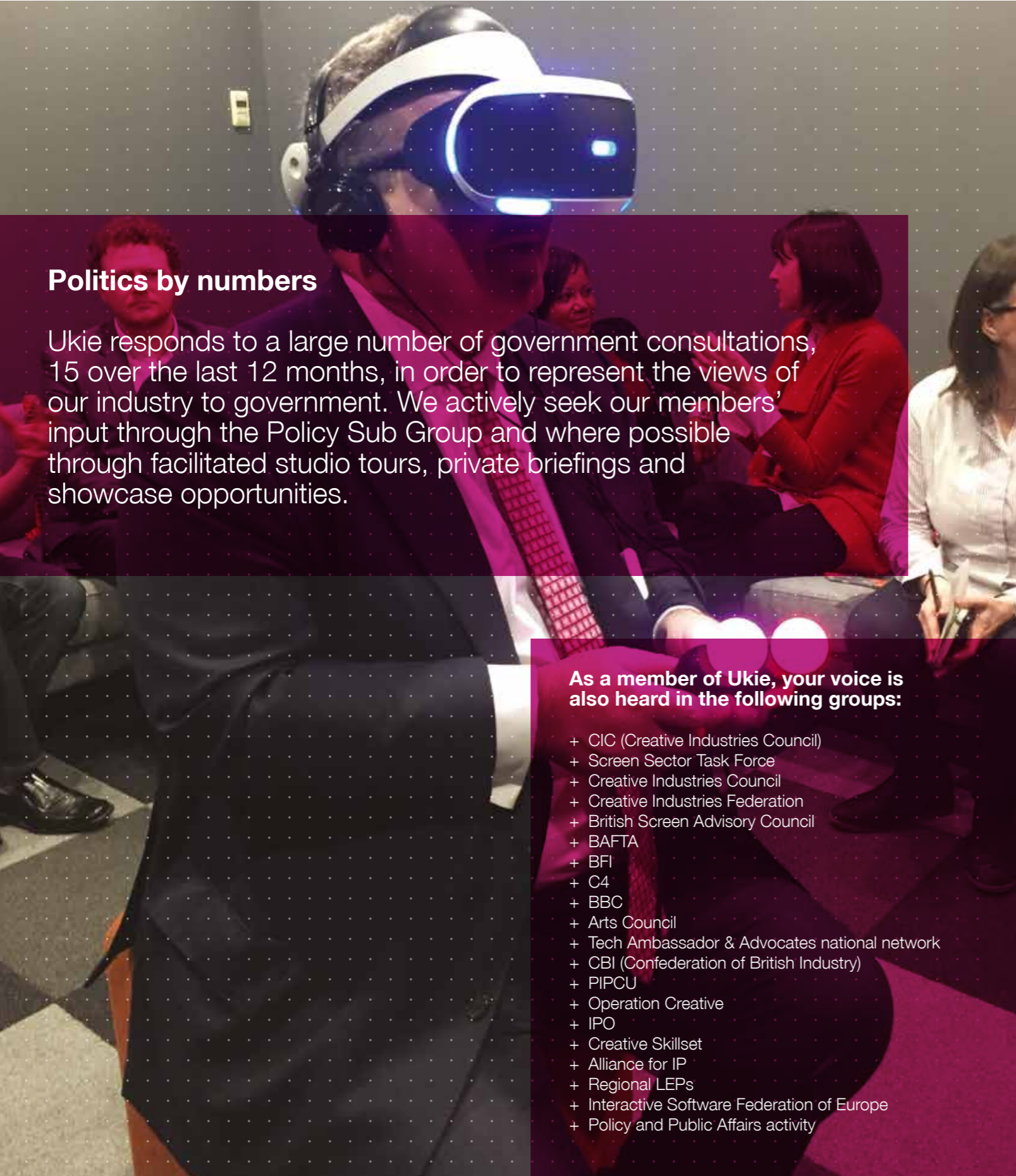
The report was launched at a parliamentary breakfast with parliamentarians and policy makers and followed up through one to one meetings with MPs. Ensuring MPs respond to the threat to access to talent remains one of our top priorities.

At the start of the year the games sector, along with the wider creative industries, were included in the **Government's Industrial Strategy** green paper. Ukie responded to the green paper in the spring and, as part of the **Creative Industries Council**, Ukie are now helping to develop a wider sector deal for the creative industries as well as submitting our own proposals to deliver our local blueprint for growth nationally, seek more public funding for games, expand the Digital Schoolhouse programme and secure a long-term trade deal for the sector.

In May we published our manifesto **Powering Up**, outlining our key policy issues for the new government. The context for this was established over the year, in particular through our work on Brexit and developing our position for the industrial strategy and contained 10 recommendations for the next parliament to ensure the UK remains the best place in the world to make and play games. We called on government to:

1. Conduct a detailed forward-looking review of the nation's skills needs at the beginning of each Parliament
2. Work with the creative industries to develop an immigration system that keeps pace with the rapidly evolving specific skills needs
3. Provide early assurance that EU citizens working in the UK prior to our departure from the EU in March 2019 will have the right to remain and work in the UK
4. Post Brexit, ensure that our future trade agreements enshrine existing trade liberalisations and avoid future regulatory divergences
5. Provide new funding as well as a clear remit to public agencies to support the coordinated development of the games industry
6. Recognise the economic and cultural impact that the games industry has around the UK by developing local plans for scaling-up existing games clusters
7. Establish a more coherent approach to export and inward investment strategy
8. Allow flexibility within the apprenticeship levy funds to develop standards that work for the industry
9. Prioritise obtaining a data adequacy decision from the EU as early as possible
10. Ensure that ambition for UK connectivity is set in the hundreds of megabits per second rather than the tens by 2025

# a year in westminster and brussels



## Politics by numbers

Ukie responds to a large number of government consultations, 15 over the last 12 months, in order to represent the views of our industry to government. We actively seek our members' input through the Policy Sub Group and where possible through facilitated studio tours, private briefings and showcase opportunities.

### As a member of Ukie, your voice is also heard in the following groups:

- + CIC (Creative Industries Council)
- + Screen Sector Task Force
- + Creative Industries Council
- + Creative Industries Federation
- + British Screen Advisory Council
- + BAFTA
- + BFI
- + C4
- + BBC
- + Arts Council
- + Tech Ambassador & Advocates national network
- + CBI (Confederation of British Industry)
- + PIPCU
- + Operation Creative
- + IPO
- + Creative Skillset
- + Alliance for IP
- + Regional LEPs
- + Interactive Software Federation of Europe
- + Policy and Public Affairs activity

### In the last 12 months Ukie has responded to the following consultations:

- + Apprenticeship Levy Funding
- + BFI 2022
- + Arts Council Review
- + Gambling Commission
- + DCMS Sectors Economic Estimates
- + House of Lords Internal Markets Sub-Committee inquiry into trade of services following Brexit
- + Culture, Media and Sport Committee Inquiry on the Impact of Brexit
- + Department for Exiting the EU Committee inquiry in to Brexit
- + Scottish STEM inquiry
- + Science and Technology Select Committee STEM skills gap review
- + Home Affairs immigration inquiry
- + Labour Industrial Strategy consultation
- + Building our Industrial Strategy green paper consultation
- + European Commission public Consultation on the Creative Europe Programme
- + House of Lords Artificial Intelligence inquiry
- + Migration Advisory Committee Call for Evidence: EEA-workers in the UK labour market

Our engagement with policy makers does not end with consultation responses. Throughout the year we run a comprehensive engagement programme with the key political influencers across Whitehall.

We have met with five ministers over the course of the year, including Matt Hancock, Minister for Digital, Brexit minister Robin Walker, Trade Minister Mark Garnier and Small Business and Industrial Strategy Minister Margot James.

Since September 2017 we have also met with over 20 MPs and a further six peers from across the political spectrum, educating them about the role the games industry plays in issues such as international trade, child online safety, data and computer science education.

We have also continued to facilitate briefings for our members with civil servants on changes to the immigration system, the apprenticeships levy, the Digital Content Directive and Geo-blocking Regulation.

In addition to these meetings we have organised studio tours for local MPs and ministers, giving our members the opportunity to showcase the innovative and creative technologies in the games industry and talk about the challenges and opportunities they face. Over the past year we have arranged four of these tours.

## Europe

We continue to ensure the UK games and interactive entertainment industry's voice is heard on key European policy initiatives like the Digital Single Market. As well as representing our members through our European trade body the Interactive Software Federation of Europe (ISFE), we have met with UK civil servants to discuss forthcoming European legislation which will impact UK games business' operations following our departure from the EU.

We've met with UK civil servants to discuss the Audiovisual Media Services Directive (AVMSD), the European Commission's Free Flow of Data Initiative, Geo-blocking Regulation, Digital Content Directive, and ePrivacy Regulation.

This year, we also enjoyed taking part in ISFE's European Parliament Games Showcase which focused on the role of data in the games industry, and made the most of our time in Brussels to meet with British MEPs and their advisors, as well as representative from the UK Permanent Representative to the EU.

In light of our forthcoming departure from the EU, we have consistently been calling on government to ensure that there is no significant departure from existing EU rules on cross-border commerce, access

to content, or data protection to ensure that UK-based companies can continue to seamlessly offer games directly to the whole European market.

## Esports policy

Ukie represents most of the major stakeholders active in esports in the UK today including: esports event organisers ESL, Multiplay, Gfinity and EGL; developers and publishers such as Riot Games, Hi-Rez, Activision Blizzard and EA; teams and university leagues, Team Dignitas and the National Universities esports League; and organisations such as the British esports Association.

In November last year we launched our 2016 esports whitepaper: Growing the UK as an esports hub at an event at Gfinity's London Arena.

The whitepaper was written in consultation with the UK's esports community via Ukie's esports Sub Group, and made recommendations for how industry and government can work together to make the UK a global leader in esports.

Ukie has since then been developing new esports qualifications and expanding our Digital Schoolhouse esports competition to give over 1000 children from schools all over the country the chance to compete against each other and get a taste of the wide range of roles that make up esports.

And as the main point of contact for government policy and regulation relating to esports in the UK, we will continue to call for more support from government for esports in this country.

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[ukie.org.uk/government-and-policy](http://ukie.org.uk/government-and-policy)

+  
All of our consultation responses  
[ukie.org.uk/policy-papers](http://ukie.org.uk/policy-papers)

## research and analysis

“

Research and data sit at the heart of Ukie's mission to make the UK the best place in the world to make and sell games

”

As well as our services providing UK sales data and the official games charts, Ukie conducts and collates an array of research and information across all aspects of the industry, including headline economic measurements, detailed geographic and sectoral mapping of the industry, consumer demographics and market valuations and a multitude of statistics across virtually any topic.

Our data informs all the work we do, whether providing a solid evidence-base for policy recommendations, moulding our member services and international trade events through survey feedback, providing discounted sales data services, administering the official UK games charts and providing accurate information and feedback to the media.

Wherever possible, we also make this data available to our members and the wider industry, either by publishing our whitepapers online, creating open data initiatives like the UK Games Map or simply by collating interesting stats on the research page of our website.

Every year, Ukie announces our valuation of the UK consumer games market, which this year showed that **UK consumers spent a record £4.33bn** on games and game-related products in 2016. Game software sales also reached new heights, exceeding £3bn in sales for the first time. In line with a changing technology environment, the 2016 valuation included a number for VR hardware sales for the first time – with UK consumers spending **£61.3m on VR hardware**.



# research and analysis

“  
 The Games Map has proven a valuable practical resource for all types of business”



“  
 Our work with disabled gamers takes us all over the country and the UK Games Map is a great way for us to research and connect with the local games industry in the regions we visit”

“  
 At nDreams, we’ve found the Games Map invaluable when speaking to young people who are keen to break into the games industry”

Tamsin O’Luanaigh – nDreams

## UK Games Map

Since its launch in September 2016, the UK Games Map – [gamesmap.uk](http://gamesmap.uk) - has proven to be an invaluable source of data about the UK games industry, providing an up-to-date snap-shot of the size and geography of the UK industry. Now one year old the map lists **2,175 games companies** currently operating in the UK, a **9.6% increase since launch**.

The map combines a big data and crowdsourced approach to data gathering, pulling in additional data for established companies from across the internet, as well as allowing new businesses to register themselves directly. With a further 450 games companies listed in the map that are no longer trading, the UK Games Map currently contains a record of 2,625 UK-based games companies.

One thing that’s immediately clear upon viewing the UK Games Map is that there are games companies wherever you go in the UK, however we also see the industry coalesce around a core of key hubs.

London remains host to the largest number of active games companies (592), but there are also significant games clusters in Manchester, Glasgow, Dundee, Edinburgh, Cardiff, Belfast Brighton, Guildford and Slough to name a few.

Interestingly, the highest densities of games businesses are seen in Dundee and Brighton, with one in every 250 businesses in the towns developing or publishing games, compared to around one in every 770 businesses in London.

As well as games business, the UK Games Map lists **231 games courses across 94 university and educational institutions nationwide and 149 “service” companies** that don’t develop or publish games, but still operate in the industry, including PR and legal services, charities, esports companies, technical services and middleware.

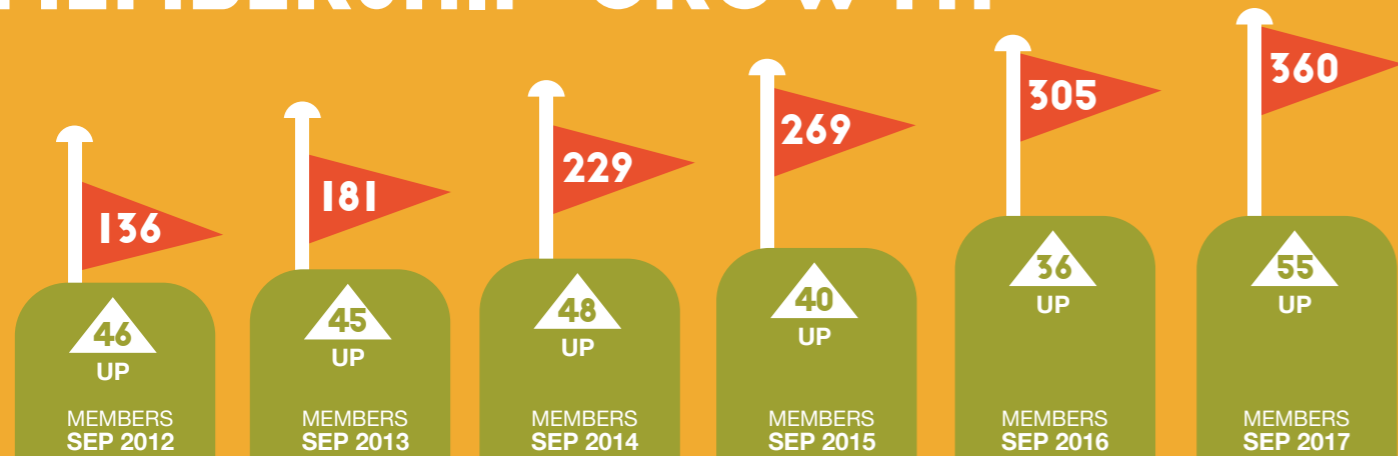
The UK Games Map provides the sector with a critical data set that we can feed into numerous projects, including for the upcoming Economic Valuation of the Screen Sectors report, in collaboration with the BFI. This data has also been used in our recommendations to update the government’s SIC code system, as we can show that **51% of games business are registered without the right SIC**, and therefore are not necessarily being counted in government economic data.

Throughout the last year, Ukie have delivered an ongoing program of updates, fixes and new features to the UK Games Map, which is planned to continue into the coming year. We will strive to maximise the effectiveness of this data and continue to build a UK Games Map that works for the industry, by the industry.

+  
 For more information on Ukie research or the UK Games Map please contact  
 Research Analyst  
[luke@ukie.org.uk](mailto:luke@ukie.org.uk)  
[ukie.org.uk/research](http://ukie.org.uk/research)  
[gamesmap.uk](http://gamesmap.uk)

# UKIE's YEAR IN NUMBERS

## MEMBERSHIP GROWTH



DEVELOPERS - FROM MICRO TO LARGE ESTABLISHED STUDIOS

REPRESENTING ALL MAJOR FORMAT HOLDERS AND MULTI-NATIONAL PUBLISHERS

## INTERNATIONAL TRADE

TRADE STANDS AT CHINA JOY, GAMESCOM, GDC AND GSTAR. OUTBOUND TRADE MISSION TO CHINA JOY

130 BUSINESSES

UK GAMES BUSINESSES EXHIBITED AT AN OVERSEAS SHOW ON A UKIE STAND

£121k

DIT EXHIBITOR GRANTS DISTRIBUTED TO UK COMPANIES BY UKIE

4600

NEW CONTACTS MADE BY UK COMPANIES VIA THE UKIE TRADE PROGRAMME

8000+

PEOPLE VISITED A UKIE STAND AT AN OVERSEAS TRADE SHOW.

83

RECORD NUMBER OF UK EXHIBITORS ON A UKIE TRADE STAND, GAMESCOM 2017

103M

WORTH OF BUSINESS DEALS DONE BY UK BUSINESSES ON OUR STANDS

WEBINARS AND INVESTMENT DINNERS ORGANISED TO SUPPORT OVERSEAS TRADE

## DELIVERING VALUE FOR Members

OVER 280 MEMBER MEETINGS

104 INDUSTRY EVENTS ORGANISED & PROMOTED

OVER 800 MANAGED



BUSINESS INTRODUCTIONS

650+ COMPANIES ATTENDED A UKIE BUSINESS SESSION OR SUB GROUP MEETING

£££ saved

THROUGH MEMBER DISCOUNTS ON SERVICES - INCLUDING DISCOUNTS ON GAMES TAX RELIEF ADVICE

£££ saved ON MARKET DATA

180k IN MEMBER FREE EVENT PASSES all areas

ukie HOT DESKS AND MEETING ROOMS Free FOR MEMBERS TO USE

LAST 12 MONTH STATS

310

ROOM BOOKINGS

£125k

MARKET VALUE ROOM HIRE - SAVED BY MEMBERS USING OUR FREE SPACE

## POLITICS

15

GOVERNMENT RESPONSE & POLICY PAPERS PUBLISHED

35

PARLIAMENTARY MEETINGS

## DIGITAL Schoolhouse

SINCE SEPTEMBER 2014...

GROWN FROM 8 TO 30 DIGITAL SCHOOLHOUSES

REACHED OVER 162,000 CHILDREN

NUMBER OF TEACHERS SUPPORTED 1700

NUMBER OF UK SCHOOLS 230

## PROMOTION

19

PRESS RELEASES THIS YEAR

168! ukie

STORIES PUBLISHED ON UKIE NEWS BLOGS

!

UKIE FEATURED ON: THE GUARDIAN BBC RADIO 5 LIVE BBC RADIO 4 BBC TECH TENT THE SUN, WIRED, THE METRO THE EVENING STANDARD BBC SWITCH

## STUDENT MEMBERSHIP

2029 STUDENT MEMBERS

23 INSTITUTES



2 STUDENT CONFERENCES ATTRACTED OVER 400 ATTENDEES AND 30 TALKS

## VIDEO GAME Ambassadors

300 REGISTERED VGAS

85 VGAS GAVE CAREERS ADVICE AT EGX AND REZZED



IP WEB SCANNING SERVICE TAKING DOWN 13,000 ILLEGAL DOWNLOAD LINKS EVERY MONTH. OVERALL OVER 250,000 LINKS REMOVED.



10,000 VISITS A MONTH

# acting locally thinking globally



“  
In just a couple of years, the London Games Festival has become a major attraction for consumers and professionals alike”

Mayor of London, Sadiq Khan

## A global trade programme

Games businesses operate in a globally digital environment. Digital distribution enables UK businesses of all sizes to commercialise their products and services around the world. But to truly maximise the opportunities of international trade, a greater understanding of the market, its unique nuances and characteristics is required.

Then identifying and connecting to appropriate local partners is vital to success. Ukie has developed a comprehensive, award winning, international trade programme including highly visible pavilions at major trade shows, investment focussed trade trips and both inbound and outbound UK trade missions. Allied to this, Ukie has forged strong partnerships with global trade experts in key markets such as **China, Korea and the USA** to help enhance the programme.

The results have been phenomenal with numerous distribution, publishing and collaboration deals secured. **Business wins of £103m** were recorded for UK games companies in the past 12 months – taking the cumulative business wins for UK SMEs for the past three years to over £300m.

Investment and acquisitions have also increased, supported by the detailed market knowledge of the Ukie team which has been able to connect businesses with appropriate partners.

Acquisitions and investment in UK games companies that have been part of the Ukie trade programme have exceeded the staggering sum of **£1.4bn in the past 18 months**.

£117k

DIT exhibitor grants distributed to UK companies by Ukie

£103m

business deals done by UK businesses on our stands

130

UK games businesses exhibited at an overseas show on a Ukie managed stand

## Local games cluster strategies

With the games industry clustered across the UK, it's increasingly important that games clusters receive local support, tailored to their own needs. We have continued to work with Local Authorities, Local Enterprise Partnerships (LEPs) and other local support networks and organisation to shape strategies that will help grow the UK's games clusters.

Two years ago we successfully bid to the London LEP, with support from the GLA, for £1.2m to create Games London (in partnership with screen agency Film London).

The programme promotes London as one of the world's leading games destinations and provides opportunities for businesses all over the UK to showcase their work, get investor ready and get access to investors themselves. Since its launch in January 2016 Games London has connected **145 games businesses** in the UK with **109 global investors**, driving over **£30m potential business** back into UK games companies.

It also runs the London Games Festival. **Over 50,000 people attended 40 different events across 20 different venues during the 2017 festival**. The Festival has also established itself as a platform for global business in games with the Games Finance Market delivering nearly £20m potential business in April.

The London Games Festival will return in 2018, running from 5 April to 15 April. The 2018 festival aims to go even further with a wider programme of outdoor events and an even bigger offering for the games developer community.

Highlights for next year include:

- + The third **Games Finance Market** (Tuesday, 10 April to Thursday, 12 April) the only event of its kind in the UK, connecting 60 games studios with 60 global games investors
- + **Now Play This**, the festival of playful work and experimental game design at Somerset House
- + London's largest games event **EGX Rezzed** (Friday, 13 April to Sunday, 15 April), a showcase of PC and indie games, at Tobacco Dock
- + The **BAFTA Games Awards** on Thursday, 12 April at Troxy

The London Games Festival is also curating the brand new HUB event (Monday, 9 April and Tuesday, 10 April). HUB is a new two-day B2B event housing the Festival's summits, a demo zone for prototypes and start-ups, a pop-up coworking space and gallery.

## Growing the games industry in Coventry and Warwickshire

Following the success of Games London, we have been working with **Coventry and Warwickshire LEP** to shape a similar strategic plan for games businesses in the region, notably in and around Leamington Spa.

This new programme will operate for two years and will provide local games businesses with trade and investment missions, CPD training, investor-ready bootcamps and skills initiatives.

We are already working with several other major games clusters and will continue to roll out this approach, working with LEPs, Local Authorities, Combined Authorities and the government in Westminster to get more support for games businesses throughout the UK.

We will continue to lobby for more local support via the Industrial Strategy.

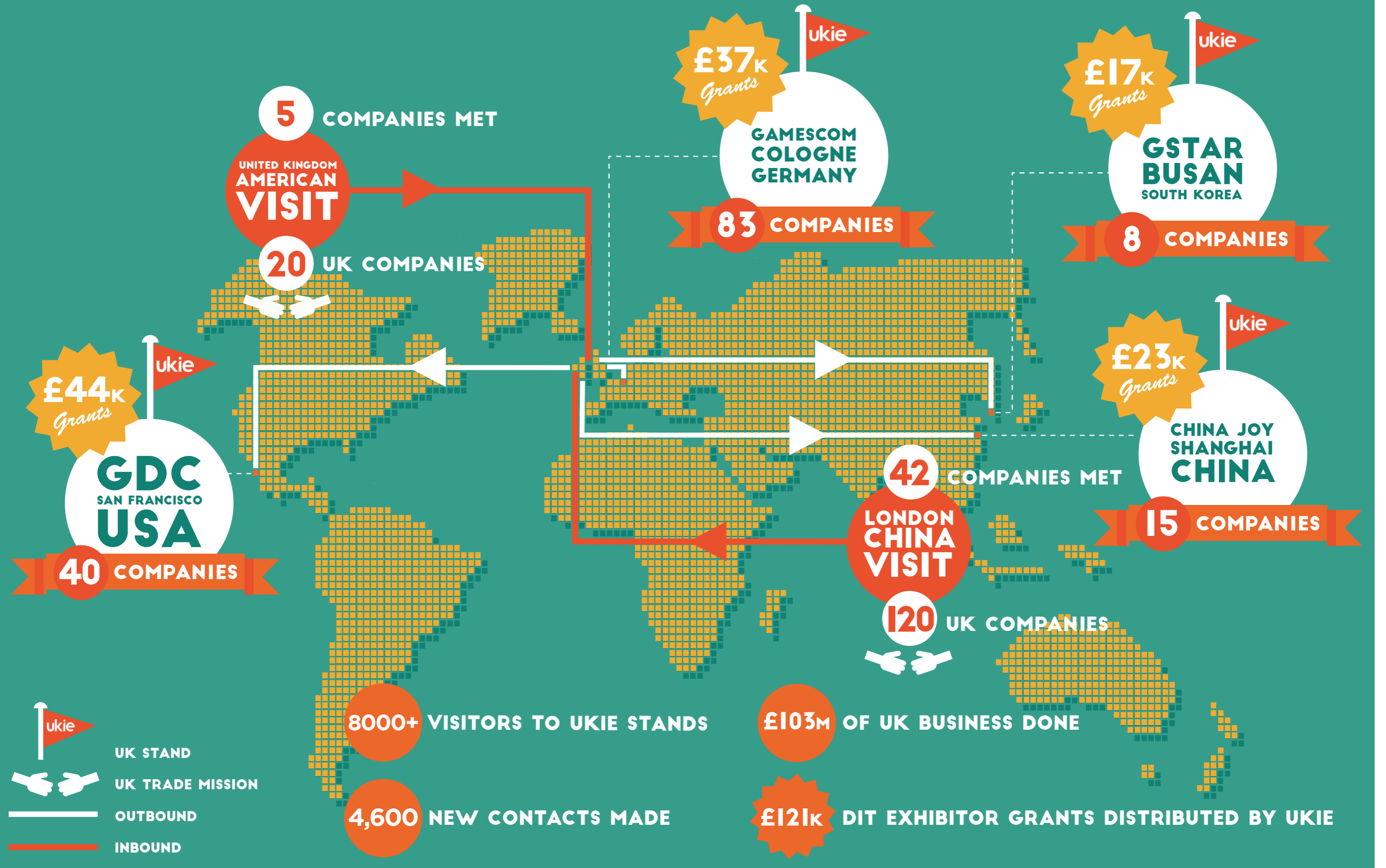
+  
**For more information on our International Trade Programme please contact**  
Head of Commercial and Membership  
[sam@ukie.org.uk](mailto:sam@ukie.org.uk)  
[ukie.org.uk/international-trade-shows](http://ukie.org.uk/international-trade-shows)

+  
**For more information on our Clusters Programme please contact**  
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[daniel@ukie.org.uk](mailto:daniel@ukie.org.uk)

+  
**For more information on Games London contact**  
Senior Games Programme Executive  
[michael.french@games.london](mailto:michael.french@games.london)  
[games.london](http://games.london)



# UKIE's GLOBAL TRADE PROGRAMME



# the digital schoolhouse

powered by PlayStation

“Our mission is to revolutionise computing education to inspire the next generation”

**Ukie's Digital Schoolhouse (DSH) programme, powered by PlayStation®, sponsored by SEGA & Warwickshire County Council**, is a not-for-profit programme which uses play-based learning to engage pupils, whilst upskilling teachers to deliver the new computing curriculum. Our mission, to revolutionise computing education to inspire the next generation

Originally seed-funded by the GLA, DSH continues to gain momentum since its successful pilot in 2014. Thanks to lead partner **PlayStation®**, last year we launched a national programme of 20 Schoolhouses across England.

In 2017, we continue **expansion by 50%**, with 29+ Schoolhouses across the UK and Northern Ireland. Workshops are predicted to exceed last year's impact, with a projected reach of **15,000 pupils and 1,600+ teachers**.

DSH is also proud to have on board its new supporters, **Sega** and **Warwickshire County Council**.

With their contributions, the programme will provide even more Schoolhouses with bursary funding, helping to alleviate the financial burdens faced with implementing creative computing.

Industry and education work together to develop new classroom resources; providing pupils with practical value to support subject content.

This year has seen significant collaboration with BAFTA and the development of Young Games Designer resources.

New activities include: Gamebook Computing and The Computational Thinking Duck, using **LEGO bricks**. DSH's successes are being more widely recognised; this summer, presenting at the **WCCE 2017** in Dublin and at **TEDXMatera** in Matera. DSH Director and Head of Education, Ukie Shahneila co-wrote "**Hacking the Curriculum...**" with Ian Livingstone, receiving great reviews and critical success.

In addition, DSH achieved award finalist for the highly prestigious BETT 'ICT Innovator of the Year' Award 2017.

A new DSH pilot last year was the first ever schools-based esports tournament, with over 460+ students participating across England. This offered a unique blend of education and careers, engaging students by immersing them in world of esports.

The grand final was hosted by Gfinity as part of London Games Festival, with coverage from BBC Newsround, Waypoint, Vice and more.

The tournament saw a 16% rise of all students considering a possible career in the creative digital industries, with greater impact on over 16s: 87% reporting increased interest in studying computing/tech-related subjects.

Attendance also increased during the tournament; on average 13% rise at New College. Soft skills developed included: Team Working (58%) and meeting new people (46%).

Results clearly demonstrate how DSH can continue to use video gaming to equip the next generation and plug the digital skills gap. DSH can't grow without you. Together, we can revolutionise computing education.

## inspiring talent

“ VGAs inspire a diversity of young people and career changers with tangible advice about getting started and making meaningful careers in the games industry ”

“ Ukie's Student Membership scheme bridges the gap between academia and industry ”



### Video Games Ambassadors

Our Video Game Ambassadors (VGAs) are industry volunteers who inspire a diversity of young people and career changers with tangible advice about getting started and making meaningful careers in the games industry. They visit schools, colleges and games events across the country to talk about the options available in the industry, the **STE(A)M agenda** and the skills needed to achieve a successful career in the sector.

The VGA programme has continued to grow from strength to strength over the last 12 months, with over **300 passionate industry experts** now volunteering their time at events throughout the year.

Diversity is always key to the VGA network, and they all have a wide range of backgrounds, skills and career paths which they share with thousands of young people or career changers across the country. 20% of the network are female, which is above industry average, and we are committed to raising this number in the coming year.

Speakers develop their own presentation skills and confidence too by presenting at the Ukie run Careers Bars at the biggest games expos in the country: at **EGX in September 2016** and **Rezzed in March 2017**, which was the biggest Ukie Careers Bar to date, **as part of London Games Festival**, with over **85 VGAs** volunteered across the weekends to give careers talks and one-to-one advice.

There is a huge range of activities that VGAs can get involved in throughout the year, including judging game jams, school scratch competitions and much more. Each activity can make a real difference in a young person's life and inspire the next generation of the UK games industry.



### Student Membership

Ukie's Student Membership scheme bridges the gap between academia and industry, providing over **2000 students, from 23 of the country's leading games courses** with unique contacts, opportunities, insight, resources, internships and industry discounts to bring them closer to their first job in games.

The 2016-17 academic year has been jam packed with activity starting off with the **Ukie Student Conference North** hosted at Staffordshire University in November which attracted over 200 students from across the UK to hear from a diverse range of professionals within the games industry. Students also received 1-2-1 advice on their portfolios, websites and interview techniques from recruitment specialists and Ukie member Amiquis.

The Ukie Student Conference proved so popular that we ran the **Ukie Student Conference South** for the first time this year, as part of the London Games Festival in April. This conference was a full day of talks with two tracks hosted at London South Bank University. It also had the very first Ukie Students Conference Expo with companies such as Creative Assembly, Barog Labs and others taking part. The conference also saw the return of the careers section this time hosted by Ukie members OPM Response.

May saw the return of the eagerly awaited annual **Ukie Student Game Jam**. Bigger and better than ever we had **21 teams** from across our membership compete to make the best game in under 48 hours in hopes of winning the coveted Ukie Student Game Jam trophy. The stakes were higher than ever with fantastic prizes donated by our membership including exclusive studio tours, developer meet and greets and of course lots of merchandise and games.

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For more information on the  
VGA network contact  
Community & Communications Officer  
[sophie@ukie.org.uk](mailto:sophie@ukie.org.uk) or visit  
[gamesambassadors.com](http://gamesambassadors.com)

+  
To find out more about our  
Student Membership contact  
Business Development Executive  
[megan@ukie.org.uk](mailto:megan@ukie.org.uk)  
[ukie.org.uk/student-membership](http://ukie.org.uk/student-membership)



## promoting a positive image



“ Ukie is here to fairly and accurately represent the UK games and interactive entertainment sector in the media ”



Dr JO TWIST  
CEO, UK Interactive Entertainment

BBC NEWS

bbc.co.uk/news

### Askaboutgames

Ukie and the **VSC Rating Board** jointly run and fund **askaboutgames.com**, an online resource which contains a comprehensive range of advice about **PEGI ratings**, online safety, family friendly games advice, and parental controls.

Used by parents, carers, teachers, government, and industry partners alike, it is the go to place for anyone who has questions about children's online behaviour, as well as interesting relevant news pieces and tangible career advice.

In the last 12 months, askaboutgames has been featured in many mainstream articles, including references in The Sun and The Guardian and was also selected as one of the top places for parents to seek online safety advice by DCMS ahead of Christmas.

For 2017-18 we're excited to announce that the VSC Rating Board renewed their partnership and we undertake a brand refresh and relaunch of the askaboutgames site, which launched at EGX 2017.

### Press

Ukie is here to fairly and accurately represent the UK games and interactive entertainment sector in the media. We are trusted to give honest representation of the sector in related news stories, as well as a trustworthy and robust source of industry data, and also act as a human shield for the industry and our members in times of crisis.

In the past 12 months, Ukie has been featured in multiple national publications as the voice of the industry, whether reacting to breaking news that affects our sector, or proactively producing positive press stories to champion the UK games market in the media.

Our press clippings in the past year number 209 and include stories in/on The Guardian, BBC Radio 5Live, BBC Radio 4, BBC Tech Tent, The Sun, Wired, The Metro, The Evening Standard and BBC Switch as well as the games press.

“ In the last 12 months, askaboutgames has been featured in many mainstream articles ”

+  
For more about  
educating parents & carers  
[askaboutgames.com](http://askaboutgames.com)

+  
View our latest press releases  
[ukie.org.uk/press](http://ukie.org.uk/press)

+  
For press enquiries contact  
Community & Communications Officer  
[sophie@ukie.org.uk](mailto:sophie@ukie.org.uk)

## making the most of your IP

“ the service has helped games businesses to protect over 400 of their titles, removing over 300,000 infringing links ”



Our IP Scanning service identifies where your games are being made available illegally and removes the infringing links. In the last nine months, the service has helped games businesses to protect over 400 of their titles, **removing over 300,000 infringing links** - 70% within 24 hours of being reported, with an overall 92% removal rate.

Monitoring 150 of the most popular sites multiple times a day the scanning service sends instant takedown notices ensuring that the download (and torrent) links have a limited life span.

This has resulted in 10 sites that were making games titles available illegally shutting down and a dozen more completely removing the pages where the download links were found.

It's not just the AAA titles that are infringed, the service finds links for small indie releases including mobile game titles. The greater the range and higher the volume of titles we protect will generate more results that will determine the scale of infringement and where we should focus our enforcement efforts.

We have been working with the **Police Intellectual Property Crime Unit (PIPCU)** submitting sites that make money from using others' IP illegally, which should appear on an Infringing Website List (IWL). PIPCU then seeks to stop the revenue streams going to these sites, severely impacting how they operate.

We are also working in other ways to protect your IP. With the support of the government we are looking to implement changes in how search engines work, that will demote or even remove results to infringing sites.

The goal is to replace 'bad' results with results to your website or partners so a player has the opportunity to buy a game legally. We have been working closely with the **National Cybercrime Unit (NCCU)** to gain a better understanding on how companies and games players are affected by cybercrime.

As a business owner you may have received suspicious emails pretending to be from a colleague requesting a large amount of funds be transferred into an unknown bank account. You won't be alone and by sending these emails to the NCCU the bank accounts are shut down and the criminals behind this activity are stopped.

The PREVENT campaign aims to raise awareness around cybercrime amongst young people so none of them inadvertently try to DDoS or hack a friend or family member which could lead onto more serious activity. So take advantage of the free scanning service and get involved to ensure your business is protected from cybercrime.

+  
To find out how Ukie  
can help you contact  
IP Coordinator  
[mo@ukie.org.uk](mailto:mo@ukie.org.uk)

## business support

working harder for our members

“

Ukie exists to help our members navigate the challenges and opportunities of the ever-changing games and interactive entertainment sector

”

“

Ukie is a force to be reckoned with for the UK games industry. Passionate, informed, smart, focussed, driven and totally committed to the future success of the whole industry. Proud to be a member”

As the sector evolves, Ukie shifts with it to maintain and improve the support services and functions we provide.

This includes access to networking and promotional events such as our increased presence at VR/AR and esports events in particular, with speaking opportunities and panels of experts supplied for key events.

Our Mixed Reality and esports Sub Groups are amongst our most proactive. Featuring the best industry experts, these groups have led both Ukie and industry thought leadership in key areas.

Events also continue to be an important tool for members to raise their profile. Alongside our B2B trade programme,

Ukie has supported a series of UK B2C events with a strategic partnership with Ukie member, Payload Studios.

Payload delivers the distinctive **Tentacle Stand** at major consumer shows including Insomnia and EGX and Ukie has supported and promoted this great initiative as a gateway for members to reach consumers.

Market data and industry guides continue to help businesses drive forward, providing high quality information and analysis.

Ukie continues to offer market-leading data to help businesses with planning decisions and has added, via our Research Analyst Luke, a new level

of data interpretation and insight. Bespoke reports, commissioned by members, are now available. Members continue to have access to the wide range of service discounts and event access for key events that Ukie membership offers.

**Free tickets** to games events worth over **£70k** were distributed to members with total exhibitor discounts at trade shows of **£5k** per company available.

Our Partner members continue to provide discounted and preferential rates on legal advice, currency transactions, R&D tax applications, Video Game Tax Relief applications amongst other key business services.

+  
**For more information on these services and any other membership activity please contact**

Head of Commercial & Membership  
[sam@ukie.org.uk](mailto:sam@ukie.org.uk)

Business Development Executive  
[megan@ukie.org.uk](mailto:megan@ukie.org.uk)

[ukie.org.uk/reports](http://ukie.org.uk/reports)

[ukie.org.uk/support](http://ukie.org.uk/support)

[ukie.org.uk/events-and-training](http://ukie.org.uk/events-and-training)

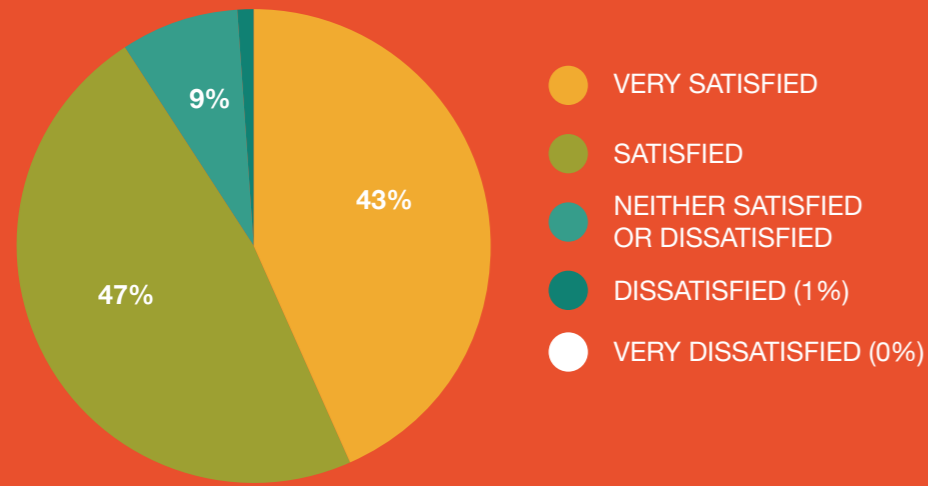
[ukie.org.uk/international-trade-shows](http://ukie.org.uk/international-trade-shows)

CONNECTION  
ANALYSIS  
DATA  
SEARCHING  
VERIFICATION  
CODING  
SENDING

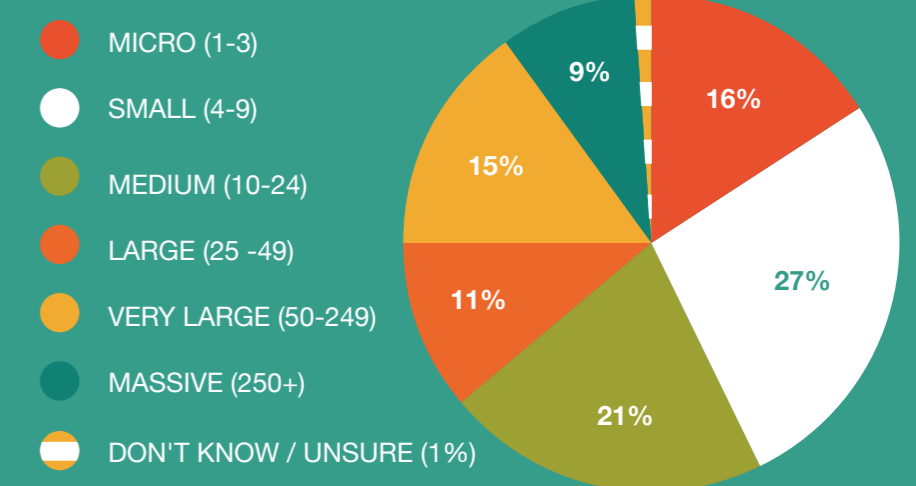


# WHAT OUR MEMBERS SAY

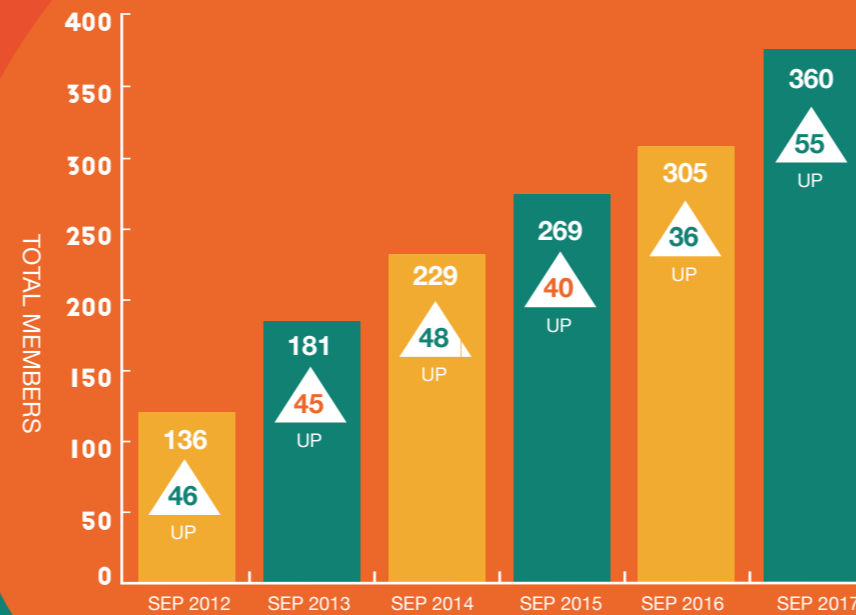
## HOW SATISFIED ARE YOU WITH THE WORK UKIE DOES ON BEHALF OF THE INDUSTRY?



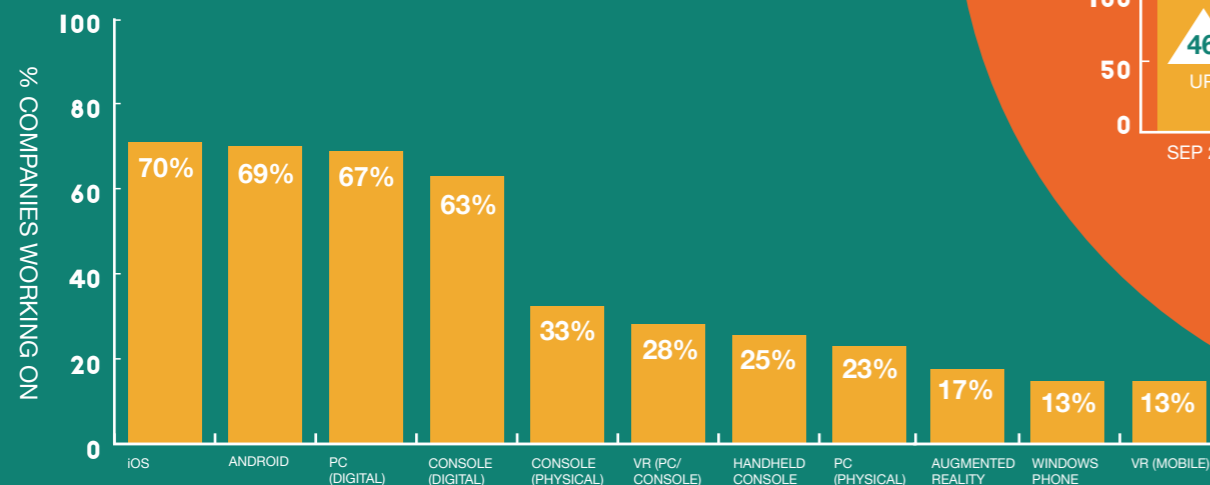
## HOW MANY UK EMPLOYEES ARE IN YOUR COMPANY?



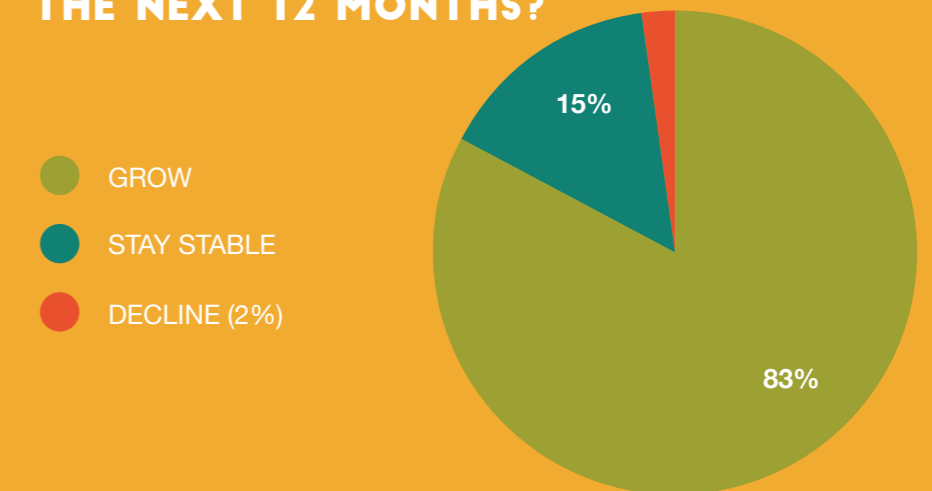
## MEMBERSHIP GROWTH



## THE PLATFORMS MEMBERS ARE WORKING ON



## HOW DO YOU THINK YOUR COMPANY'S BUSINESS PROSPECTS WILL EVOLVE IN THE NEXT 12 MONTHS?



Ukie should be the model for all trade bodies. They are industrious, knowledgeable, a positive force and fair. We love every single one of them.

Ukie is a force to be reckoned with for the UK games industry. Passionate, informed, smart, focussed, driven and totally committed to the future success of the whole industry. Proud to be a member.

Ukie have helped our small three person team become a global player.

Ukie is, in my opinion, the main reason the games industry is taken seriously by the UK government.

The team at Ukie work tirelessly to promote the UK games industry on a local and international level... The profile of the UK games industry as a global creative powerhouse is hugely advantaged by their constant drive.

Ukie have been a great help to me when I started my business. I would recommend that every new UK games business joins.

## sub groups

# One of the best ways to get involved is through our programme of special interest Sub Groups.

Our Sub Groups are Chaired by Ukie members and give games businesses the chance to discuss key issues that they are facing and work together at finding industry-wide solutions. Anyone from a Ukie member business can join a Sub Group so get in touch with the contacts below if you want to get involved.

### Developer Group

The Developer Group exists to provide support to the needs of Ukie developer members.

Ukie contact – [megan@ukie.org.uk](mailto:megan@ukie.org.uk)

### esports Group

The esports Group brings together leading esports event and service companies and content owners to identify opportunities and lead growth and expansion within the UK.

Ukie contact – [sam@ukie.org.uk](mailto:sam@ukie.org.uk)

### Immigration and Talent Group

The Immigration and Talent Group looks at issues surrounding talent acquisition and immigration.

Ukie contact – [marianna@ukie.org.uk](mailto:marianna@ukie.org.uk)

### International Trade Group

The International Trade Group looks at how we can support UK companies with information and access to key overseas markets

Ukie contact – [sam@ukie.org.uk](mailto:sam@ukie.org.uk)

### IP Group

Our IP Group meets to discuss latest IP related issues and shape Ukie's overall IP strategy.

Ukie contact – [mo@ukie.org.uk](mailto:mo@ukie.org.uk)

### Mixed Reality Group

The VR & AR Group exists to provide support and identify opportunities and lead growth and expansion within the UK.

Ukie contact – [luke@ukie.org.uk](mailto:luke@ukie.org.uk)

### Policy Group

The Policy Group exists to lead member input on Ukie's policy and public affairs strategy, to advise on political issues, to assist with the preparation of consultation responses and other submissions to government, and to provide a focal point for all Ukie engagement with members on political issues.

Ukie contact – [marianna@ukie.org.uk](mailto:marianna@ukie.org.uk)

## our staff



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@Doctoe



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@MegMgumi



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For all your meeting/event bookings at Ukie HQ  
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@Dave74205



Alexa Turness: Events Manager  
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@Ukie\_Lex

# our members

505 Games  
50cc Games  
A Brave Plan  
Activision Blizzard UK  
AIME  
Altered Gene Studios  
Amicus  
ANDi Games  
Ansible PR & Communications  
Ant Workshop  
Antstream  
AppyNation  
ARM  
Atomicom  
Autodesk  
Azubu  
BadLand Games UK  
Bandai Namco Games UK  
Barog Game Labs  
Bastion  
Beijing Legend of Warrior Network  
Beloudest  
Bidstack  
Blazing Griffin  
bluegfx  
Boolean Technologies  
Born Ready Games  
Boss Mode  
Bossa Studios  
Brightrock Games  
British Chamber of Commerce Korea  
British Esports Association  
Brown Betty  
Brunel University London  
Bulkhead Interactive  
Burke & Best  
Cambridge Game Creators Network  
Cape Guy  
Carbon Digital  
Cardboard Sword  
Casual Games Association  
CCP Games  
CE Europe  
Centresoft  
Channel 4 Television  
Charles Russell Speechlys LLP  
Cheetah Mobile  
Cherry Pop Games  
Chilled Mouse  
Coatsink  
Code Kingdoms  
Codemasters  
Connect 2 Media  
Conspexit Game Studio  
Cooply Solutions  
Crash Lab  
Crayfish  
Creative Assembly  
Cubic Motion  
Curve Digital  
Dakko Dakko  
Darbotron  
Dashine Electronics  
De Montfort University  
deltaDNA  
Desk Dragons Interactive  
Diana Award  
Dimoso  
Dinglt TV  
Diala Studios  
DNA  
Dovetail Games  
DR Studios  
Draw & Code  
Dream Harvest  
E Champions  
East2West  
Eaton Smith  
ECommPay  
Ediedo  
EGL  
Electronic Arts  
Endemol Shine UK  
Epic Games UK  
Escape Studios (Pearson College)  
Escape Technology  
ESL UK  
ExCel London  
Exertis Gem  
Exient  
FacelT  
Fan Studio  
FC Business Intelligence

FengKuang  
First Touch Games  
Flamin Galah  
Flix Interactive  
Focus Multimedia  
Foot Anstey  
Freak Fandango  
Freely VR  
Freejam  
FreekStorm  
Funsolve  
Fusebox Games  
Future Games of London  
FuturLab  
GAME Retai  
Game Wagon  
GameBench  
GameGrin  
Gamer Camp Studios  
Gamer Network  
Games Britannia  
Games London  
GamesAid  
Gamification Nation  
Genba Games  
Gfinity  
Ginx TV  
Glowmade  
Goldborough Studio  
Goldsmiths, University of London  
Good Catch  
Gram Games  
Green Man Gaming  
Ground Shatter  
Halo Financial  
Hamllins LLP  
Harbottle & Lewis LLP  
Hardlight  
Heaven Media  
Hi-Rez Studios  
Huddersfield University  
Ian Hamilton Design & Consultancy  
ICO Partners  
Improbable Worlds  
Incandium Games  
Indigo Pearl  
Innovation Birmingham Campus  
Insert Coin  
International Games Developers  
Association  
Internet Advertising Bureau  
Ipsos Connect  
ISM  
Jagex  
Johnny Atom Productions  
Joyful Works  
Kalypso Media Digital  
Kartridge  
Key Mailer  
King  
KISS  
Koch Media  
KOEI TECMO EUROPE  
Konami Digital Entertainment  
Krotos Audio  
Kuju Entertainment  
Kumotion  
Kybele Studio  
Lab42  
LeapFrog Enterprises, Inc  
Legendary Games  
Lick PR  
Liquid Crimson  
Little Big PR  
Localize Direct  
London South Bank University  
Lucid Games  
Lucky Voice Group  
Ludus Magnus  
Magic Notion  
Marvelous Europe  
Matata Corporation  
Maximum Games  
MCM Expo Group  
Mechabit  
Media Molecule  
Mediatonic  
Mercia Fund Management  
Merge Games  
Microsoft  
Middlesex University  
Mike Bithell Games  
Milestone

Milky Tea  
Mobile Free to Play  
Modern Dream  
Moov2  
Multiplay (UK)  
Myriad Associates  
National Film & Television School  
NCSOFT Europe  
nDreams  
Nerd Monkeys  
Nescot  
NetEase  
Network N  
NewBay Media Europe  
Next Gen Skills Academy  
Nintendo UK  
Nordic Games Publishing  
Northern Ireland Screen  
Norwich University College of the  
Arts  
Nosebleed Interactive  
Oculus VR  
Orni Systems  
OMUK  
OPM Response  
Opposable Games  
Osborne Clark LLP  
Outright Games  
Pandabox Games  
Paper Seven  
Pataphysics  
Payload Studios  
Perpetual Europe  
Piggyback Interactive  
Pinewood Studios Group  
Pixel Toys  
Plan of Attack  
Player Research  
Playmob  
Playniac Limited  
Playrise Digital  
PlayStack  
Plus Accounting  
Pole to Win Europe  
Pollen VC  
Polygon&Pixel  
Polymath Aspire  
Polystream  
Pomegranate Group  
PQube  
Premier  
Press Space  
Psytec Games  
Purewal & Partners  
Quantum Soup Studios  
Queen Mary College for Commercial  
Law  
R8 Games  
Rantmedia Games  
Rare  
Raspberry Pi Foundation  
Ravensbourne  
Reality Games  
Reflection.io  
Renaissance PR  
Replay Events  
Retro Games  
Revolution Software  
Rift Group  
Riot Games  
Ripstone  
Rising Star Games  
Robot Teddy  
Rocabee  
Rocket Lolly  
Rogue Vector  
Roll7  
Rovio  
Russells Solicitors  
Saffrey Champness  
Scary Puppies  
Secret Sauce  
SEGA Europe  
Sheffield Hallam University  
Sheridans  
Silvertown Partnership  
Simul  
Six to Start  
Skara - The Blade Remains  
Sketchbook Games  
Skillsearch Games and Interactive  
Slingshot Cartel  
Soccer Manager

Sold Out Sales & Marketing  
Solihull College  
Sony DADC  
Sony Interactive Entertainment  
Europe  
Southampton Solent University  
Space Ape Games  
SpecialEffect  
Split Milk Studios  
Spirit AI  
Splash Damage  
Splendy  
Sports Interactive  
Square Enix  
SRS Investment  
Staffordshire University  
State of Play Games  
Steel Media  
Stick Sports  
Storienteer  
Strike Gamelabs  
Swallowtail Games  
Swipe Right  
System 3  
Tag Games  
Takeoff (Uk) Creative Services  
Take-Two Interactive Software  
Europe  
Tandem Events  
Tangentix  
Target Media  
Team Dignitas  
Teesside University  
Testology  
Testronic Labs  
The Arts University College at  
Bournemouth  
The Chinese Room  
The Games Tribe  
The National University eSports  
League  
The Secret Police  
The Tall Trees Games  
The Tiniest Shark  
The Trailer Farm  
Three Knots  
TinyBuild  
To Play For  
Tower Studios  
TSIT  
TT Games  
Two Tails  
Ubisoft  
Ultrahaptics  
Unity Technologies  
Universally Speaking  
University Centre Grimsby, Institute of  
Further & Higher Education  
University of Abertay Dundee  
University of Central Lancashire  
University of Chester  
University of East London  
University of Hull  
University of Leeds  
University of Surrey  
University of the West of Scotland  
University of Westminster  
University of York  
Upload Agency  
Utopian World of Sandwiches  
Uzone Network Technologies  
Venatas Media  
Virtual Arts  
Vision Games Publishing  
Warchild  
Warner Bros. Interactive  
Entertainment  
Warwickshire College  
Waterfront Entertainment  
We Heart Dragons  
Well Played Games  
West College Scotland  
Wibbu  
Wired Productions  
Wired Sussex  
Women in Games  
Woodshires  
World Gaming Executives  
Xiotex Studios  
ZeniMax Europe

## 360 members

# ukie

THE ASSOCIATION FOR UK INTERACTIVE ENTERTAINMENT

 @uk\_ie

 search Ukie on facebook

 search Ukie on linkedIn

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# ukie.org.uk

