

A unique formula

LONDON
& PARTNERS

London is FTW! for games companies. London gives you access to talent, a welcoming community of big names, and financial support via funding and tax credits for R&D and the Video Games Tax Relief. It's your time to prosper in an industry predicted to grow by 6% (to £5.2bn) by 2021.¹

1 Join the London games ecosystem which produces some of the world's biggest global successes. **Football Manager, Monument Valley, Candy Crush Saga, the Batman Arkham series** are all made in London. Those famous games are matched with a network of expert games studios and publishers, like **Activision Blizzard, SEGA, Sony Interactive Entertainment, King, Bossa Studios, Riot Games** and **Improbable**.

2 Recruit in the **top hub for VR/AR talent in Europe**. With the highest number of LinkedIn members with

VR/AR skills and over **303,000 developers**, London is home to more developers than both Paris and Berlin.²

3 Let London invest in your games. **345 companies** were granted **Video Games Tax Relief** in 2017/18. What's more, Europe's largest ever Series B funding round was secured by London-based **Improbable**. The \$502m round was led by **SoftBank** in 2017 and followed by a further \$50m from China's **NetEase** in 2018.

4 **Play big: new giant Esports venues are planned across the city** to host Esports leagues and tournaments. **Google the Red Bull Sphere** or the **Wanyoo Esports Studio** and get excited.

5 And London's golden prize? **£20m worth of deals** were arranged at **London Games Festival** in 2018, so don't miss your chance to network at the ultimate games festival this year.

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¹PWC UK Digital game purchase ²UKIE Games Industry Fact Sheet, Stack Overflow Jan 18