

# LONDON & UK

## A GLOBAL HUB FOR GAMES

**\$5.1BN**

games revenues  
in the UK in 2019.<sup>1</sup>



**357,000+** developers  
in London

the highest population  
for a city in Europe.<sup>2</sup>



**Business sense**

A time-zone that  
spans global markets within  
a single working day.



**Next gen of talent loading**

- Staffordshire University's Digital Institute London campus runs the UK's first esports degree and master's programme.
- Abertay University is globally recognised for its computer games courses.

**105**

**VC deals completed**

worth £596m between  
2015-2019 in London's  
video games sector.

**The Video Games  
Tax Relief (VGTR)**

allows studios to claim back  
20% of qualifying spend for  
a game wholly developed in  
the UK or EEA. This remains  
after Brexit. £103m was  
claimed in VGTR in 2018/19,  
representing 535 games.<sup>3</sup>



**Venues and arenas are  
popping up all over the UK**

to support the waves of  
customers seeking to play:  
Gfinity, Red Bull Gaming  
Sphere, Wanyoo studio and  
BELONG Gaming Arenas.



**The UK has a  
global reputation**

for creative excellence  
in design, games,  
animation, publishing,  
VFX and immersive.

**Some of the UK's biggest  
games creators**

- Bossa Studios
  - Sports Interactive
  - Rockstar
- work alongside the world's  
leading tech companies,  
Microsoft, Activision Blizzard  
and Sony.



<sup>1</sup>NewZoo & ACI Worldwide, 2019, <sup>2</sup>State of European Tech, 2018, <sup>3</sup>Gov.uk: Creative Industries Statistics, 2019, <sup>4</sup>Newzoo, 2019