THE STATE OF THE AUSTRALIAN GAMES INDUSTRY

THE POWER OF COMMUNITY

ANTONY REED
Chief Executive Officer
Game Developers' Association of Australia

GAME DEVELOPERS' ASSOCIATION OF AUSTRALIA

My Background

- 23 years of industry experience
- Experience with major global publishers in London and Los Angeles, including SEGA, Virgin Interactive and Interplay Productions
- Responsible for marketing some of the world's most successful video games, including the *Fallout* series, *Baldur's Gate*, *Command and Conquer*, as well as various *Star Trek* and *Star Wars* games

My Background

- Moved to Australia in 1996
- Formed management consulting company, Reed Interactive, in early 2003
- Created Framework, a focused industry skills development event, in 2008
- Accepted the role of CEO of the GDAA in January 2010

About the GDAA

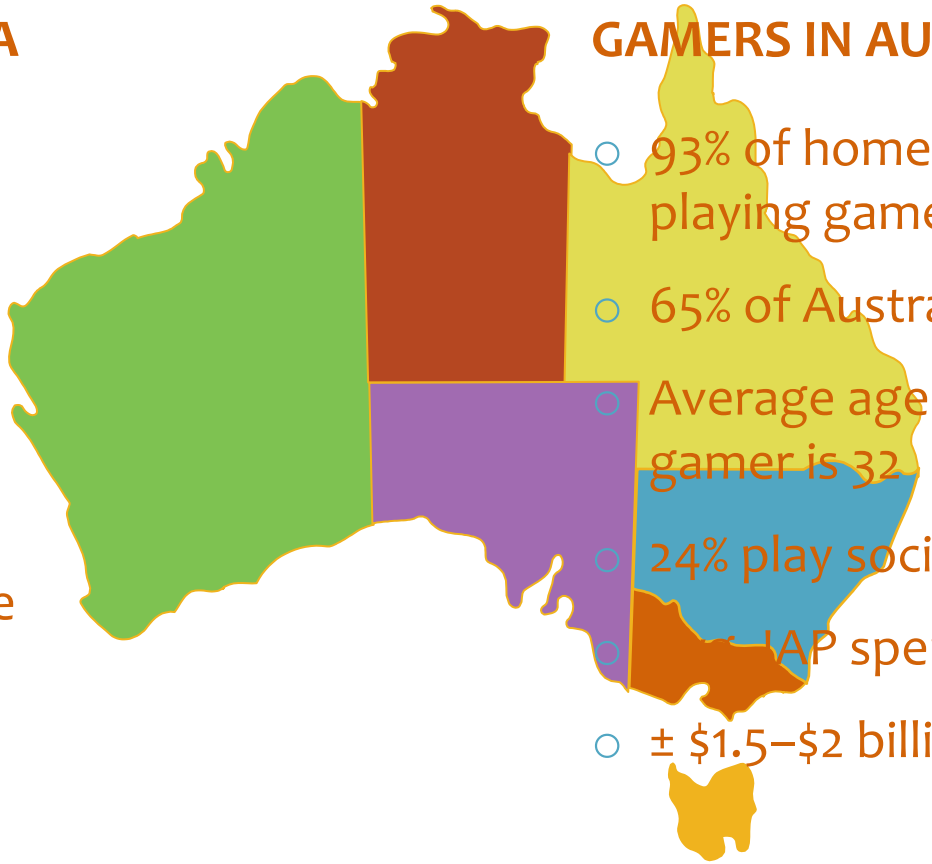
- Formed in December 1999
- Peak industry body for the national industry
- Registered Not-For-Profit organisation
- Funded by membership and activities (no government funding)
- Talk to industry stakeholders, including governments, publishers, financiers and educational

Australian Gamer Market

Australian Gamer Market

ABOUT AUSTRALIA

- 7.69 million km²
- World's largest island
- 6 states, 2 territories
- 23 million people



GAMERS IN AUSTRALIA

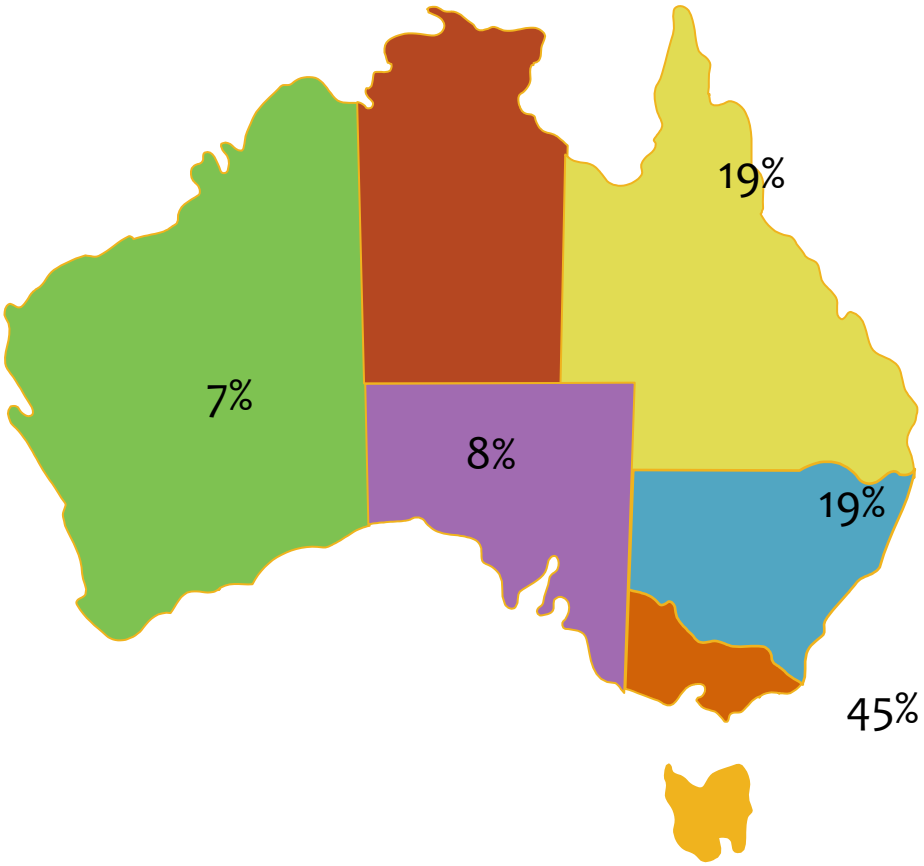
- 93% of homes have a device for playing games
- 65% of Australians play games
- Average age of an Australian gamer is 32
- 24% play social games
- [illegible]IAP spend per month is $5
- ± $1.5–$2 billion market value

Australian Game Developers

GAME DEVELOPMENT SECTOR

- Over 200 developers on the GDAA database
- Approximately 800 full time employees
- Generating revenues of approximately $100-$150 million annually
- Entirely export oriented

Australian Game Developers



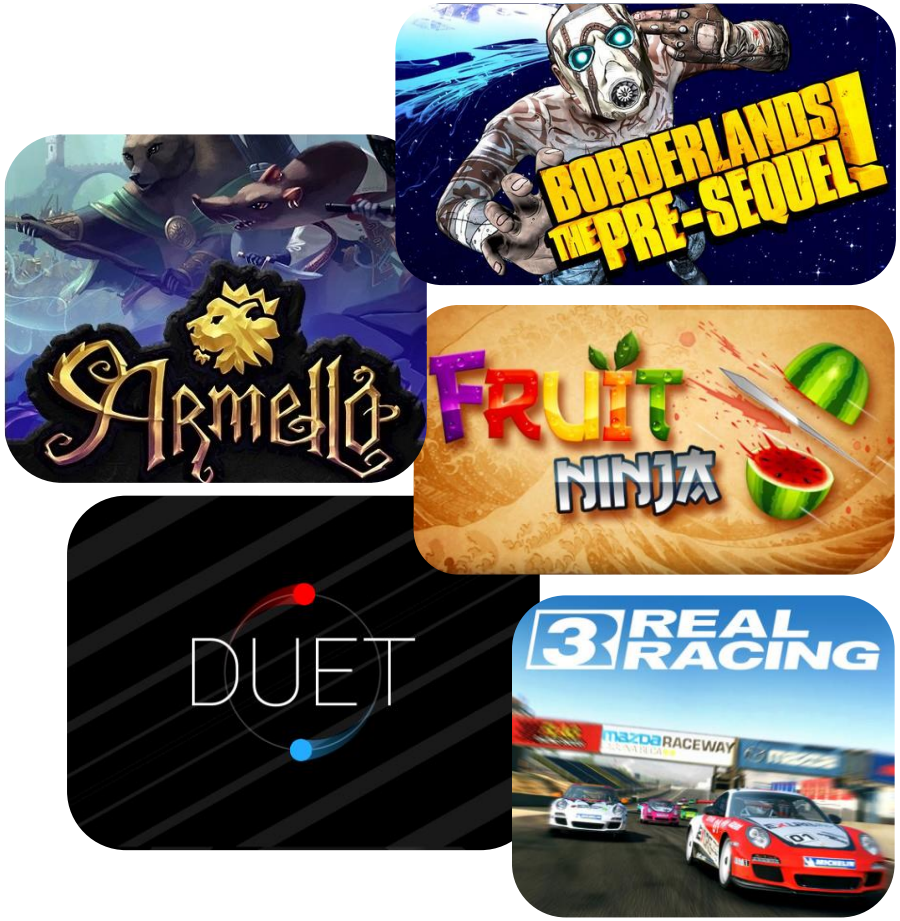
GAME DEVELOPMENT SECTOR

- Large independent studios: Halfbrick Studios, Tantalus, Torus, Big Ant and Wicked Witch
- Multinational companies: Firemonkeys (EA), 2K Games, Kixeye
- Industry growth in Australia is being driven by start-ups

ADVANTAGES AUSTRALIAN GAMES DEVELOPERS HAVE

- ~~A national government that cares about games~~
- ~~Sophisticated investment community~~
- ~~Tax incentive programs~~
- ~~Experienced talent pool~~
- Public production funding

^ only in VICTORIA



THE REAL AUSTRALIAN INDUSTRY

- Skills – Creativity - Innovation
- Take Risks
- Community
  - Sharing Skills
  - Constant Feedback
  - No Secrets

COMMUNITY INFLUENCES EVERYTHING

- The Arcade
- Game Connect Asia Pacific (GCAP)

THE ARCADE MELBOURNE

PAX
AUS

LEAGUE OF LEGENDS
LEAGUE OF LEGENDS
LEAGUE OF LEGENDS

ANZ INDIE PAVILION
PAX AUS

THANK YOU

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