

Gaming Market Map

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Welcome to the SEEDA Gaming Market Map which provides an overview of leading gaming companies that are located in and around South East England including London. These companies are supported by a robust technology ecosystem that has predominantly mushroomed in South East England.



Contact Us

www.investsoutheastengland.co.uk

Tel: +44 (0) 1483 474200

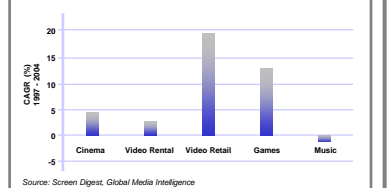
Introduction

South East England is already home to many of the world's most influential and successful companies. Key factors for locating in the region include: good infrastructure, proximity to international airports, seaports and London, high quality of life, the ability to retain highly qualified ICT staff, and the strength of academic research and technical assistance capability in the area.

Key Facts

- South East is the largest region by size of population & workforce
- 34% of the working population holds an academic degree
- Over 24 universities and higher education institutions
- 97 University departments gained 5* research rating
- University of Oxford has been ranked 3rd in world university rankings
- Over 5,100 international companies are located in the region
- Over 1,600 North American companies
- South East England is strongly positioned with over 22,000 companies in the digital content sector employing more than 170,000 people

European Entertainment Market



UK Packaged Games Market - 2006

- Total Software Units - 65.1m
- Total Software Value - £1.36bn

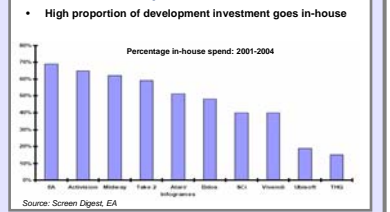
Best Selling Games	EA	EA	EA	EA	EA
FIFA 07	EA	EA	EA	EA	EA
Pin Evolution Soccer 6	EA	EA	EA	EA	EA
Need For Speed	EA	EA	EA	EA	EA
Grand Theft Auto	EA	EA	EA	EA	EA
Legs Star Wars 2	EA	EA	EA	EA	EA
Sum 2: Pets	EA	EA	EA	EA	EA
Cars	EA	EA	EA	EA	EA

Top Game Publishers By Value	EA	EA	EA	EA	EA
EA	EA	EA	EA	EA	EA
EA	EA	EA	EA	EA	EA
EA	EA	EA	EA	EA	EA
EA	EA	EA	EA	EA	EA
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Source: MCV, ELSPA, ChartTrack

In-House Development



Disclaimer

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