

Gaming Market Map

Final Version 1.0 Q1 2007

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.



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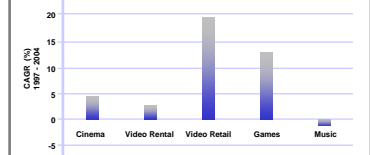
Introduction

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



Source: Screen Digest, Global Media Intelligence

UK Packaged Games Market - 2006

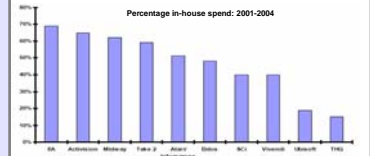
- Total Software Units - 65.1m
- Total Software Value - £1.36bn

| Best Selling Games | EA | EA | EA | EA | EA |
|--------------------|----|----|----|----|----|
| FIFA 07 | EA | EA | EA | EA | EA |
| PlayStation 2 | EA | EA | EA | EA | EA |
| Need For Speed | EA | EA | EA | EA | EA |
| Grand Theft Auto | EA | EA | EA | EA | EA |
| Lego Star Wars 2 | EA | EA | EA | EA | EA |
| Sumo 2: Pets | EA | EA | EA | EA | EA |
| Cars | EA | EA | EA | EA | EA |

Source: MCV, ELSPA, ChartTrack

In-House Development

- High proportion of development investment goes in-house



Source: Screen Digest, EA

Disclaimer

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