



ukie

# Annual Review 2025

[ukie.org.uk](https://ukie.org.uk)

As one era of the UK games industry comes to an end, a new and even more exciting one is just getting underway.

When we set out our ambition to supercharge the UK video games industry at the beginning of last year, we could never have predicted how the industry would rise to the challenge!

Throughout this year, we have been proud to be the leading trade body supporting UK video games businesses, who have demonstrated tremendous resilience, creativity and adaptability in the face of the ongoing changes playing out across the global industry.

We set ourselves the goal of delivering the 'most pro-games Parliament in British history' and now, barely a year later we have secured major recognition and new investment for games as a 'frontier industry' in the Government's *Industrial Strategy*.

We have transformed our relationship with Government, establishing the first-ever dedicated UK Video Games Council and acting as a critical friend to officials when framing new legislation to help UK-based businesses to compete globally.

We have also continued to provide much-needed support for UK-based developers and studios, from our gold-standard Video Games Growth Programme (VGGP) to our Ukie Worldwide programme, which has helped Ukie members find success in new

and emerging markets across the Middle East, Asia Pacific and Europe.

The video games and interactive entertainment industry remains one of the fastest-growing and most globally competitive UK industry sectors. Looking ahead to year two of Supercharged, our 5 year strategy and action plan, our mission is to help ensure that the UK industry emerges first and fastest from current challenges in order to secure future growth.

We want to ensure that more hit games are made in the UK than ever before. We'll do this by focusing on four core elements:

- Doubling down on the UK's emerging strengths in mobile, UGC and x-dev
- Working with global industry players to back UK gaming by investing in major projects here
- Building the right environment for AA and III developers and publishers to scale in the UK
- Securing the future by fostering grassroots creativity & promoting next-gen game-makers



We won't get there alone. We need everyone that shares our belief in this incredible industry to join us on this journey – whether by becoming a Ukie member, getting involved in our working groups, sponsoring our programmes or lending us your knowledge and insight.

As one era of the UK games industry comes to an end, a new and even more exciting one is just getting underway. Let's work together to supercharge UK video games and interactive entertainment as a force for change, innovation and success in our global industry.

**Nick Poole, OBE**

Chief Executive, Ukie





# Foreword

**As I reflect on my first year as Chair of Ukie, I'm incredibly proud of what we've achieved together. It's been the first full year of Supercharged – our bold, five-year strategy to support, champion, and grow the UK's world-leading games industry. And what a foundation we've built.**

From the outset, Supercharged set out three key missions: Empowering Talent, Energising Industry, and Elevating Games. This year, we've made real progress across all three.

Through Empowering Talent, we've supported the next generation of games industry professionals, growing the reach of programmes like Digital Schoolhouse to over 44,000 young people and relaunching Raise The Game, with a stronger focus on partnerships leveraging a rich ecosystem of expert organizations aimed at creating an industry where everyone can play. We've also laid the groundwork for a comprehensive Workforce Strategy, backed by government, which will tackle the long-term skills and talent pipeline issues facing the sector.

Energising Industry has seen us deliver vital wins in the policy space. Our work helped secure video games as a recognised priority sector in the Government's Creative Industries Sector Plan, and we've been actively engaged with DCMS, HM Treasury and No.10 on key policy areas including R&D, access to finance, and international trade. We've responded to over 19 consultations – shaping national policy, supporting businesses of all sizes.

We also launched the Video Games Growth Programme, in partnership with Tencent and Department for Business and Trade, a flagship initiative supporting early-stage games studios through expert mentoring, targeted masterclasses and community building.



With 30 companies supported in its first year, the programme is already unlocking growth, boosting confidence and helping a new generation of UK studios reach their potential.

With Elevating Games, we've been louder and prouder about the power of games. We've told the story of our £7.82 billion consumer market, the 73,000 people it employs, and the cultural contribution games make to players and communities across the UK. We took those messages to Parliament through Westminster Games Week, to parents and families through Ask About Games, and to the world through our Ukie Worldwide campaign, promoting UK-made games at events from GDC to Gamescom.

Just as important have been the community moments. From the buzz of Members Day, which brought together over 200 games businesses, to Games Insight Month, tackling everything from online safety to AI, we've worked hard to make sure every member feels part of a connected, informed and supported industry.

## Looking ahead to year two of Supercharged

As we move into Year 2 of Supercharged, we're building on this momentum. In the next 12 months, Ukie will:

- Publish the UK's first Workforce Strategy for Games, setting out practical steps to build a strong, inclusive talent pipeline.
- Support the establishment of the UK Video Games Council, a new independent advisory board that speaks directly to government.
- Lay the foundations for strategic policy advocacy in Scotland, engaging with key stakeholders and identifying priority areas for influence.

Thank you to every member, partner and supporter who has been part of this journey so far. Your energy, creativity and collaboration are what powers Ukie's work, and what will make Year 2 even more impactful.

Here's to another Supercharged year ahead.

**Maria Sayans**

Chair of Ukie, ustwo games CEO

# ukie in numbers



**£7.6 billion**

UK consumer games spending reached a record high in 2024, reinforcing games as the UK's leading entertainment sector.



**£75 million**

Business wins generated from Ukie's global trade activity at GDC and gamescom, driving international growth for UK studios.



**3 major policy wins**

Secured recognition of games as a major growth sector, a tailored games growth package, and £30 million for the UK Games Fund and UK Video Games Council.



**44,560 children reached**

Digital Schoolhouse continued its national impact, inspiring the next generation through creative computing.



**30 companies supported**

The Video Games Growth Programme backed the highest number of games businesses in Ukie history via its accelerator and scale-up arms.

**19 consultations submitted**



Delivered industry-leading policy advocacy across government consultations, underpinned by robust evidence and insights.



**Over 40 events,  
13,000+ engagements**

Connected the industry through conferences, meet-ups and hybrid events across the UK and beyond.



**1 national education  
award win**

Digital Schoolhouse won the BETT Award for "Best for Opportunities and Experience" out of 600+ exhibitors.

**Generated 352 unique pieces  
of news coverage**



With significant coverage across national online and broadcast platforms such as the BBC, The Times, The Telegraph, and New Scientist.



# Supercharged – one year in

**In the first year of Ukie's five-year Supercharged Strategy, we've made strong progress in realising our mission to accelerate the future of the UK video games and interactive entertainment industry.**

We expanded national education programmes and support for diverse talent, strengthened business resilience through expert-led initiatives and real-time insight, and helped secure major policy wins that cement games as a key growth sector in the UK. From growing our presence in Scotland, to publishing evidence that could unlock over half a billion pounds in GVA through enhanced tax relief, to playing a key role in

the government's recognition of games in its Industrial Strategy – Year One has seen Ukie take bold, practical steps to power up the UK games industry and drive forward long-term change.

Read more about what insight, influence, impact we've delivered across our three campaigns, Empowering Talent, Energising Industry, and Elevating Games.

# Energising Industry

## Creating the conditions for UK games businesses to grow:

- Published a major business case for an Enhanced Video Games Expenditure Credit, showing potential to unlock £529.5m in annual GVA.
- Launched the Ukie Pulse Survey Network, with 70+ member companies, gathering live business sentiment to inform lobbying and campaigns.
- Secured progress on SIC codes, winning a commitment for bespoke industry classifications to better reflect the games sector.
- Celebrated 10 years of the Ukie Student Conference, reconnecting with alumni and demonstrating the long-term impact of our education-industry link.
- Delivered 24 expert-led talks through our 'Insight Into Games' series to boost industry knowledge on topics including finance, business models and market trends.
- Expanded our Ukie Worldwide work to 11 missions (virtual, outbound and inbound) since September 2024, including Gamescom, GDC, ChinaJoy, and BitSummit in Kyoto.
- Delivered a successful first year of the Video Games Growth Programme, supporting early-stage and scaling games businesses to build sustainable, successful studios. Through expert-led training and mentoring, the Accelerator and Scale Up strands equipped founders with the commercial, strategic and leadership skills needed to grow.
- Promoted scalable growth finance, making the case to the British Business Bank to support games business access to funding.
- Increased engagement across devolved nations, working with NI Screen, Welsh Government, and launching Interactive Entertainment Scotland.

# Elevating Games

## Championing the cultural, social and economic impact of games:

- Ukie Education and Digital Schoolhouse made their debut at BETT, the world's largest edtech show, showcasing our work to 30,000+ educators from around the world.
- Secured major political recognition through the UK Government's Industrial Strategy, the new Games Growth Package, and the formation of a UK Video Games Council.
- Helped make this the most pro-games Parliament in UK history, with growing support across all parties and four mentions in Parliament this year.
- Expanded Digital Schoolhouse into Scotland with a regional tournament in Glasgow and a sold-out Festival of Play in Dundee, engaging Scottish policymakers on the role of games in education.
- Supported influential research highlighting the sector's impact, including:
  - BFI Screen Business Report
  - Creative Industries PEC export research
  - IAB Adspend Report, revealing that UK mobile games advertising is now worth £1.1bn
- Put the industry's voice at the heart of regulation and policymaking, representing members across issues like AI, online safety, and tax.
- Secured significant media coverage, across national and local broadcast channels – including radio, trade press, newspapers, and more, to help shift public perceptions of the video games and interactive entertainment industry.







# Empowering Talent

## Supporting the next generation of storytellers:

- Established the Games Industry Skills Network which was announced in the Government's Creative Industries Sector Plan to provide a coordinated voice on skills policy in games.
- Hosted three Festival of Play events in Dundee, London, and Belfast, connecting pupils with hands-on games tech and careers in the industry.
- Ran our largest-ever Ukie Student Game Jam, with over 200 students, 56 mentors, and 52 games submitted – winners showcased at Festival of Play and Develop.
- Extended the Ukie Students programme with a Careers Insight Week, Industry Showcase, Game Jam and Student Conference – part of our biggest year of student engagement to date.
- Held our biggest Playful Computing Conference, supporting teachers with creative computing CPD.
- Continued our campaign for a Digital Creativity GCSE, making the case for a qualification that better reflects modern creative-tech careers.
- Relunched Raise The Game, launching a new strategy, a dedicated Slack community, and new funding programme to support diversity and inclusion in games.
- Expanded Empower Up, delivering regular content and greater visibility for mid-career talent development.
- Commissioned a new Census to provide updated data on diversity in the UK games industry.
- Contributed to impactful education and research projects, including:
  - National Youth Theatre games and storytelling project
  - Game streaming study with University of Exeter
  - Horizon-funded GameHEARTS research at University of Salford
  - Various skills-focused studies and education initiatives



# Thank you to our sponsors

A huge thank you to our sponsors for making this year's work possible through their invaluable partnership.

Get involved and sponsor Ukie's work. Leverage our brand to benefit yours, and together, we can achieve even greater success for our industry.

[info@ukie.org.uk](mailto:info@ukie.org.uk)





# Looking ahead to Supercharged, Year Two

In 2025–2026, we will:

- Double down on the UK's emerging strengths in mobile, UGC and external development, championing them as growth engines for the industry.
- Attract international investment into UK studios and major games projects, cementing the UK's position as a global hub for games production.
- Create the right conditions for AA and III developers and publishers to scale sustainably and competitively within the UK.
- Foster the next generation of game-makers through grassroots initiatives, education programmes and creative skills development.
- Launch bold, industry-wide campaigns that reflect the changing priorities and opportunities facing our sector.
- Work with the new Government to advance a refreshed, ambitious advocacy agenda that reflects the economic, cultural and social value of our industry.
- Expand opportunities for members to shape and participate in our work, from working group-led projects to national policy and international promotion.

This is a pivotal moment, so together,  
lets supercharge the future of UK games.

## Join Ukie

Become part of the most influential  
games trade association in the UK

Whether you're a game developer, publisher, or service provider, Ukie membership brings significant benefits that help your business thrive and makes your voice heard at the very top of Government.

We serve as the go-to between industry and government to drive positive change, speak for games businesses of all sizes across the UK, and supercharge the future of our industry.

## Become a partner



Be part of the leading games  
industry initiative changing  
the lives of children and  
young people.

Contact Digital Schoolhouse at  
[dsh@ukie.org.uk](mailto:dsh@ukie.org.uk)



# Board Members

## 2024-2025



**Nina Adams**  
Studio Director,  
Auroch Digital



**Jonathan Edwards**  
Head of Sales,  
Warner Bros



**Li Ma**  
Ukie Vice Chair, Principal,  
International Partnerships, Tencent



**Simon Barrett**  
CEO/Co-founder at Cooperative  
Innovations



**Reedah El-Saie**  
Founder & CEO,  
Brainspark Games



**Melissa Phillips**  
Manager,  
ReadGraves



**Katherine Bidwell**  
Founder,  
State of Play Games



**Chris Garratty**  
Associate Director, Legal,  
Activision Blizzard King



**Kelvin Plomer**  
Senior Director of Games  
Operations, Jagex



**James Butcher**  
UK and Ireland Xbox Category  
Director, Microsoft



**David Gould**  
Senior Director of Sales UK  
& Export, Take 2



**Maria Sayans**  
Ukie Chair, CEO,  
ustwo



**Nick Button-Brown**  
Ukie Treasurer, Chair,  
Outright Games



**Thomas Hegarty**  
Co-Founder,  
Studio TJH



**Tim Scott**  
Senior Director of Public Policy,  
UK and Middle East, Roblox



**Simon Byron**  
Managing Director,  
Yogscast Games



**Gustavo Herrera**  
Senior Manager European Policy  
Relations, Nintendo



**Mark Slaughter**  
Marketing Director,  
Ubisoft



**Daniel Dyball**  
Director UK and APAC Public Policy,  
Sony



**Rafal Kloczko**  
Deputy General Counsel,  
Epic Games



**Andy Tomlinson**  
Director of Public Policy,  
EA



**Samantha Ebelthite**  
Chief Revenue Officer,  
Singer Studios



**Anna Kozlova**  
Group CEO,  
Room 8





# Financial statements

The UK Interactive Entertainment Association Limited  
Company Limited by Guarantee  
Statement of Financial Position  
31 March 2025

	2025	2024
	£	£
Fixed assets		
Intangible assets	49,000	–
Tangible assets	37,048	50,888
Investments	70	70
	86,118	50,958
Current assets		
Debtors	589,596	750,104
Cash at bank and in hand	2,108,491	2,252,858
	2,698,087	3,002,962
Creditors: amounts falling due within one year	1,340,915	1,561,057
Net current assets	1,357,172	1,441,905
Total assets less current liabilities	1,443,290	1,492,863
Net assets	1,443,290	1,492,863
Capital and reserves		
Profit and loss account	1,443,290	1,492,863
Members funds	1,443,290	1,492,863

These financial statements have been prepared and delivered in accordance with the provisions applicable to companies subject to the small companies' regime and in accordance with Section 1A of FRS 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland'.

In accordance with section 444 of the Companies Act 2006, the statement of income and retained earnings has not been delivered.

The directors acknowledge their responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and the preparation of financial statements.

These financial statements were approved by the board of directors and authorised for issue on ....., and are signed on behalf of the board by:

Maria Sayans  
Director

Company registration number: 02420400

The Association for UK Interactive Entertainment (Ukie). Ukie is the trade association for the video game industry in the UK.



Registered in England | Company No 2420400

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