



Annual Review 2026



Ukie has been at the forefront of securing major wins for our industry

At Ukie, we are proud every day to represent and champion the dynamic and creative businesses that make up the UK's video game and interactive entertainment ecosystem.

This year marks the second full year of Supercharged, our 5-year strategy and action plan to secure the recognition and support that our members need and deserve. Ukie has been at the forefront of securing major wins for our industry, including new investment through the Government's Games Growth Package, recognition in official statistics through the introduction of dedicated SIC codes and expanded support for trade and export activities including trade missions to China, the US and Japan.

This year, our industry has faced an unprecedented wave of regulatory scrutiny. From consumer protections to online harms, trust and safety and the protection of IP and creative rights – Ukie has been at the forefront, working with regulators to continue to model responsible practices in the pursuit of our shared interest in creating safe and inclusive experiences for players.

We have put our values into action through our ongoing programmes, like Digital Schoolhouse, which celebrated its 10th

anniversary this year by supporting 48,130 children in 613 schools across the UK to build their digital skills and confidence through video games and esports. Or Raise The Game, which has been significantly strengthened this year through the establishment of strategic partnerships with leading industry changemakers.

We have continued to deliver vital practical support to our industry. The Video Games Growth Programme provides capacity-building and business skills to help indie studios to scale their businesses. Our Month of Insight Into Games has gone from strength to strength, bringing together some of our industry's leading voices to share their business know-how and experience.

In Scotland, our new sister organisation Interactive Entertainment Scotland has flourished, building strong working relationships with Scottish studios, stakeholders and policymakers – culminating in the publication of our Manifesto for Scotland's games ecosystem and the first Playable Heritage Conference,

organised jointly with the National Museums Scotland.

Next year promises to be one of the most exciting in the story of our trade association. Our ambition is to accelerate our work into a new orbit – stepping up to represent the whole of the video games and interactive entertainment ecosystem, from indies and startups to mid-market and AAA brands with a global profile.

We believe that the best days of the UK video games and interactive industry lie ahead, and we look forward to supporting your business in the years ahead!



Foreword

As I write my final foreword as Chair of Ukie, after two years in the role and six on the board, I can't help but reflect on how much the organisation has scaled and transformed itself, not just in size but in impact.

Ukie delivers more value for members and for the industry than I have seen in all my time involved with it. Our confidence and our ambition as an industry body has matured beyond recognition.

Two years ago we launched Supercharged, our five-year strategy. While Supercharged helped define a clear vision of where we needed to go, its real test has not been its ambition but its discipline. It gave us a shared answer to the question every trade body must ask: of everything we could do, what does this industry actually need from us? What is going to have the greatest impact? That clarity has focused our resources, sharpened our

advocacy, and helped us attract great talent and expand our team. The results speak through this report.

Ukie today is more impactful than it has ever been, and nowhere is that clearer than in our relationship with the Government. In two years, games have gone from asking for a seat at the table to being recognised as a frontier industry in the Government's Industrial Strategy, backed by the largest-ever financial support package to our sector. Westminster Games Week has become a fixture, putting our members directly in front of MPs and Peers. I was proud to represent our industry on the Prime Minister's trade



delegation to China, a signal of how seriously games are now taken as a British export. And in a quieter but more permanent win, we secured dedicated SIC codes for games development and publishing: for the first time, our industry officially counts, and can be counted. These wins (and many others) are the product of years of consistent, professional, patient, evidence-led work by the Ukie team.

All of this is increasingly important and demanding, because the industry we represent is more diverse than ever – in the people who make games, the businesses they build, and the ways players engage. Our membership now spans indie developers through to global platforms, mobile-first studios and heritage console developers, e-sports organisations and educators. Representing that breadth honestly means resisting the temptation to speak only for the loudest or largest voices, but the whole

ecosystem. It is a responsibility I have felt keenly as Chair, and one Ukie must keep at the centre of everything it does.

I am sad to leave this role that I have cherished, but I am also excited to see what comes next. We have an exceptional team, led by an outstanding CEO, and a new Chair who I know will challenge and support both, to reach new levels. The relationships are strong, and the industry, for all the headwinds of recent years, has never had a better platform in the UK. Thank you to every member, partner and colleague who has been part of these six years. It has been a privilege.

Here's to the next chapter of a Supercharged UK games industry.

Maria Sayans

Chair of Ukie, ustwo games CEO

ukie in numbers

 **£8.76 billion**

UK consumer games spending reached a record high in 2025, reinforcing games as the UK's leading entertainment sector.

 **710 companies**

are now members of Ukie, a new record.

 **67 business events**

with over 5,000 attendees put on for Ukie members and the wider games industry.

 **83% of pupils**

reported a significant increase in computing confidence after a Digital Schoolhouse workshop; 100% of teachers said they'd recommend it to colleagues.

 **275 companies supported**

through Ukie's international trade programme, generating £80m in business wins.

60+ publishers and developers 

using Ukie's free IP Protection service, with a 70% takedown rate, with most links removed within 24 hours.

14 consultations responded to, 

alongside 58 games-related questions and 37 mentions of games in Parliament.

 **2 dedicated SIC codes**

secured for video games publishing and development, plus 4 new codes allowing esports to be officially measured for the first time.

 **43 MPs, Peers and Parliamentary assistants**

engaged directly through Westminster Games Week.

Generated 22 pieces of news coverage 

across national online and broadcast platforms such as the BBC, The Times, and The Telegraph, with 367 in total. Including 5 inclusions in Government press releases.

 **430,000 people watched For One Night Only,**

the UK games showcase; Ukie's first Steam sale reached a further 4 million people across 172 UK-made games.



Supercharging the UK video games and interactive entertainment industry

In the second year of Ukie's five-year Supercharged strategy, we've moved from establishing new foundations to building on them, from a first Video Games Council meeting to sustained engagement across Westminster and Holyrood, our ever-expanding Digital Schoolhouse tournament to a UK-wide Festival of

Play, and from early policy recognition to securing policy wins and a record-breaking £8.76 billion UK games market.

Read on for what we've delivered across our three campaigns, Empowering Talent, Energising Industry, and Elevating Games.

Elevating Games

Telling the story of the UK games industry's cultural, social and economic impact:

- Delivered Westminster Games Week, engaging 43 MPs, Peers and Parliamentary assistants through a Welcome Reception, an Interactive Showcase in Portcullis House, and three sponsored policy roundtables on competitiveness, talent & immigration, and young people & social media.
- A new version of the UK Games Map went live, letting users find local MPs, academic institutions, service companies and games companies in one place.
- The Government launched a £30m Games Growth Package, the largest ever grant to the UK games industry.
- Published the UK Games Market Consumer Valuation 2025, revealing the UK games market's highest-ever valuation at £8.76bn, up 7.4% on the previous year.
- Published "Esports: Transforming Education", an 18-month research report with the University of Reading
- evidenced the impact of school esports tournaments on confidence, friendships and wellbeing.
- Launched For One Night Only, Ukie's brand-new UK games showcase, watched by 430,000 people; Ukie's first Steam sale extended its reach to 4 million people across 172 UK-made games.
- Delivered the Scottish Video Games Industry Manifesto and established regular meetings with Scottish Government civil servants and agencies, ensuring games are consistently raised with policymakers.
- Engaged Scottish politicians to raise awareness of the video games sector following the election.
- Secured significant media coverage, an estimated reach of 3.5 billion, across national and local broadcast channels, including radio, trade press, newspapers, and more, to help shift public perceptions and celebrate games made in the UK.

Energising Industry

Building the conditions for UK games businesses to compete, grow and protect what they've built:

- Launched the UK Esports Advisory Panel, a new industry-led forum providing structured, evidence-based engagement between government and the esports sector.
- Secured a major policy breakthrough with the ONS's new Standard Industrial Classification framework, delivering two dedicated 4-digit codes for video games publishing and development, plus new codes allowing esports to be officially measured for the first time.
- Nick Poole was elected to the Government's Creative Industries Council, with Dominic Murphy also sitting on its R&D Working Group, securing a voice at the heart of creative industries policy.
- The Video Games Growth Programme, supported by Tencent, continued to expand with new modules meeting the demands of today's games market.
- Expanded the international trade programme with a new visit to Tokyo Game Show, alongside existing activity in the USA, China and Europe — supporting 275 companies and generating £80m in business wins.
- Hosted investor dinners at major international events (including GDC and Gamescom) and ran the inaugural Funding Formula, a dedicated day helping games businesses navigate funding.
- Expanded the free IP Protection service to over 60 publishers and developers, achieving a 70% takedown rate, shutting down 10 infringing websites, and representing the industry on the UK IPO Enforcement Working Group.
- Interactive Entertainment Scotland worked collaboratively with established Scottish organisations, reducing duplication and strengthening industry cohesion.



Empowering Talent

Supporting the next generation of games talent and the people already building their careers in the industry:

- Festival of Play expanded into more devolved regions, Dundee, Belfast, Wales, Liverpool and London, in partnership with Electronic Arts.
- Interactive Entertainment Scotland convened and co-chaired a roundtable on skills and education, bringing together Digital Schoolhouse, industry, academia and policymakers.
- The Senior Esports Tournament ran through 7 regional qualifiers to a Grand Final at Sadler's Wells, reaching 1,554 students and engaging them in computing and future careers.
- The Creative Careers Competition opened for the first time to any UK student, achieving its highest-ever entry numbers and connecting school subjects to creative digital careers.
- Four new curriculum resources published — Hour of AI: AI Unplugged, Help Luigi to be Brave, Capes, Colour and Culture, and Algorithmic Adventures — spanning AI, VR and cultural representation.
- Careers Insight Season expanded to 10 curated webinars, equipping final-year students with practical guidance on starting a career in games.
- Established a group of 12 Strategic Partners bringing expertise and lived experience on key barriers to entry in games, strengthening Raise The Game's reach and impact across the sector.

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.

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Board Members

2026-2027



Maria Sayans
Ukie Chair, CEO
ustwo games



Gustavo Herrera
Senior European Policy Affairs
Manager, Nintendo



Samantha Ebelthite
Chief Revenue Officer
Singer Studios



Nick Button-Brown
Ukie Treasurer, Chair
Outright Games



Harvey Elliott
CEO
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Chief Development Officer
IO Interactive



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Sony



Melissa Phillips
Manager
ReadGraves



David Gould
Senior Director of Sales UK & Export
Take 2



Reedah El-Saie
Founder & CEO
Brainspark Games



Financial statements

The UK Interactive Entertainment Association Limited

Income and expenditure account

For the year ended 31 March 2026

	2026	2025
	£	£
Income	2,784,053	2,932,438
Cost of sales	(2,347,638)	(2,353,678)
Gross surplus	436,415	578,760
Administrative expenses	(785,252)	(669,494)
Operating deficit	(348,837)	(90,734)
Interest receivable and similar income	54,423	41,161
Deficit before taxation	(294,414)	(49,573)
Tax on deficit	-	-
Deficit for the financial year	(294,414)	(49,573)

Note to Audited Accounts for FY2025-26

These audited accounts have been presented to the Ukie Directors on a going concern basis without qualification by our Auditors, Saffreys.

The accounts reflect the 2nd year of the Supercharged Business Plan, which included a planned expenditure of £94,000 from Reserves (accounted for in the bottom-line).

The overall deficit is the result of the loss of a key sponsor for the Digital Schoolhouse programme and the consolidation of a larger member company during the last financial year, both of which are being addressed in the current year.

On the advice of the Auditors, the bottom-line also includes a new provision for dilapidations on our premises at Black Bull Yard, not included in previous accounts.

Company registration number: 02420400

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



Registered in England | Company No 2420400

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