



NEW ZEALAND
GAME DEVELOPERS
ASSOCIATION

THE NZ MADE VIDEO GAMES BOOM

New Zealand-made mobile games were downloaded over 130 million times last year, and three New Zealand titles were featured in Apple's Best of the AppStore 2013. Another won PC Gamer's Game of the Year award.

Industry earnings grew 86% to \$36.3 million dollars in 2012, according to an independent survey of New Zealand Game Developers Association members. The majority of that income, \$31.4m, came from exports of smartphone and online games – greater than film, music or TV royalty exports.

New Zealanders will spend \$300m on digital and boxed video games this year.

New Zealand has proven itself as a highly creative, high-quality producer of digital entertainment software. We embraced digital distribution, ultrafast broadband and appstores early and haven't looked back.

RECENT HIT NEW ZEALAND VIDEO GAMES

- Path of Exile by Grinding Gear Games has over 5 million players and won PC Gamer's PC Game of the Year 2013.
- Bloons Tower Defence 5 by NinjaKiwi is a US Top 50 Grossing Paid iPhone game.
- The Blockheads by Majic Jungle was a #1 US iPad game, #2 US iPhone game with over 7 million downloads.
- MiniGolf Matchup by RocketJump was the #1 iPhone game in 28 countries with over 10 million downloads.
- Turbo Racing League by PikPok had over 30 million downloads.
- Robot Unicorn Attack 2 and Giant Boulder of Death by PikPok were both #1 US iPhone games.
- PikPok's Super Monsters Ate My Condo was nominated for a UK BAFTA award in 2013
- Into The Dead is used by the Guinness Book of World Records when officially judging the world's best mobile gamer
- My Little Pony: Friendship is Magic by Gameloft received 17.5 million downloads
- Littlest Pet Shop by Gameloft received 15 million downloads.
- Wonderzoo by Gameloft received 10.5 million downloads.
- Browser-based MiniMundos by Smallworlds reached 3 million Brazilian players.



SUCCESS FACTORS

“The success of New Zealand’s games industry continues to come from digital distribution via AppStores and websites and the fact that we develop and own our ideas. Original IP means we have higher margins and grow audiences over time. Many of the hit Kiwi games aren’t one-offs but are franchises with loyal fanbases that will earn money for several years to come,” says NZGDA Chairperson Stephen Knightly.

New Zealand has established an international reputation for producing games with 18% of studios producing a game for an international film or TV studios in the last year. Dreamworks, Disney, BBC, Microsoft, Lionsgate and Hasbro have all worked with New Zealand studios to produce smartphone games.

Only 16% of the industry’s revenue came from contract work, with the balance being made from direct sales, royalties and advertising. Selling advertising space in games now makes 32% of revenue, an increase from 14% the year before.

Game development jobs grew 18% last year and there are now 448 full-time equivalent professional game developers. 37% of those people are artists and 32% are programmers, with additional roles mainly in marketing and customer support.

“Gaming is now firmly established as one of the core sectors of New Zealand’s creative economy. New Zealand studios are demonstrating sustainable growth and winning huge audiences globally in a highly competitive market.”

The survey was carried out among 33 studios for the year to 31 March 2013, who released 55 commercial video games in that time.

TALENT WANTED

NZGDA Chairperson Stephen Knightly says there is now pressure to find experienced programmers and game designers. Worryingly, 44% of studios said that skills shortages were constraining the growth of their business. 71% of those studios cited a shortage of appropriately skilled programmers, and 57% did not have enough skilled game designers.

“While our industry continues to demonstrate impressive growth, there is a very real risk that the brakes may be applied in future,” says Stephen Knightly. “Game development is a serious career option these days and we’re attracting very bright and creative people to the industry, but we could do with more.”

For more information visit www.nzgda.com

