



LONDON

CONVENTION BUREAU

Games and Esport
Toolkit

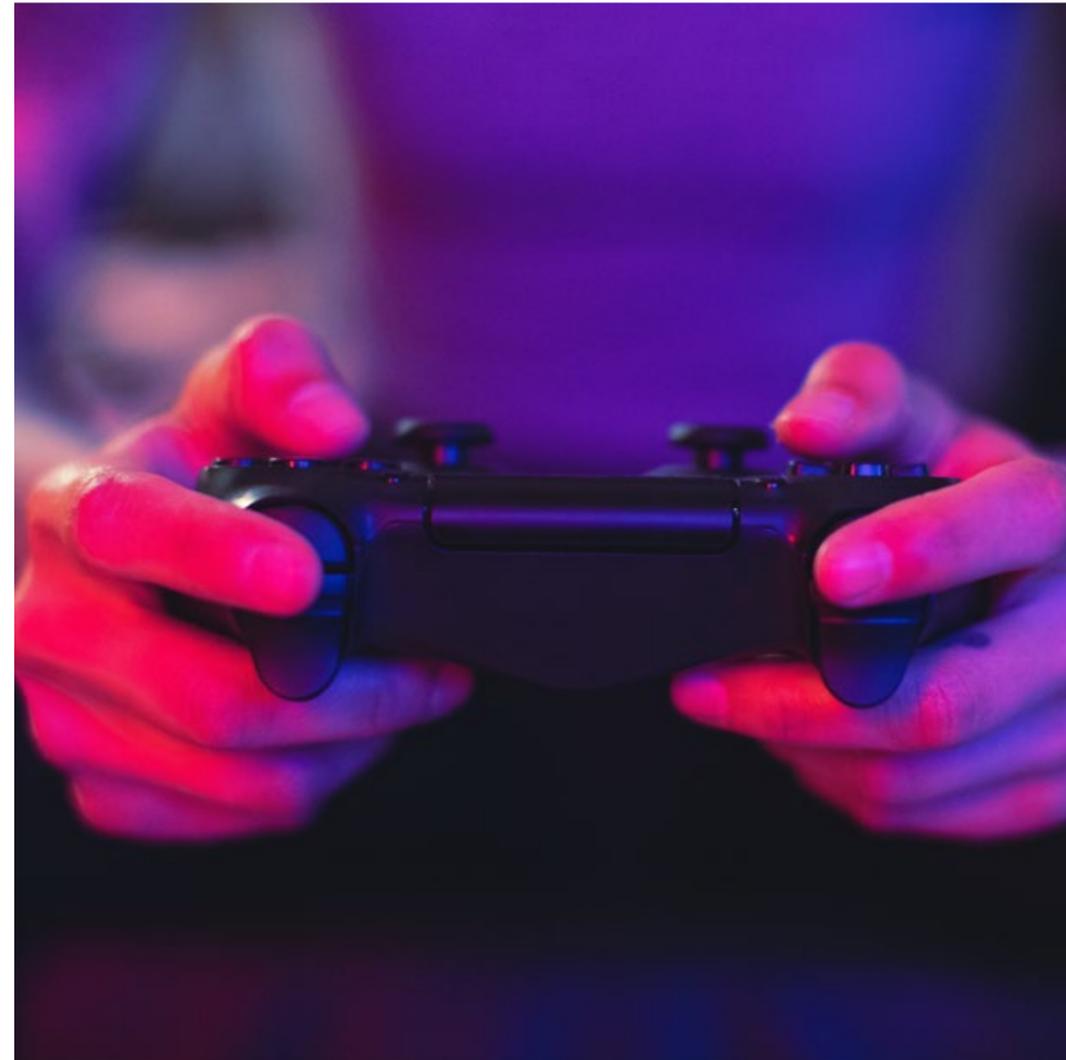
Introduction

The UK is Europe's second largest games market after Germany and the fifth largest in the world with London at its heart. Alongside the strong consumer market in the UK, London has a growing ecosystem of talent and investment, and so provides a highly attractive proposition for B2B and consumer events.

Esports has become a professional sector with competitions and tournaments welcoming players and teams from all over the world. London is becoming a recognised destination for high profile esports events, having welcomed the 2018 FACEIT London CSGO major, ESC finals, FIFA eWorld Cup finals, PES finals and CWL London to name just a few.

Both games and esports, collectively the fastest growing entertainment media sectors in the UK, work closely with the Virtual Reality and Augmented Reality (AR&VR) community; another thriving London ecosystem

UK GAMING AND ESPORTS IN STATS



The UK has over **33.5m gamers;** second largest in Europe and fifth largest globally

The core UK games market directly employs 12,100 full time employees (games development, publishing and retail)

Total UK video games is estimated to reach (£5.5bn) in 2020 and is expected to overtake total spend on books

UK esports market is set to see a 27.6% compound annual growth, reaching £8m in ticket sales by 2021

Leading video games such as Grand Theft Auto, Tomb Raider, Football Manager to name a few are brainchild's of UK developers (Ukie)

The UK is the home to some of the world's top esports talent. One of the UK's leading esports teams, Team Dignitas were acquired by the owners of the US basketball's Philadelphia 76ers in September 2016

London infrastructure developments

Big venues in the pipeline include a new London arena for resident Overwatch team London Spitfire. Also Madison Square Garden Company are in the process of securing planning permission to open the Sphere in Stratford

Larger tournaments are beginning to flock to London. In 2019, players from around the world returned to London to compete at FIFA eWorld Cup Championship

London has just announced a Call of Duty franchise – so future teams and further competitions likely to attract additional visitors to London

LONDON EMERGING TALENT

London South Bank University

Royal Holloway

University of East London

Staffordshire University
London Digital Institute

Digital School House

LONDON GAMING AND ESPORTS EVENTS

European Amusement and Gaming Expo

Pocket Gamer Connects

The London Games Festival

Casual Connect

AR & VR World

EGX

LONDON GAMING AND ESPORTS FACTS

Some of the world's biggest worldwide successes – Monument Valley, Candy Crush Saga, the Batman Arkham series have all been made in London

614 games developers and publishers are based in London – 28% of the overall UK industry. These include EA, Sega, Nintendo, Konami, Pokemon, King, Capcom and Rocksteady

23% of the country's 255 video game degree courses are held in London

65,000 people attended Games London 2018, playing 400 games and arranging £20m in deals during the event

Fnatic, a London based esports company, has recently raised \$40m funding to grow their team portfolio and international fanbase. This likely to lead

to more competitions and teams here in London as well as attract more visiting fans.

There are a number of venues dedicated to esports such as the Gfinity arena and Red Bulls Gaming Sphere in Shoreditch - the UK's largest public esports studio. In addition, Twickenham Stadium is now home to Excel Esports and team; League of Legends

The National Film and Television school and Royal Holloway, university of London awarded £10m to set up the StoryFutures Academy – a new school for storytelling in VR and AR

Staffordshire University's London Digital Institute recently opened at HereEast in London – this will be the first academic institution in London offering esports degrees.

Any questions?

**Please contact the Convention Bureau team
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