

DATA PROVISION IN THE GAMES INDUSTRY IN SCOTLAND

WHAT DO WE KNOW? IS IT ENOUGH? IS THERE ANOTHER WAY?

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THE ROAD TO SOMEWHERE...



Collaborative project: The Adam Smith Business School & The School of Computing Science.

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- Information needs
- Information supply & limitations
- Improvements

What do we know?



"THERE IS LITTLE
ACCURATE DATA
AVAILABLE ON THE
CURRENT STATE OF THE
VIDEOGAME SECTOR
AND ITS IMPACT ON
JOBS AND THE
ECONOMY."

The Scottish Parliament, Economy,
Energy and Tourism Committee
(2015:29)

Consultees to date: BAFTA - British Film Institute
- Creative Scotland - Skills Development
Scotland - Scottish Enterprise - Scottish
Development International - Highlands & Islands
Enterprise - We Throw Switches - IGDA - Ukie -
British Council - Creative England - The Games
Fund - Cultural Enterprise Office - Culture
Republic - Scottish Government - Dundee City
Council - Ekos - Scottish Games Network -
Henderson Loggie - Elevator - Entrepreneurial
Scotland

WHAT DATA SOURCES ARE BEING USED?

Multiple sources
but little
consistency -
statistics,
anecdotes, out-of-
date, visibility



Personal
knowledge -
immersion, access,
anecdotal, trust,
verification

Official statistics =
robust &
consistent but
limitations

Market-focused
data re
consumption

Limited games
industry-specific
research

DATA SOURCE EXAMPLES

Scottish
Government -
Growth Sector
Statistics

Ukie - Games
map

Scottish Games
Network -
Company
Directory

BFI - Games
certification

TIGA - Scottish
data

Is it enough?

LIMITATIONS

Access to data
and for whom

Lack of
industry voice,
strategy &
starting point

Perception of
importance

Lack of data
standardisation,
terminology
and
methodology

Industry
characteristics

Lack of
awareness
unless you are
involved or
high profile

Lack of
transparency -
accuracy of
data difficult to
check

Richer data =
more resource
intensive

Is there another way?

WHAT COULD BE DONE ... AND WHO WANTS TO GO THERE?

Perception of the industry matters



Industry willingness - why bother, what's the return, what can I do?

Wider range of data - richer, qualitative that describes the actors and wider industry in Scotland

The need for an industry strategy re data and beyond

Technology for collating, managing and sharing

DATA SOUGHT

1. *More accurate picture of the industry - who, what, where, how?*
2. *A broader perspective - participants, value considerations, impact.*
3. *Support requirement - what's needed and why?*
4. *Operating environment - diversity, salaries, working practices.*
5. *Consumption - market data and trends.*

THANK YOU



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<http://bit.ly/GameData>