

Argentine Videogame Industry

Between **US\$ 250.000**
and **US\$ 500.000**
reached the values of the
Argentine game better placed

2000 Direct
employments

65 videogame
developer companies
along Argentina

80% of companies
have clients in **USA**
and **Canada**

US\$ 50M
annual turnover

Between **21%** and **50%** of
inter-annual growth

156% Employment
growth rate

95% of local
production is export

342% Revenue
Growth Rate



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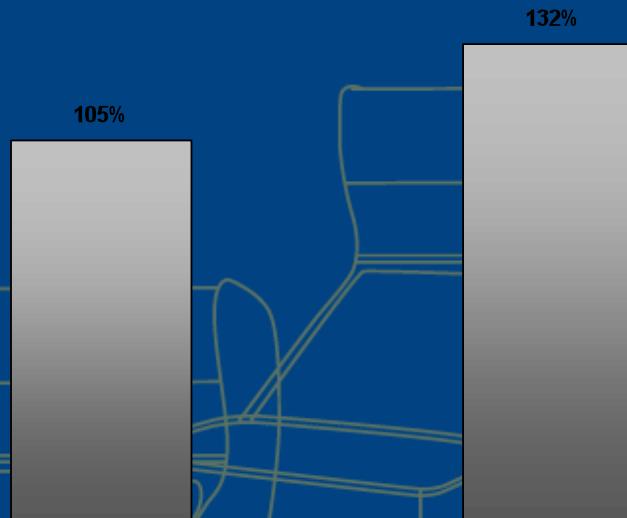
- A very dynamic sector that shows high growth rates.
- **9 of 10** companies have their head office in Buenos Aires City. **83%** of the companies are composed by national investment. The others are composed by mixed investment.
- There are around **65** companies employing more than 2000 professionals with high training levels. **74%** of the companies executives are university professionals.
- Professional profiles that concentrates better employment percentage are Programmers and Graphic Artist.



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Income and Employment

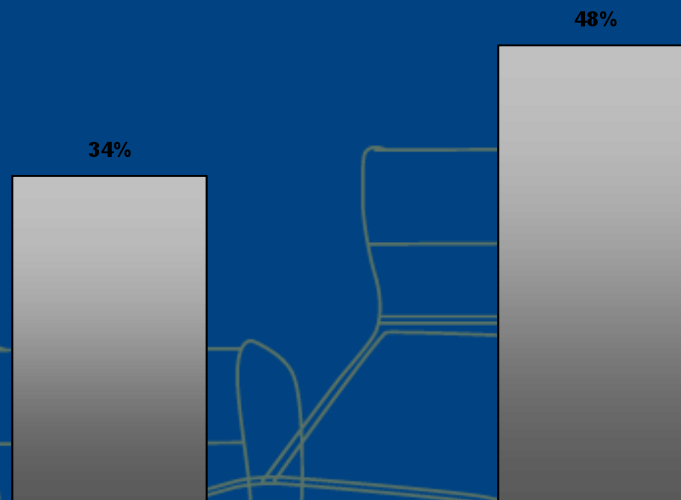
Between 2006 and 2011 companies showed a very good performance regarding not only to their incomes, which increased **156%**, but also to the employment which more than duplicated the amount.



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2012 Perspective.
It is expected a positive year.

It is also expected an almost **50%** higher incoming than 2011 and
a **34%** increase on the on site campus workers



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Income and Employment

- **95%** of the total inquired companies incoming was due to international market sales.
- **80%** of the inquired companies have customers in Canada and EE.UU. forwarded by europeans customers (7 out of 10 companies have commercial contacts in this continent).
- Companies which keep up commercial relations with Latin America and Caribbean reach **42%** of the total enquired.
- Other geographic areas like Asia are not as relevant as the mentioned ones. Less than 9% of the enquired compaies have Asian customers.
- Companies with customers in Africa and Oceania reach the same volume.

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Support in the participation of national and international fairs strategically selected:

- **Gamescom 2012** – Cologne, Germany
- **Game Connection America 2012** - San Francisco, USA.
- **GDC** (2009 – 2010 – 2011 – 2012) – Game Developers Conference. San Francisco, USA
- **Commercial Mission in Game Connection**, San Francisco, USA (2010 - 2011).
- **Exportable offer Catalogue for the industry companies.**
- **EVA** (Argentine Videogames Expo), organized since 2003.
- **MICA** (Argentine Cultural Industries Market) - Buenos Aires, 2011.

Argentine Videogame Industry

The Argentine Game Developers Association (ADVA) is a Non-Profit Organization that promotes the growth of the videogame development industry in Argentina - Active Members:

3f Interactivo – www.soluciones3f.com.ar

Ares Richmedia - www.aresrichmedia.com

Axes05 - www.axes05.com

Canned Brains - www.cannedbrains.com

Codenix - www.codenix.com

Compañía de Medios Digitales (CMD) - www.yuisy.com

Dedalord - www.dedalord.com

Eudaimonia - www.eudaimonia.com.ar

Gameloft - www.gameloft.com.ar

Games & Web - www.gamesandweb.com

Globant - www.globant.com

Goldmine Studio - www.goldmine-studio.com

Heavy Boat - www.heavyboat.com

Infinix SOFT - www.infinixsoft.com

Killabunnies – www.killabunnies.com.ar

La Historia en Juego - www.lahistoriaenjuego.com

Mano Mediaworks - www.manomw.com

NGD Studios - www.regnumonlinegame.com

Okam Studio - www.okamstudio.com

Pixowl - www.pixowl.com

Precision - www.precision.com.ar

QB9 - www.qb9.net

Red Katana - www.redkatana.com

Sandstorm Interactive - www.sandstorminteractive.com

Sismo Games - www.sismostudio.com

Three Melons - www.threemelons.com

WillDom - www.willdom.com

Yalvatar - www.yalvatar.com



Thank you!



Argentine Game Developers Association

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