



Media Release

UNDER STRICT EMBARGO UNTIL MONDAY 30 JULY 2007

BILLION DOLLAR GAMING

Australian gaming industry tops the billion dollar mark over financial year

Sydney, Australia - 30 July, 2007 - Australia's gaming industry has officially come of age, breaking the \$1 billion sales mark over the past financial year, according to the Interactive Entertainment Association of Australia (IEAA).

Compiled by GfK Australia, the latest statistics show an overall market increase of 30 per cent over the past six months, with over 5.5 million games and almost half a million gaming consoles sold since January 1 this year.

"This is a spectacular result for the Australian gaming industry. Breaking through the \$1 billion mark highlights the seriousness and sheer scale of the industry in Australia," says Chris Hanlon, CEO of IEAA.

"Australians are embracing interactive gaming as a preferred form of entertainment and the industry will continue to grow as the technology, games and equipment become even more sophisticated," says Hanlon.

"Interactive entertainment attracts people from all ages and walks of life who have significant disposable income. The stereotype of gaming as a children's pursuit is simply wrong, with the average gamer age in Australia at 28."

The figures indicate strong hardware sales, which generated almost \$150 million in the last six months alone. Australians have also enjoyed the latest releases in games, spending almost \$264 million over the same period.

“Australia is growing in significance in the international gaming industry. There are 40 game development companies across the country, employing some 2,500 people that have produced 240 game titles,” says Hanlon.

“By supporting the industry, Australian consumers are feeding the potential of the game creators and technology developers – which will mean cutting edge gaming and a significant contribution to the economy over the years to come,” Hanlon says.

GfK Australia’s Daniel Morse says the figures put the industry in a good position to break another record again this year, exceeding all expectations.

“All platforms performed extremely well considering the average platform lifecycle, which usually sees hardware sales decline a few years after launch as the market saturates and new technology is released.”

IEAA will be announcing next sales figures in January 2008. For more information about IEAA and the Australian gaming industry, visit www.ieaa.com.au.

Stop Piracy: IEAA is dedicated to tackling game piracy in the Australian gaming industry. It is against the law to make, import, buy or sell pirated game software. Piracy costs the Australian gaming industry approximately \$100 million and hundreds of jobs every year. Report game piracy to 1800 20 40 19 or anti-piracy@ieaa.com.au.

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About the IEAA

IEAA is a national industry association proactively representing companies in the interactive entertainment industry. Our members develop and market computer and video games software, hardware and accessories in Australia. IEAA is administered by a Board of Directors comprising senior executives from entertainment companies both large and small. The Board is supported by the CEO, Chris Hanlon. For more information, please visit www.ieaa.com.au

About GfK Research

GfK Australia is part of the Retail and Technology Division of the GfK Group, one of the largest market research organisations worldwide. We specialise in monitoring the product sales and market trends of industry sectors such as consumer electronics, entertainment media, information technology, major & small domestic appliances, photographic & imaging, telecommunications and toys.

GfK provides essential market data to over 200 organisations in Australia and New Zealand. Our client-base covers many of the leading manufacturers,

vendors and distributors within their respective industries, plus the majority of the region's key retailers and resellers.

Our data is provided via a range of essential online, electronic and hard copy reports that provide relevant, informative and up-to-date market intelligence. As each industry grows more competitive with each new innovation these extensive research services will give you the competitive edge.