



## FOR IMMEDIATE RELEASE

**For Information Contact:**

Chris Hanlon  
CEO  
IEAA  
(02) 9209 4325  
[chris@ieaa.com.au](mailto:chris@ieaa.com.au)

Daniel Morse  
Senior Account Manager  
GfK Australia  
(02) 9900 2888

### COMPUTER AND VIDEO GAME SALES SETS A NEW TOP SCORE

**Sydney, Australia - 27 February, 2006** - The Interactive Entertainment Association of Australia (IEAA) announced today that Australia's interactive games industry posted sales of \$861million in 2005.

The popularity of computer and video games continues to grow, with a 5% increase in sales over calendar year 2004.

Statistics compiled by independent market research group GfK Australia show that sales of video console games<sup>1</sup> grew by 5% in value over 2004, personal computer games<sup>2</sup> sales grew by 10% and sales of video game console hardware<sup>3</sup> grew by 9% in 2005.

"In a highly competitive sector, video games continue to increase share of the consumer entertainment dollar and these figures highlight the consistent year on year growth of the interactive games industry" said IEAA CEO Chris Hanlon.

Last Friday Night (24<sup>th</sup> Feb), the stars of the interactive games industry were recognised at the inaugural IEAA awards held at the Sheraton on the Park, Sydney.

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<sup>1</sup> Console Software comprises of interactive games for PlayStation®2 computer entertainment system, PSP™ (PlayStation®Portable), Xbox® video game system from Microsoft, Nintendo GameCube™, Nintendo DS™ and Game Boy® Advance.

<sup>2</sup> Personal Computer (PC) software is for the Windows Operating System.

<sup>3</sup> Console Hardware refers to the following platforms: PlayStation®2 computer entertainment system, PSP™ (PlayStation®Portable), Xbox® video game system from Microsoft, Nintendo GameCube™, Nintendo DS™ and Game Boy® Advance.



The awards acknowledge the sales and marketing achievements of the interactive games industry in a gala black-tie function. A full list of awards and winners is attached.

### **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, Mr Chris Hanlon. A full list of media contacts for all IEAA member companies is online at [www.ieaa.com.au/members/profiles](http://www.ieaa.com.au/members/profiles).

IEAA, Suite 145, National Innovation Centre, Australian Technology Park, Eveleigh, NSW, 1430  
Tel: +61 2 9209 4325 • Fax: +61 2 9310 7232 • Mob: 0418 26 11 86 Web: [www.ieaa.com.au](http://www.ieaa.com.au)