



Games and Animation

Key Facts and Overview

- North East England has a significant games cluster creating £15 million of turnover and employing nearly 400 people.
- Driv3r and Street Racing Syndicate - two out of the top five bestselling computer games in the United States in September 2004 were designed in North East England.
- The University of Teesside's School of Computing is ranked as the best new university for teaching quality and has the most students and staff of any UK university in the field of visualisation including computer animation and games. It has over 1,000 students on the country's fastest growing computer games courses. In 2004, it entered into an agreement with Shanghai University to collaborate on a computer game degree and master programmes at the Teesside campus in North East England.



Universities

- Regional universities offer a wide range of courses including games and virtual environments, computer games software engineering, interactive entertainment systems and computer games development.
- The University of Teesside is leading on the development of **DigitalCity** which will be home to software design, computer suite and incubator facilities. It will also incorporate Digital Studios, Virtual Reality Hemispherium and a Digital Business Park.
- **Culture Lab:** £4 million has been invested into a facility for digital audio, digital video, web development and 3D simulations at the University of Newcastle upon Tyne.
- **The University of Sunderland** also has the **Sony Media Centre**, a joint venture with Sony for training in media studies in a state-of-the-art facility.

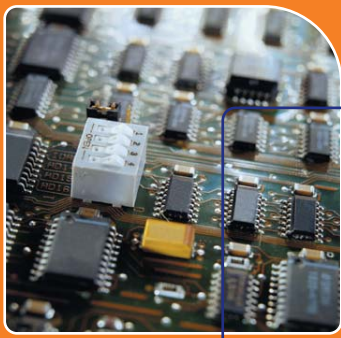
Codeworks GameHorizon (www.gamehorizon.net)

- GameHorizon, established in consultation with the region's games industry, is an internationally focused organisation that brings publishers and games industry experts to the region to work with the region's companies. It also offers delegation and exhibition support to industry shows including GDC and E3. Key activity is focused on collaboration and long-term strategic partnerships, promoting North East England's games sector and the continued development of the industry through identifying research and skills gaps.

Companies:

Gaming/animation companies in North East England include:

Company	Platforms	Examples of Products
Atomic Planet	Console, PC, GameBoy, GameBoy Advance, WAP, Shockwave and Java.	Jackie Chan Adventures, Stealth Force, Megaman anniversary collection.
Caspian Learning	PC based learning games.	
Eutechnyx	Console and PC.	Big Mutha Truckers, SRS, Ford-Mustang.
Onisoft	Console, PC, PDA, Mobile, Ipod.	Outsourced work, Various Gambling, Footjitsu, Soul Candy.
Reflections Interactive	PS2, Xbox, GameCube, PC.	Driver series, Destruction Derby Series Stuntman.



Finance

There are many sources of finance and venture capital available to companies in the region. Unique in North East England is **Nstar** set up by One NorthEast. It focuses on high risk venture capital, and it partners with the commercial venture capital community to invest in new technology spun out of universities or created within the small to medium sized enterprise market. Nstar can create tailored supply chains for large corporations through this process. Nstar has total funding of £60m (\$108m) split into Proof of Concept Fund and Co-investment Funding.

Market Access

The Model below demonstrates how all of the expertise and support organisations place North East England in a unique position to support companies in the commercialisation of research and getting new products to market. At the centre of the process is the Investment & Aftercare Team that will sit with you to understand your own individual requirements and come back with a tailored investment solution to include some or all of the elements below. From here in the UK or offices in North America, China, Japan, Korea, Australia, Norway and Germany, the team will help you get your products and services into the market.



Case Study - Onisoft UK Ltd

Onisoft UK Ltd was created by three visionary Canadians who wanted to create an innovative games company. They were given an opportunity to do this in North East England by the University of Teesside, who awarded them a fellowship. They have worked hard to establish themselves in the games industry and became members of GameHorizon to plug into contacts and provide assistance to trade delegations such as E3 and GDCE. Onisoft have been given advice from Business Link, Codeworks, Digital City and mentors based at the University of Teesside. Onisoft also received funding through the Nstar Proof of Concept fund. The region's support organisations have worked together to offer a package of assistance that has (along with Onisoft's own hard work and sheer determination) created a viable and innovative business.

Contact details

To discuss the service further, or to receive an initial response to an investment proposal, please make contact by phone, fax, e-mail or post today.

Tel: +44 (0) 191 229 6500 or
+44 (0) 191 229 6363

Fax: +44 (0) 191 229 6243

E-mail: strategicinvestment@onenortheast.co.uk

Address:

One NorthEast, Stella House, Goldcrest Way, Newburn Riverside,
Newcastle upon Tyne NE15 8NY United Kingdom.

www.investnortheastengland.com