



Video Game Industry

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Why We Like the Industry

- **Video Game Industry Large and Growing**

- \$43 billion dollar industry in U.S. alone. (18% increase)
- 150 million Americans Play Video Games
- Industry Provides More than 200,000 Jobs in the US

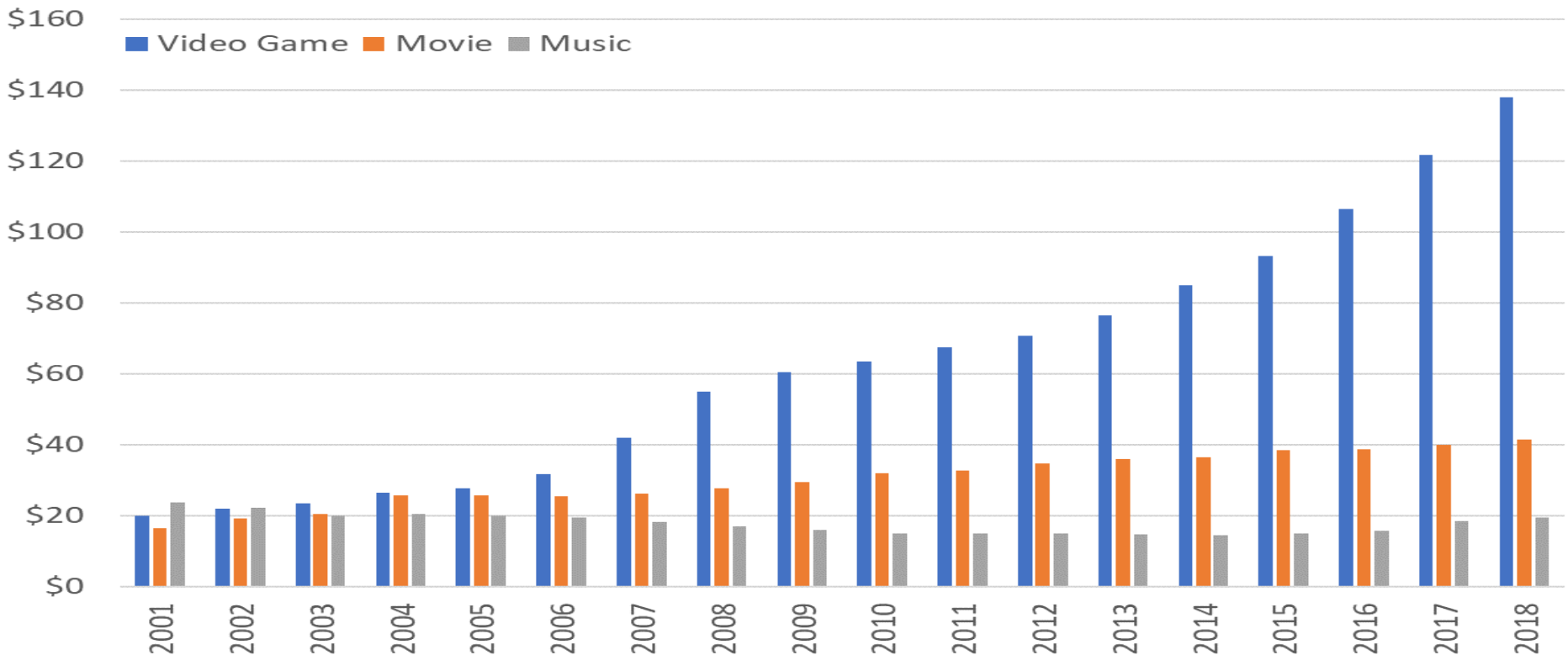
U.S. Video Game Industry Revenue	2018	2017	Growth Percentage
Hardware, including peripherals	\$7.5 billion	\$6.5 billion	15%
Software, including in-game purchases and subscriptions	\$35.8 billion	\$30.4 billion	18%
Total:	\$43.4 billion	\$36.9 billion	18%

Source: The NPD Group, Sensor Tower

Why We Like the Industry

- **Fastest Growing Segment of Digital Media Industry**
 - Revenues have exceeded the Movie Industry since 2001.
 - Have Exceeded combined revenues of Movies and Music since 2008.

Industry Revenues by Year (\$B)



Why We Like the Industry

- **Industry Offers Value Added Jobs**
 - High Paying - \$92k (1st Entry)
 - Permanent/Year Round Jobs
 - Appealing Sector to Young People
 - Potential to Reduce Brain Drain
 - Potential to Draw Talent to State

Why the Industry Likes Us

- ▶ NMSU/DACC Producing the Exact Talent the Industry is Seeking
- ▶ Film Tax Credit Hedges Risk Factors of Industry Moving to Small Metro Location
- ▶ Ability to Reduce Operational Costs Against Current Markets (SF, LA, Seattle, NY)
- ▶ High Quality of Life Factors

What are we Missing?

- ▶ Film Tax Credit
 - Clarifications as to how it applies to different sectors of the industry
- ▶ Availability of Risk Capital
- ▶ Sufficient State Marketing Dollars
- ▶ A High Priority State Action Plan



Thank you,
Q&A