Marketing skills crucial for Australian video game studios, study says

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Australia's video games development industry urgently needs better marketing to tap into the $3.9 billion spent nationally on buying games and to avoid the staff layoffs seen in bigger global companies over the

past year.

These are the key findings of a University of the Sunshine Coast study believed to be the first to examine marketing skills and practices across Australian and New Zealand video games industries. It is published in *Creative Industries Journal*.

Lead author, UniSC Lecturer in International Business Dr. Jacqueline Burgess said the Australian industry generated $284 million in 2022 despite a multi-billion-dollar annual spend by local consumers and the international renown of its games quality.

"Australian games are innovative and have won international awards, such as two BAFTAs for Unpacking and a Grammy nomination for Stray Gods, so they should be in high demand," Dr. Burgess said.

"But thousands of games are released each year on digital platforms, mobile phones and consoles, which means marketing is essential to stand out.

"This study of 33 local studios found that developers' marketing knowledge was uneven and mixed, and their marketing resources scarce."

She said that while the thousands of layoffs globally could advantage some of Australia's mostly small studios which could support themselves as startups or with grants, the studios would still struggle without adequate marketing.

"Good marketing is crucial for these developers so they can build relationships with potential consumers on multiple platforms while enhancing brand awareness and generating sales. Upskilling could start immediately with mentoring and educational marketing resources."

More information: Jacqueline Burgess et al, Local issues and global challenges: understanding marketing within the Trans-Tasman video game industry, *Creative Industries Journal* (2024). [DOI: 10.1080/17510694.2024.2389805](DOI: 10.1080/17510694.2024.2389805)

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