

# Creative Industries - Digital Media



“For anyone that hasn’t visited the City recently, Dundee might seem

an unlikely location to be one of the world’s hubs of cutting edge gaming technology, but it really has gone through a massive transformation in the last decade.

Its vibrant student population comes from having 2 excellent universities in the City and of course includes the world-renowned games, computer arts and related degrees at Abertay University which in turn feed into the City’s 15 games development studios. All combined making a big contribution to a city that has reinvented itself with restaurants, nightclubs, arts centres and galleries.

But keep watching this space – Dundee’s transformation is far from over!”

Dave Jones – Creator of Lemmings and GTA (Grand Theft Auto)

# Creative Industries - Digital Media

## Discover Creative Industries in Dundee

World class digital media companies are investing and growing in Dundee. As one of Europe's foremost gaming hubs, Dundee is an international centre of excellence in digital media.

Best in class Universities, world famous game studios, independent animation companies and application development firms all are located within the City. The City is heavily involved in a wide range of sub sectors in digital media and ICT, and expertise within the City is vast including games, education, web development and production.

### Commercial Success

Dundee's distinction in computer games and digital media development is driving the UK recovery as an export driven low carbon industry.

- Dundee is home to the UK's most diverse games cluster; home to 14 of Scotland's top 20 games studios including BAFTA award winning Proper Games and Ruffian Games.
- Over 3300 people and 350 businesses are currently employed in Tayside within the digital media and creative industries.
- According to PriceWaterhouseCooper the global media and entertainment industry was worth \$1.7 trillion in 2007 and is forecast to grow at an average rate of 7% to 2012. Dave Jones of Realtime is estimated to have generated \$3.5 billion in worldwide sales in his career to date.

### World Class Education

Dundee is leading the world with ground breaking industry led education; the City has three institutions with a broad graduate range over digital media and creative industries.

- The University of Abertay was the first university in the world to offer a degree course in Computer Games Technology and is the UK's first ever university centre for excellence in computer games education.

- Dundee University School of computing projects totalled over £20 million in the past decade, with two thirds of research rated world leading or internationally excellent, ranging from assistive healthcare technologies to interactive system design.
- The world's premier student game creation competition Dare to be Digital continues to grow and generate spin off companies. This gives Dundee firms the option to see the world's best graduates develop projects within the City.

### Strategic Infrastructure

Dundee offers technology parks, incubator space and a digital media quarter including Seabraes and Vision Building containing some of the world's finest software developers.

- A complete infrastructure, including excellent telecommunications and state-of-the-art, customised facilities such as the Seabraes Yard.
- Within these Dundee has a large and vibrant broadcast, animation and TV production network supported by TayScreen, housing a state of the art Visual Effects Research Lab at Dundee University.
- Dundee Technology Park is designed for companies in the high growth technology sector and provides a campus style environment with high quality landscaping and prestigious buildings. Companies include Bright Solid, a leading UK online publishing and online technologies firm, and Insights Learning and Development, an Intelligent Cites forum growth company of 2010.