



codemasters™



# Welcome to Codemasters



@codemasters



Rich Eddy 

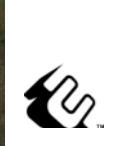
[rich.eddy@codemasters.com](mailto:rich.eddy@codemasters.com)



@rich\_eddy







# Codemasters



## 25+ years of great gaming

- Established 1986 by the Darling family
- Multiplatform development and publishing operation
- Award-winning games throughout console generations





Warwickshire



Birmingham



CODEMASTERS





20+ Studios

1000+ jobs





The largest console video games  
creation company in the UK



**CODEMASTERS®**





**400**

Southam

**100**

Birmingham

**75** staff are from outside the UK





**PROGRAMMERS**



**2D & 3D ARTISTS**



**GAME DESIGNERS**



**PRODUCERS**



**AUDIO ENGINEERS**



**QUALITY ASSURANCE**



**LOCALISATION SPECIALISTS**



**COMMUNICATION**



**BRAND & MARKETING TEAM**



**SALES & DISTRIBUTION TEAM**



**LICENSING TEAM**



**DIGITAL BUSINESS**



**CREATIVE SERVICES TEAM**



**CATERING TEAM**



**FACILITIES TEAM**



**OPERATIONS TEAM**



# Key links with education providers







# Hero brands

**DIRT**

*Fun, family & social*

LEAN BACK

LEAN IN

*Mastery & control, adult, serious & solo*



# DiRT 3 at Battersea Video

<https://www.youtube.com/watch?v=MTf6qXn5Prw>



# Hero brands



*Fun, family & social*

LEAN BACK

LEAN IN

*Mastery & control, adult, serious & solo*





The only video games company to  
have official worldwide rights to  
Formula One



CODEMASTERS®



# F1 – Young Drivers Test

Can our F1 game help a real F1 driver?

<https://www.youtube.com/watch?v=cCX8FktGEkU&list=PL85797FF51A3DCA53&index=15>

# Hero brands



*Fun, family & social*

LEAN BACK

LEAN IN

*Mastery & control, adult, serious & solo*





# GRID 2

<https://www.youtube.com/watch?v=Oz1HVhKJL-4&list=PLt1IsMXD0ppnKT6rY3cPPpafPkMxTLsBu&index=5>



# International business





**GAME DESIGN**

**GAME DEVELOPMENT**

**GLOBAL PUBLISHING & MARKETING**

**ADMIN**





European reach

Distribution partners  
& territory experts





Export



**85%**  
**EXPORT**

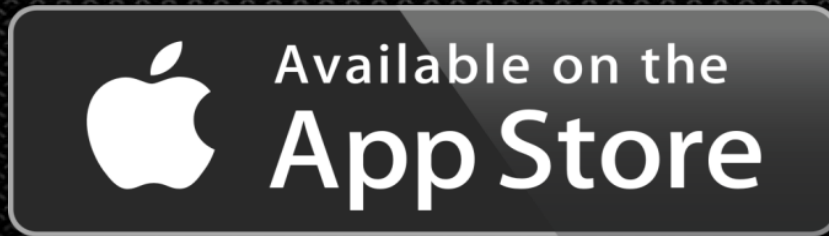


# Digital distribution





# Digital distribution



# Digital distribution



**8 Countries**

APP STORE MAIN BANNER

**88 Countries**

ALL GAMES MAIN BANNER

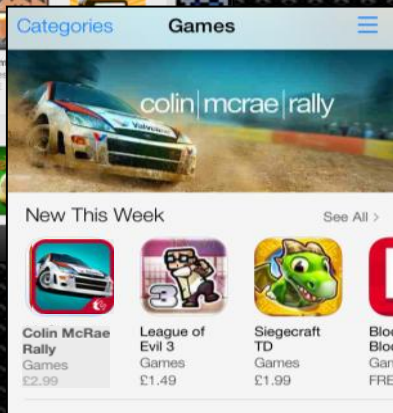
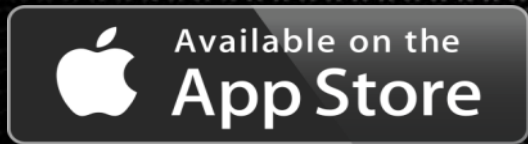
**118 Countries**

NEW & NOTEWORTHY





# Digital distribution



45  
COUNTRIES



62  
COUNTRIES



# The future





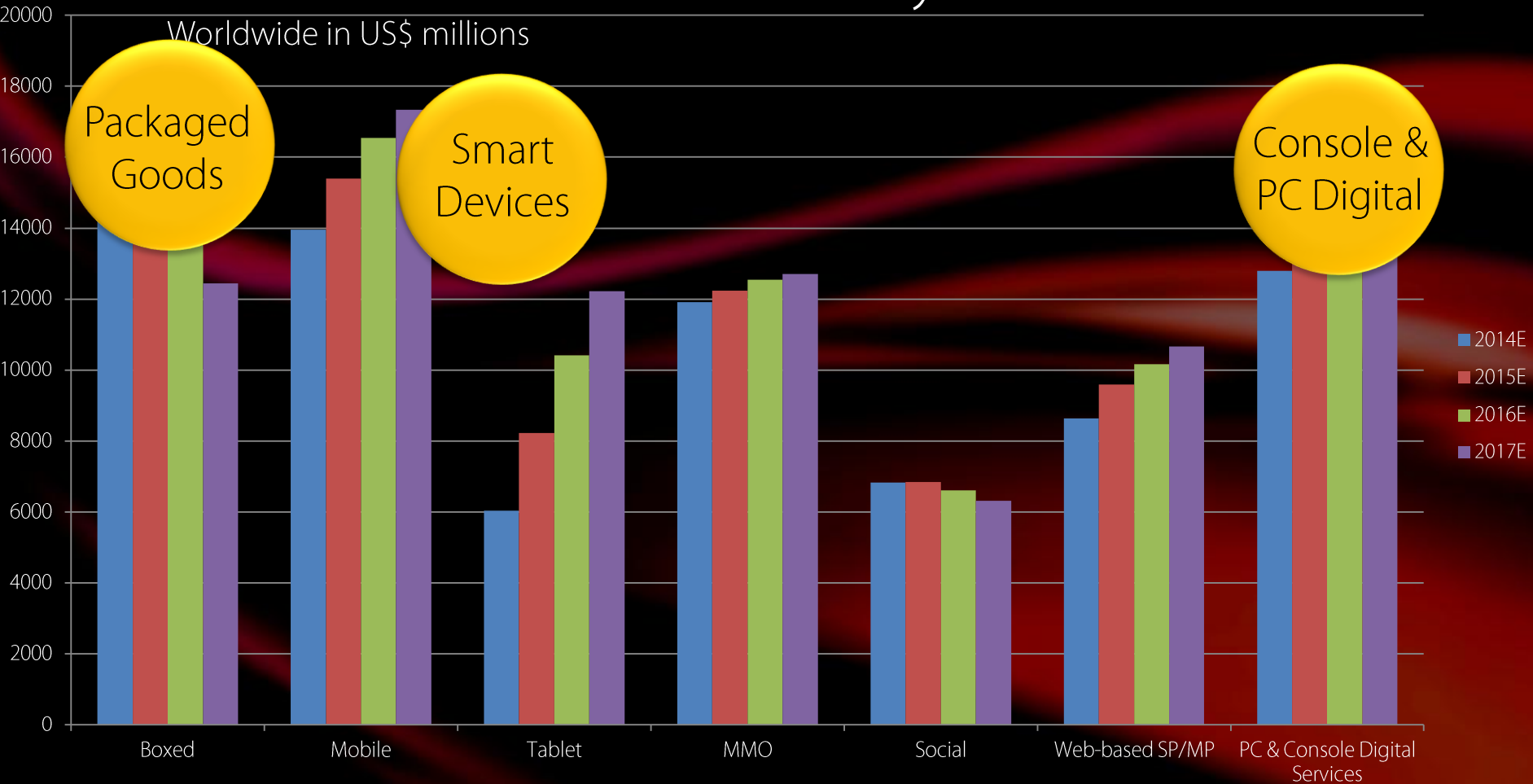
# Total Video Game Revenue by Sector

Worldwide in US\$ millions

Packaged Goods

Smart Devices

Console & PC Digital



# F1 2013 – Launch Trailer

<https://www.youtube.com/watch?v=h7S4JoLImlY>





# Thank you

Rich Eddy

[rich.eddy@codemasters.com](mailto:rich.eddy@codemasters.com)

 [@rich\\_eddy](https://twitter.com/rich_eddy) 