OBSERVATORY of argentinean video game industry

UNRaf UNIVERSIDAD NACIONAL DE RAFAELA

VIDEOJUEGOS HECHOS EN ARGENTINA

ANNUAL SUMMARY

GOBIERNO DE LA PROVINCIA DE BUENOS AIRES

MAIN MARKETS

Small- and medium-sized studios

1st place

2nd place

3rd place

Rest of Latin America (aside from Argentina)

PROVINCIA DE BUENOS AIRES

ESTIMATED INDUSTRY SIZE*

U$S 18.623.520

* Calculated as a projection of human resources hired by professional profile (employees and freelancers)

HR

367 ACTIVE PROFESSIONALS

306 Full-time

1 Part-time

60 Freelancers

MAIN PLATFORMS

PC/Mac **81%**

Mobile **62%**

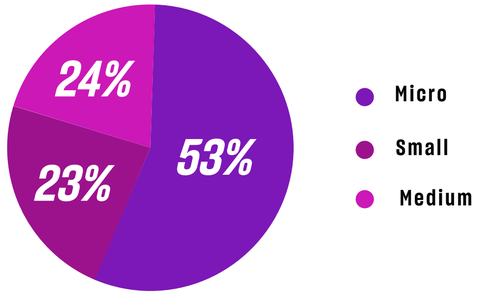
TYPES OF GAMES DEVELOPED

Casual **38%**

Adventure **62%**

Action **31%**

S&ME* distribution



* According to S&ME AFIP classification-Services category by number of employees
Workers with employee status and full-time freelancers were counted

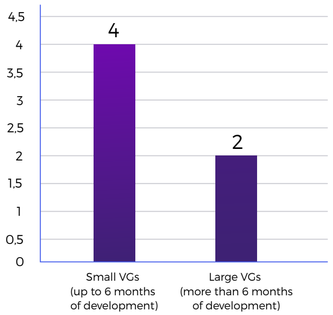
TARGET AUDIENCE

19-35 years **87%**

Percentage of female workers in relation to the total amount of workers with employee status **16%**

Female workers occupying STEM* positions in relation to the total amount of female workers **16%**

* science, technology, engineering and mathematics



QTY. OF VGS LAUNCHED IN 2021

OBSERVATORY of argentinean video game industry

UNRaf UNIVERSIDAD NACIONAL DE RAFAELA

VIDEOJUEGOS HECHOS EN ARGENTINA

ANNUAL SUMMARY

investBA

CABA

MAIN MARKETS

Small- and medium-sized studios

1st place

2nd place

3rd place

ESTIMATED INDUSTRY SIZE*

U$S 44.240.880

* Calculated as a projection of human resources hired by professional profile (employees and freelancers)

HR

838 ACTIVE PROFESSIONALS

702 Full-time

12 Part-time

124 Freelancers

MAIN PLATFORMS

PC/Mac **58%**

Mobile **62%**

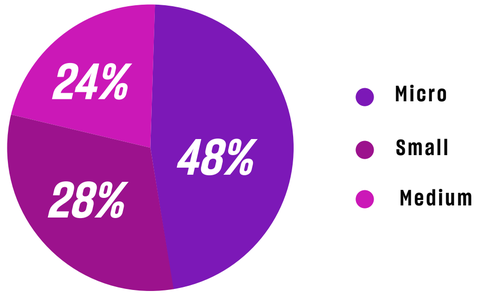
TYPES OF GAMES DEVELOPED

Educatives **48%**

Puzzles **35%**

Action **30%**

S&ME* distribution



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Workers with employee status and full-time freelancers were counted

TARGET AUDIENCE

19-35 years **96%**

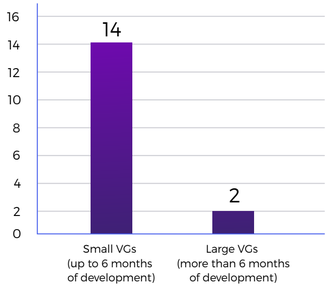
Percentage of female workers in relation to the total amount of workers with employee status

26%

Female workers occupying STEM* positions in relation to the total amount of female workers

75%

* science, technology, engineering and mathematics



QTY. OF VGS LAUNCHED IN 2021

OBSERVATORY of argentinean video game industry

UNRaf UNIVERSIDAD NACIONAL DE RAFAELA

VIDEOJUEGOS HECHOS EN ARGENTINA

ANNUAL SUMMARY

SANTA FE

MAIN MARKETS

Small- and medium-sized studios

1st place

2nd place

3rd place

Rest of Latin America (aside from Argentina)

ESTIMATED INDUSTRY SIZE*

U$S 2.240.640

* Calculated as a projection of human resources hired by professional profile (employees and freelancers)

HR

71 ACTIVE PROFESSIONALS

18 Full-time

5 Part-time

48 Freelancers

MAIN PLATFORMS

PC/Mac **100%** Mobile **50%**

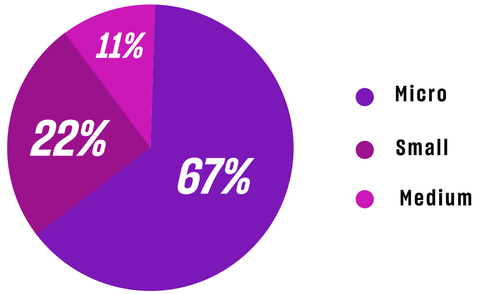
TYPES OF GAMES DEVELOPED

Educatives **29%**

Adventure **43%**

Action **57%**

S&ME* distribution

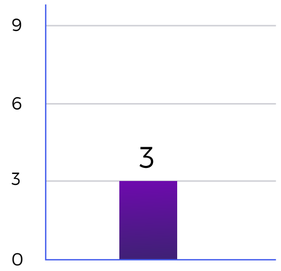


* According to S&ME AFIP classification-Services category by number of employees
Workers with employee status and full-time freelancers were counted

TARGET AUDIENCE

19-35 years **88%**

20% Percentage of female workers in relation to the total amount of workers with employee status



Small video games (up to 6 months of development)

QTY. OF VGS LAUNCHED IN 2021

OBSVj OBSERVATORY of argentinean video game industry

UNRaf UNIVERSIDAD NACIONAL DE RAFAELA

ADVA VIDEOJUEGOS HECHOS EN ARGENTINA

ANNUAL SUMMARY

FILMANDES

MAIN MARKETS

Small- and medium-sized studios

1st place

2nd place

MENDOZA

ESTIMATED INDUSTRY SIZE*

U$S 2.797.440

* Calculated as a projection of human resources hired by professional profile (employees and freelancers)

HR

93 ACTIVE PROFESSIONALS

13 Full-time

34 Part-time

46 Freelancers

MAIN PLATFORMS

PC/Mac **63%** Mobile **38%**

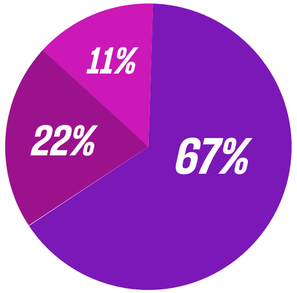
TYPES OF GAMES DEVELOPED

Casual **25%**

Puzzles **38%**

Adventure **50%**

S&ME* distribution



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Workers with employee status and full-time freelancers were counted

TARGET AUDIENCE

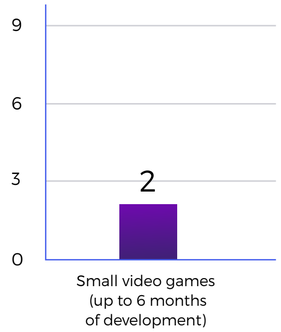
19-35 years **88%**

Percentage of female workers in relation to the total amount of workers with employee status

30%

Female workers occupying STEM* positions in relation to the total amount of female workers

75%



QTY. OF VGS LAUNCHED IN 2021

OBSERVATORY of argentinean video game industry

UNRaf UNIVERSIDAD NACIONAL DE RAFAELA

VIDEOJUEGOS HECHOS EN ARGENTINA

ANNUAL SUMMARY

oac Observatorio Audiovisual Córdoba
apac - asociación de productores audiovisuales de córdoba

CÓRDOBA

MAIN MARKETS

Small- and medium-sized studios

1st place

2nd place

ESTIMATED INDUSTRY SIZE*

U$S 3.395.280

* Calculated as a projection of human resources hired by professional profile (employees and freelancers)

HR

86 ACTIVE PROFESSIONALS

33 Full time

1 Part-time

52 Freelancers

MAIN PLATFORMS

PC/Mac **67%**

Mobile **78%**

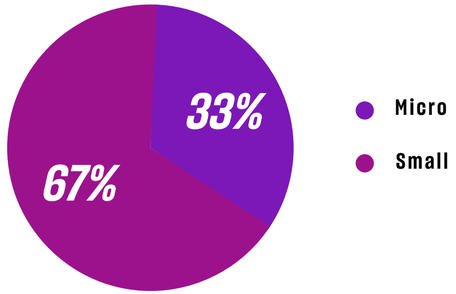
TYPES OF GAMES DEVELOPED

Casual **33%**

RPG / MMORPG **33%**

Adventure **50%**

S&ME* distribution



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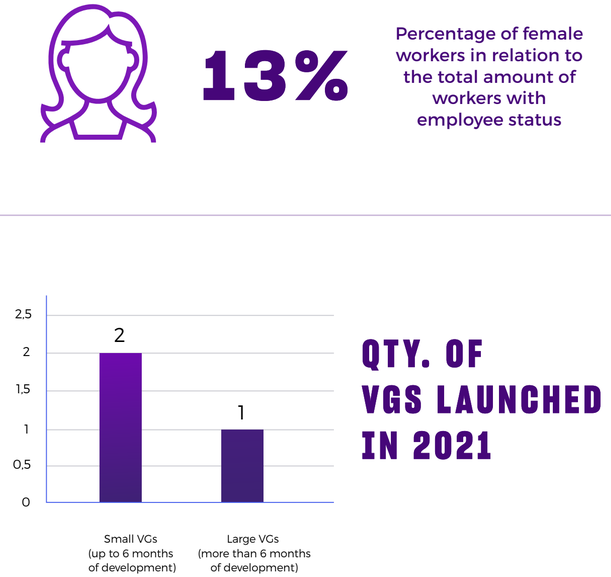
Workers with employee status and full-time freelancers were counted

13% Percentage of female workers in relation to the total amount of workers with employee status

TARGET AUDIENCE

19-35 years **78%**



QTY. OF VGS LAUNCHED IN 2021

GENDER

Average number of director/managerial positions held by women

27%

Percentage of female workers in relation to the total amount of workers with employee status

23%

Female workers occupying STEM* positions in relation to the total amount of female workers

67%

* science, technology, engineering and mathematics

Percentage of transgender and non-binary people in the industry

0,3%

Examples of some actions carried out

Proportion of studios/companies that have taken actions reflecting on diversity and gender issues in 2021 **30%**

“Campaigns during Pride Day”

“Formation of teams with a gender perspective”

“Cycle of network conversations to reflect, discuss and debate on gender and stereotypes”

“Developments for the LGBTIQA+ community”

“Talks on gender topics and consultancy with national communities (WINGAR)”

“Talks on the role of women and their growth in the e-sports industry”

“Design of video games with gender perspective”

“Development of a non-binary avatar and inclusive language generation system in all communication”

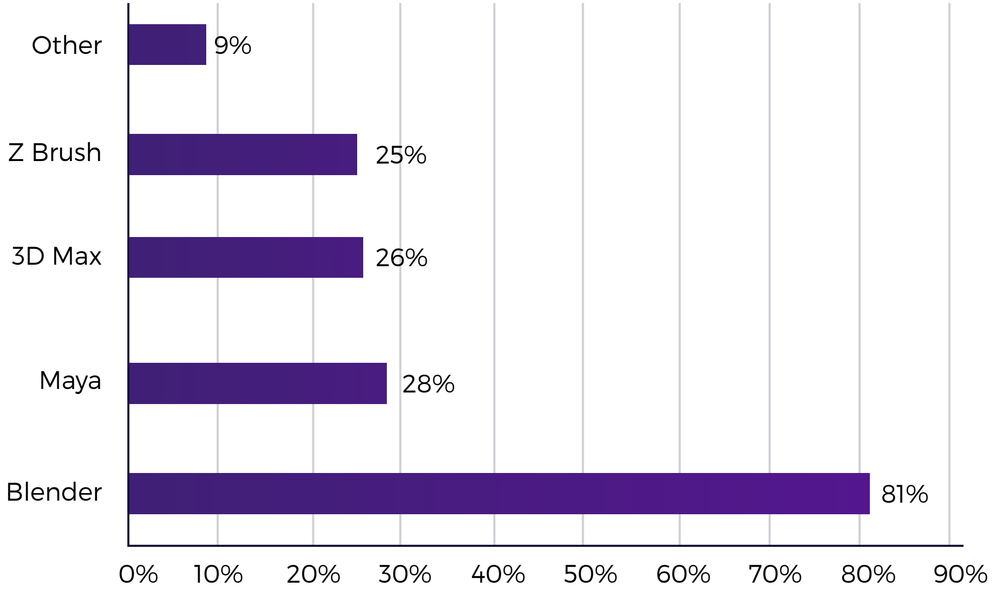
“We shared reports and webinars on gender and inclusive work cultures, as well as recommended readings, series and movies that address these issues”

“Development of a game that addresses disability issues”

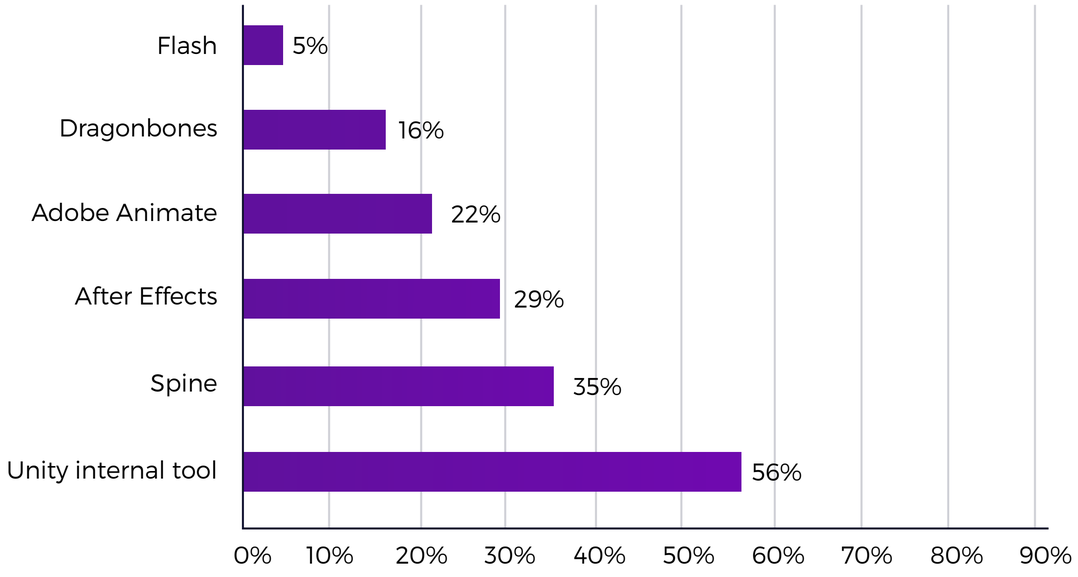
“Participation in the ‘Crear Juegos en Argentina - N3 Videojuegos con perspectiva de género y diversidad’ [Creating Games in Argentina - N3 Video games with a gender and diversity perspective] call”

Video game development tools

3D Programs

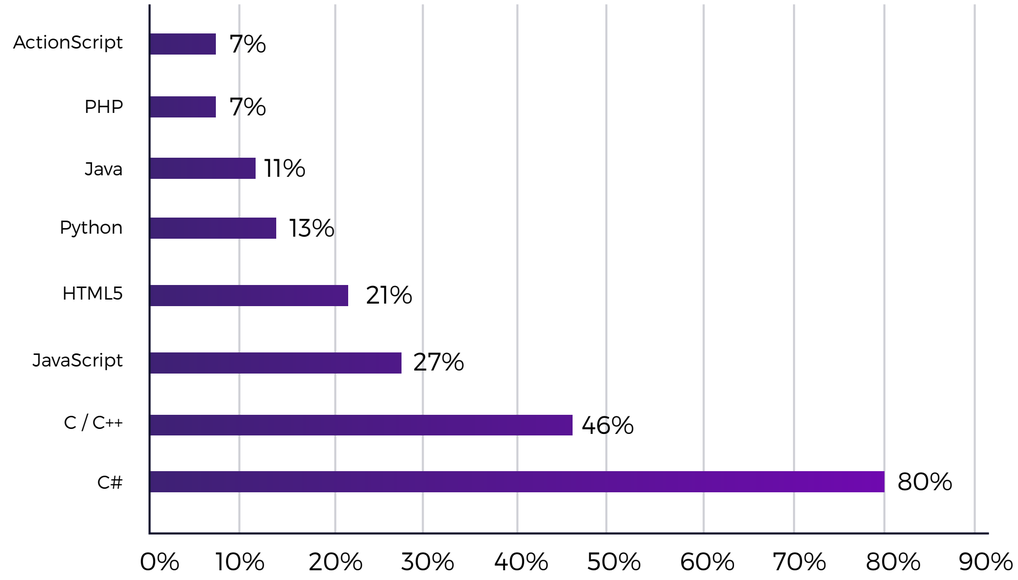


Animation software used

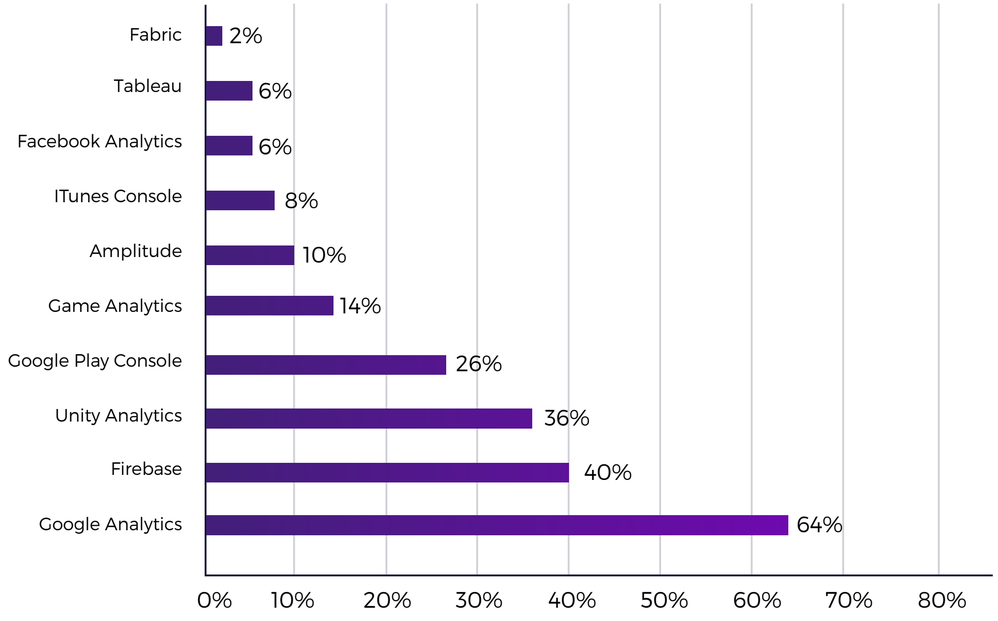


Video game development tools

Programming language used

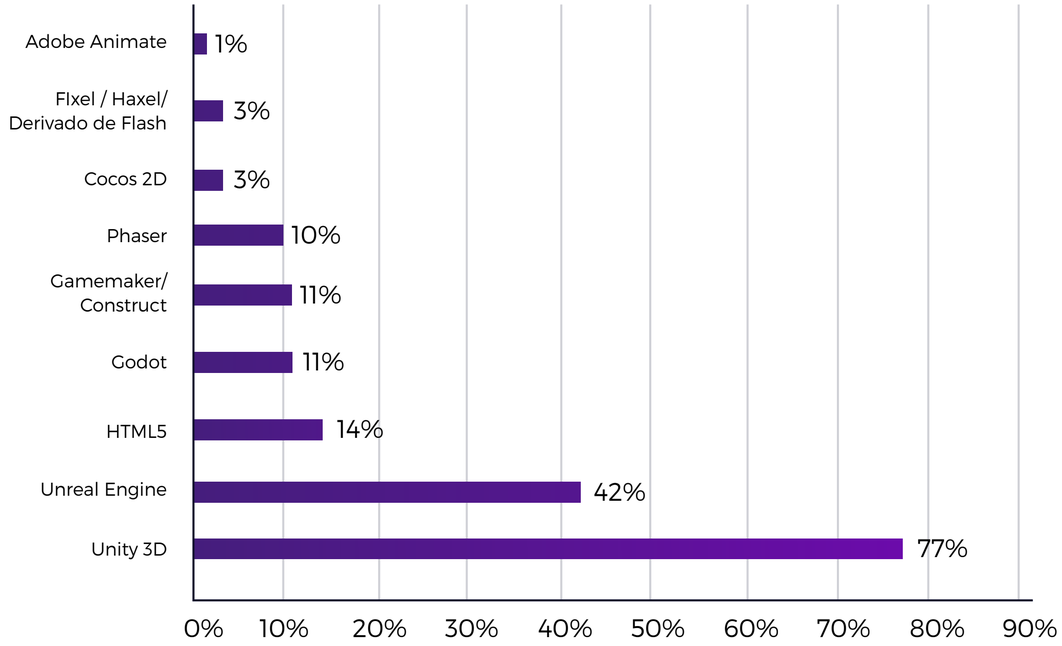


Engine for data analysis

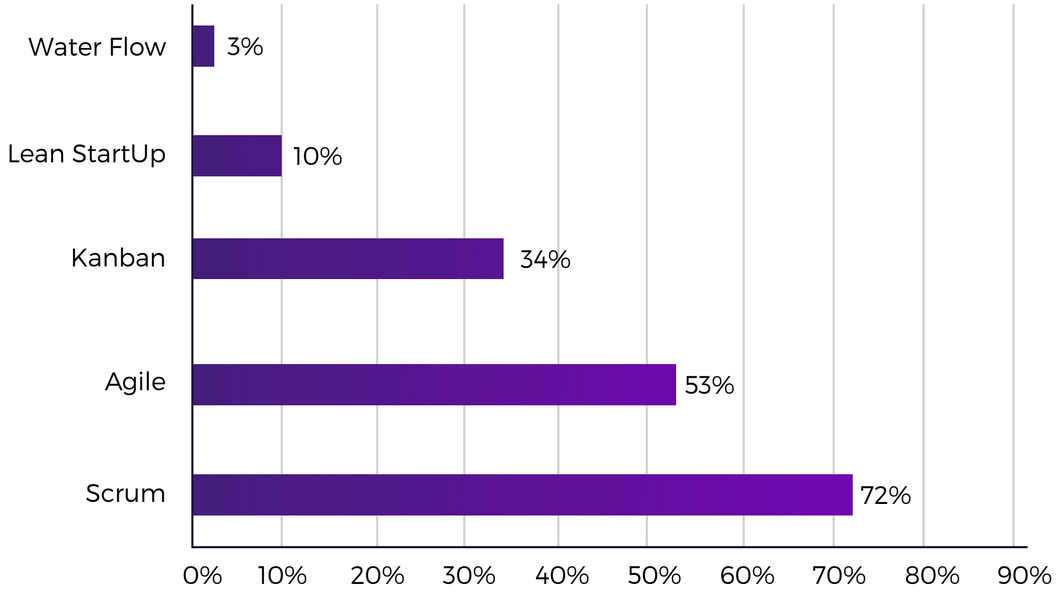


Video game development tools

Frameworks and engines

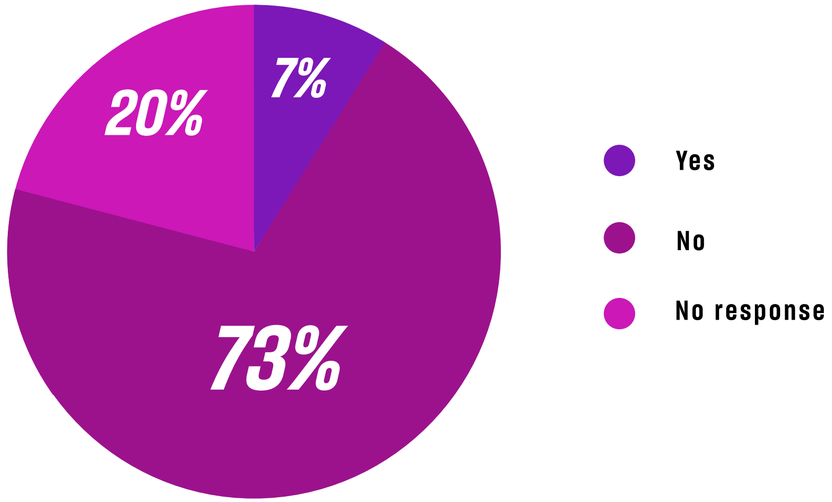


Production methodologies



Video game development tools

Are you considering a change of technology (framework/engine) in the the next 6 months?



If yes, which technology would you switch to?