

PRESS RELEASE

FOR IMMEDIATE RELEASE

13TH March, 2007

More from: Martine Parry

martine@applygroup.com

UK

T: +44 (0)7788 191252

IT'S OFFICIAL – NEWLY RELEASED MARKET REPORT REVEALS GLOBAL FORTUNE 500 CORPORATIONS IN EUROPE PLAN TO ADOPT SERIOUS GAMES FOR LEARNING NOW – WITH MAINSTREAM ADOPTION WITHIN 5 YEARS

IDENTIFIES LEADING INDUSTRY SECTORS, SUPPLY CHAIN, MARKET DYNAMICS AND SHAPE OF A COMMISSIONABLE LEARNING GAME

Forget about the spin and hype surrounding serious games in learning - here are the facts. The first ever publicly available report on the market dynamics, challenges, opportunities and supply chain for corporate learning games in Europe has now been published.

It's findings, the result of a market survey and around 25 full interviews with all key stakeholders across the supply chain, include the revelation that the majority of corporations, learning suppliers and established serious games suppliers foresee 'learning games' not only being adopted but becoming mainstream by 2012. Also a resounding 100% of corporations surveyed see the value of using games-based learning within their organizations.

These are just a few of the key findings in this report – facts only now revealed through the first primary research-based survey in this subject and findings that are critical to decision-making in the whole value chain: from investors, corporations, suppliers of learning content, tools suppliers and government agencies.

Attitudes are changing and understanding is deepening on the subject of using games techniques and technologies for learning within corporations, driven by key market and business conditions. These include: a changing staff profile - the MTV generation is being replaced by the 'digital native' generation – and the increasing complexity of the business landscape: compliancy, increase in knowledge-driven 'initiative-taking' roles, together with extended global reach and a need for simulating more complex systems.

Clive Shepherd, a well-known and respected practitioner and commentator in the field of learning has reviewed the report and said: 'Serious games provide an important opportunity for learning and development professionals because they contribute to the type of learning that adults want, i.e. learning how rather than learning what. They provide opportunities for

learners to experiment and to make mistakes without risk to life, limb or (most importantly for adults) ego.'

He added: 'If you're serious about serious games – and if you're a supplier of learning solutions or someone who is responsible for implementing these within organisations – then this report, *Corporate Learning Games in Europe*, will undoubtedly be of value. The report is based on extensive research of the supply and demand ends of the market and succeeds in identifying the most important issues facing each of these. It clarifies what serious games really are, where they can be of value and what needs to happen if they are to become a reality.'

Lead analyst Martine Parry of publisher Apply Group said: 'It has been an illuminating project. Following the survey of the key players in this market, we adopted a 360 degree approach to our research to gauge the dynamics of the market now and make predictions to 2012. We invited for interview a number of heads of European training from the leading corporations, together with senior executives from learning suppliers, serious games developers and leisure games developers who fitted a profile of wanting to diversify their activities. Even for those who think they already know about this subject as I did, the results are eye-opening.'

Gina Fegan, CEO SEMN the digital content sector group for the South East of England said 'it's great to have reliable information to base public sector decision making on and this report throws a welcome light on an ever more important industry for the UK.'

The report is 176 pages with 50+ figures and charts and available as a pdf for £599 + vat. Discounts are available for members of ANGILS and eLearning Network. More information about the report and a free overview document is available at www.applygroup.com or directly from Martine Parry on ++ 44 (0) 7788 191252 martine@applygroup.com

----- ends -----

MARTINE PARRY BSc (Hons), Dip.M

Martine has held senior positions in the knowledge, learning, games and IT industries for 20 years and has been involved with the key elements of serious games over that period. She is Director Consulting at Apply Group, a leading marketing consultancy: www.applygroup.com. She is also CEO of the not-for-profit serious games trade association ANGILS: www.angils.org

Over the last 10 years she has worked both within the learning industry (addressing corporations' needs for 'blended' learning solutions - e.g Barclays Bank, Ford, NatWest) and has been active in the games industry (on projects across market analysis, conference production, PR and business development). Her track record of market analysis for client reports includes the production of reports for: Video Arts, Sun Microsystems, Metrowerks (formerly a Motorola company) and Games Investor on market intelligence

reports concerning mobile games and MMOs, amongst other areas. She produces similar market positioning-documents for individual clients.

Previously she spent 2 years on the programming side of the digital industries as a software research engineer for GEC-Marconi and then quickly realized that her forte lay more with developing markets – and she spent the next 8 years doing just that for AI, visualisation, simulation and performance support tools and service organisations across all sectors.

Clive Shepherd MA FCIPD FIIT MCFI

Clive Shepherd is a consultant specialising in the application of technology to learning and communications at work. With more than twenty five years of experience in this field, Clive is acknowledged as a thought leader in the UK in all aspects of technology-assisted learning.

He was co-founder of both VPS Interactive and later Epic Group, which has for many years been one of Europe's major developers of bespoke multimedia and e-learning. At Epic, Clive was responsible for many award-winning productions and headed up a division publishing games and edutainment. Epic became a public listed company in 1995.

Clive has an MA in Management Learning from Lancaster University, is a Fellow of both the Chartered Institute of Personnel and Development and the IITT, and is a Member of the Chartered Management Institute. In 2003 he received the Colin Corder Award for services to IT training, and in 2004 the award for Outstanding Contribution to the Training Industry at the World of Learning conference. Clive's writing on e-learning can be found in his books, e-books and more than 100 published articles. He is also a regular speaker at UK and international conferences.

Report Background

Corporate Learning Games in Europe: Market Challenges and Opportunities for Serious Games in Learning to 2012

Publisher: Apply Group – a leading market research organisation.

Analysts: Martine Parry, Vaughan Waller

176 pages, 50 + figures and charts.

Now available in pdf and print versions. £599 + vat for the pdf version.

More information and a sample document available from the Apply Group and ANGILS websites:

www.applygroup.com www.angils.org/reports.htm

Contact Martine Parry, Director Consulting at Apply group on ++ 44 (0) 7788 191252

martine@applygroup.com

Synopsis:

Serious games is now becoming a well-known term, but

- *How does it translate and what does it mean for the learning community?*
- *What is the impact of this new approach on organisational learning and where is it best applied?*
- *Who are the innovators and in which territories - and how is the market shaping up?*
- *Are games developers and tools providers the new wave of learning suppliers?*

Everyone in the extended value chain: from corporation to supplier, via investors and tools providers is asking these questions and more specifically:

- *Why are corporations adopting learning games and what are the benefits for corporations and opportunities for suppliers?*
- *Which training needs are suited to games-based learning and what are the benefits and costs?*
- *What are the market threats and challenges to adoption and commissioning? Who are the market innovators and where are they based?*
- *How aligned are the suppliers with their corporate training client needs? What is the current supply chain?*
- *What is the ideal scenario that corporations portray to commission learning games: ideal shape of a learning game, ideal market shape and identified training applications?*
- *What are the market drivers and dynamics? How will existing learning suppliers react to all of this? What is the likely supply chain going to be by 2012?*

This seminal and independent market research report provides answers to these questions and more. We analysed primary research data gathered from the current supply chain: the world's leading corporations with a budget for training in Europe along with Europe's leading learning and serious games suppliers - and shaped our report with input from conversations we had with leading European games development studios.

Who Should Read this Report

- **Board and line management executives involved in training and change management within corporations and multinational organisations** are provided with an insight into how learning games provide innovative solutions to the critical needs of learning and staff development within the challenges of the ever- changing and increasingly more complex business landscape. Hear from your innovator colleagues about where they see benefit and applicability in areas that are equally important to you. Understand the dynamics and innovation of the learning games community to engage with them more productively.
- **Practitioners and business development directors of learning and skills suppliers** gain an understanding of where learning games can meet a need and where, when and how corporations are likely to adopt them. Learn where the learning games market will be by 2012, the opportunities and emerging competition and why you should be part of the new landscape.
- **CEOs and senior executives of leisure games and serious games providers** have a more focused understanding of where, with whom and how they can engage with Blue Chip organisations and leading learning suppliers to deliver effective learning games content. There is an ideal shape to a learning game as client organisations define them. Do you know what it is and can you deliver it? Learn about the market opportunities and your competition in the next 5 years.
- **Key executives from government agencies and leading investors** gain a snapshot view of the state of the market: indications of market adoption, drivers, threats, strengths and opportunities. This is important information to support the role of serious games in knowledge transfer networks that provide a springboard for inward investment, whilst highlighting innovation in products and services that find a ready global market.
- **Business development executives from tools suppliers** learn about a potential new market – dynamics, players and opportunities, and learn key facts that help them enter this market more quickly and fruitfully.