

EXISTING INVESTORS.

Games

- **Codemasters** - one of the longest running British video game developers, well-known for its Colin McRae Rally series and MMOG's like Dungeons and Dragons
- **Blitz** - internationally famous for games related to major brands like American Idol, Bratz and SpongeBob Squarepants
- **Rare Ltd** - a division of Microsoft, which has developed acclaimed games for Nintendo's gaming consoles, including the Donkey Kong Country series and Banjo-Kazooie and its sequels

Animation & TV

- **Charactershop** - an award-winning animation studio and production company which has a track record of working with the BBC, ITV, Channel 4, Discovery, Universal, Platinum Films and Disney
- BAFTA nominated **Brothers McCleod**, whose work has appeared on BBC ONE, MTV, Nickelodeon USA, Channel 4, E4 and Sky
- The BBC recently moved filming of 'Hustle' and 'Survivors' to Birmingham: testament to the city's ability to attract the best in the business

Well connected

Birmingham is at the heart of the UK's motorway and rail network, and is recognised as the best connected UK city. It has easy access to all major cities across the country and an international airport just 10 minutes from the city centre.



University focus

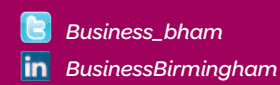
- **Excellent supply of graduates from a wide range of degree courses including:**
 - **Birmingham City University (BCU)** - BA(Hons) in Animation; Animation for Games Design; Media and Communications; Animation & Animation for Games Design; Media and Communications
 - **Coventry University** - BSc (Hons) in Games Technologies; Multimedia Computing; Digital Media Production
 - **Aston University** - computer science courses which can include modules on computer animation, and 'immersive computing and games development'
 - **Staffordshire University School of Computing, Engineering and Technology** - BSc (Hons) in: Computer Games Design; Computer Games Programming; Multiplayer Online Games Development; Computer Graphics; Game AI; Game Audio Design; Game Concepts Design; Portable Games Programming
 - Birmingham's new £545 million **Queen Elizabeth Hospital**, part of University Hospitals Birmingham, is one of the biggest buildings in the UK to have a 3D virtual environment for staff training and scenario based training
- Academic acclaim: Professor **Bob Stone**, **Birmingham University**, is Research Director of the UK Human Factors Integration Defence Technology Centre, and lectures across the world on virtual reality, serious games and human factors



Birmingham Unlimited

Business Birmingham is your access point to Birmingham's business networks and here to help you benefit from the city's strong enterprise culture. By working as a strategic partner and consultant with your internal project team, we can provide relevant information for your organisation and a comprehensive package of support.

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MODERN ECONOMY.

Digital and creative has become one of the key sectors of our modern economy. It represents a large and dynamic sector in Birmingham, accounting for a significant and growing proportion of the city's economy. The sector embraces a wide range of activities and includes a number of firms that are intent on making a splash, not just in the city, but also much further afield. For creatives, Birmingham is a city of opportunity.

A bright future

- Birmingham is constantly innovating and evolving. Its future goals are clearly outlined in the Big City Plan – the most ambitious and far-reaching citywide development project ever undertaken in the UK
- World class property developments under construction include the iconic £600 million New Street Station Gateway, the landmark Library of Birmingham and the £25 million Birmingham Ormiston Academy
- With connectivity high on the city's agenda, proposals are also in place for the expansion of Birmingham Airport and a High Speed 2 rail terminus in Birmingham's Eastside, an area undergoing a multi-billion pound regeneration
- A sustainable and environmentally focused city, Birmingham champions the use of innovative products and practices to lower the city's carbon footprint at a reasonable cost. The city is already ahead of its CO² reduction targets; with strategy successfully underway to reduce CO² emissions by 60 per cent come 2026

Why Birmingham?

- £94 billion regional economy - major engine of UK growth outside London
- A diverse business base - major centre of creative, digital and knowledge industries
- Home to 42,000 companies including almost 900 international firms
- Access to a population 4.3 million people of working age within a one hour drive of the city centre
- Almost 100,000 graduates every year at the 15 universities and three university colleges within an hour's drive time
- Air, road and rail connections provide access to 400 million people across Europe
- 126 direct connections from Birmingham Airport
- Over 90 per cent of the UK market - consumer and business - within a four hour travel time

"Birmingham is particularly forward thinking, and has a strong reputation for social media."

Jake Grimley, Managing Director, Made Media



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STRENGTHS AND ADVANTAGES.

As with other parts of the economy, the last ten years have been tough ones for the digital and creative sector. Yet it has real potential for the future. Birmingham has the advantages which enable businesses in this sector to grow. There is a collaborative ethos, a talented labour pool, cost advantages and a highly rated cultural life in which ambitious, innovative companies can thrive.

A leading centre for digital and ICT

- Birmingham became the first BT Wireless City offering on-street wi-fi cover for the whole of the city centre and is recognised as the most successful outside Westminster
- Strength and depth: the digital sector employs 64,000+ people in the city
- Vibrant mix of companies: from global systems integrators to 1000s of smaller independent firms totalling 12,500+, a rise of 30 per cent since 2005
- Home to leading global digital & ICT companies: IBM, CapGemini, Fujitsu, EDS, Northrop, Grumman, Sun Microsystems, Oracle, QinetiQ, LogicaCMG, Serco, Delcam, AT&T, Ricoh
- 40,000 students study computer science or business each year
- Specialist networking organisations to link new investors to SME's, large IT companies, education establishments and research institutes

A digital media hub

- Breadth and depth of expertise: from online tools and content to computer games and mobile products and services
- UK's hub for games, serious games and interactive digital media: home to 21 per cent of the UK games workforce
- Home to a host of leading animation and TV production companies, plus award winning digital agencies
- Leading digital media companies in the region include: Codemasters, Blitz, Rare Ltd, Maverick TV CharacterShop, Activision and the BBC
- Well established networking organisations: opportunities for collaboration with like-minded individuals is second to none
- Gross Value Added (GVA) amounts to over £2 billion for the digital and creative sector

"We selected this location after a UK wide search because Fazeley Studios is centrally located in Birmingham's new digital district Digbeth, and it is a hub purely for creatives. We will be surrounded by businesses that will make an appealing working environment and a pool of local talent which we can tap into when we need to contract staff."

Mark Betteridge, Studio Head, Rare Ltd



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