

About our sponsors



At Barclays, we support the games and creative industries with both banking and beyond initiatives. Our dedicated Games and Creative Team works in alignment with our bank-wide strategy to unlock the potential of businesses at every growth stage. Through engaging events, expos, demo days, and accelerators, we provide unique opportunities for development and connection. From budding startups to global corporations, we empower businesses with expansive network-building initiatives, industry-leading programs, and close collaboration with UK games bodies. Whether you're just beginning or steering a multinational enterprise, Barclays is here to support your journey to success.

games.creative.barclays



Bastion is an award-winning marketing and communications consultancy dedicated to the video games space. Within Bastion there are four distinct divisions:

Pinpoint - influencer and social media
Folgate - corporate and crisis PR as well EDI and sustainability consultancy
G2M helps developers and publishers with strategic planning, go-to-market plans and activation, and Bastion is our product communications division

Current clients include Amazon Games, Epic Games, Riot Games, Square Enix, Bandai Namco, Private Division, Curve, Konami, Wizards of the Coast and ReedPop. Based in Shoreditch, London, Bastion co-owns Develop:Brighton and the Develop:Star Awards, and is the founding partner of OneVoice, a global network of video games focused consultancies.

bastion.co.uk



Green Man Gaming is a UK based technology company operating in the video game industry space as an e-commerce retailer, distributor and publisher of video games worldwide. Founded on the notion that "Games are for everyone", Green Man Gaming apply this philosophy to all aspects of their work, which spans from community outreach to charity partnerships, including support for GamesAid and SpecialEffects, as well as being an active member of Ukie.

greenmangaming.com



k-ID is revolutionising the way kids and teens interact with age-appropriate gaming experiences while helping developers navigate complex global regulations. As the first comprehensive platform of its kind, k-ID ensures that games are safer, smarter, and more empowering for young players. Built as a cross-platform solution, k-ID addresses the global challenge of online privacy and safety for young players. Developers benefit from a streamlined compliance tool, allowing them to focus on creating great games without worrying about complex regulatory requirements.

From the moment a player signs up until they transition to full game access, k-ID automatically configures any game into an age-appropriate experience, adapting seamlessly as the user grows. This dynamic system evolves with the player, ensuring their gaming journey stays engaging and suitable over the years.

k-id.com



Saffery LLP is an adviser to individuals and businesses across a range of industries, including the video games sector, providing market-leading accountancy, audit, business advisory, tax and VAT services. Founded in 1855 by Joseph John Saffery, it is currently the 15th largest accountancy firm by UK fee income. For further information, please visit our website.

saffery.com



Games Summit 2024

We're delighted to welcome you to the Ham Yard Hotel for the annual Wiggin Games Summit.

The games industry continues to live in interesting times.

We have all grown familiar with data that demonstrates how the games industry has grown to become the largest entertainment industry in the world. However, perhaps less widely recognised is how games have also become part of mainstream culture. Games appeal to people of all ages and backgrounds and can bring together diverse communities of players from across the world.

A growing number of studies also demonstrate the benefits that playing games can have, including problem solving, reducing stress and cognitive improvements.

However, none of this guarantees future success. This year has seen more redundancies and project cancellations and continued challenges raising finance and closing deals. Generally speaking, the short term outlook seems little different. However, as with any low point in a cycle, for those with available resources and the ability to take a medium to long term view, there is a rich seam of opportunities.

This afternoon we will consider a wide range of issues affecting the industry and will look ahead to what 2025 may hold.

We would like to thank our sponsors **Barclays**, **Bastion**, **Green Man Gaming**, **k-ID** and **Saffery LLP**. All are leaders in their respective fields, and we are proud to partner with them. Their support has helped us keep the Wiggin Games Summit free to attend. If you want to meet one of them and don't manage to do so at this event, then just let us know and we can put you in touch.



Paul Gardner

Partner
paul.gardner@wiggin.co.uk



Peter Lewin

Partner
peter.lewin@wiggin.co.uk



Jonty Cowan

Legal Director
jonty.cowan@wiggin.co.uk



Isabel Davies

Senior Associate
isabel.davies@wiggin.co.uk



Max Navarro

Associate
max.navarro@wiggin.co.uk



Rahul Gandhi

Associate
rahul.gandhi@wiggin.co.uk

wiggin.co.uk

Programme

Time	Session	Presenter / Participants
2.00	Welcome	Paul Gardner (Partner, Wiggin)
2.10	What does society really think about video games – and why does reputation matter?	Bhavina Bharkhada (Head of Campaigns and Communications, Ukie) Daniel Wood (Director, Folgate Bastion)
2.30	How is the games industry rising to the challenge of maintaining public trust and increasing regulatory oversight?	Moderator: Isabel Davies (Senior Associate, Wiggin) <ul style="list-style-type: none">Luc Delany (Chief Corporate Affairs Officer, k-ID)Shanna Pearce (Managing Counsel, Ecosystem Safety, Epic Games)Richard Wronka (Director, Online Safety Supervision, Ofcom)
	As games companies have been dealing with the implementation of a wide array of regulation, we explore the developing landscape around online safety and player protection, and what the games industry can expect from governments and regulators in 2025.	
3.10	Games Market Outlook and Key Dynamics Shaping the Sector	Piers Harding-Rolls (Research Director, Games, Ampere Analysis)
3.30	Show Me the Growth	Nicholas Lovell (Director, Spilt Milk Studios, industry advisor)
	To bounce back in 2026, the games industry needs to find new growth. But have we already absorbed all of the available playing hours? And if so, what can we do about it?	
3.45	Break	
4.15	Welcome back	Peter Lewin (Partner, Wiggin)
4.20	Five themes in games for 2025 (and how accurate were our predictions for 2024?)	Joseph Teasdale (Head of Tech, Enders Analysis)
4.40	State of the Games Market	Kartik Prabhakara (Founding Partner, Aream & Co)
5.00	From flying <i>Fallout</i> to bailing <i>Borderlands</i> – how to (and how not to) create enduring value from IP	Moderator: Elaine Dowman (Head of Games & Creative Industries, Barclays) <ul style="list-style-type: none">Eugene Evans (SVP, Digital Strategy and Licensing, Wizards of the Coast Hasbro)Eloise Singer (CEO and Founder, Singer Studios)Sean Brennan (MD, Consiliario)
	Hollywood, TV, toys and games. Each wants a piece of the other's action, but co-operations vary from massively successful to franchise-damaging. What does it take to make a successful transmedia project in 2025, and how do you avoid expensive mistakes?	
5.30	As "survive to 25" turns to "stick to 26", is there really a growth future for video games, or is it just time for the pipe and the carpet slippers?	Moderator: Nicholas Lovell (Director, Spilt Milk Studios, industry advisor) <ul style="list-style-type: none">Gina Jackson OBE (Co-founder, Pitchify Founder, SKILLfull)Shum Singh (Founder, Agnitio Capital)John Clark (Consultant)Paul Sulyok (CEO, Green Man Gaming)
	Over the last 50 years the games industry has grown from innovative upstart to become the world's largest entertainment industry. But as massive games flop and layoffs and studio closures abound, has the industry reached full maturity, or is it just catching its breath before the next adventure?	
6.00	Close and drinks	