

November 2025

The video game industry in Catalonia



The video game industry in Catalonia: sectoral report

ACCIÓ

Generalitat de Catalunya (Government of Catalonia)



The contents of this document are subject to a Creative Commons licence. Unless otherwise indicated, reproduction, distribution and public communication are permitted as long as the author is cited, no commercial use is made and no derivative works are distributed. You can consult a summary of the licence terms at:

<https://creativecommons.org/licenses/by-nc-nd/4.0/>

The use of brands and logos in this report is merely informative. The above-mentioned brands and logos belong to their respective owners and are not owned by ACCIÓ in any way. This is a partial illustrative representation of the companies, organisations and entities that are part of the video game industry. There may be companies, organisations and entities that have not been included in the study.

Prepared by

ACCIÓ Strategy and Competitive Intelligence Unit

Direktorat General of Innovation and Digital Culture. Catalan Institute of Cultural Enterprises

Barcelona, November 2025

Table of contents

1. Executive summary

2. The video game industry

Definition of the video game industry

The video game industry on a global scale

- The global turnover of the video game industry
- The global community of video game players
- The video games that dominate the global market
- Video games are played (and sold) digitally

Global FDI exceeds €7.8 billion in the five-year period 2020-2024

eSports, an essential part of video game culture

3. The video game industry in Catalonia

The Catalan video game industry involves more than 260 companies and studios

- Video game studios in Catalonia at a glance

Nearly 60 startups drive the Catalan video game industry

Catalonia is a leader in video games thanks to a consolidated ecosystem

- Technology agents promote Catalan leadership in the video game industry
- Catalonia is a technological hub with international recognition

It is a leader in recruiting and creating talent for the video game industry

- Wide variety of CFGS and non-regulated training in video games
- Business leader opinions about Catalan talent in video games

Catalonia is a leader in attracting FDI in video games

- A focus of attention from major global video game companies

High competitiveness in operating costs on a European scale

4. Trends and opportunities in the video game industry

Market trends in the video game industry

Technological trends in the video game industry

International business opportunities for the video game industry

The video game industry in Catalonia

1. Executive summary



Turnover and FDI in the video game sector continue to grow steadily on a global scale

- Global turnover will reach US\$188,800 M in 2025, with **mobile devices accounting for a significant share** (55% of the total).
- The Asia-Pacific region will generate the most revenue in 2025, even though **6 of the 10 top global firms are based in the U.S.**
- Factors such as convenience and the impact of COVID-19 have driven **revenue growth in the digital segment**.
- Between 2020 and 2024, **FDI in the video game sector** has resulted in over 470 projects, €7,800 M in investment, and 36,000 jobs.

There are increasingly more players, who are more demanding and have a growing interest in eSports

- **Global video game penetration** is 83.6%, with countries such as the Philippines, Indonesia, and India above the average.
- The number of players in the world will be 3,578 M in 2025, with the **Asia-Pacific region holding a sizable share** (53% of the total).
- Although gaming time on computers and consoles increased by 6% in 2024, **players are becoming more selective**.
- **Users who have consumed eSports content** at least once already exceed 70% in Asia and the Middle East.

Market and technology trends that are shaping the direction of the global video game sector

- Towards a model of shorter-duration video games, with more UGC and greater focus on community management.
- Opportunities will arise for growth in the indie and AA segments, but there will be challenges for new players in the F2P segment.
- Mobile ecosystems will become more open, while PC gaming will benefit from multiplatform releases.
- Generative AI, AR and VR, the metaverse, cloud, blockchain, and cybersecurity will be the **technologies with the greatest impact**.

Font: ACCIÓ.



A competitive and innovative ecosystem for the video game industry

- Catalonia remains the **driving force of the Spanish ecosystem**: a meeting point for investors, publishers, studios and players.
- Catalonia concentrates **more than a quarter of video game companies and studios** registered in Spain (32.1%).
- Catalonia monopolises **more than half of the professionals and turnover** of the industry in Spain (50.4% and 53.1% respectively).
- The Catalan video game industry **continues to grow steadily**, with a positive forecast in terms of turnover and professionals.

It is a location that continues to be in the spotlight for global investment in video games

- Catalonia is the **top EU region** in number of FDI projects in video games, capital invested and jobs created.
- In the five-year period 2020-2024, Catalonia was the **2nd top region for FDI in video games in the world** (by number of projects).
- Catalonia alone has more projects than countries like **Japan, France, India, China or the Netherlands**.
- Reputable companies like **Scopely, Lilith Games, Sandsoft or Infinity Ward** have invested in Catalonia in the period 2023-2025.

A hub of local and international talent framed in a highly creative environment

“Barcelona is a city with a strong artistic atmosphere and an excellent pool of design talent, providing the conditions for developing the gaming industry.” Ou Ya, Head of Strategy and Investment, Lilith Games.

“Barcelona is home to a thriving community of video game creators and is the perfect location for talented developers from all over Europe.” David Fernández, CEO, Sandsoft.

Source: ACCIÓ.

The video game industry in Catalonia

2. The video game industry

Definition of the video game industry

8

The video game industry encompasses the entire **industry dedicated to the creation, development, publication, distribution and monetisation of video games**. It is a rapidly growing industry, with millions of people around the world playing them and billions of dollars in revenue generated each year.

Based on the **platform used by users**, it is possible to segment the global video game market into three large groups:



Video games for PC



Video games for consoles



Video games for mobile devices



Stages of the video game development process Pre-production, production and post-production

Pre-production

This is where every project is begun. Pre-production serves to define the theme of the game, justify its creation and establish what is needed to carry it out.

It can last between a week and a year, depending on the type of project, available resources and financial situation.

Production

Production is the moment when the game begins to take shape: the narrative is outlined, the assets (characters, props and environments) are created, while the game mechanics and rules are established...

This is the longest stage of the process, with a duration that can range between 1 and 4 years.

Post-production

In the post-production phase, some team members are dedicated to maintaining the game or developing additional or downloadable content (DLC), while others may begin working on a new project.

The development cycle remains active.

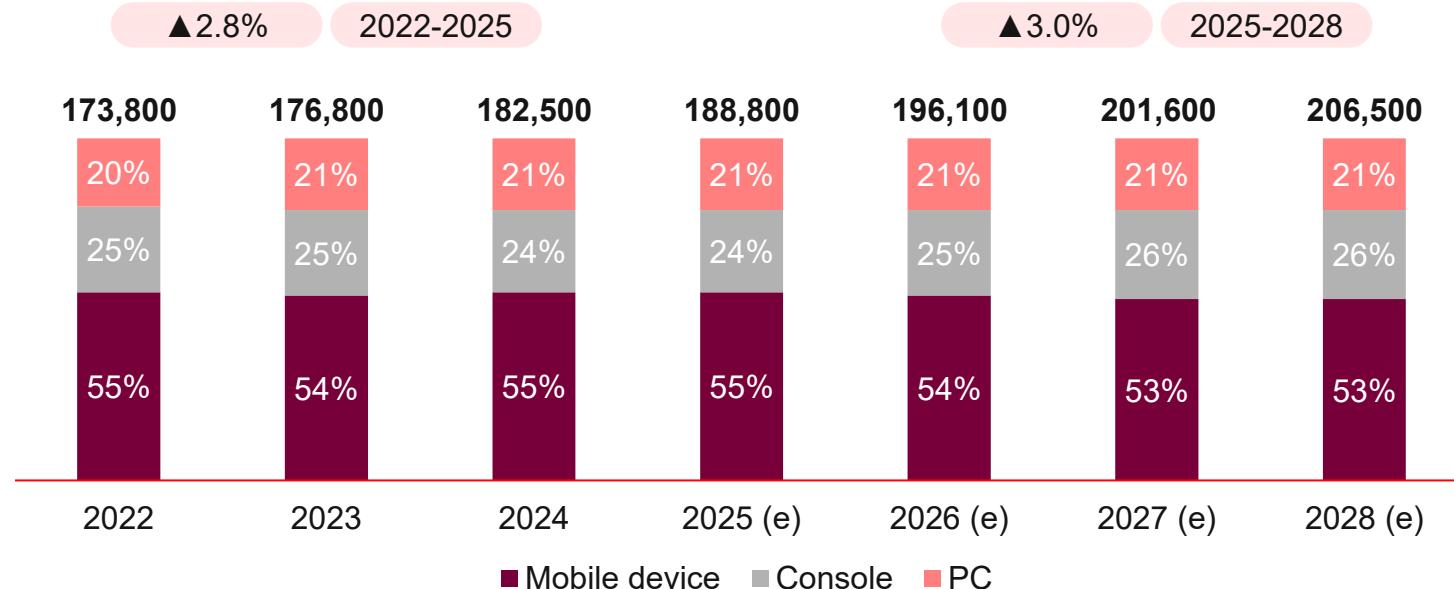
Source: ACCIÓ, based on Statista (2025) and CG Spectrum (2022).

The global turnover of the video game industry (I)

9

The global turnover of the video game industry will reach US\$188,800 million in 2025, with year-on-year growth of 3.4%, and will exceed US\$200,000 million in 2027. The Asia-Pacific region will generate the most revenue this year (US\$87,600 million, 46% of the total), followed by North America (US\$52,700 million, 28%) and Europe (US\$33,100 million, 18%). In terms of growth, the regions with the most notable year-on-year increase will be the Middle East and Africa (7.5%) and Latin America (6.4%).

Global turnover of the video game industry, 2022-2028 (US\$ millions)



Global turnover by segment, 2025 (e)



Notes: the notation (e) refers to estimated values, subject to subsequent revision.

Source: "Global Games Market Report", Newzoo, 2025.

The global turnover of the video game industry (II)

10

Main markets by video game turnover, 2024

Country	Turnover (\$M)	Players (M)
1 China	48,700	710.1
2 United States	47,600	219.8
3 Japan	16,600	72.8
4 South Korea	7,100	33.7
5 Germany	6,400	52.0
6 United Kingdom	6,100	42.0
7 France	3,800	39.7
8 Canada	3,000	23.6
9 Mexico	2,500	75.8
10 Brazil	2,500	117.9

 India is the **country with the second-most players in the world**, but its total turnover is much lower than that of other countries due to the **low individual monetisation**.

Top companies by turnover, Q4 2024 (YTD)

1	 Tencent 腾讯	 Tencent
2	 Microsoft	 Microsoft
3	 SONY	 Sony
4	 Apple	 Apple
5	 网易 NETEASE	 NetEase
6	 Google	 Google
7	 EA Electronic Arts	 Electronic Arts
8	 T2 TAKE-TWO INTERACTIVE	 Take-Two Interactive
9	 Nintendo	 Nintendo
10	 ROBLOX	 Roblox

Source: ACCIÓ, based on Newzoo (2025).

The global community of video game players (I)

11

The number of players in the world will be 3,578 million in 2025, with year-on-year growth of 4.4%. Of these, 3,000 million will play from mobile devices (83% of the total, ▲4.5% YoY), 936 million from PC (26%, ▲3.1%) and 645 million from consoles (18%, ▲2.5%).

Although gaming time on computers and consoles increased by 6% in 2024, **players are becoming more selective and playing fewer games.** Since 2021, the number of players who only play between one and three titles each year has grown across all platforms.

Number of players by geographical region, 2025 (e)



Asia-Pacific | 53%

1,896 million | ▲4.5% compared to 2024

Middle East and Africa | 16%

595 million | ▲6.8% compared to 2024

Europe | 13%

465 million | ▲2.3% compared to 2024

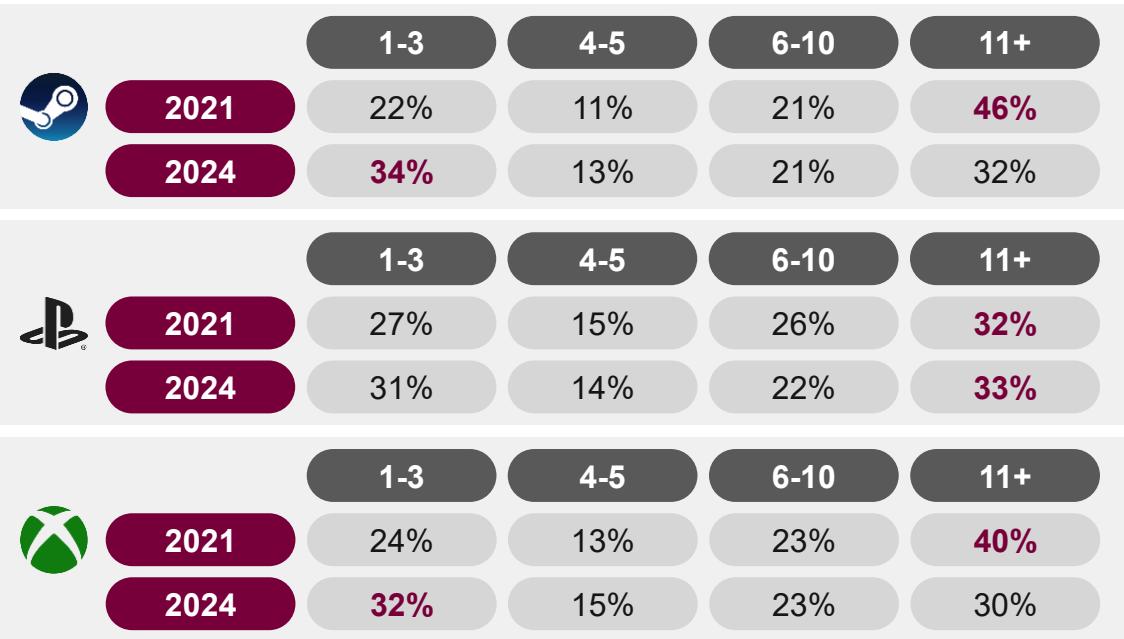
Latin America | 11%

372 million | ▲4.5% compared to 2024

North America | 7%

249 million | ▲2.4% compared to 2024

Annual distribution of the number of titles played by platform



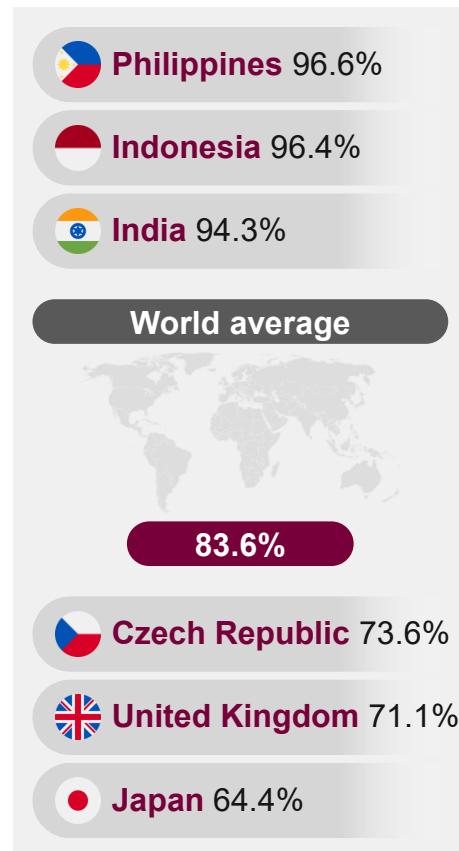
Notes: the notation (e) refers to estimated values, subject to subsequent revision.

Source: "Global Games Market Report", Newzoo, 2025; "The PC & Console Gaming Report", Newzoo, 2025.

The global community of video game players (II)

12

Global video game penetration, Q3 2024



By age and gender

Age range	Women	Men
16-24 years	92.2%	93.0%
25-34 years	89.6%	90.2%
35-44 years	84.4%	86.3%
45-54 years	76.5%	80.4%
55-64 years	69.2%	71.2%
65+ years*	57.6%	53.7%

*Data for players aged 65 and over is not yet available in all countries.

The 10 most successful video game genres, Q3 2024

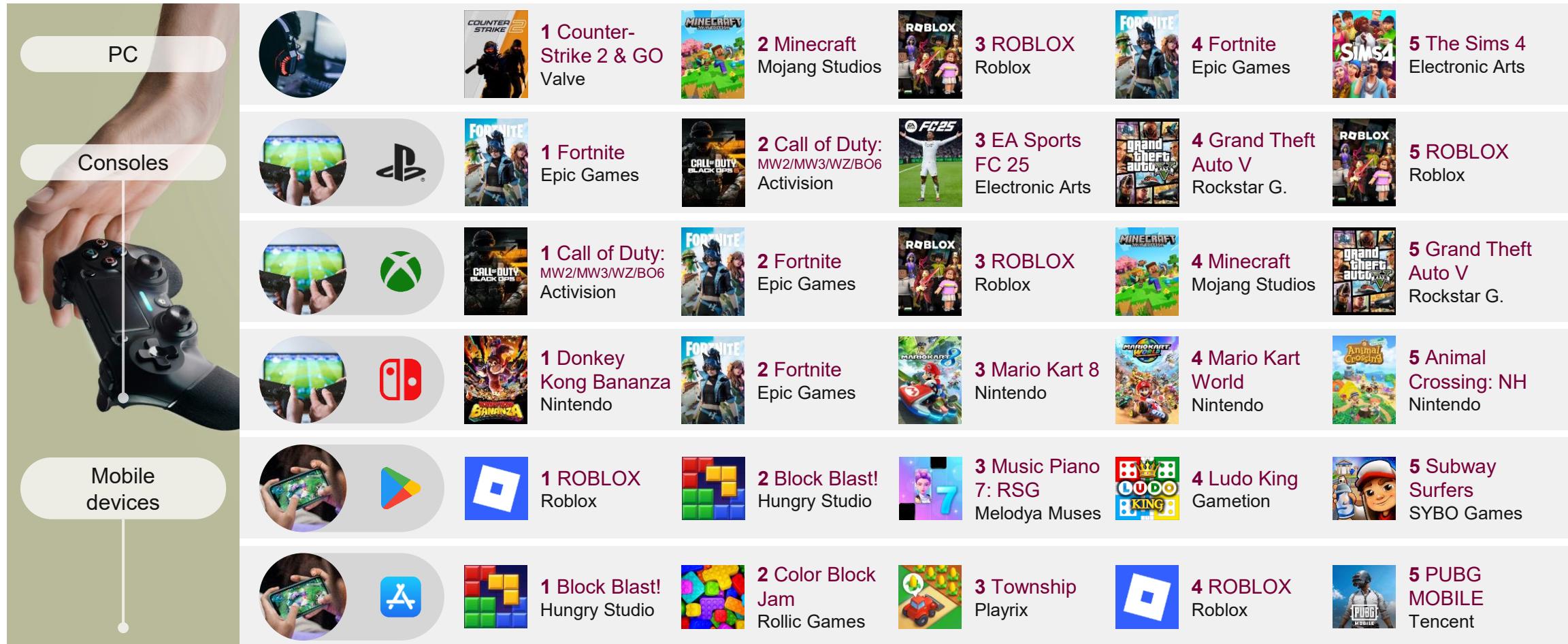


Notes: the data is presented as the percentage of internet users over 16 years of age who play video games on any device.

Source: "Digital 2025: Global Overview Report", We Are Social and Meltwater.

The video games that dominate the global market (I)

13



Notes: for PC games the MAUs (Monthly Active Users) have been considered; for those on mobile devices, it is downloads.

Source: ACCIÓ, from Newzoo (July 2025) and Statista (February/June 2025).

The video games that dominate the global market (II)

14

The success of a game lies in its ability to attract and retain an active player base, and intellectual property can be key in this task. On a global scale, most players say that **they are more likely to play a game if it features their favourite entertainment franchise**.

Likelihood of playing a game based on a popular entertainment franchise

Players most likely to play

Players less likely to play



India 74%



Belgium 41%



Thailand 74%



Netherlands 39%



Vietnam 74%



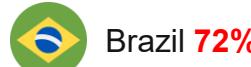
Sweden 31%



China 72%



Finland 31%



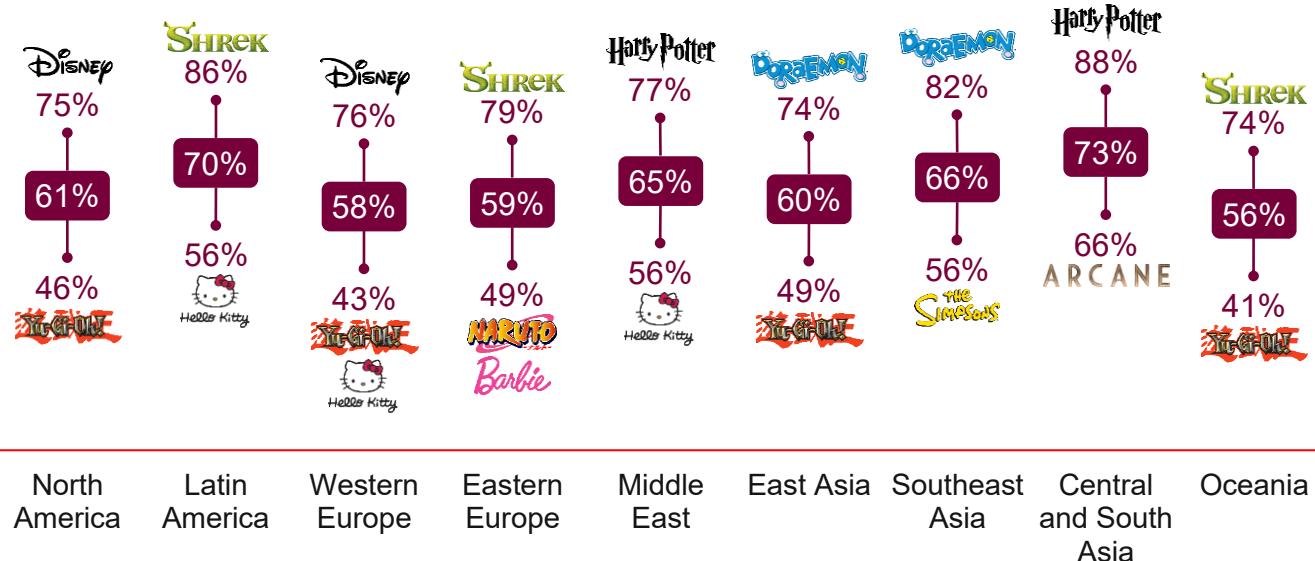
Brazil 72%



Japan 31%

Attitude towards entertainment franchises (positive and very positive)

Includes average, maximum and minimum positive sentiment towards major franchises by region



Perceptions about intellectual property vary by geographic region. Some franchises dominate their home markets but go largely unnoticed in other areas, while others achieve a prominent global presence.

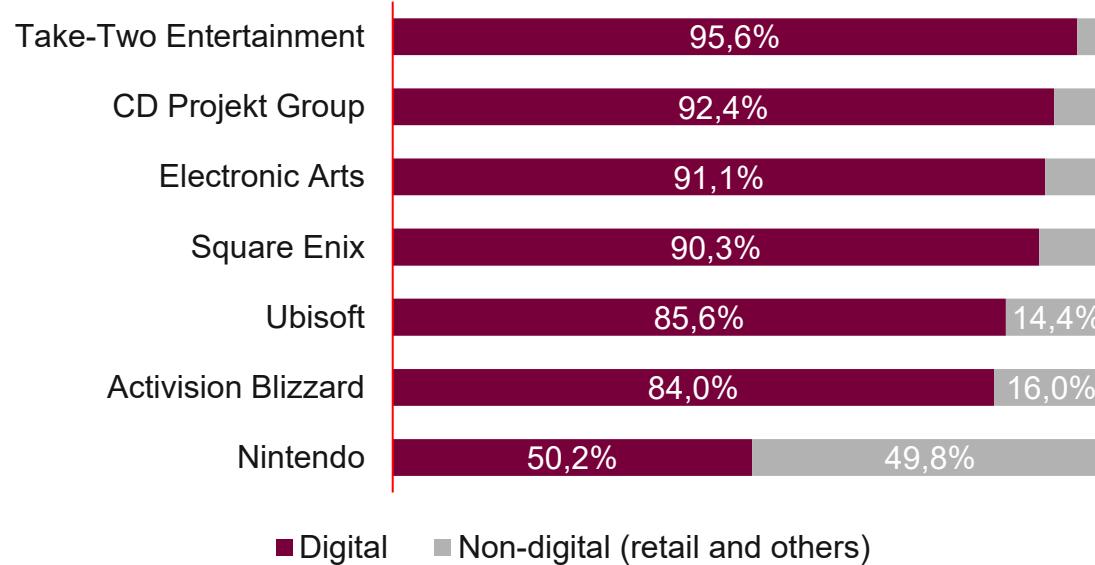
Notes: attitude towards entertainment franchises is quantified by the percentage of players with a “positive” or “very positive” perception.

Source: “Mapping IP Fandom with the Global Gamer Study in 2025”, Newzoo.

Video games are played (and sold) digitally

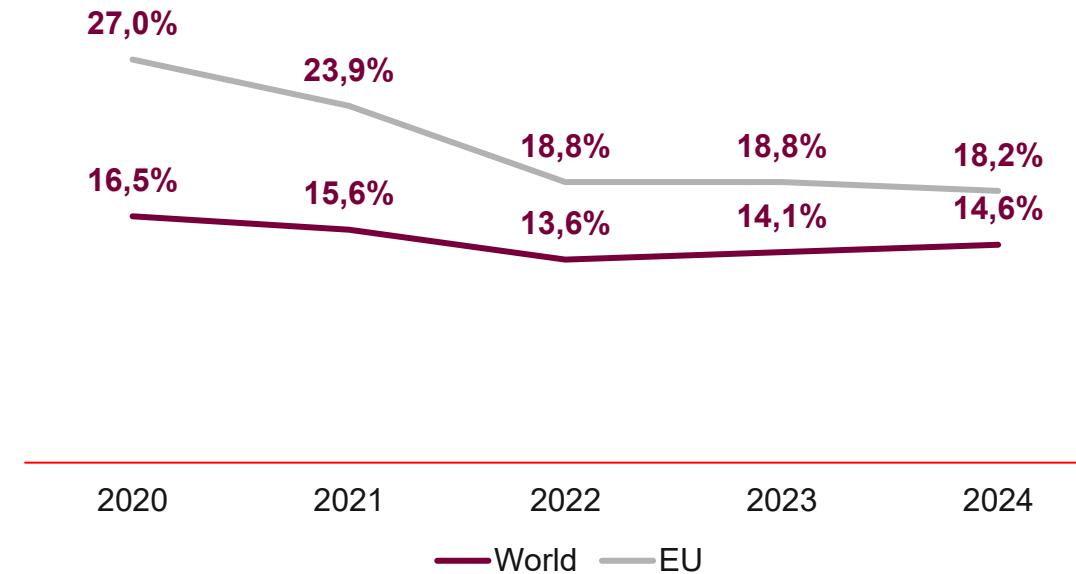
15

% of digital in the revenues of the world's main producers



Convenience, regular deals on digital sales, additional content, and more recently, the impact of COVID-19 have led gamers to **allocate most of their spending to the digital format**.

Degree of adoption of video games in physical format, 2020-2024



The degree of adoption of video games in physical format (measured as the percentage of active customers compared to the total population) shows a **decreasing trend on a global scale**, and remains around 15%.

Notes: for income, the last available financial year was taken as a reference.

Source: ACCIÓ, based on Statista (2025).

Global FDI in video games has exceeded €7,800 million during the five-year period 2020-2024

16

Between 2020 and 2024, the video game industry has registered 477 FDI projects worldwide, representing an **increase of almost 40% over the previous five-year period**. Spain is the fourth-highest country in attracting this investment, with a total of 32 projects.

FDI in video games around the world, 2020-2024

477 projects (▲39.5% vs. 2015-2019)	€7,807.8 million in investment (▲58.5% vs. 2015-2019)	36,067 jobs created (▲53.3% vs. 2015-2019)
--	--	---

Countries of origin by projects

 1 United States 108 projects
 2 China 43 projects
 3 United Kingdom 42 projects
 4 Sweden 31 projects
 5 France 28 projects

Destination countries by projects

 1 Canada 46 projects
 2 United Kingdom 41 projects
 3 United States 34 projects
 4 Spain 32 projects
 5 United Arab Emirates 26 projects

25 main companies by invested capital, 2020-2024



Notes: investments made in “video games, applications and digital content” have been considered.

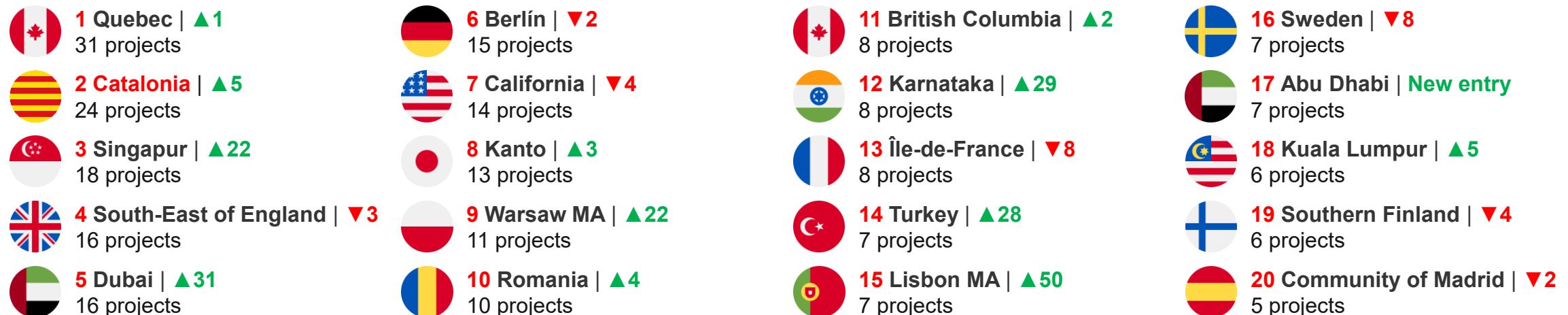
Source: ACCIÓ, based on fDi Markets (2025).

Catalonia, second-highest region in number of FDI projects in video games between 2020 and 2024

17

In the five-year period 2020-2024, Catalonia maintained an **excellent position on an international level** in number of FDI video game projects: it was the second-highest region in the world, only behind Quebec, and rose five positions compared to the previous five years.

Top 20 destination regions for projects in the world, 2020-2024



20
regions
(16.7% of the total)
237
projects
(49.7% of the total)

24 of the 32 projects implemented in Spain have been carried out in Catalonia (75.0%)

The Lisbon Metropolitan Area, Dubai, Karnataka and Turkey have seen the biggest rises in the ranking

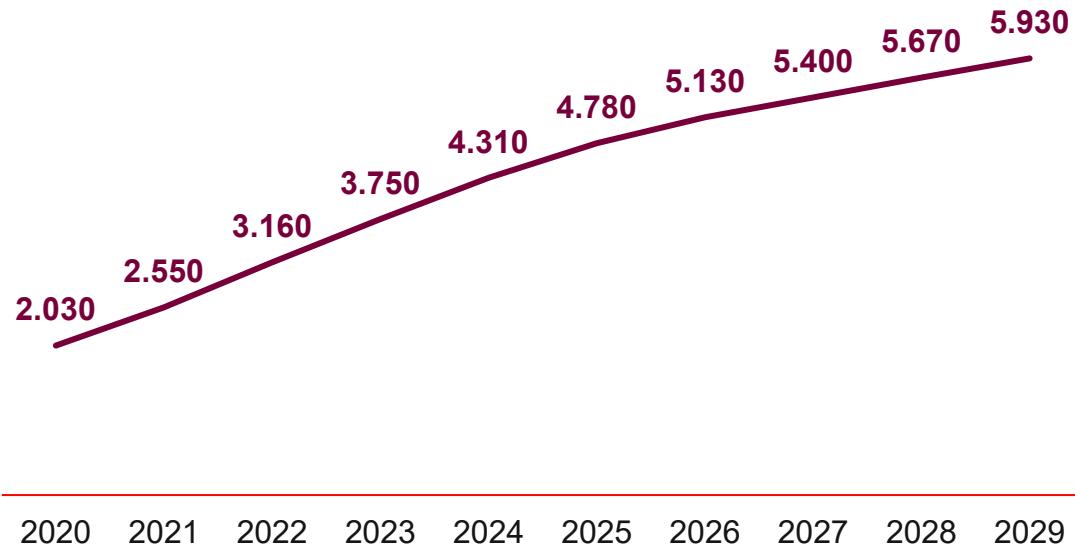
Notes: investments made in “video games, applications and digital content” have been considered; changes in position calculated with respect to the five-year period 2015-2019.

Source: ACCIÓ, based on fDi Markets (2025).

eSports have become an essential part of video game culture (I)

18

Global eSports revenue, 2020-2029 (US\$ million)

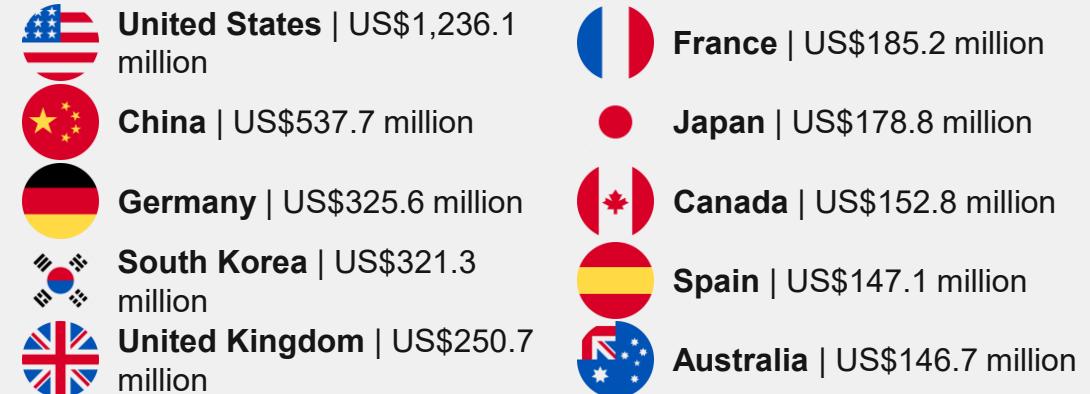


Global e-sports turnover has experienced sustained growth in recent years, and forecasts point to an **increase of US\$1,200 million (▲25.1%) between 2025 and 2029**.

Global eSports revenue by segment, 2024



Global eSports revenue in selected countries, 2025



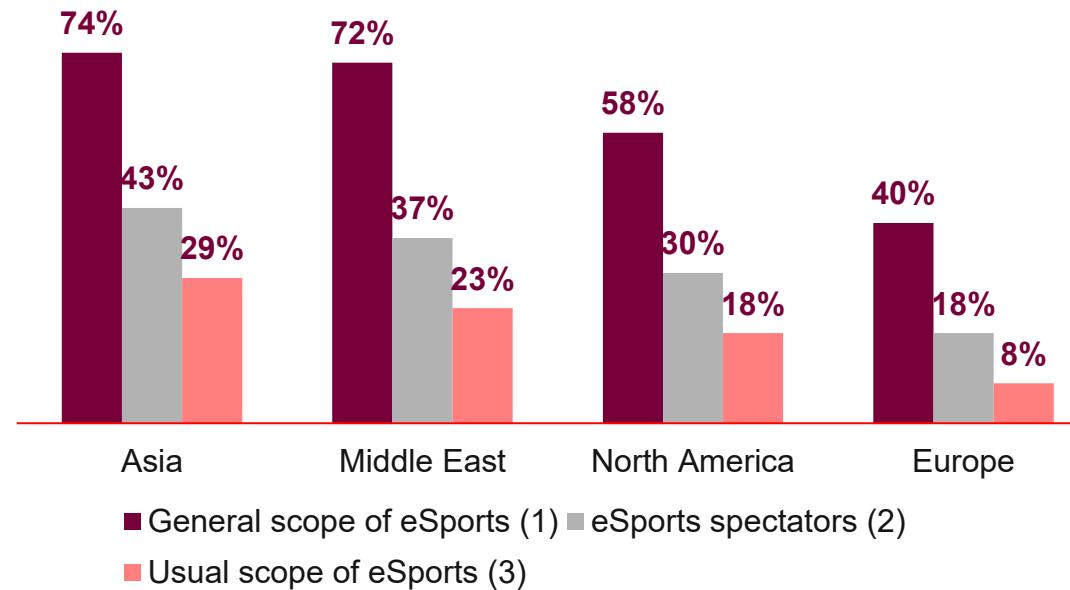
Notes: eSports consist of multiplayer video game competitions in which professional players participate, either alone or as part of a team.

Source: ACCIÓ, based on Statista (2025).

eSports have been consolidated as an essential part of video game culture (II)

19

Users who have consumed eSports content, 2024



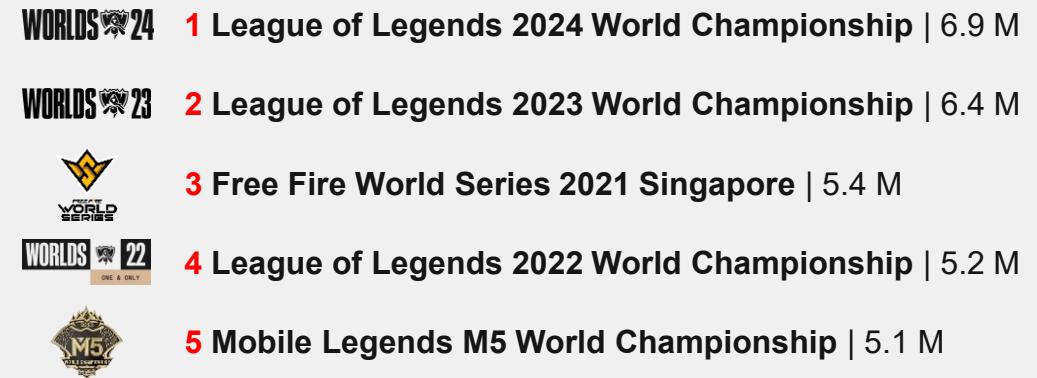
Respondents who have watched professional eSports content:

- (1) At least once in the past.
- (2) In the last six months.
- (3) At least once a week in the last six months.

Most popular eSports games in the world, 2024 (by hours watched)



Top eSports tournaments, 2019-2025 (by maximum viewers)



Notes: eSports consist of multiplayer video game competitions in which professional players participate, either alone or as part of a team.

Source: ACCIÓ, based on Statista (2025).

The video game industry in Catalonia

3. The video game industry in Catalonia

An expanding industry: Catalan video games involve more than 260 companies and studios

21



262
companies and studios

▲ 9.6%
vs. 2023
32.1%
of the total for Spain



756
€ million in turnover

▲ 6.6%
vs. 2022
53.1%
of the total for Spain



5,174
professionals

▲ 12.0%
vs. 2022
50.4%
of the total for Spain

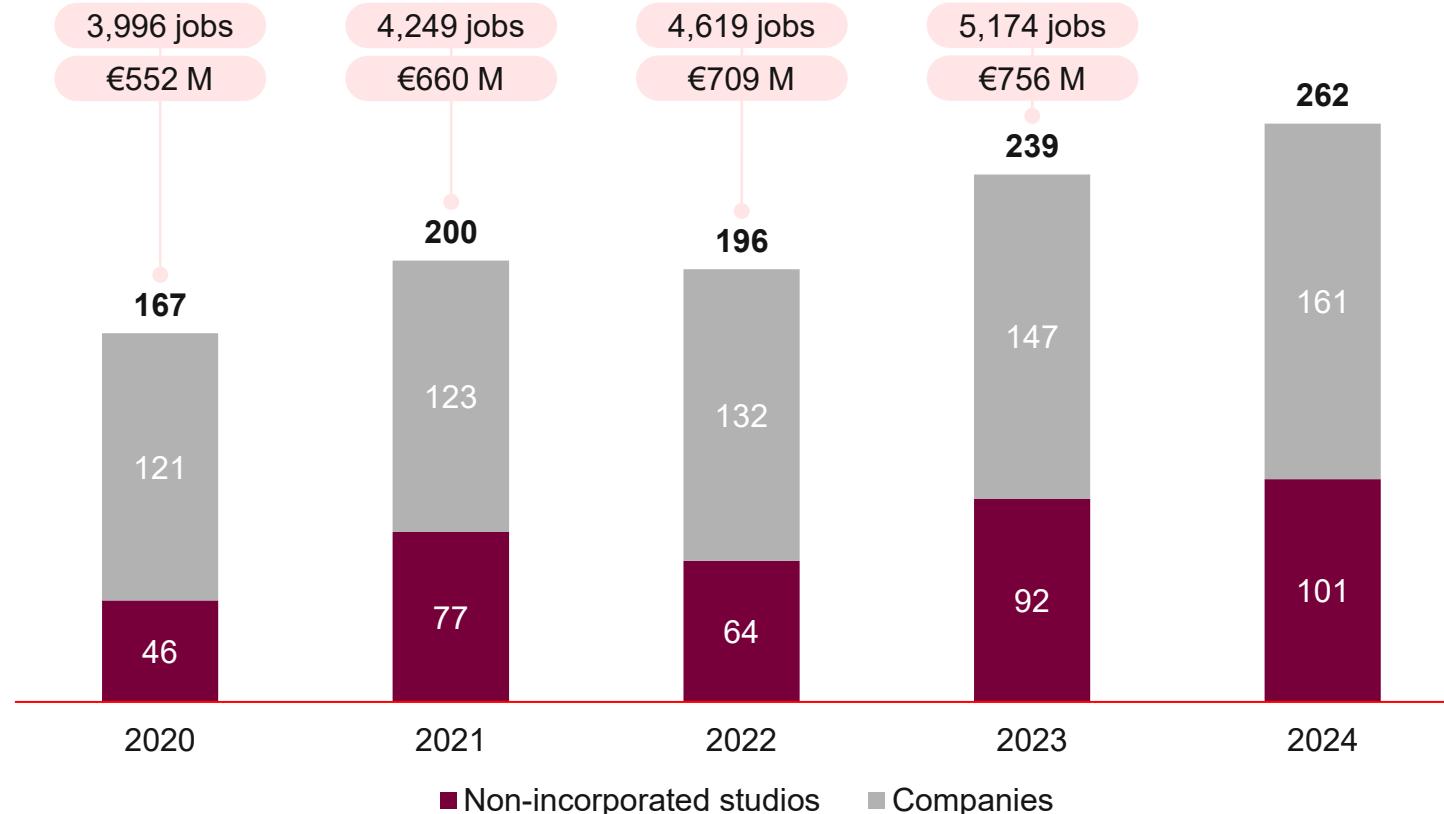
Notes: the data on companies and studios corresponds to the year 2024, while the data on turnover and professionals is from 2023.

Source: "White paper. The Catalan video game industry", Department of Culture, 2024.

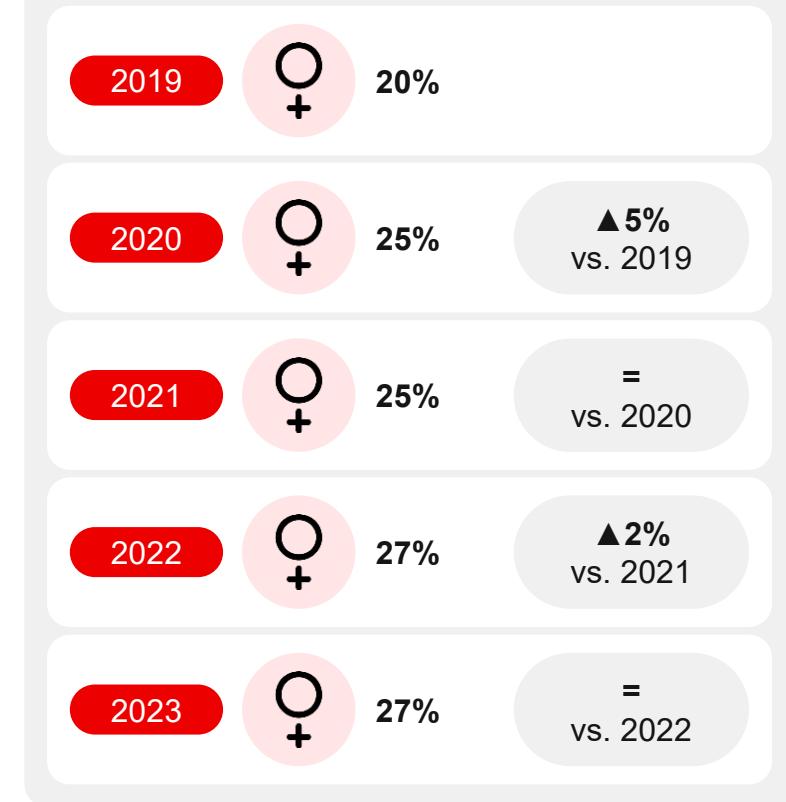
The Catalan video game industry reaches records in turnover and employment

22

Summary table of the Catalan video game industry, 2020-2024



The **female presence in Catalan studios** is increasing, but it is still well below equality levels.

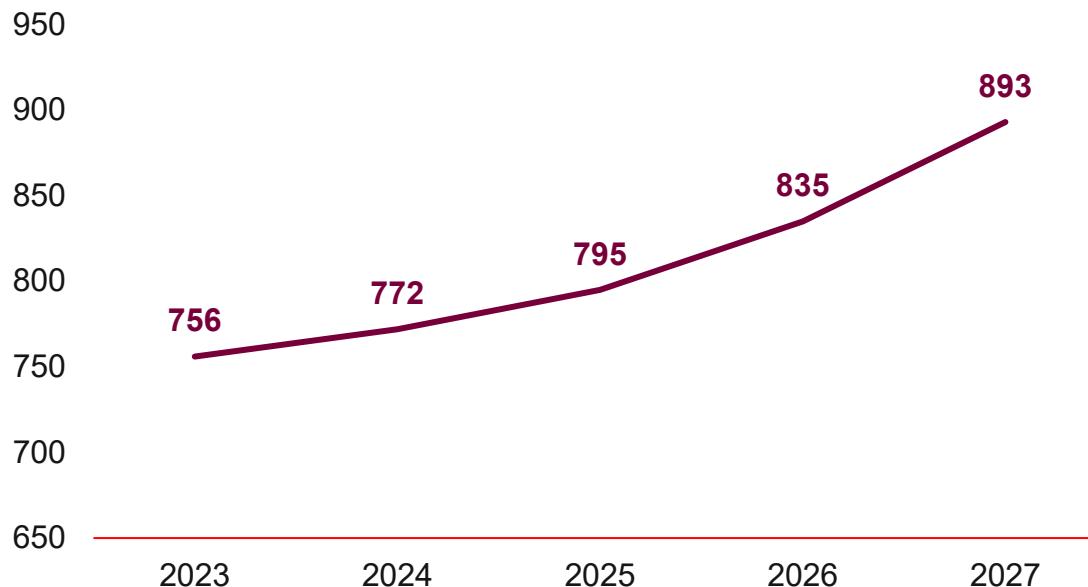


Source: "White paper. The Catalan video game industry," Department of Culture, 2024.

Forecasts indicate a positive evolution of the Catalan video game industry

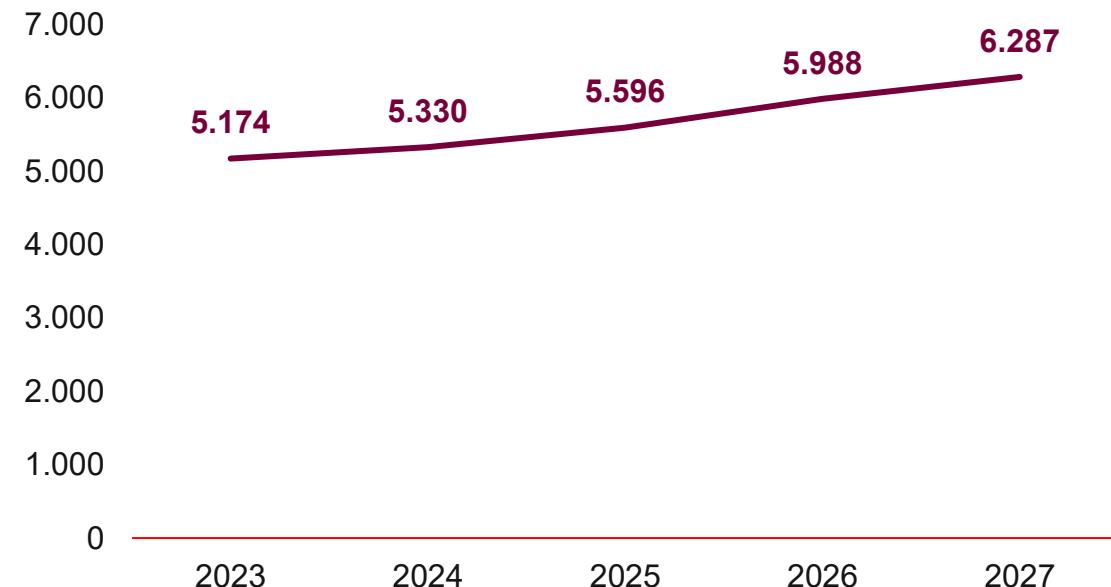
23

Forecast of turnover in Catalonia, 2023-2027 (€ million)



There is an estimated **compound annual growth rate (CAGR) of 4.3% for the period 2023-2027**, when it is estimated that the Catalan video game industry will generate €893 million.

Employment forecast in Catalonia, 2023-2027



There is an estimated **compound annual growth rate (CAGR) of 5.0% for the period 2023-2027**, a year in which it is estimated that the industry will generate more than 6,200 direct jobs in Catalonia.

Source: "White paper. The Catalan video game industry," Department of Culture, 2024.

Barcelona is emerging as a pole of attraction for video game companies and studios

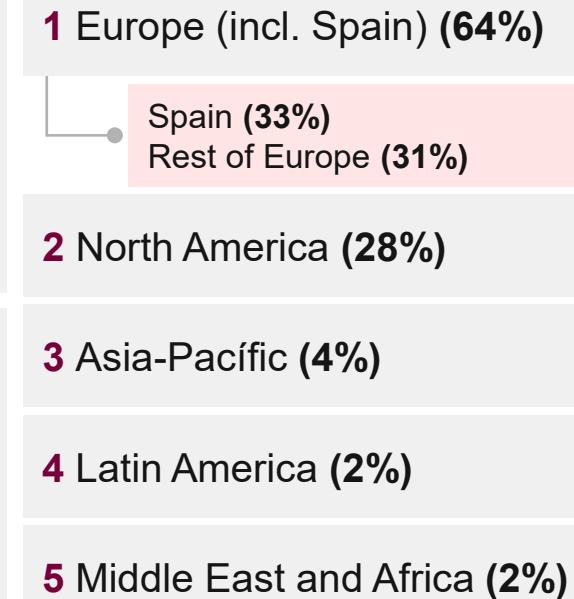
24

- The majority of companies dedicated to the creation of video games are located in Barcelona (91%), which remains the main driving force of the Catalan industry. The rest are distributed almost evenly among the other provinces, all with less than 5%.
- Catalan video games generate most of their revenue in international markets (67%). Sales outside Spain are mainly concentrated in Europe (31%) and North America (28%), while the rest of the markets continue to be minority markets for the local industry.

Distribution of companies by region, 2024



Turnover by sales region, 2023



One in four Catalan video game studios has more than ten years of experience

25



21.0%

of the companies and studios are **startups**

Sample:



21.0%

of the companies and studios are **foreign subsidiaries**

Sample:



93.1%

of the **sector's turnover in Catalonia** corresponds to foreign subsidiaries

6.9%

of the **sector's turnover in Catalonia** corresponds to Catalan companies



By volume of turnover...

The Catalan video game industry continues to be made up of a good number of small studios, but **there are more and more studios with high levels of turnover**. Studios that have a turnover of more than €50 million currently represent only 2% of the total, but they account for 55% of the industry's overall turnover in Catalonia.

By number of professionals

The Catalan video game industry continues **dominated by small businesses**, with a weight of 44% of those with fewer than 5 professionals. Companies with more than 50 workers currently represent 8% of the total, but employ 64% of all professionals in the industry in Catalonia.

By length of service...

This year there has been a significant reduction in the number of young companies (with less than two years of activity), which have gone from 19% to 8%. At the same time, it is particularly noteworthy that **25% of Catalan video game studios have been around for over ten years**.

Notes: for the calculation of startups and foreign subsidiaries, only studios incorporated as a company have been considered (data on foreign subsidiaries calculated based on the companies for which turnover information is available).

Source: ACCIÓ and "White Paper. The Catalan video game industry," Department of Culture, 2024.

Main video game companies and studios in Catalonia (I)

26



By turnover volume

Position	Company or studio
1	 SCOPELY Scopely
2	 Socialpoint Socialpoint
3	 King King
4	 GAMEROFT Gameloft
5	 UBISOFT Ubisoft
6	 BANDAI NAMCO Bandai Namco Mobile
7	 PRODUCT MADNESS Product Madness
8	 DIGITAL LEGENDS Digital Legends Entertainment
9	 CI GAMES CI Games
10	 STARLOOP A MAGIC MEDIA COMPANY Starloop Studios

By number of professionals

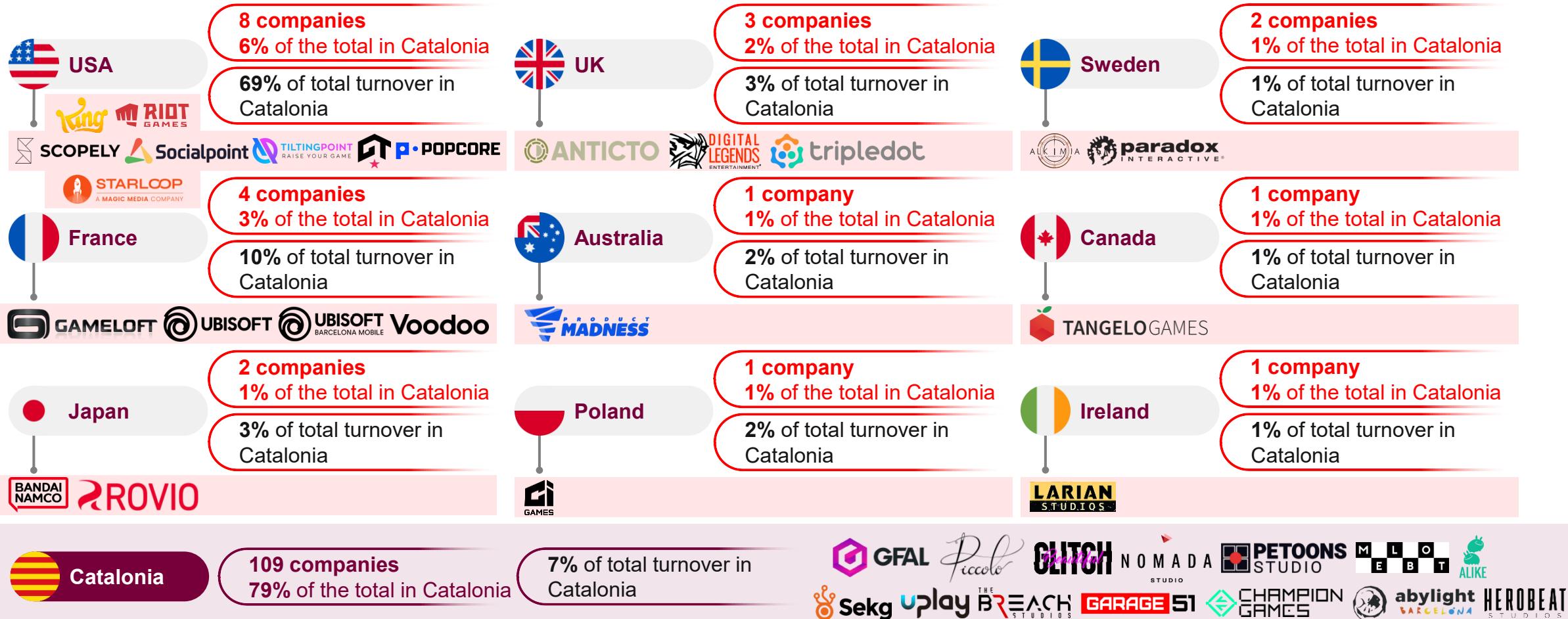
Position	Company or studio
1	 SCOPELY Scopely
2	 King King
3	 Socialpoint Socialpoint
4	 GAMEROFT Gameloft
5	 UBISOFT Ubisoft
6	 PRODUCT MADNESS Product Madness
7	 DIGITAL LEGENDS ENTERTAINMENT* Digital Legends Entertainment
8	 UBISOFT BARCELONA MOBILE Ubisoft Barcelona Mobile
9	 TLTINGPOINT RAISE YOUR GAME Tilting Point
10	 STARLOOP A MAGIC MEDIA COMPANY Starloop Studios

Notes: ranking prepared based on the latest data published by companies and studios in the industry.

Source: ACCIÓ, based on Orbis.

Main video game companies and studios in Catalonia (II)

27



Notes: partial and non-exhaustive representation of some of the main video game companies and studios in Catalonia, classified according to their origin (only the 9 main foreign countries by percentage of turnover are included; data calculated from companies that have turnover information).

Source: ACCIÓ.

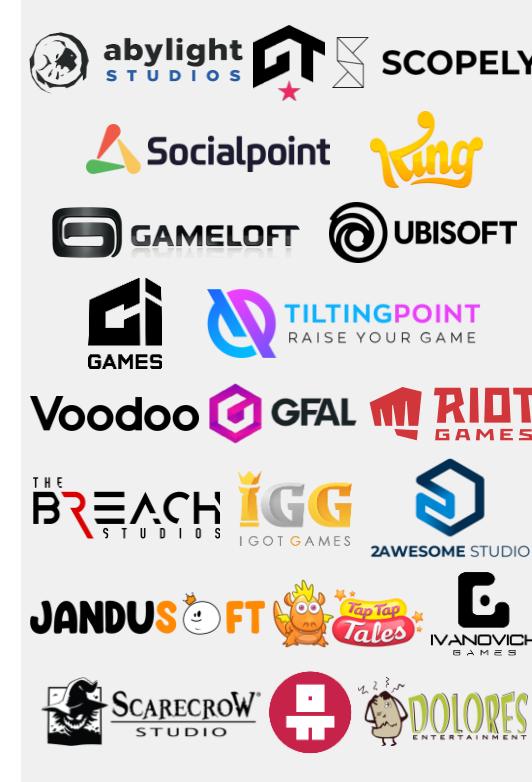
Distribution of video game companies and studios according to their field of activity

28

Video game development companies and studios



Video game publishing companies and studios



Other video game companies and studios



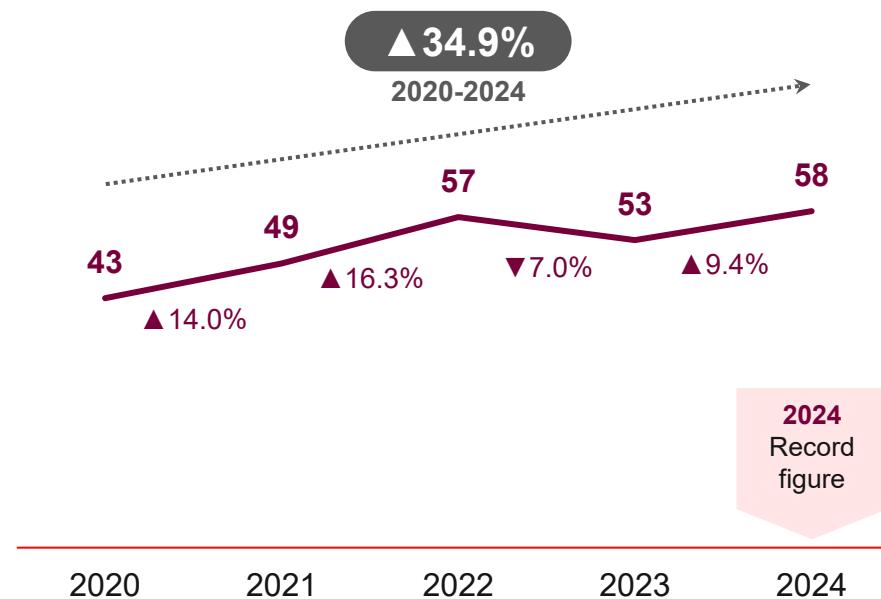
It includes, among others, **social casinos** (online casino games), **technological solutions** for developers and **artistic creation studios** for video games.

Notes: partial and non-exhaustive representation; companies and studios can act simultaneously as developers and publishers of video games.
Source: ACCIÓ.

Nearly 60 startups are boosting the Catalan video game industry (I)

29

Evolution of the number of startups, 2020-2024

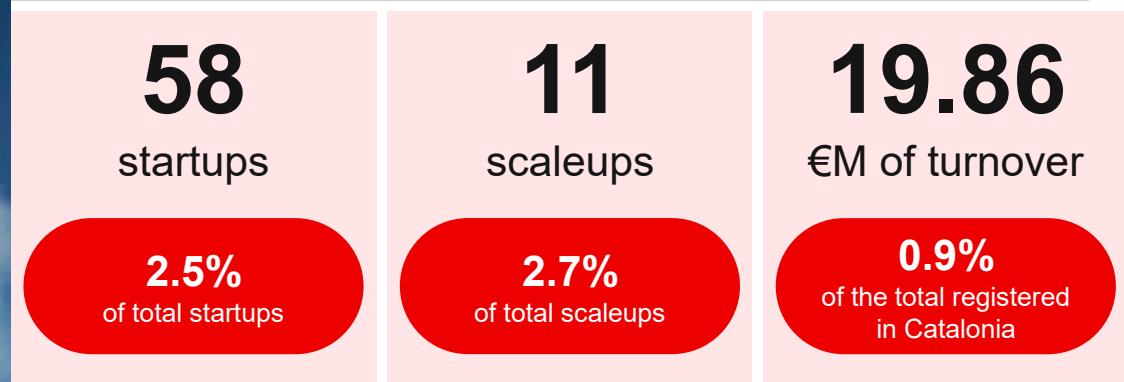


Barcelona is the city with the 4th most video game startups in the EU and the 6th in Europe as a whole

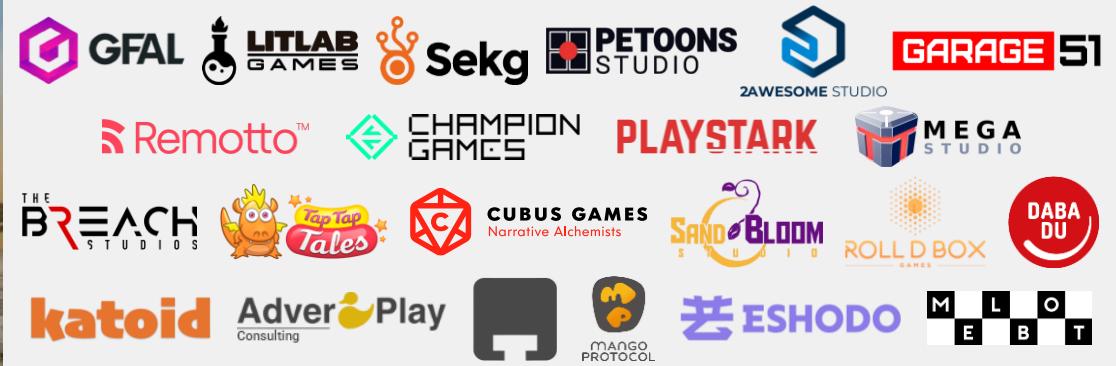
Startup Ecosystem Report, StartupBlink, 2025



In 2024, an interannual increase of 9.4% was recorded



Noteworthy startups in the Catalan video game ecosystem



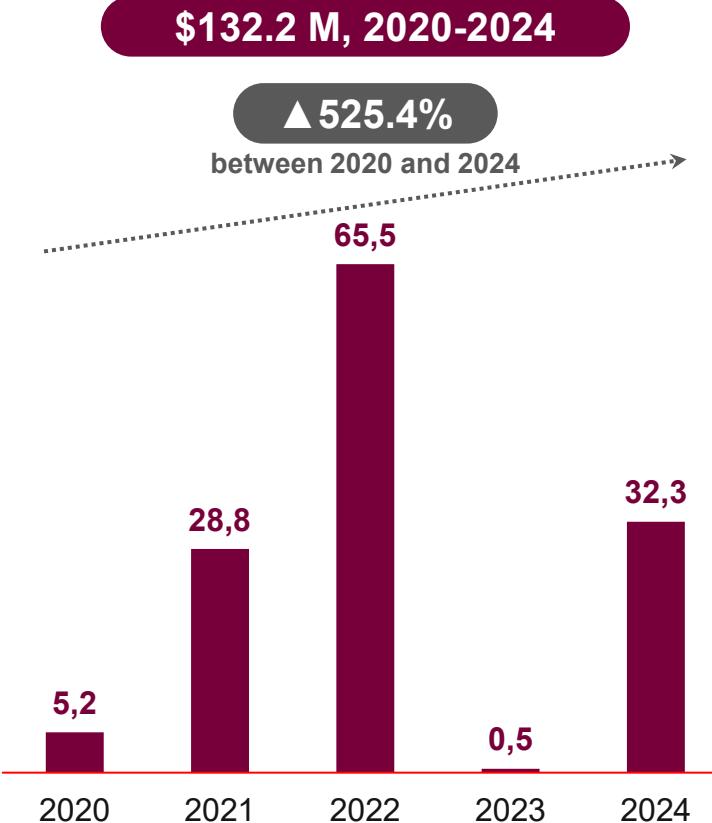
Notes: scaleups are startups that have raised \$1 million in funding in a single funding round (startups with greater growth potential).

Source: "Barcelona & Catalonia Startup Hub", ACCIÓ, 2024.

Nearly 60 startups are boosting the Catalan video game industry (II)

30

Investment raised by video game startups, 2020-2024 (in US\$ million)



The year 2024 has recorded the **2nd highest investment volume of the 2020-2024 five-year period** raised by Catalan video game startups.

The year 2024 has recorded the **3rd highest investment volume in the historical series (2000-2024)** raised by Catalan video game startups.

The volume of investment raised by video game startups in 2024 represents **2.7% of the total collected** by all Catalan startups.

The period 2020-2024 has been marked by a **notable increase in investment raised**, rising from \$7.8 M (2015-2019) to \$132.2 M (2020-2024).

ACCIÓ, based on Dealroom.

Technology agents promote Catalan leadership in the video game industry (I)

32



The **GILAB (Graphics and Image Laboratory of the UdG)** leads the LISSA project (Life Support Simulation Activities), a serious game developed with the aim of **teaching the cardiopulmonary resuscitation (CPR) protocol and the use of automated external defibrillators (AEDs)**.

The **Music Technology Group of the UPF** combines **cutting-edge research in sound and music computing** with practical applications, collaborating with companies from various sectors (including video games) to develop innovative solutions that define the future of music technology.

The **TechLab (UOC Technology Laboratory)** includes the Social Networks & Gaming Lab, a space dedicated to applied research on social networks and digital socialisation environments. Its goal is **to generate innovative formats for the transfer and dissemination of knowledge**.

The research group **La Salle-URL Research Group on Smart Society** has the IASlab (Interactive Arts & Science Laboratory), an initiative that **promotes the study of the interaction between the real and virtual worlds**, exploring the possibilities of this new paradigm in the relationships between humans and machines.

The research group **La Salle-URL Human Environment Research Group** addresses several lines of research, including **the production, processing, transmission, reception and control of sound**. Some of its projects, such as FEMVoQ, have high potential for application in the field of video games.

*Notes: sample of some of the initiatives promoted by technology transfer agents of the Catalan R&D&I system.
Source: ACCIÓ.*

Technology agents promote Catalan leadership in the video game industry (II)

33



The **Research Centre for Biomedical Engineering (CREB)** at UPC has strong expertise in the design, implementation and validation of serious games and gamification solutions. Its applications include **professional training, screening, rehabilitation and education**.



One of the fields of knowledge of **Eurecat Technology Centre** in the digital area is audiovisual technologies. Its team offers, among other services, the **production of 3D audio content and immersive music**. These resources have various fields of application, among which video games stand out.



The **Artificial Intelligence Research Institute (IIIA-CSIC)** combines virtual reality, AI and gamification to promote learning through play. It creates **serious games that provide immersive and entertaining learning environments** where various subjects can be studied in a more motivating way.



One of the projects of the **i2CAT Foundation** in the field of immersive and interactive technologies is MED GAIMS, in which **gamification solutions were developed to create memorable tourist experiences**, providing a competitive advantage that increases the appeal of lesser-known sites.

*Notes: sample of some of the initiatives promoted by technology transfer agents of the Catalan R&D&I system.
Source: ACCIÓ.*

Catalonia is a technological hub with international recognition

34



Catalonia and Barcelona in the international rankings

2nd most attractive city in the world for foreign investment in R&D
Global Cities Investment Monitor, Paris-Île de France Capitale Economique, 2024

5th EU hub preferred by founders to create a startup
Startup Heatmap Europe Report, DEEP Ecosystems, 2025

5th best ecosystem in the EU to create a startup
Global Startup Ecosystem Index, Startupblink, 2025

6th most attractive city in the world for technological talent
Executive Nomad Index, Savills, 2024

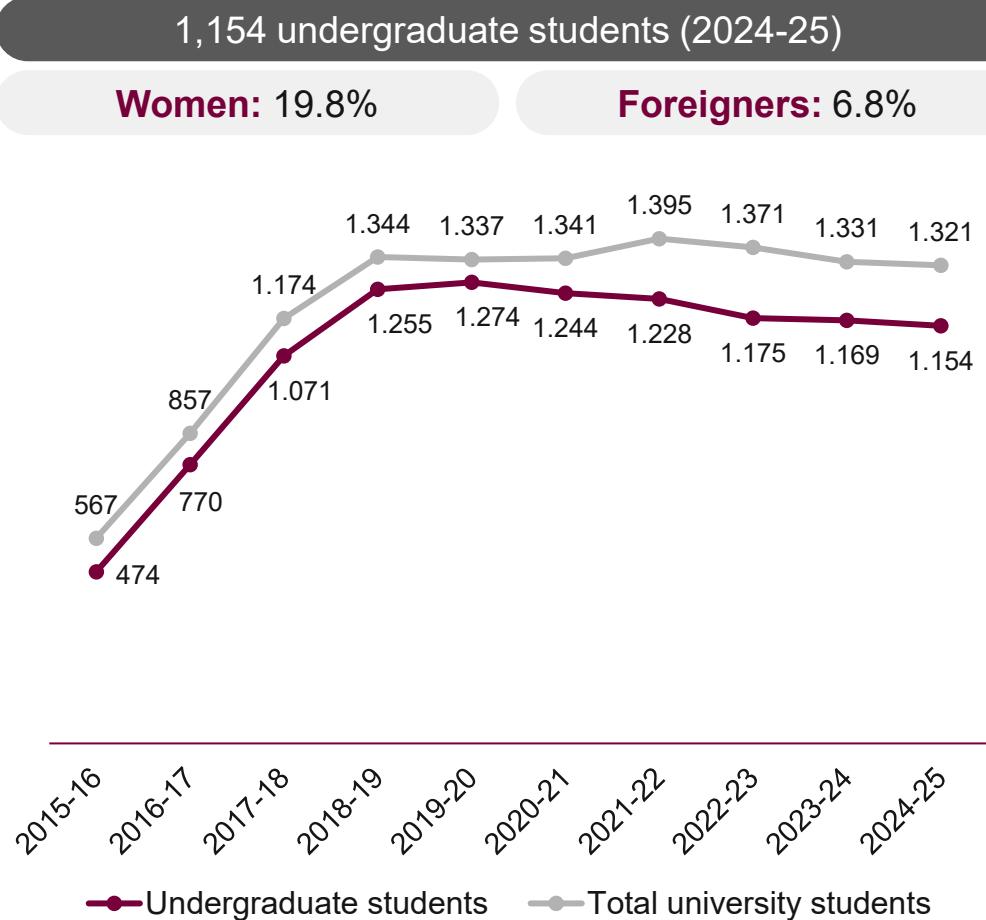
8th largest technological hub in Europe (measured by total capital invested)
State of European Tech, Atomico, 2024

Category of *Strong Innovator (middle)* in the Regional Innovation Scoreboard
Regional Innovation Scoreboard, European Commission, 2025

Source: ACCIÓ.

Catalonia surpasses one thousand university students in video games (I)

35



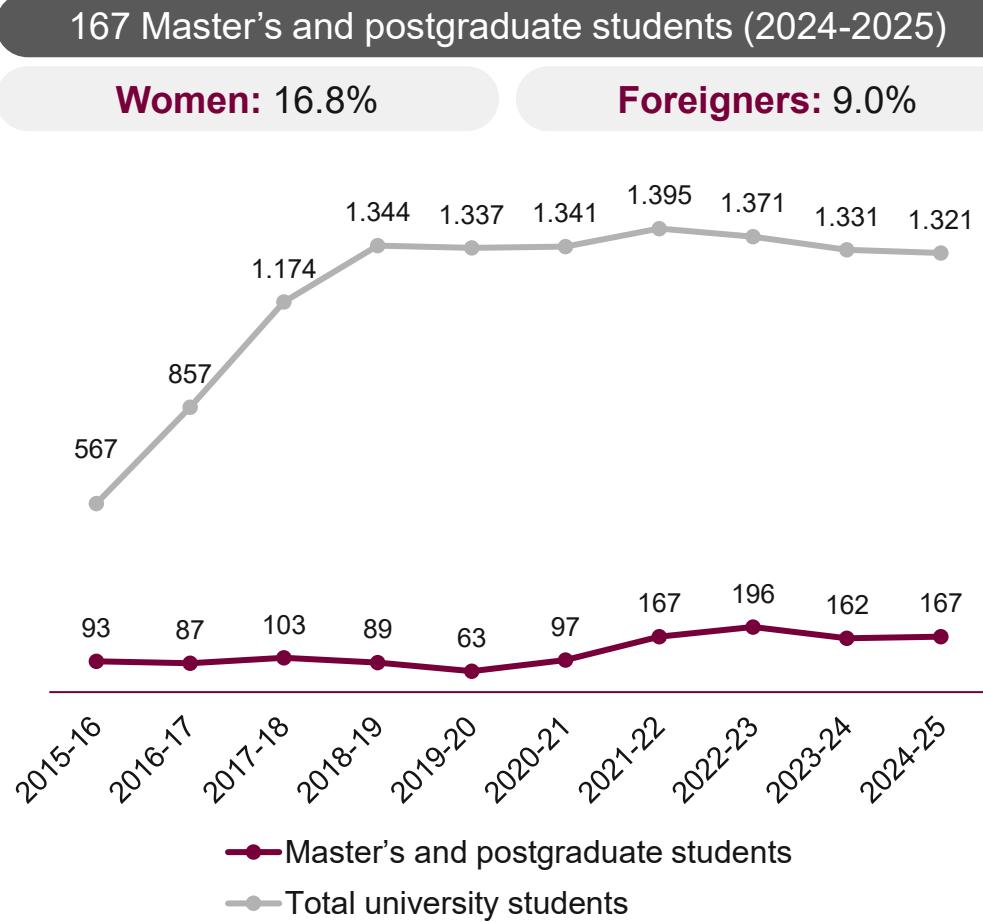
The number of undergraduate students **has again exceeded a thousand in the 2024-2025 academic year**, despite a slight decline after the peak reached in 2019-2020. The percentage of women has increased progressively and stands at 20%.

University	Bachelor's degrees (2024-2025)
ENTI-UB	Design and Development of Video Games and Applied Games
ENTI-UB	Design, Animation and Digital Art for Video Games and Applied Games
CITM-UPC	Video Game Design and Development
CITM-UPC	Video Game Design and Development (in English)
Tecnocampus-UPF	Video Game Design and Production
Tecnocampus-UPF	Computer Engineering, Management and Information Systems and Video Game Design and Production
UdG	Video Game Design and Development
UVic-UCC	Multimedia. Applications and Video Games
La Salle-URL	Multimedia Engineering (Specialisation in Video Games)
La Salle-URL	Design and Creation of Interactive Products (Specialisation in Video Game Design and Development)

Source: ACCIÓ, from the General Directorate of Innovation and Digital Culture.

Catalonia surpasses one thousand university students in video games (II)

36



The number of Master's and postgraduate students in the 2024-2025 academic year **has increased slightly compared to the previous year**, although it is still below the peak reached in 2022-2023. The percentage of women is around 17%.

After surpassing the barrier of 1,300 university students linked to video games in the 2018-2019 academic year, **Catalonia has maintained this figure despite some annual fluctuations.**

Postgraduate studies

University	Postgraduate degrees (2024-2025)
UOC	Video Game Development

Master's courses

University	Master's degrees (2024-2025)
UOC	Video Game Design and Programming
UPC	Advanced Programming for AAA Video Games
UPC	Animation & Digital Arts for AAA Video Games

Source: ACCIÓ, from the General Directorate of Innovation and Digital Culture.

Catalonia offers a wide variety of CFGS and non-regulated training in video games

37

Upper cycle undergraduate training (CFGS)

CFGS Animation (Video Games and Virtual Environments)

Deià
Escola d'Art i Disseny



EASD
SERRA
iABELLA



CFGS 3D Animations, Games and Interactive Environments



ESCOLA SUPERIOR
AUDIOVISUAL &
DIGITAL ART



ESCOLA DE MEJANS
AUDIOVISUALS



CFGS Multiplatform Application Development (DAM)



UNIVERSITAT
de
BARCELONA
Escola Pia Nostra Senyora



CFGM / CFGS Digital Graphics (3D Infographics)

Deià
Escola d'Art i Disseny



CFGS Audiovisual Graphics

Deià
Escola d'Art i Disseny



EASD
SERRA
iABELLA



CEFP Video Game Development and Virtual Reality



Other non-regulated training

CEV | Top-up Bachelor Degree for Animation, Videogames & VFX

CEV | Master's Degree in 3D Art, Animation and Visual Effects for Video Games and Cinema

CEV | Master's Degree in 3D Modelling and Texturing with Zbrush and Substance

Frame Games | Degree in 2D Animation

Frame Games | Degree in 3D Animation

Frame Games | Degree in 3D Modelling

Frame Games | Degree in Concept Art

Frame Games | Degree in Video Game Programming and Design

Frame Games | Degree in VFX, Visual Effects

Frame Games | Degree in Graphic Design

Frame Games | UX/UI Bootcamp

Frame Games | Web Development Bootcamp

Notes: partial and non-exhaustive representation of some of the main centres offered by each of the upper undergraduate training cycles (CFGS).

Source: ACCIÓ, based on Videojocs Catalans.

Business leader opinions on Catalan talent in video games

38



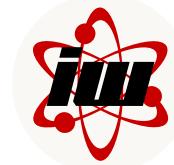
“Barcelona is a city with a strong artistic atmosphere and an excellent pool of design talent, providing the conditions for developing the gaming industry.”
Ou Ya, Head of Strategy and Investment, Lilith Games



“The talent concentration in Barcelona is incredible, and future access to talent is also assured through a wide range of university training.”
David Polfeldt, Founder, Bespoke Pixel



“Barcelona is home to a thriving community of video game creators and is the perfect location for talented developers from all over Europe.”
David Fernández, CEO, Sandsoft



“Barcelona is an incredible location for us to bring together an elite team of proven industry professionals with AAA console/PC backgrounds into a new creative group.”
Infinity Ward (Press Release)



“Many locations were considered, but we chose Barcelona because it is a great hub for mobile gaming talent and it is also located in a time zone reasonably close to Finland’s.”
Matthieu Burleraux, Senior Director Live Ops, Rovio

Source: Catalonia Trade & Investment.

Catalonia has attracted more than half of the FDI in video games in Spain between 2020 and 2024

39

In the five-year period 2020-2024, Catalonia has not only registered significant growth in all variables, but has also maintained its leadership as **Spain's main destination in number of projects, volume of capital invested and jobs created**.



24 projects

▲ 140.0% vs. 2015-2019



75.0%
of the total in Spain



€158.2 million in investment

▲ 260.7% vs. 2015-2019



53.3%
of the total in Spain



1,452 jobs created

▲ 246.5% vs. 2015-2019



53.2%
of the total in Spain

Main countries of origin by invested capital, 2020-2024



1 Denmark | €22.1 million



6 Switzerland | €12.9 million



2 Sweden | €22.1 million



7 Belgium | €11.0 million



3 Saudi Arabia | €18.6 million



8 China | €7.3 million



4 United Kingdom | €14.6 million



9 France | €7.3 million



5 United States | €14.6 million



10 Australia | €7.3 million

Main investment companies in Catalonia by invested capital, 2020-2024



io interactive™



NETEASE



ROVIO



The availability of talent is the main factor attracting FDI in video games

40

Companies that have invested in Catalonia during the five-year period 2020-2024 highlight the existence of a wide range of qualified talent, the high quality of life and the presence of an industrial cluster as the main factors that have favoured the materialisation of FDI projects.

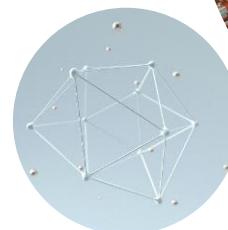
1 Availability of qualified talent
Mentioned in **90.0%** of the projects



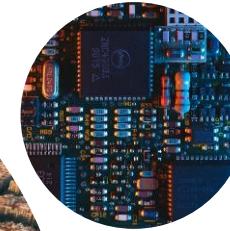
2 Quality of life
Mentioned in **30.0%** of the projects



3 Industrial cluster
Mentioned in **30.0%** of the projects



4 Technology and innovation
Mentioned in **20.0%** of the projects



5 Transport infrastructure
Mentioned in **10.0%** of the projects



6 Proximity to markets/customers
Mentioned in **10.0%** of the projects

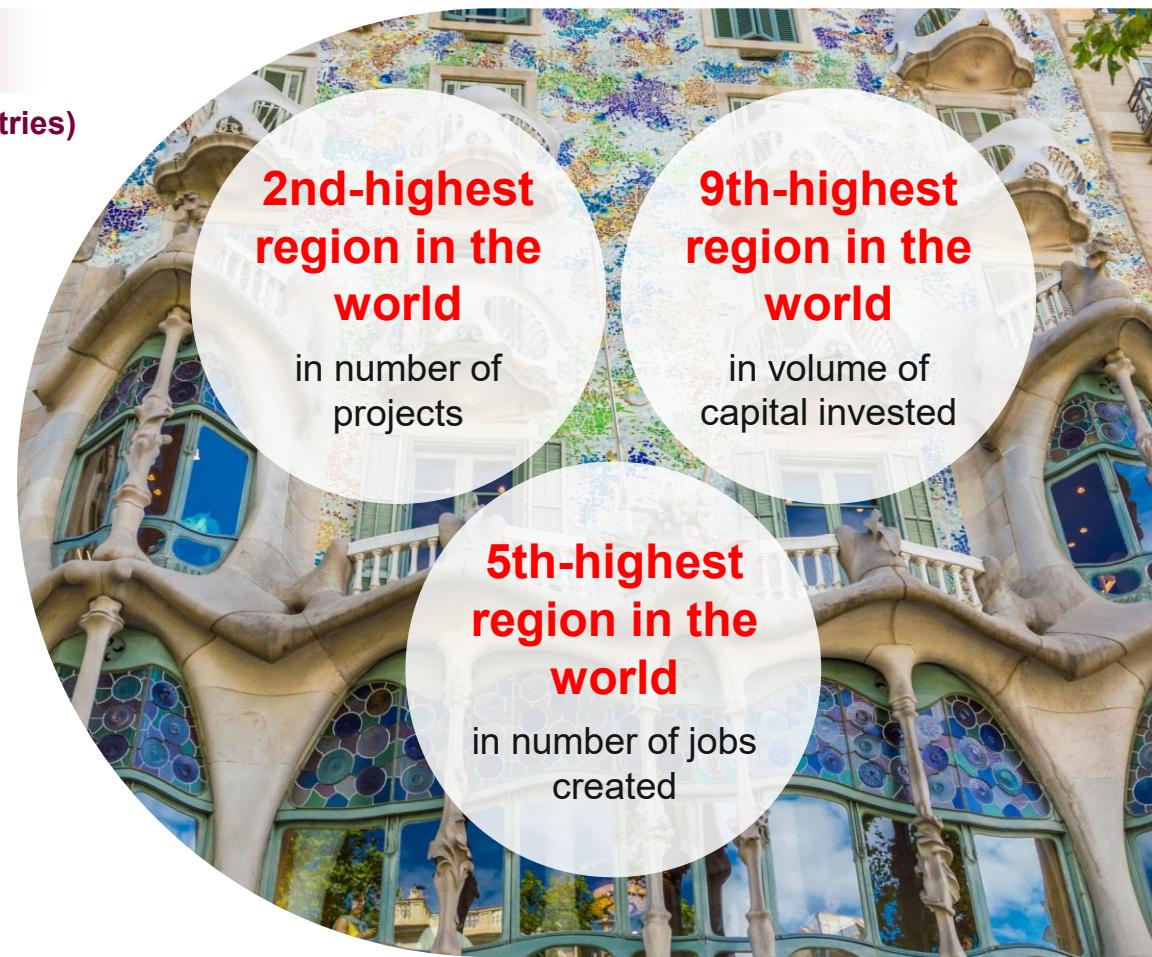
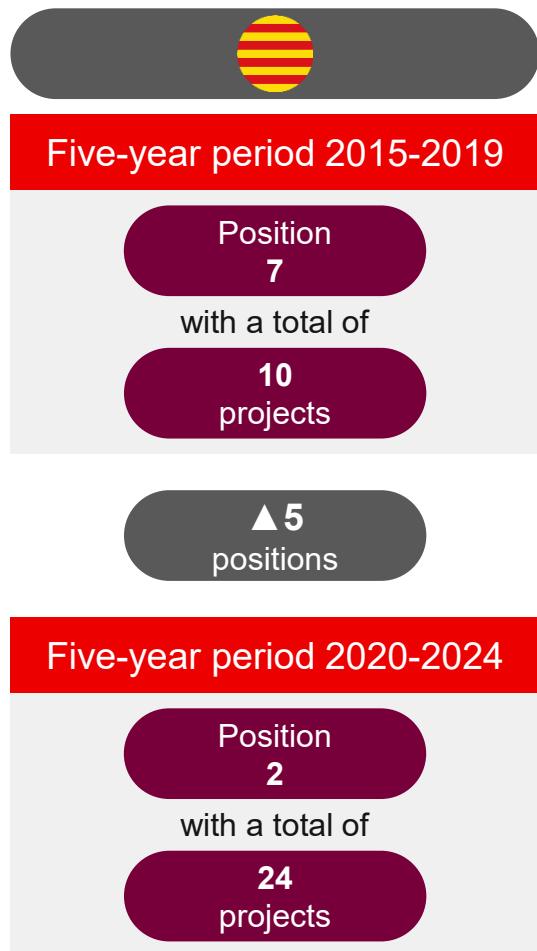


Notes: investments made in “video games, applications and digital content” have been considered; only projects with available data were considered.

Source: ACCIÓ, based on fDi Markets (2025).

Catalonia surpasses countries such as Japan, France, India and China in number of projects

41



2nd-highest region in the world

in number of projects

9th-highest region in the world

in volume of capital invested

5th-highest region in the world

in number of jobs created

Notes: investments made in “video games, applications and digital content” have been considered.

Source: ACCIÓ, based on fDi Markets (2025).

Catalonia leads the attraction of FDI in video games among all EU regions

42



1st region
in number of projects

14.7% of the EU total



1st region
in invested capital

12.2% of the EU total



1st region
in jobs generated

15.2% of the EU total



Notes: investments made in “video games, applications and digital content” have been considered.

Source: ACCIÓ, based on fDi Markets (2025).

FDI in video games in the EU (by projects), 2020-2024



7th Sweden



8th Southern Finland



10th Lithuania



3rd Warsaw MA



4th Romania



5th Île-de-France



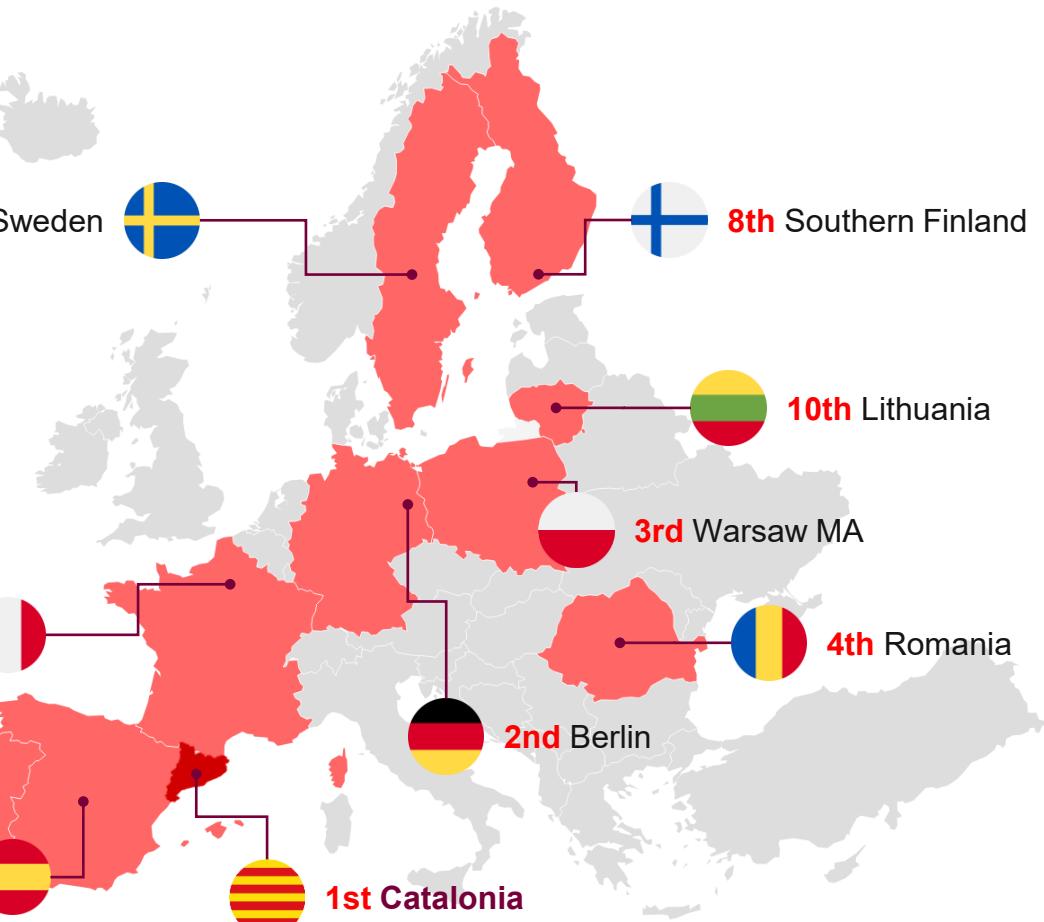
6th Lisbon MA



9th Community of Madrid



1st Catalonia



Barcelona-Catalonia, a focus of attention from the world's major video game companies

43



July 2025

The multinational video game company Scopely has opened its new technology centre in Barcelona, which will employ 700 people

The US company Scopely has opened a **new creative and technological centre for video game development** of 8,500 m² in the 22@ district. With this new facility, it is strengthening its presence in the Catalan capital and consolidating it as its main technological centre in Europe.



June 2024

European video game pioneers have invested €25 million to open Bespoke Pixel, a new AAA studio in Barcelona

A group of European pioneers in the video game industry has founded a **new studio called Bespoke Pixel**, which will create 50 jobs and focus on developing AAA video games for PC and consoles (the equivalent of blockbusters of the cinema).



December 2023

Video game company Sandsoft will create 60 jobs in Barcelona with the opening of its European headquarters

The Saudi company Sandsoft, specialising in the development of mobile video games, will create 60 new jobs in Barcelona with the **opening of its European headquarters in the city**. This decision is part of the company's overall growth plan.



November 2024

Chinese video game company Lilith Games has chosen Barcelona as the headquarters for its European expansion

Lilith Games, based in China, has chosen Barcelona as its **main base in Europe** through investment in local studio XRON. This initiative will allow it to expand into the development of premium video games for PC and multiplatform products.



April 2024

The America's Cup has launched its first official video game in Barcelona, along with its first e-sports championship

The America's Cup, the iconic international sailing competition, makes its entrance into the virtual world with the **launch of its official simulation video game**, AC Sailing, and the **inauguration of its first e-sports world championship**, the America's Cup E-series.



June 2023

Call of Duty creator Infinity Ward has chosen Barcelona as the hub for its European expansion

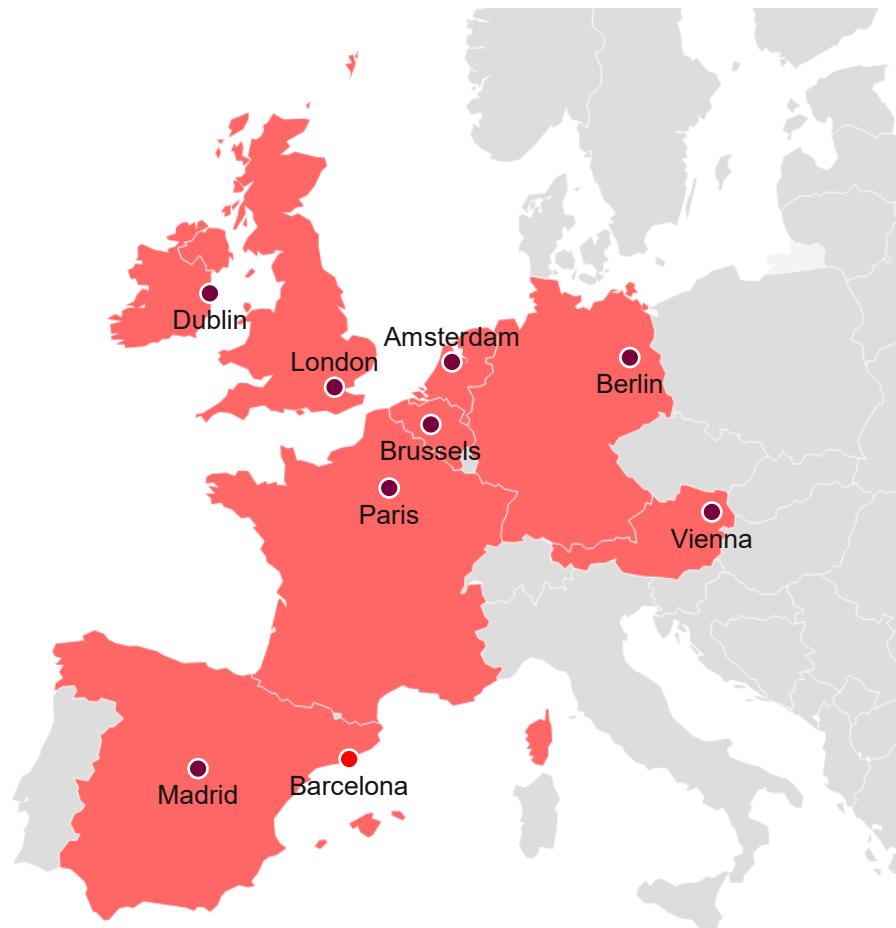
Infinity Ward, the US video game developer and creator of the renowned title Call of Duty, has announced its establishment in Barcelona as part of its European expansion. The headquarters will be located in the facilities of Digital Legends Entertainment in Barcelona.

Notes: selection of foreign investments in video games received in Catalonia during the period 2023-2025.

Source: Catalonia Trade & Investment.

Barcelona has highly competitive operating costs on a European scale (I)

44



Cost annual operation, 2025 (70 employees, 950m² of offices)



Annual labour costs, 2025 (70 employees)



Annual ownership costs, 2025 (950m² of offices)



Notes: involves the creation of a facility dedicated to the development, testing and distribution of video games, as well as associated support functions.

Source: ACCIÓ, based on fDi Benchmark (2025).

Barcelona has highly competitive operating costs on a European scale (II)

45



Video game designer, 2025 (cost per worker)

	1 Barcelona	€76,935
	2 Madrid	€83,923
	3 Dublin	€90,452
	4 Amsterdam	€100,512
	5 Berlin	€103,625
	6 Vienna	€103,754
	7 Brussels	€112,035
	8 London	€112,157
	9 Paris	€120,591

Animator, 2025 (cost per worker)

	1 Barcelona	€48,234
	2 Madrid	€52,615
	3 Dublin	€55,756
	4 Amsterdam	€67,313
	5 London	€67,654
	6 Vienna	€71,857
	7 Berlin	€74,044
	8 Brussels	€78,664
	9 Paris	€84,329

Creative Director, 2025 (cost per worker)

	1 Barcelona	€116,756
	2 Madrid	€132,620
	3 Dublin	€134,600
	4 Berlin	€139,856
	5 Vienna	€143,807
	6 Amsterdam	€146,293
	7 Brussels	€167,758
	8 Paris	€192,193
	9 London	€194,674

Notes: sample of professional profiles required in video game development, testing and distribution centres.

Source: ACCIÓ, based on fDi Benchmark (2025).

The video game industry in Catalonia

4. Trends and opportunities in the video game industry

Market trends in the video game industry (I)

47

- 1 Multiplatform releases will primarily benefit the PC
- 2 Moving towards a shorter-duration video game model
- 3 New regulations will favour the opening of mobile ecosystems
- 4 Community management will become a key factor for success
- 5 Challenges for new players in the free-to-play segment (F2P)
- 6 Opportunities for indie and AA segment growth
- 7 User-generated content and the impact of new generations



Source: "Global Games Market Report", Newzoo, 2024; "White Book on the Spanish Development of Video Games", DEV, 2024; press and studio websites.

Market trends in the video game industry (II)

48

End of the console exclusivity model: multiplatform releases will mainly benefit the PC

1 Economic pressures will drive a transition from the model of exclusivities towards broader multiplatform strategies. Access to a larger audience will mean giving up sales tied to hardware stands as an increasingly reasonable decision. In this context, the PC is to be consolidated as the platform that potentially benefits the most.

The adaptation of video games to the new market context: towards a shorter-duration video game model

2 Market conditions will make the long-duration gaming model increasingly less economically viable. Larger studios will opt to develop more compact games, optimally placing them in the release calendar to maximise returns and expand the margin for the most ambitious projects.

New regulations will open up mobile application ecosystems to the incorporation of new players

3 The entry into force of regulations such as the European Union's Digital Markets Act (DMA) will modify the ecosystem of large mobile operators. Both Apple and Google have been forced to allow access to third parties, which will lead to the arrival of new digital stores that will compete with the App Store and the Play Store.

Microsoft

A success story in response to new trends

With the exception of Nintendo, both Microsoft and Sony have normalised the release of video games that were previously exclusive to their consoles on other platforms. The most aggressive model has been implemented by Microsoft, which has brought some of its exclusive titles to PlayStation and Nintendo Switch (on PC they could already be played through Game Pass).

Nintendo

A success story in response to new trends

Nintendo is exploring several ways to deal with the ongoing problem of rising development costs. According to Shuntaro Furukawa, its president, they want to explore the possibility of designing smaller video games with a shorter development period, but that continue to captivate fans of the iconic Nintendo.

Epic Games

A success story in response to new trends

Epic Games has been one of the big names interested in expanding into the mobile sector. The Epic Games Store is now available for download on iPhones within the EU and on Android devices worldwide. It launched with Fortnite, Rocket League Sideswipe and Fall Guys, and is currently working to allow all developers to publish their video games there.

Source: "Global Games Market Report", Newzoo, 2024; "White Book on the Spanish Development of Video Games", DEV, 2024; press and studio websites.

The growing power of the gaming community will make community management a fundamental key to success	Gameloft A success story in response to new trends
4 Studios that invite players to participate in a title through early access will gain an earlier understanding of whether their video game suits the market, will be able to generate revenue prior to launch, and will be able to refine and expand content and systems in collaboration with their community.	Between April and September 2023, Gameloft offered early access to Disney Speedstorm. This racing video game allows fans to compete with iconic characters from Disney on circuits inspired by their films. Thanks to player feedback, the team had more time to refine the game and make it more engaging and captivating for fans.
Perspectives for the free-to-play model (F2P) on PC and console: new players will explore creative ways to break the status quo	Riot Games A success story in response to new trends
5 Playtime is essential for the viability of free-to-play games (F2P), an ecosystem that has consolidated around a set of franchises launched in recent years. High user acquisition costs and low conversion rates in new titles will encourage new market players to seek fresh and attractive proposals.	League of Legends is a team strategy video game developed by Riot Games in which two groups compete to be the first to destroy the other's base. With a free-to-play model and customisable paid elements, it was the 15th most-played game in August 2025 (based on the number of monthly active users, MAU) despite having been released in 2009.
The challenges facing AAA video games will open up a wide range of opportunities for the indie and AA segment's growth	Nomad Studio A success story in response to new trends
6 2023 was one of the best years for AAA video game releases, but the industry has struggled to match these record numbers. This situation has created significant gaps in the market that can be exploited by indie developers and AA studios to release innovative and engaging games.	The Barcelona-based indie video game studio Nomad Studio is responsible for Neva, an emotional action adventure that tells the story of a young warrior and her she-wolf. It has been awarded the award for best social impact game at the prestigious The Game Awards, a recognition that highlights works that invite reflection and convey a message with a social background.

Source: "Global Games Market Report", Newzoo, 2024; "White Book on the Spanish Development of Video Games", DEV, 2024; press and studio websites.

Aspiring for intergenerational relevance: The role of user-generated content and the impact of new generations of gamers

7

Capturing the younger generations of players is a key step in achieving intergenerational relevance. Generations Alpha and Z tend to enjoy a higher proportion of gamers within the total online population and interact with video games in a variety of ways, including viewing and creating related content.

Larian Studios

A success story in response to new trends



Presence in Catalonia

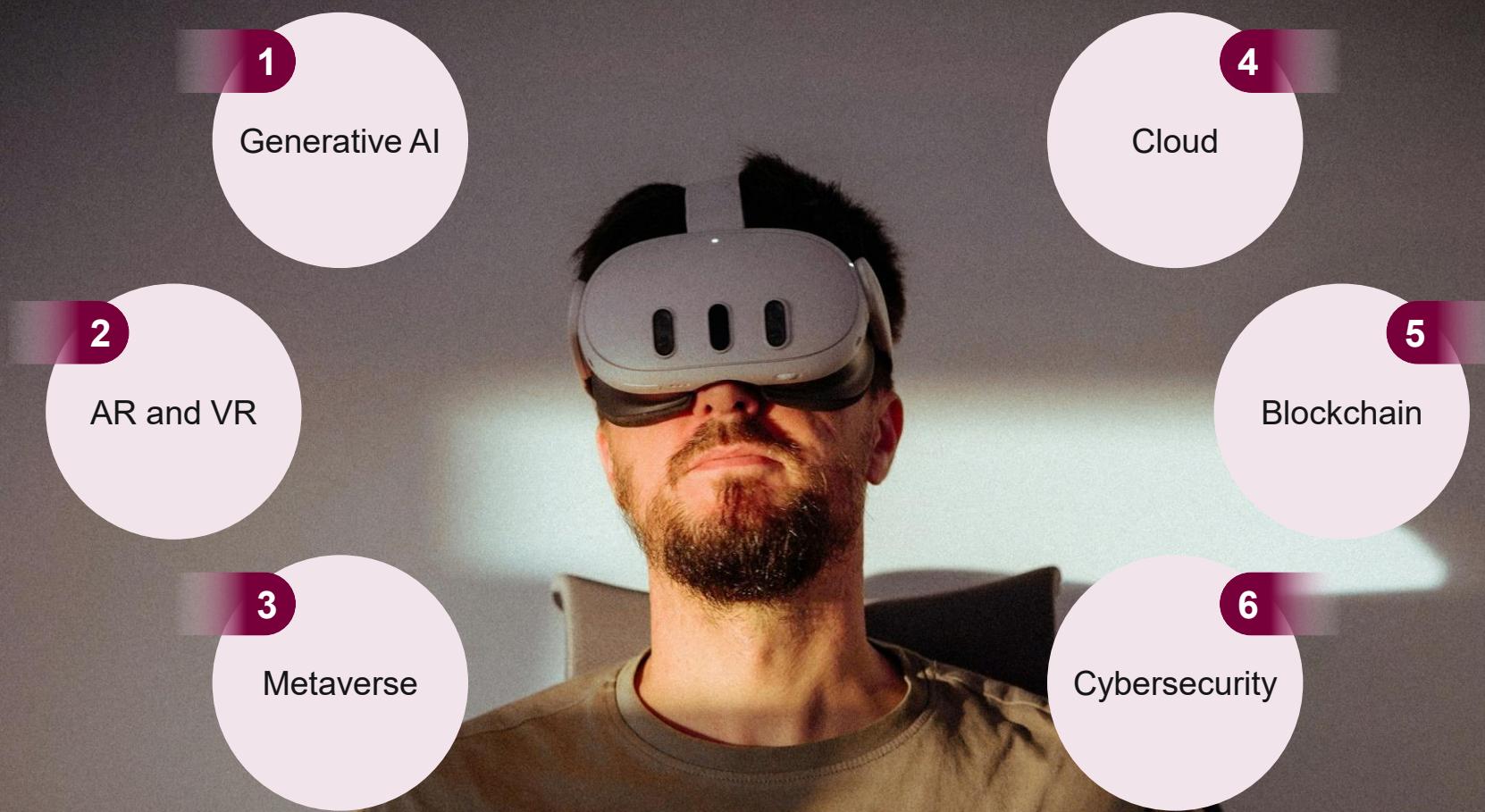
Baldur's Gate III, the role-playing game developed by Larian Studios, incorporates a whole series of integration functions with Twitch which make it especially attractive to new generations of streamers. This is a feature that transforms broadcasts into a more personal and immersive experience and gives them a much more dynamic nature.



Source: "Global Games Market Report", Newzoo, 2024; "White Book on the Spanish Development of Video Games", DEV, 2024; press and studio websites.

Technological trends in the video game industry (I)

51



Source: Forbes, 2025/2024; Medium, 2024; "Global Games Market Report", Newzoo, 2024; PwC, 2024; EY, 2022; press and studio websites.

Technological trends in the video game industry (II)

52

Generative artificial intelligence	 Digital company	King A success story in response to new trends  Presence in Catalonia
1 Generative AI is evolving at an unprecedented pace and is expected to play a key role in all stages of video game development. It can provide benefits such as accelerating content creation and reducing production times. However, its use also generates concerns and has opened a debate within the industry.	The use of AI is a key area within King's current strategic direction. Beyond the acquisition of Swedish AI company Peltarion in 2022, the company has applied this technology to personalise various elements of the game (such as adjusting the difficulty of levels according to the player's progress), optimise monetisation strategies and improve customer service.	
Augmented reality and virtual reality	 Digital company	Ivanovich Games A success story in response to new trends  Presence in Catalonia
2 AR and VR continue to mature thanks to technological evolution and sustained growth within specific niches, although mass adoption is still to come. They have the potential to enhance the realism and immersion of video games, transporting players to captivating 3D universes and offering more engaging gaming experiences.	Ivanovich Games is a video game development company based in Barcelona with more than a decade of experience, focused especially on VR games. In 2017, it released Operation Warcade, its most successful VR title to date. It is a shooter game designed specifically for VR, inspired by the classic arcade military games of the late 1980s.	
Metaverse	 Digital company	Champion Games A success story in response to new trends  Presence in Catalonia
3 The metaverse is still in its infancy, but the realism and immersion offered by its virtual worlds are redefining the gaming experience. Despite the challenges faced by some prominent players, platforms like Roblox suggest that the gaming community could end up embracing this new digital environment.	Champion Games is the first independent Web3 video game studio in Spain. It has created the first soccer video game in the metaverse, MetaSoccer, an NFT (non-fungible token) play-to-earn project based on blockchain technology. Players not only create and train their team, but also earn money while having fun.	

Source: Forbes, 2025/2024; Medium, 2024; "Global Games Market Report", Newzoo, 2024; PwC, 2024; EY, 2022; press and studio websites.

Technological trends in the video game industry (III)

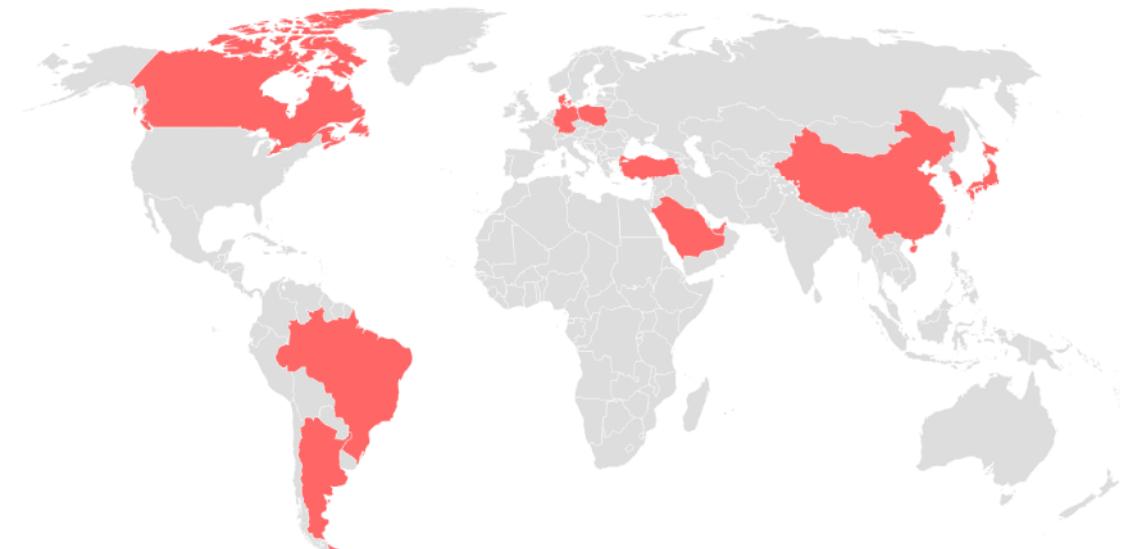
53

Cloud	 Digital company	Ubisoft A success story in response to new trends  Presence in Catalonia
4	Each new release of a major video game forces more and more players to decide between upgrading their hardware or subscribing to a cloud gaming service. This type of gaming will continue to gain momentum, driven by growing user demand, rapid infrastructure expansion, and increased investment in streaming technologies.	Ubisoft Scalar is a foundational technology that allows Ubisoft titles to harness the power of the cloud so that developers are not limited by time or space or hardware, but only by their imagination. This technology could transform the way video games are created, leading to larger, more social and immersive game worlds.
Blockchain	 Digital company	Starloop Studios A success story in response to new trends  Presence in Catalonia
5	Blockchain technology and NFTs (non-fungible tokens) are finding innovative applications in the world of video games, revolutionising digital property and contributing to the boost of the digital economy. They allow players to own their in-game assets, exchange virtual goods, and participate in decentralised ecosystems.	Starloop Studios is a leading video game development company that offers a wide range of services, including the development of games based on blockchain. With deep knowledge in the tokenisation of fungible and non-fungible assets, it helps companies design and mint NFTs that bring high value to users.
Cybersecurity	 Digital company	Cybersecurity Agency of Catalonia A success story in response to new trends
6	The growing amount of data that video game companies collect makes them attractive targets for cybercriminals. As the availability of data increases, so will cyber risks. For this reason, companies will have to protect information and ensure that games and platforms are safe environments.	The Cybersecurity Agency of Catalonia is tasked with raising awareness about cybersecurity among citizens, companies and institutions in the country. In the field of citizenship, one of the threats it addresses is fraud related to video games. It works to raise awareness about how to prevent these frauds and to make known the main types of scams that can occur.

Source: Forbes, 2025/2024; Medium, 2024; "Global Games Market Report", Newzoo, 2024; PwC, 2024; EY, 2022; press and studio websites.

Video games have 13 markets with international business opportunities

54



Want to know more?

[Recommendations on international business opportunities](#)



Brazil

Rapid expansion of the video game industry in recent years

Canada

Canada is a global leader in video games, ranking third in the world



Argentina

Argentina, the new video game hub in Latin America



Germany

Immersive production and new digital formats (AR, VR and gamification)



Denmark

Internationally expanding market, leading the future of digital culture



Luxembourg

An industry that wants to move to the next level by investing in innovation



Poland

Poland: an emerging giant in video game development



Turkey

Large young and connected consumer market



Japan

Historical legacy of mobile gaming in Japan: 14% of the global market



China

Conquering the virtual world: China, a key destination for video games



South Korea

Demanding market but with promising niches for indie video games



United Arab Emirates

Government initiative: Dubai Programme for Gaming 2033



Saudi Arabia

The gaming boom in Saudi Arabia

Notes: opportunities in other sectors with synergies with the video game industry have also been considered.

Source: "Global Map of International Business Opportunities 2025," ACCIÓ.

Thank you!

Passeig de Gràcia, 129
08008 Barcelona

[accio.gencat.cat
catalonia.com](http://accio.gencat.cat/catalonia.com)

 @accio_cat
@Catalonia_TI

 linkedin.com/company/acciocat/
linkedin.com/company/invest-in-catalonia/

Read the report here:

<https://www.accio.gencat.cat/ca/serveis/banc-coneixement/cercador/BancConeixement/eic-els-videojocs-a-catalunya>



More information about the sector and related news:

<https://www.accio.gencat.cat/ca/sectors/videojocs/>

