



AIMIA member takes interactive games to Europe

National industry body representing the Interactive Media sector congratulates Imagination Entertainment on mammoth games deal

The Australian Interactive Media Industry Association (AIMIA) has congratulated one of its leading South Australian members, Imagination Entertainment, on its recent win of the rights to develop and market DVD games based on new and classic Disney properties in all European markets. Through an agreement between Australian-owned Imagination, Hasbro Europe and Disney Consumer Products Europe, the existing Hasbro-Imagination DVD partnership will now be responsible for bringing some of the most iconic characters in entertainment history to life through the medium of DVD-based games.

In 2004, Imagination formed an exclusive licensing partnership to develop and distribute DVD games with Hasbro Europe. The three-year agreement with Disney Consumer Products Europe is forecast to generate wholesale revenue of over \$30 million Euros for the Hasbro Imagination partnership. The announcement follows in the footsteps of Imagination Entertainment winning the Best Game category at the 11th AIMIA Awards held on February 4 for its MGM Screen Test title.

"Australia is a leader in the realm of interactive media and Imagination's win with Disney Consumer Products Europe is clear proof of this," said AIMIA CEO, John Butterworth. "South Australia, in particular, is proving to be a real hotbed of talent, reflected in our decision to hold the 12th Annual AIMIA Awards in Adelaide next year."

Imagination CEO, Shane Yeend said: "We are the worldwide market leaders in DVD games and have achieved this from Adelaide. There is a great deal to be said about Australians punching above their weight and we are proud to be part the Australian interactive media industry. "

"DVD games have revolutionised the board game industry, we have given the board game a home theatre make over by adding the magic of television and making the game truly interactive, and creating a whole new way to play."

ABOUT AIMIA

AIMIA is the peak body representing the Interactive Media and Digital Content industry. Founded in 1992, AIMIA promotes growth and success in the Australian interactive media industry and its services include acting as a lobby group, providing industry news, hosting professional functions, and organising its annual Interactive Media Awards. AIMIA members are drawn from the broad spectrum of the Australian IT industry, including producers and developers of digital content and applications for interactive platforms such as broadband and narrowband internet services, interactive television, wireless, CD/DVD media and games consoles. AIMIA also delivers export assistance to members through the TradeStart program in partnership with Austrade.