

Interactive gaming industry body welcomes NZ members

The Interactive Games & Entertainment Association (iGEA) has today expanded its borders with the addition of its New Zealand equivalent to the organisation. Formerly recognised as the Interactive Software Association of New Zealand (ISANZ), the industry body will change its name and structure to partner with the iGEA and better reflect the evolving interactive gaming landscape.

The iGEA's membership now includes a total of 22 companies: 14 Australian companies and an additional seven organisations based in New Zealand that publish, market and distribute interactive games and entertainment content.

A hugely popular form of entertainment, 2009 video and computer game sales cracked \$2 billion in Australia and achieved a record \$170 million in New Zealand according to independent market research group GfK Retail and Technology Australia. Sales figures for the New Zealand market increased by 12 per cent – which is triple the growth figures for 2009 in the Australian market.

iGEA Chairman Edward Fong welcomes the New Zealand members and said, "There is great opportunity to collaborate and share our knowledge, insights and resources with our New Zealand team and we are very excited to have them on board. Over the last few months, the iGEA has spent a lot of time and energy building our website and we hope it becomes a central hub of resources not only for gamers but parents, businesses, governments and the wider Australian and New Zealand community."

Mark Goodacre, former president of the ISANZ and now an iGEA Director added, "This strategic partnership will help ensure we remain relevant to our members on a local and international level."

The iGEA launched a website in August 2009 which contains information, tools and resources for individuals interested in interactive gaming and entertainment. To visit the website, log on to www.igea.net.

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About the iGEA

The Interactive Gaming & Entertainment Association proactively represents companies that publish, market and/or distribute interactive games and entertainment content in Australia and New Zealand. The iGEA aims to further advance the industry and the business interests of its members through informing and fostering relationships with the public, the business community, government and other industry stakeholders. The iGEA is administered by a Board of Directors and supported by the CEO, Ron Curry. The iGEA is composed of two industry associations that were formerly known as the Interactive Entertainment Association of Australia (IEAA) and the Interactive Software Association of New Zealand (ISANZ).

For more information, please visit www.igea.net

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