



TIGA

— A GUIDE TO —
VIDEO GAMES
— TAX RELIEF —

In association with



Grant Thornton

An instinct for growth™

**UK UNLEASHED: HOW VIDEO GAMES
BUSINESSES CAN GET THE MOST
OUT OF GAMES TAX RELIEF**

TIGA™

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Video Games Tax Relief was given approval by the European commission and has been effective for expenditure incurred since 1 April 2014.

TIGA now wants to assist its membership in particular and games businesses in general to benefit from Video Games Tax Relief. TIGA worked closely with Grant Thornton during our campaign for Video Games Tax Relief and together we have developed this guide to Video Games Tax Relief to enable as many games businesses as possible to fully benefit from this vital tax measure.

Please note that this publication provides an overview and that advice should be sought, as the rules governing Video Games Tax Relief can be complex. Moreover, given that Video Games Tax Relief is new, the rules covering the relief will no doubt evolve over time.

This guide was revised as at November 3rd 2016.

More information on the cultural test can be found on the BFI's website here: <http://www.bfi.org.uk/film-industry/british-certification-tax-relief/cultural-test-video-games>

WHO ARE TIGA?

OUR CORE PURPOSE IS TO STRENGTHEN THE GAMES DEVELOPMENT AND DIGITAL PUBLISHING SECTOR.

TIGA represents developers, digital publishers, service companies and education providers and is the trade association for the video games industry. Our core purpose is to strengthen the games development and digital publishing sector. We achieve this by campaigning for the industry in the corridors of power, championing the industry in the media and helping our members commercially.

TIGA is intent on building an enduring organisation which continually improves; a business that will make a significant impact on the games industry and so benefit our membership and the wider economy. Since 2010, TIGA has won 24 business awards, an achievement which reflects TIGA's drive for improvement and to meet best practice.



WHO ARE
GRANT THORNTON?

Grant Thornton is one of the world's leading organisations of independent assurance, tax and advisory firms. We help dynamic organisations unlock their potential for growth by providing meaningful, forward looking advice.

Our underlying purpose is to build a vibrant economy, based on trust and integrity in markets, sustainable growth in dynamic businesses and communities where businesses and people thrive.

Grant Thornton's dedicated technology, media and telecommunications (TMT) team have a strong track record of working with successful and dynamic organisations

throughout the TMT industry both in the UK and internationally. We understand the issues facing organisations in the games sector and offer personalised solutions to clients to help them unlock their potential for growth.

We can help client determine which tax reliefs they can benefit from, in addition to supporting with audit, tax compliance, employee share schemes and remuneration planning, VAT, finance for growth and international expansion.

Grant Thornton is proud to take an active role in the games industry as a member of TIGA.

THE REAL BENEFIT FOR DYNAMIC COMPANIES WORKING WITH GRANT THORNTON IS WE HAVE AN INHERENT UNDERSTANDING OF, AND PASSION FOR THE GAMES SECTOR, WHICH ENABLES OUR TEAM TO DELIVER INNOVATIVE, EFFICIENT, AND COST-EFFECTIVE SOLUTIONS THAT CAN HELP TO UNLOCK YOUR POTENTIAL FOR GROWTH.



TIGA'S CAMPAIGN

1) LEADING THE DEBATE

Since 2008 TIGA has:

- published 12 major reports demonstrating the economic and cultural case for Video Game Tax Relief;
- submitted numerous additional reports and responses to Government consultation documents to win the intellectual case for Video Game Tax Relief.

2) MAKING THE CASE IN THE MEDIA

TIGA advanced the case for Video Game Tax Relief in the media by:

- issuing 162 press releases arguing for Video Game Tax Relief;
- giving 203 media interviews on Video Game Tax Relief;
- generating 1,890 media citations about Video Game Tax Relief;
- securing widespread media coverage in publications including the Guardian, the Independent, the Financial Times, The Sun, The News of the World, the BBC News, ITV News, Sky TV, The Scotsman, The Courier, Yorkshire Post, Liverpool Daily Post, Birmingham Post, City AM, The Huffington Post, Radio 4, and Radio 5 Live.

3) BUILDING CROSS-PARTY SUPPORT

TIGA convinced four political parties (Labour, the Liberal Democrats, the Scottish National Party and the Conservatives) to back Video Game Tax Relief by:

- meeting dozens of politicians (MPs, MSPs, MEPs, Ministers and Shadow Ministers) annually e.g.; John Whittingdale OBE MP; Justin Tomlinson MP; Luciana Berger MP; Tom Watson MP; Rt Hon Harriet Harman MP, Shadow Secretary of State for Culture, Media and Sport; Dan Jarvis MP; Lord Puttnam; Joe FitzPatrick MSP; Jenny Marra MSP; Jim McGovern MP; Chris White MP; Damien Collins MP;
- instigating the establishment of the All Party Computer and Video Games Industry Group at Westminster and supporting the creation of the Cross Party Group on Video Games Technology in Holyrood; and
- providing evidence to five parliamentary committees.

4) CONVINCING THREE GOVERNMENTS

TIGA convinced three Governments to back Video Game Tax Relief (Labour 2010, SNP 2011, Coalition 2012) by:

- providing compelling and robust evidence;
- an on-going media campaign;
- meeting key ministers and politicians e.g. Rt Hon David Gauke, Exchequer Secretary, John Swinney, MSP, Cabinet Secretary for Finance & Sustainable Growth; Don Foster MP; Ed Miliband, Leader of the Labour Party; and Rt Hon Stephen Timms MP;
- organising letter campaigns calling on the Westminster Government to introduce Video Game Tax Relief in 2009, 2010, 2012 and 2014;
- organising two petitions calling on the Government to introduce Video Game Tax Relief and handed in by a TIGA delegation to Number 10 Downing Street; and
- ensuring that Video Game Tax Relief was raised at Prime Minister's Question time, at the Scottish First Minister's Questions, and on numerous additional parliamentary occasions.



5) INFLUENCING THE DESIGN OF VIDEO GAME TAX RELIEF

After the UK Government finally adopted Video Game Tax Relief in the March 2012 Budget, TIGA engaged with the Government to influence the design of the Relief and the nature of the cultural test. The Government subsequently published draft legislation for Video Game Tax Relief in December 2012 that provided for:

- no minimum spend threshold, so small game projects can benefit;
- tax relief available on both pre-production and post-release development costs;
- a single 25% tax relief on qualifying expenditure;
- a flexible cultural test which games have to pass in order to benefit from Video Game Tax Relief.

6) PERSUADING THE EU COMMISSION

The EU Commission announced its intention to carry out a formal investigation into Video Game Tax Relief in April 2013. TIGA worked with the UK Government to convince the EU Commission to approve Video Game Tax Relief. Independently, TIGA lobbied the EU Commission to give the green light to Video Game Tax Relief by:

- submitting a 34 page report to the EU Commission setting out a compelling case for Video Game Tax Relief based on four key arguments:

Video games are cultural products similar to other audio-visual creations (e.g. film) and so merit support

Video Game Tax Relief is necessary on economic grounds

Video Game Tax Relief will not distort the EU's internal market

Video Game Tax Relief provides for a genuine cultural test

- securing letters of support from the French, German, Spanish, and Finnish game developer associations for Video Game Tax Relief, which were submitted to the EU Commission to help win Video Game Tax Relief.

The EU Commission finally authorised the introduction of Video Game Tax Relief in the UK on March 27th 2014.

WHAT VIDEO GAMES TAX RELIEF MEANS

It was a long campaign, but Video Game Tax Relief will have a massive positive impact on the UK games industry. Video Game Tax Relief will:

- substantially reduce the cost of game development and enable the UK games development sector to compete on a level playing field vis-à-vis Canada and the USA;
- allow studios to reduce their corporation tax if their game makes a profit or receive a cash tax credit if the game makes a loss;
- according to Games Investor Consulting, Games Tax Relief is projected to create over 2,800 new studio jobs, increase investment from games development companies by £331m, increase tax receipts by £456m and add an additional £1.1bn contribution to UK GDP[1] between 2016 and 2020.



WHAT IS A QUALIFYING VIDEO GAME?

WHAT GAMES QUALIFY?

All video games qualify, except those produced for advertising, promotional purposes, or for the purposes of gambling.

Therefore, in addition to traditional boxed games, relief may be available for download-only games, including games for smart devices (eg freemium/free to play games).

A video game's soundtrack is regarded as part of the video game.

CONDITIONS FOR THE VIDEO GAMES TAX RELIEF

A video game qualifies for this relief if:

a - it is intended for supply to the general public

b - it is certified by the Secretary of State as a British video game, and

c - at least 25% of the "core expenditure" on the game incurred by the company is European Economic Area (EEA) expenditure. This relates to expenditure on goods/services used and consumed in the EEA (a just and reasonable apportionment would be used where expenditure is a mix of EEA and non-EEA).

BRITISH VIDEO GAME

To satisfy the British video game test and become certified by the Secretary of State, companies will need to pass the cultural test. This is a points based test – Generally, 16 points are needed but there are other tests that may need to be met. This is administered by the British Film Institute (BFI).

TO SATISFY THE BRITISH VIDEO GAME TEST AND BECOME CERTIFIED BY THE SECRETARY OF STATE, VIDEO GAMES WILL NEED TO PASS THE CULTURAL TEST.

The video games development company will need to make an application to the Secretary of State (via the BFI) for an interim certificate, which is granted before the game is completed and states that the video game is a British video game. This would allow for Video Games Tax Relief to be claimed in advance of the completion of the video game (on costs incurred so far).

The final certificate is the same but is granted after the video game is completed. A final certificate must be issued in order to finalise or complete the final claim.

CULTURAL TEST

Appendix 1 sets out the criteria for the cultural test. In broad terms, a video game only has to achieve 16 points. It does not need to meet all of these tests!

Please be aware that there are a couple of exceptions to this.



WHAT IS A QUALIFYING COMPANY?

VIDEO GAMES DEVELOPMENT COMPANIES

Video Games Tax Relief is only available to video games development companies.

A video development company is a company which is responsible for designing, producing and testing the video game. It must be actively engaged in the planning and decision making during the design, production and testing of the video game

and must directly negotiate, contract and pay for rights, goods and services in relation to the video game.

There can only be one video development company in relation to a video game, although each development company may be developing a number of games.

If there is more than one company which could be the video development company, then the one most directly engaged in the qualifying activities would be the video development company for that game.

WHAT ARE QUALIFYING COSTS?

CORE EXPENDITURE

Tax relief is only available in relation to core expenditure. This means expenditure on designing, producing and testing the video game.

Core expenditure does not include any expenditure incurred in designing the initial concept for a video game; nor does it include any expenditure incurred in debugging a completed video game or carrying out any maintenance in connection with such a video game.

The legislation does not specifically mention development expenditure. However, it is our understanding that HMRC regard such costs as qualifying for the Video Games Tax Relief.

It is not intended that relief will be available for speculative expenditure ie projects that never eventually get commissioned but

rather it will be available once a project has the go-ahead.

Subcontracted costs that fall within the definition of core expenditure are eligible, but will be subject to a cap of £1 million per game.

Overhead costs should be eligible for Video Games Tax Relief.

Broadly, the following costs would not be eligible for Video Games Tax Relief:

- Financing and interest costs
- Marketing and publicity costs
- Print and advertising costs
- Payment for an option over a video game (purchase of actual rights may be core expenditure though)



CALCULATING THE TAX RELIEF

THE BENEFIT

In broad terms, the video games development company may claim an additional tax deduction, based on its qualifying expenditure on the relevant video game. The additional deduction is calculated as 100% of the lower of:

- core expenditure incurred in the EEA in relation to that video game; and
- 80% of core expenditure incurred in relation to that video game.

EXAMPLE 1

A video game costs £2 million and 90% of the costs are core expenditure, all incurred in the EEA by the video games development company. Therefore the additional deduction is the lower of:

- core expenditure incurred in the EEA - £1.8 million; and
- 80% of core expenditure incurred by the

video games development company - £1.44 million.

Therefore the additional deduction is £1.44 million.

EXAMPLE 2

A company designs a free-to-play game for smart devices. The cost of £200,000 is all core expenditure, incurred in the EEA. Therefore, the additional deduction would be £160,000 (being 80% of total expenditure of £200,000).

Having calculated the additional deduction, the video games development company can then:

- use the deduction as an additional deduction against the taxable profits of the video game that gave rise to the additional deduction; or
- where a loss arises, surrender an available loss to HMRC in exchange for a payable tax credit.

TAX CREDITS

A video games development company may claim a 25% payable tax credit for an accounting period in which it has a surrenderable loss. The company's surrenderable loss in an accounting period is the lower of:

- the company's available loss for the period in the separate video game trade, and
- the available qualifying expenditure for the period (see below).

The available loss is the amount of the loss for the period, plus any relevant unused loss from the previous accounting period that has not otherwise been surrendered for credits (or carried forward and offset against profits of the separate video games trade).

The available qualifying expenditure is the lower of 80% of core expenditure and the EEA core expenditure (less amounts previously surrendered).

To claim a payable tax credit the company may surrender the whole or part of its surrenderable loss.



EXAMPLE

A video games development company produces a video game with total expenditure of £1 million, all of which is EEA expenditure. The total expected income is £0.8 million.

	£	£
INCOME		800,000
EXPENDITURE (ASSUME ALL EEA CORE EXPENDITURE)		(1,000,000)
TRADING LOSS		(200,000)
ADDITIONAL DEDUCTION LOWER OF; (EEA CORE EXPENDITURE OF £1 MILLION)	1,000,000	
(80% X CORE EXPENDITURE OF £1MILLION)	800,000	
THEREFORE ADDITIONAL DEDUCTION		(800,000)
TOTAL LOSS		(1,000,000)

The surrenderable loss is the lower of:

- the available loss of £1 million; and
- the available qualifying expenditure of £800,000.

So in this case, the video games development company can surrender the whole qualifying expenditure of £800,000.

The amount of the payable tax credit due is the credit rate of 25% multiplied by the loss surrendered, giving a payment of £200,000.

Please note that HMRC may offset any credit against other outstanding tax liabilities eg PAYE.

SEPARATE TRADE

The company's activities in relation to each video game are treated as a separate trade. Therefore there is a requirement for video games development companies to stream their income and costs for each game they are producing in an accounting period. For companies producing a number of games, this could prove burdensome.

The income to be brought into the corporation tax computation for an accounting period is calculated as $(C/T) \times I$, where:

C is the total to date of costs incurred (and represented in work done)

T is the estimated total cost of the video game

I is the estimated total income from the video game

In subsequent periods of account, the same approach applies except that amounts previously brought into account are deducted.

Note that if the income cannot be estimated, it may be possible to instead base the calculation on actual sales.

LOSSES

If tax credits are not claimed, there are complex rules around the use of losses. For example, while the game is in production, the losses of that game can only be carried forward and used against future profits of that game. Careful consideration is needed as to the use of any losses arising.



STEP BY STEP

The Video Games Tax Relief is effective for expenditure incurred on or after 1 April 2014. Where an accounting period straddles this date, a just and reasonable apportionment would be required.

Companies should therefore consider which games may qualify for this tax break on a game-by-game basis.

Any claims must be made within 2 years of the end of the accounting period.

As part of this exercise, an assessment will be required as to the cultural test. It may be that some games would clearly pass; in other cases, companies may want to consider the content of future games, as this may impact on whether the cultural test is met (eg points available if game set in London but not if based in US or Japan)

Early application for interim certificates from the BFI should be sought, to get comfort that the games meet the cultural test. The following documentation will be needed to support any application:

- Video game scripts
- Complete synopsis or treatment of the video game
- Game schedules/production schedule
- Production budget/final cost report – most up-to-date copy of the total long-form budget

For any final certificate, an accountant's report may be needed if relying on points from sections C and/or D.

EARLY APPLICATION FOR INTERIM CERTIFICATES FROM THE BFI SHOULD BE SOUGHT, TO GET COMFORT THAT GAMES MEET THE CULTURAL TEST.

Resourcing of work will need to be planned, for example relief will only be available on subcontracted costs up to a cap of £1 million.

Games should be kept under review, so as not to fail the cultural test (eg last minute decision to base game in US or Japan rather than London).

It is also worthwhile considering whether the new Video Games Tax Relief will provide a better benefit than claiming under the R&D relief regime (companies can only claim one or the other in relation to the same expenditure and the rules in this regard are complex).



**FREQUENTLY
ASKED QUESTIONS**

CAN ANY GAME QUALIFY? WHAT IF THE BFI DOES NOT APPROVE OF THE CONTENT?

Any game that meets the requirements should qualify. However, games produced for gambling/advertising purposes would not be eligible. Also, the BFI would only provide approval if the game is capable of receiving a PEGI age rating (eg games with pornographic content would not be eligible).

WHAT IS THE EFFECTIVE VALUE OF VIDEO GAMES TAX RELIEF?

In very broad terms, companies may attract an additional tax deduction of 80% of their production costs. If we assume a 20% tax rate, this equates to additional tax relief of up to 16% of qualifying expenditure. For loss making companies claiming credit relief, the benefit could be up to 20% of the qualifying expenditure.

IS THERE A LIMIT ON QUALIFYING EXPENDITURE?

There is no limit as such on qualifying expenditure but bear in mind that sub-contracted costs are capped at £1 million per game.

DO I HAVE TO SPEND A MINIMUM BUDGET IN ORDER TO CLAIM FOR VIDEO GAMES TAX RELIEF?

No, there is no minimum expenditure threshold.

IS THERE A MINIMUM AMOUNT OF QUALIFYING EXPENDITURE THAT NEEDS TO BE EEA EXPENDITURE IN ORDER FOR A GAME TO QUALIFY FOR THE RELIEF?

25% of expenditure must be EEA expenditure.

HOW LONG DOES CERTIFICATION TAKE?

The BFI aims to turn around applications within 28 days, assuming the application is complete and no further information is required.

MY COMPANY MAKES FREE-TO-PLAY GAMES, CAN I REALLY QUALIFY?

If you meet the criteria, yes. The legislation is worded to include all video game formats, not just physical discs. So free-to-play, freemium, digital download games etc are all possibly going to benefit from this new relief.

WHAT ABOUT CONTENT UPDATE?

Yes, it may be possible to claim Video Games Tax Relief on post-release content. Provided that you can demonstrate that this is game production, then it should be eligible for the relief.

WHAT IS THE CULTURAL TEST?

The cultural test is designed to ensure that the video game is "British". This is a points based test, where 16 points are required (the test is set out at appendix 1).

MY GAME USES A FICTIONAL SETTING (NOT IN BRITAIN) – CAN I QUALIFY?

Potentially, yes. The cultural test expands beyond Britain to the EEA, plus fictitious settings which are not country-specific. So the "British" test is very wide indeed.

MY GAME DOES NOT HAVE MAIN CHARACTERS, DO I QUALIFY?

This may be problematical, as main characters need to have human characteristics. This may be an area for further discussion.

DO I REALLY NEED TO GET INTERIM AND FINAL CERTIFICATION?

Yes, otherwise you will not be able to make a successful claim. Remember that this is a new relief and the BFI should work with you to ensure that if you qualify, you will get certification.

DO WE NEED TO FINISH THE GAME BEFORE MAKING A CLAIM?

No.

DO I NEED TO OWN THE INTELLECTUAL PROPERTY BEHIND THE GAME TECHNOLOGY?

No.

IS THERE ANY GUIDANCE ON HOW HMRC WILL APPLY THE RULES IN PRACTICE?

There is HMRC guidance but, as the legislation is still new and continues to develop, this guidance will not cover all possible situations.

HOW DOES THE RELIEF INTERACT WITH R&D TAX RELIEF?

Please note that you cannot claim R&D relief and Video Games Tax Relief on the same expenditure.

- Where spend also qualifies for R&D relief under the large regime, Video Game Tax Relief cannot be claimed on such spend;
- Where spend also qualifies for R&D relief under the SME regime, you can choose which relief to claim but note that it is not possible to claim both reliefs on the same project - so careful consideration is required.



CONTACTS

IF YOU WOULD LIKE TO DISCUSS ANY ASPECT OF THE INFORMATION COVERED IN THIS DOCUMENT PLEASE CONTACT:

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Liz is a specialist tax partner advising businesses in the technology, media and telecommunications (TMT) sector with a particular expertise in intellectual-property-based businesses. Working with businesses across multiple locations, enjoys working within this exciting fast-paced sector, offering clients bespoke advice and providing real insight and expertise.

With extensive experience, Liz is aware of the issues facing businesses and their owners at key milestones in a company's life cycle, whether that be expanding into new territories, refinancing and raising new capital or debt, acquisitions and IPOs, and eventual exit.

Alongside key trade bodies and HMRC, Liz supported the development of tax incentives for the UK creative industries sector, and championed tax breaks for investors in those companies, leading a team that is recognised as the best in market.

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Matt is an Associate Director with over 20 years tax experience. Specialising in innovation tax, Matt provides advice to clients on research and development (R&D) relief, patent box relief and video games tax relief.

With a passion for the games sector, Matt is the national lead on video games tax relief at Grant Thornton and has been involved with a wide range of interesting opportunities, across the UK.

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APPENDIX 1 – CULTURAL TEST

More information on the cultural test can be found on the BFI's website here: <http://www.bfi.org.uk/film-industry/british-certification-tax-relief/cultural-test-video-games>

Cultural test	Points	Cultural test	Points
A1	Up to 4 points depending on the percentage of the video game set in the following locations:		
i	At least 75% set in the UK or another EEA State		4
ii	At least 66% set in the UK or another EEA State or where the location cannot be determined		3
iii	At least 50% set in the UK or another EEA State or where the location cannot be determined		2
iv	At least 25% set in the UK or another EEA State or where the location cannot be determined		1
A2	Up to 4 points depending on the number of the characters depicted in the video game:		
i	if there are more than three characters depicted in the video game		
	- if two or three of the three lead characters are qualifying characters		4
	- if only one of the three lead characters is a qualifying character and is first/second lead		2
	- if the one qualifying character is third lead		1
ii	if there are only three characters depicted in the video game		
	- if two or three of the characters are qualifying characters		4
	- if only one of the characters is a qualifying character, and is first/second lead		2
	- if the one qualifying character is third lead		1
iii	if there are only two characters depicted in the video game		
	- if both of the characters are qualifying characters		4
	- if one of the characters is a qualifying character		2
iv	if there is only one character depicted in the video game, that character is a qualifying character		4
	A qualifying character is a character depicted from the UK, another EEA State or where their nationality/species cannot be determined		
A3	4 points if the video game depicts a British story or a story which relates to an EEA State		4
A4	Up to 4 points depending on the percentage of the original dialogue that is recorded in the English language or in a recognised regional or minority language as follows:		
i	At least 75%		4
ii	At least 66%		3
iii	At least 50%		2
iv	At least 25%		1
B	Up to 4 points may be awarded in respect of the contribution of the video game to the promotion, development and enhancement of British culture		4
		Points shall be awarded in respect of work carried out in the making of the video game as follows-	
C1	If at least 50% of the work carried out on any of the following is carried out in the UK:		2
i	Conceptual development		
ii	Layout and storyboarding		
iii	Programming		
iv	Visual design.		
C2	If at least 50% of the work carried out on any one of the following activities is carried out in the UK:		1
i	Performing and recording the music score created for the video game		
ii	Voice recording		
iii	Audio production		
	For parts C1 and C2, no points will be awarded where, in the opinion of the Secretary of State, the expenditure is insignificant to the total video game production expenditure		
D	Up to 8 points shall be awarded in respect of the personnel involved in the making of the video game as follows:		
i	if the project leader (or, if there is more than one, the main project leader) is a qualifying person		1
ii	if at least one of the scriptwriters (or, if there are more than three, one of the three lead scriptwriters) is a qualifying person		1
iii	if the composer (or, if there is more than one, the lead composer) is a qualifying person		1
iv	if the artist (or if there is more than one, the lead artist) is a qualifying person		1
v	if the programmer (or, if there is more than one, the lead programmer) is a qualifying person		1
vi	if the designer (or, if there is more than one, the lead designer) is a qualifying person		1
vii	if at least one of the heads of department is a qualifying person		1
viii	if at least 50% of the development team are qualifying persons		1
	A qualifying person is a citizen of, or a person ordinarily resident in the UK or an EEA State		
	Please note that generally, in order to pass the cultural test, the claimant must reach 16 points. However, there are a few exceptions to this general rule.		



APPENDIX 2: TESTIMONIALS ON TIGA

Alex Salmond MSP, Scotland's First Minister:

TIGA is "an excellent trade body."

John Swinney MSP Cabinet Secretary for Finance and Sustainable Growth:

"I was very impressed by the case that you made in relation to tax breaks for computer games and I pressed this point again when I wrote to the Chancellor of the Exchequer about the budget...!...congratulate you and TIGA on being such a driving force in achieving it [Video Game Tax Relief]."

Fiona Hyslop MSP, Cabinet Secretary for Culture and External Affairs:

"I know TIGA played a key influencing role in bringing [Games Tax Relief] to where it has got to today...The computer games industry specifically is a very important part of the Creative Industries Growth Sector in Scotland and we are grateful for the support which TIGA has offered through their research which has helped to provide a better reflection of an industry which may not be captured accurately through traditional statistical reporting methods."

Stewart Hosie MP:

"TIGA has played a vital role in making the case for Games Tax Relief over the last four years. The quality of TIGA's research and its tenacious campaigning have enabled MPs including myself to make the case for a tax relief for the video games sector in Parliament."

Justin Tomlinson MP, Chair of the All Party Computer and Video Games Industry Group in the Westminster Parliament:

"Unlike many trade associations, TIGA has consistently provided strong empirical evidence to back up its case for Government support and investment. TIGA made a powerful case for a tax credit for games production and I was pleased to work with TIGA in securing this measure in the recent Budget [i.e. 2012 budget]."

"As an MP I meet many trade associations, public affairs organisations and lobbying groups. TIGA has earned a unique reputation as an independent, professional and tenacious campaigning body. TIGA has waged a seven year campaign for Video Games Tax Relief. Along the way, TIGA has managed to persuade the UK's four major political parties, three governments (Labour in 2010, the Scottish Government in 2011 and the Coalition Government in 2012) and finally the EU Commission in 2014 to support Video Games Tax Relief. To put it simply, Games Tax Relief would not have happened without TIGA. I'm delighted to have been able to work with TIGA to successively deliver Games Tax Relief and to support an industry that I care passionately about."

John Whittingdale OBE MP, Chair of the Culture, Media and Sport Select Committee:

"I pay tribute to TIGA for playing a leading role in raising the profile of the games industry in Parliament and for playing a critical role in lobbying for this tax change [Video Game Tax Relief]."

"The final approval of tax relief for the video games industry is terrific news and will ensure that the UK remains one of the leaders in the development and production of electronic games. TIGA deserves considerable credit for the success of their campaign which they have promoted over a number of years."

Damian Collins, MP:

"In my role as an MP I come across many trade associations. TIGA is distinctive in its focus, professionalism, and tenacity. TIGA has campaigned relentlessly for Games Tax Relief over many years and played a critical role in convincing first

the UK Government to adopt this measure and then enabling the Government to make a successful case for Games Tax Relief to the EU Commission. TIGA's successful campaign for Games Tax Relief will benefit both the games industry and the wider economy and I am glad to have been able to advance this important measure."

Mark Field MP:

"On 27 March 2014, the European Commission gave full approval to UK government plans for a Video Games Tax Relief. It marks a successful end to a hard-won fight to get this vital industry the boost it needs, enabling eligible companies to benefit from a payable tax credit worth 25% of qualifying production costs. TIGA has been a key player in getting this fantastic result. Through their efforts, video games makers now have a secure future on these shores, providing UK jobs in what is a youth-oriented industry and ensuring that gamers across the world will see the enormous talent, ingenuity and creative spirit we have here in Britain."

Rt Hon Stephen Timms MP:

"Both as a Government Minister and from the Opposition benches, I have seen TIGA campaigning professionally and tenaciously for Games Tax Relief. TIGA played a critical role in securing the Relief, convincing successive governments - a difficult job in both cases. I hope the tax credit which their lobbying has secured, and which I strongly support, will provide a powerful boost to the UK video games industry."

Jim McGovern MP:

"TIGA has played a crucial role in making the case and winning the argument for a tax break for games production."

Tom Watson MP:

"I have no doubt that with TIGA - the UK's best trade association - the issues that matter to the video games sector will remain high up the political agenda."

Don Foster, former Liberal Democrat Culture Spokesman and now Liberal Democrat Chief Whip & Govt Deputy Chief Whip:

"I have witnessed TIGA campaign proficiently, persistently and persuasively for a Video Games Tax Relief over many years. Along the way TIGA has successfully convinced political parties, governments and finally the EU Commission to support Video Games Tax Relief. TIGA has played a vital role in delivering a tax reform which will have a major and positive impact on the UK video games industry."

Luciana Berger, Labour and Co-operative MP for Liverpool Wavertree, Shadow Minister for Public Health:

"Games Tax Relief would not have happened without TIGA's effective, passionate and vigorous 7 year campaign. During this campaign TIGA has successfully convinced four political parties, three governments and played a critical role in persuading the EU Commission to authorise the introduction of Games Tax Relief. I'm delighted to have been able to work with Richard Wilson, TIGA CEO, in successfully lobbying for Games Tax Relief. I'm confident that this important measure will have a major positive impact on jobs, investment and projects in the UK games industry including in Liverpool and across the North West."

Testimonials: first published in 2014

