DESIGNING
PROGRAMMING
ANIMATING
DISTRIBUTING
DRAWING

VIDEO GAMES BECOME SERIOUS

WHERE IS THE SECTOR GOING?

NEW CONSUMPTION MODELS
Cloud gaming:
Google Stadia
Apple Arcade
Steam

NEW AUDIENCES
Female audience, adults & companies
(serious games)

NEW BUSINESS MODELS
Subscription
Advertising
Micropayments

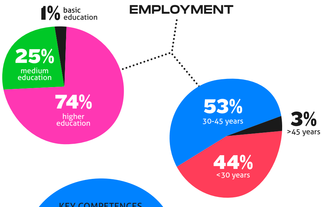
NEW WAYS OF INTERACTING
Virtual reality
Augmented reality

The sector is growing in employment and turnover. Constantly changing, it is diversifying into multiple business and game models

INDICATORS IN CATALONIA
140 COMPANIES (x2 SINCE 2012)
3.200 DIRECT JOBS
82% OF COMPANIES < 10 YEARS
83% INTERNATIONAL TURNOVER

17% FEMALE PRESENCE
The sector demands female talent!

EMPLOYMENT



WHAT IS NEEDED?

EDUCATION

TECHNICAL STUDIES
Technical & artistic education
3D animation
Game & interactive environments
Cross-platform application development

DEGREES
Interactive digital content
Design, animation & digital art
Video games design & production
Multimedia, apps & video games

KEY COMPETENCES
Teamwork & cooperation
Self-learning

Must-have portfolio!

ACCESS TO PROFESSIONAL OPPORTUNITIES
Self-candidature
LinkedIn
Headhunters
Game jams

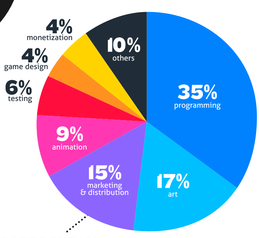
DEPENDING ON COMPANY
Large: Highly specialized profiles
Small or indie: versatile profiles

DEPENDING ON PROJECT
Freelance professionals

DEPENDING ON EXPERIENCE
Junior profiles: specialized
Senior profiles: with global vision

ESSENTIAL
Passion for playing
Gamer culture
English

PROFESSIONAL PROFILES



WHAT IS OFFERED?

Jobs with
56% PERMANENT CONTRACTS
25% HIGHER WAGE THAN BARCELONA'S AVERAGE
14% WAGE GAP LOWER THAN THE AVERAGE (22 %)

Opportunity for profiles of other disciplines: psychology, architecture, mathematics, economics, etc.

PROFESSIONAL OPPORTUNITIES

CONCEPTION
Video game designer
Level game designer

CREATION
Programmer (Unreal)
Sound engineer
Tester / QA
Network optimizer

ART
Artist
Modeller
Animator
UI artist

POST-SALE
Marketing manager
Influencers' manager
Digital analyst
Assistance to gamer

SO NOW WHAT?

CLICK HERE

LINK UP

Barcelona Activa
Ajuntament de Barcelona