

# International Game Developers Association

## IGDA AFFILIATION OVERVIEW

19 February 2021



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### Non-Profit Supporting Game Developers

The International Game Developers Association (IGDA) is the largest non-profit membership organization in the world serving all individuals who create games. The mission of the IGDA is to support and empower game developers around the world in achieving fulfilling and sustainable careers.

As an international organization, the IGDA is a U.S.-based 501(c)6 non-profit professional association and a global network of collaborative projects and communities of individuals from all fields of game development - including programmers and producers, designers and artists, as well as writers, business people, QA team members, localization experts, and everyone else who participates in any way in the game development process. The IGDA brings together developers at key industry conferences, and in over 150 Chapters and Special Interest Groups (SIGs), to improve their lives and their craft.

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## Studio Affiliates and the IGDA

IGDA works together with its affiliates on many projects and initiatives, as well as welcomes studio affiliate employees who are supported as integral part of the IGDA membership and leadership teams.

### Promotion of Affiliate by the IGDA

As a valued affiliate of the IGDA, the Executive Director of the IGDA works personally with affiliates to promote their events, sales, and releases among IGDA channels, including:

- Event Emails – 30k developers
- Social Media – 40k-75k developers
- Spotlight Articles – 30k developers
- Twitch Livestreams / YouTube Webinars – 2.5k+ subscribers
- Games Media
- And more!

### IGDA Events of Value

The IGDA and its Chapters and Special Interest Groups host many events which are directly and indirectly beneficial to affiliates. Some of these events help train and educate developers, while others promote the affiliate's work.

- IGDA educational events, such as the IGDA Leadership Summit, [Game Accessibility Conference](#), [Game Development Crisis Conference](#), and [Game Research & User Experience Conference](#)
- [IGDA local chapter events](#) educating local developers
- IGDA events promoting its partners and affiliates, such as the [IGDA Indies Showcase](#) and [IGDA Annual General Meeting](#)
- IGDA mentoring and recruiting events such as [IGDA Mentor Cafés](#) and the [IGDA eJam](#), a virtual game jam for students.

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## Affiliate Employees within the IGDA

Employees of IGDA affiliates receive IGDA Membership, which provides countless benefits assisting career growth and quality of life, from networking opportunities, mentorship, and communities to mental health resources and harassment support.

### **Community**

The IGDA offers over 150 Chapters and Special Interest groups to engage employees in disciplines, affinity groups, and their local communities. These communities offer a space for developers

### **Knowledge**

The IGDA hosts a wealth of resources both within its Resource Library and among its community groups. These resources include studies, white papers, post mortems, talks, and other materials that empower developers to further advance their careers and better pursue their roles.

### **Growth**

There are also countless opportunities for growth and leadership provided to members within the IGDA, from volunteering at GDC to leadership of Chapters and Special Interest Groups and even the IGDA international Board of Directors.

## Showing Your Support

Give back to the game development community by supporting the resources and communities that empower both your employees and game developers around the world.

IGDA Studio Affiliates help the IGDA and game developers everywhere with their support, and their employees recognize the benefits of

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## Website, Email, and Social Reach



The IGDA has an expansive and engaged network of game developers. Not only does this reach extend across the IGDA.org website, email lists, and social media platforms, but also across the social media networks of IGDA groups, such as its Chapters and Special Interest Groups. These groups have hundreds of these social media accounts in addition to the main social media accounts and frequently share posts from IGDA's main accounts within them.

### IGDA Insider

The IGDA emails a weekly newsletter, called the IGDA Insider, to its more than 29K subscribers. This letter has an impressive 33% open rate and is ideal for providing information to a wide range of developers.

### New Website

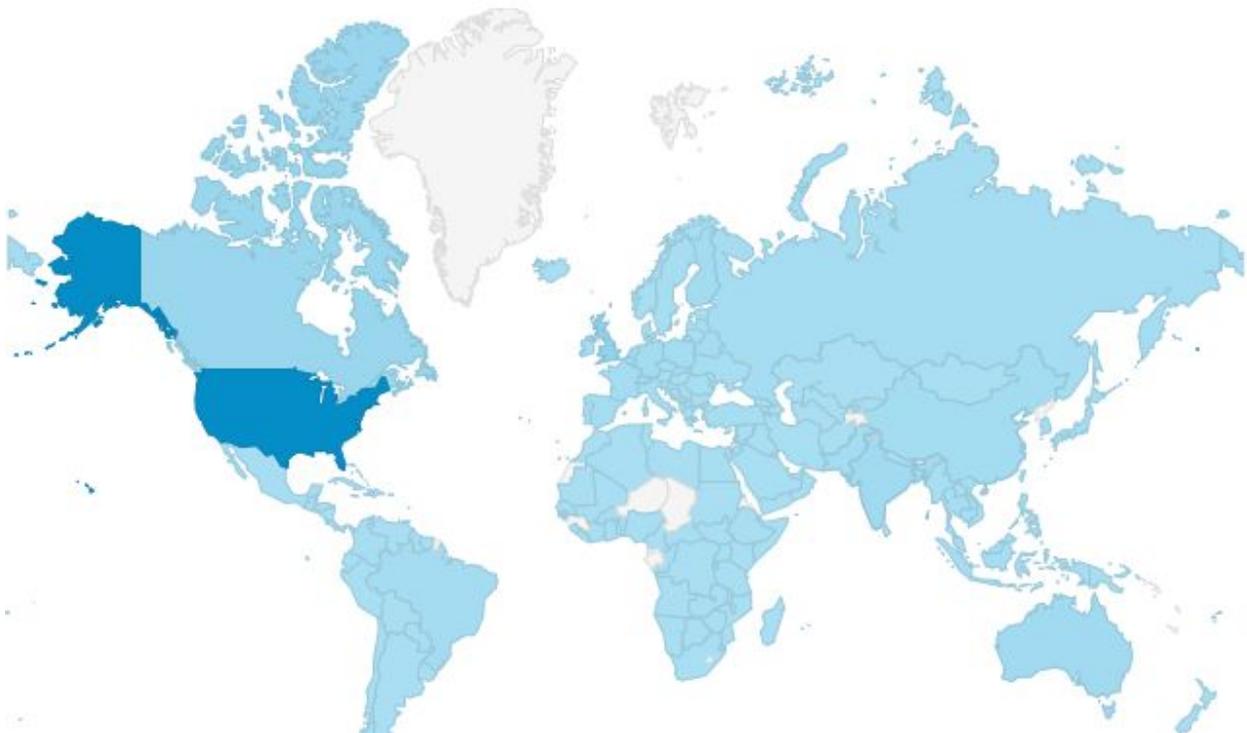
The IGDA launched its new website at the end of November 2019. This site has vast improvements for featuring of content, navigability, and mobile formatting. We have seen an increase in web traffic with this launch and expect to see a growth rate of approximately 10% per quarter. The IGDA website saw 26,306 views in August 2020.

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## Demographics

The IGDA has a truly global reach among its website and newsletter recipients.

Below is the regional demographics for IGDA's website traffic.



- 48% United States
- 7% United Kingdom
- 5% Canada
- 3% Australia
- 2% India
- 2% Germany
- 2% Finland
- 2% China

The following demographics are from the IGDA's Developer Satisfaction Survey 2017, which is sent to developers across all of IGDA's channels. The responses characterize IGDA's most engaged members.

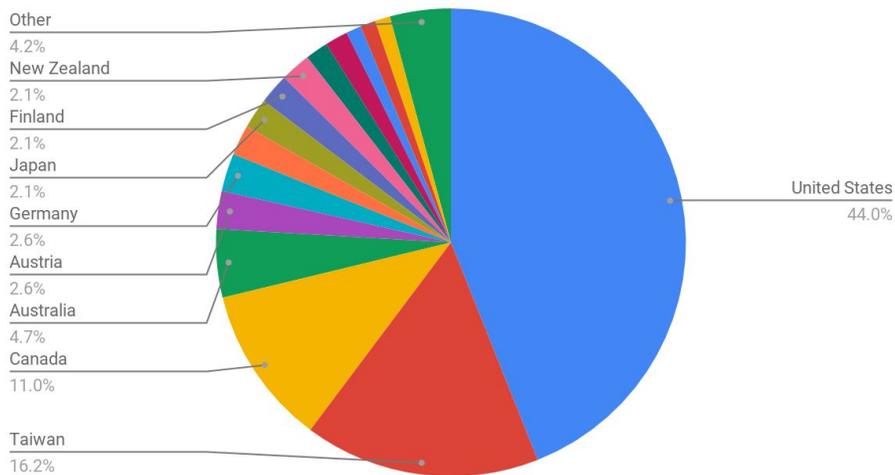
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## Race / Ethnicity / Ancestry

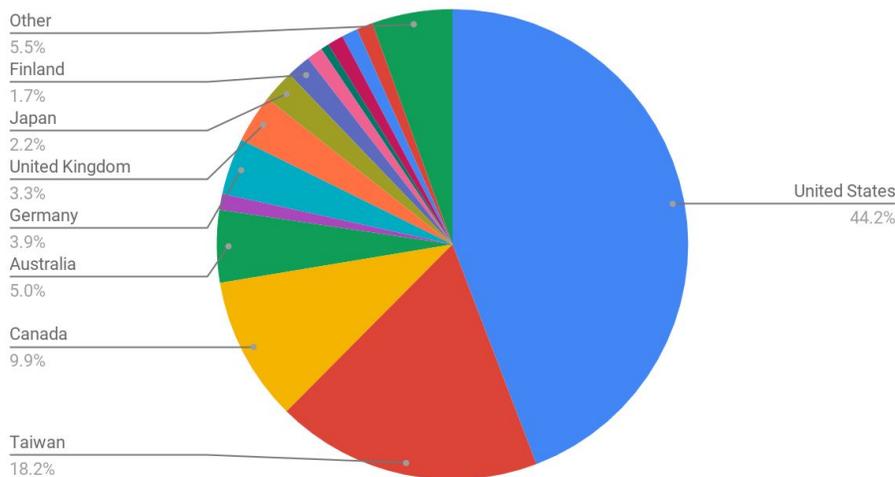
- 61% White / Caucasian
- 18% East / South East Asian
- 5% Hispanic or Latino
- 3% Pacific Islander
- 2% Arabian or West Asian
- 2% Aboriginal or Indigenous Peoples
- 1% Black / African

## Country Representation

### Country of Work



### Country of Origin



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## Gender

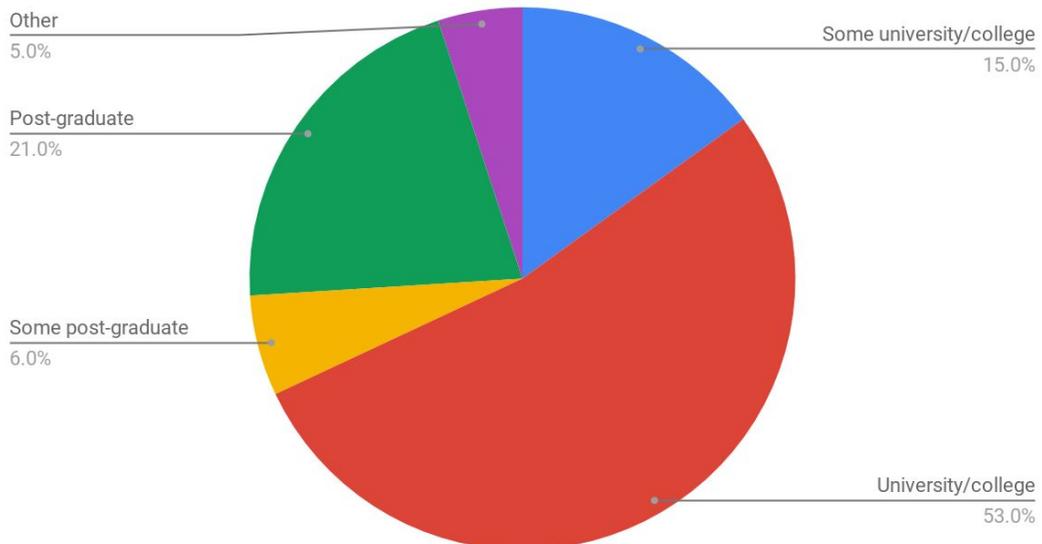
- 74% Male
- 21% Female
- 5% Other

## Job Role

- 27% Programming / Software Engineering
- 16% Game Designer
- 11% Producer or Project Manager
- 9% Senior Management
- 5% Artist

## Highest Education Attained

### Education



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## Affiliate Advertising Opportunities and Benefits

IGDA Studio Affiliates show their support of individual developers in their wellbeing and career growth with their membership. Developers of the affiliate studios receive all of the IGDA individual membership benefits, including a digital membership card

Studios also receive additional benefits as a studio member, including exposure and promotion to IGDA's large network of game industry contracts, as well as increased brand awareness and exposure through the IGDA website, email blasts, and inclusions in the IGDA Insider. Additionally, affiliates can access the IGDA Career Center to help grow their teams.

### Benefits

- Promotion on IGDA's social media channels
- Event discounts, including:
  - 10% off GDC passes
  - US\$500 off Gamescom
  - 10% off DICE passes
  - Over \$4,000 in other event discounts
- Thousands of dollars in hardware and software discounts
- IGDA Career Center
  - Free job postings
  - Quarterly featured job placement
- Connection with the IGDA's over 150 local chapters and special interest groups
  - Connect with target developer groups
  - Host local events
- Access to the IGDA's Expert Resource Library
- Logo and link listed on the IGDA Affiliates page
- First access to industry information and sponsorship opportunities

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## IGDA Insider Inclusion

The IGDA Insider reaches over 28,700 developers and has an amazing open rate of 29.65%, ensuring that 8,500 developers will read your message. IGDA Insider inclusions are free for Partners and Affiliates.

## Direct Mailing

Send emails blasts to IGDA's over 30,000 subscribed developers.

## Social Media Promotion

With nearly 100,000 social media followers on various platforms and a highly engaged set of social media sub-communities, IGDA's social media has a far reach. Social media promotion is free of charge for Partners and Affiliates.

## Custom Articles and Coverage

The IGDA works with its Affiliates to provide support to help them reach their goals, including custom marketing and communications support. This extends from writing and publishing custom articles to assisting with event planning with Chapters and Special Interest Groups to providing prizes, speakers, and other support for affiliate events.

## Career Center Job Postings

The IGDA Career Center offers a variety of job postings with additions ranging from featured job listings to emails about the job opportunities directly to game developers. The Career Center listings average over 15,000 job exposures and 650 job views every month. Career postings are free for IGDA Partners and Affiliates.

## Sponsorships

The IGDA hosts and participates in many events throughout the year, with GDC featuring the largest number of events and sponsorship opportunities.

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## IGDA Member Benefits

IGDA Studio Affiliates receive IGDA membership for all of their employees. IGDA Members enjoy exclusive discounts on software and events, access to a global network of peers, and a wealth of knowledge and resources to boost their careers and improve their professional lives:

**Knowledge:** Access the IGDA Expert Resource Library, Special Interest Groups, and countless other resources to advance your career.

**Community:** Connect with the largest network of game industry professionals, from peers to mentors, including in our Global Mentorship Program.

**Advocacy:** Ensure your voice is heard by governments, games studios, and companies around the world.

**Discounts:** Access thousands of dollars in savings on conferences, software, and more.

**Support:** Give back to the game development community by supporting the resources and communities that empower all of us.

### Access Knowledge

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IGDA members join together to share knowledge, advance the state of the art, and support one another.

- Access all documents in the **IGDA Resource Library**, from white papers to research studies
- Attend **IGDA webinars** for free and enjoy **discounts** to talks at major game industry conferences
- Consult with subject matter experts in **Special Interest Groups** and exclusive AMAs
- Access NPD summaries for free and get a massive discount on full reports to inform your business decisions
- Share YOUR expertise with speaking and exhibition opportunities at **IGDA and partner-sponsored student events**

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## Boost Your Career

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Our career development resources will keep you on the cutting edge and give you the boost you need to get the career opportunities you desire and succeed in them.

- Find a mentor in the [IGDA Global Mentorship Program](#) and get advice about your career
- Promote your game in the [IGDA Game Showcase](#) to 30,000+ other game developers
- Get valuable resume experience as an IGDA Volunteer or Chapter or SIG leader
- Get early access to job postings, game industry specific career resources, and free career coaching in the [IGDA Career Center](#)

## Connect with Peers

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The IGDA is the largest group of professional game development professionals in the world.

- Join one of our 100+ [IGDA Local Chapters](#) and 35+ [Special Interest Groups](#)
- Connect with other developers at IGDA meet-ups, game jams, career nights, and other events
- Join the [IGDA Discord](#) and other online communities, from Chapter's Facebooks to SIG's Slacks
- Network virtually via webinars, game jams, online networking sessions, and more

## Have a Voice

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By joining together through the IGDA, thousands of game developers like you are speaking out and making a difference.

- Motivate government action and hold companies liable for the treatment of game developers
- Vote in local Chapter and global IGDA elections and make your voice heard
- Participate in annual surveys to share your experiences, your career, and your thoughts on our industry
- Join a Special Interest Group to stay informed and take action on key issues affecting you and game developers around the world

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## Save Money

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Enjoy significant savings on software, books, events, and other valuable professional resources.

- Save 70% on reports from NPD
- Save on all Dell desktops, notebooks, servers, electronics, and accessories with a discount on top of current promotions
- Save 10%–75% on passes to major industry events including GDC, DICE, Casual Connect etc
- Save 10% on the GDC Vault, a trove of over twenty years of videos, talks, and slides given at the worldwide Game Developers Conferences
- Save 10% on tuition at DeVry
- Get a special rate on OFX International Money Transfers and vastly save over normal bank transfer fees
- Hundreds of discounts and cashback opportunities on travel, auto, entertainment, and more through BenefitHub
- Save on Loot Crate subscriptions, General Assembly Workshops, and much more!

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## Contacts

### Affiliate and Partner Enquiries

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