

Game On: Take your studio to the next level in Wales



Cymru Greadigol
Creative Wales

CREATIVE
WELSH

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**This is Wales. We're
a country shaped by
its people, inspired
by its places and alive
with talent.**

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Welcome to Wales, or as we say, ‘Croeso i Gymru!’

Wales is a small but mighty Celtic nation shaped by its people, inspired by its landscape, and alive with talent. We’re also fiercely proud of our Welsh culture and language.

The creative industries are of huge importance to Wales, and in recent years we’ve seen the Games industry go from strength to strength. We want to build on that success and do all we can to help the sector to grow, thrive and meet its global potential.

Wales is a place where our businesses – and those that support them – are interlinked, driving forward new ideas. A nation where industry, academia and the Welsh Government work together to make things happen.

Our specialist business support can help finance your next move, connect you to other experienced people, and help you to find the right commercial property that meets your needs.

These qualities have recently attracted major players like Rocket Science Group to Wales, and global companies like Ubisoft to collaborate with a Welsh indie studio on their world-famous Assassin’s Creed brand. Meanwhile, our homegrown studios are creating global successes, like the gothic horror title Sker Ritual.

We’re also well-connected to the rest of the UK, making Wales a great place to live and work. We’re the first country in the world to have the rights of future generations protected by law, that’s because we want to leave Wales – and the world – a better place.

The wealth of accommodation, food and drink, and our arts and culture also mean that when you choose to invest in Wales, you’ll enjoy an enriching and memorable experience.

I encourage you to explore everything Wales has to offer, and we look forward to extending a warm, Welsh welcome to you very soon.



The Right Hon Eluned Morgan,
First Minister of Wales.



Llywodraeth Cymru
Welsh Government

Wales held the key for the future of Rocket Science.

From the moment I met the Creative Wales team at the Game Developers Conference in San Francisco, I knew Wales held the key for the future of Rocket Science.

As a proud Welsh native who moved to the US to pursue a career in games some years ago, I couldn't have dreamed that I'd be back in Cardiff, the nation's capital, setting up my company's European HQ there, and employing 50+ people.

What struck me from the outset was the team's willingness to help. They understood our requirements as a commercial business owner, listened to my concerns and were proactive at every turn – introducing us to key decision makers, facilitating introductions and supporting us with marketing and publicity.

But what can Wales offer you? It's a small but ambitious nation, and that is also its super power! As the world constantly becomes more and more connected, companies need to rely more heavily on economically viable global solutions in order not just to grow, but also maintain and sustain. Not only is Wales a perfect solution, it's also an incredibly viable and willing one. Combine that with Wales being a country that is proud of its breathtaking scenery, historic castles, bustling cities, vibrant music scene and, of course, its sport and it really is a compelling and exciting choice.

It's no surprise that the passionate fans of a modest regional club like Wrexham FC caught the attention of Hollywood and the US as a whole, bringing a culture and community that the world wanted to share and be part of.

One thing can be sure, when you invest in Wales, you're opening the door to so much more. I encourage you to contact the team to find out how they can help you to level up your games company.



Tom Daniel,
Co-Founder and CEO, Rocket Science Group





WHERE IS WALES?

Wales is a country that forms part of the United Kingdom of Great Britain and Northern Ireland, situated in the northwestern part of the continent of Europe. We're located on an island called Great Britain, which we share with Scotland and England.

Wales has its own devolved government and its own parliament (the Senedd), although some political decisions are still made by the UK Government, like matters of crime and policing, defence, and foreign affairs.

There are seven cities in Wales.

Cardiff (Caerdydd in Welsh) – the capital city of Wales – has a population of around 363,000 and is located on the Southeast coast.

To the east lies **Newport** (Casnewydd) and to the west is **Swansea** (Abertawe). **Bangor** – on the Menai Strait – overlooks the island of Anglesey, in Northwest Wales. **St Davids** in Pembrokeshire has a population of under 2000 and is the smallest city in the UK, and **St Asaph**, in Northeast Wales, is the second smallest city in the UK. **Wrexham** is our youngest city, having been awarded city status in 2022.

FACT CARD

Official languages:

Welsh (Cymraeg) and English – Wales is a bilingual country.

Population:

3.1 million people
(4.6% of the UK population)

Size:

8,023 sq miles (20,779 sq km)

Time zone:

Greenwich Mean Time (GMT)

Currency:

£ Pound Sterling

National day:

St David's Day
(1 March)

National anthem:

Hen Wlad Fy Nhadau
(Land of my Fathers)

Highest mountain:

Yr Wyddfa (Snowdon)
1,085m (3,560ft)

Climate:

Wales' weather is mild and variable, with average temperatures of around 20°C (68°F) in summer, and 6°C (43°F) in the winter months.

National Parks:

Wales has three National Parks, which cover 20% of the country's land mass, and five Areas of Outstanding Natural Beauty.

Did you know?

Wales is also one of a few countries in the world to have a continuous coastal footpath stretching its entire length of coastline. Known as Wales Coast Path, it is 1,400km long.

Can you say the longest place name in Wales?

Llanfairpwllgwyngyllgogerychwyrndrobwllllantysiliogogoch

Swansea

THIS IS GAMES.
THIS IS WALES.



Wales has a growing reputation as a place where creative studios can find the space, talent and support to do their best work.

Supported by a close-knit creative scene, and with access to new talent, Wales provides room to grow without the high costs or pressures of bigger cities.



Whether you're setting up a satellite office or planting roots for the long term, Wales offers a welcoming environment where creativity and business can thrive side by side.

Straightforward rail and road links provide easy routes to other UK creative hubs, with London less than 2 hours from Cardiff, while Liverpool and Manchester are just 1 hour by car from Wrexham.

Wales is home to more castles per square mile than anywhere else in Europe, 427 in total with some dating as far back as the 11th century right through to 18th century medieval architecture.

For game studios and creatives, these castles aren't just landmarks they are living assets for storytelling, world-building, fantasy design, immersive experiences, and virtual production.

Whether you're crafting epic RPGs, scanning environments for realistic textures, or developing transmedia IP rooted in myth and legend, Wales offers a backdrop like no other.

Did you know?

Many well-loved TV shows were made in Wales, including House of the Dragon, Doctor Who, Sex Education and His Dark Materials.

Fans of Harry Potter regularly visit the Pembrokeshire coastline to pay a visit to the gravesite of Dobby, the very same beach that hosted the iconic battle scene in Ridley Scott's Robin Hood.

The Bat-cave in The Dark Knight Rises is located in Henrhyd Falls in the Brecon Beacons and the climax of Brad Pitt's World War Z was filmed in Blaenau Ffestiniog, North Wales.

Did you know?

Cardiff is less than 2 hours from London by rail.

Wrexham is just 1 hour from Liverpool and Manchester by road.

Cardiff Airport is just 12 miles from the city centre and offers daily flights to Amsterdam Schiphol Airport, providing connections to 269 destinations across 83 countries worldwide.

From Spring 2026, Cardiff Airport will be operating four direct flights to Toronto per week, while London Heathrow airport is just over 2 hours away from the Welsh capital.

A person with long blonde hair, wearing a black long-sleeved top and black leggings, is walking away from the camera on a narrow, stone-paved path. The path is situated on a grassy cliffside that overlooks a vast body of water. The sky is filled with soft, golden light from a setting or rising sun, creating a warm, atmospheric glow. The foreground is dominated by out-of-focus purple and pink flowers, likely heather, which adds a sense of depth and natural beauty to the scene.

WHY WALES?

**What makes Wales such a great choice
for your next Games venture**



Thriving games ecosystem

We are passionate about growing the Games industry in Wales and have a proven track record in supporting companies based here to find global success.

From Wales Interactive, the Welsh studio behind global smash hit, Sker Ritual through to Sugar Creative, the developers behind Ubisoft's learning through play app, Medieval Baghdad, our games companies are flying.

We are also proud home to US Games company Rocket Science, who chose Cardiff as the location for its European HQ.

Following financial and practical support from the Welsh Government and Creative Wales, Rocket Science brought its brilliant back-end expert engineering co-development skills here to Wales.

Hands on business support

We take pride in each business we support, and we want to see them all succeed. We maintain strong personal relationships with each of our businesses and share every opportunity available to help them on their way to achieving their goals.

Breathing space and work-life balance

Wales doesn't only have homegrown talent, it attracts talent, and one of the main reasons is the quality of life.

While the last five years changed the world, it also changed the way we work bringing with it more flexibility than ever for when it comes to working from home or the office. Wales' more balanced pace of life is ideal for entrepreneurs and families looking for breathing space. Surrounded by National Parks, coastal walks and areas of outstanding natural beauty on your doorstep, it's so easy to swap screen time for green time.

Affordable and family friendly

You will also find your money can go further in Wales, with house prices 30% lower than the UK average, and competitively priced commercial property. With a strong sense of community, excellent schools and a friendly vibe, Wales is ideal for raising a family while building a business.

Studio space

Co-working spaces can be found right across Wales. Tramshed Tech continues to grow, expanding from Cardiff to Newport and more recently Swansea. Offering spaces for start-ups in welcoming communities of likeminded individuals, it regularly hosts events for both members and non-members, with Barclays Eagle Lab providing business mentoring, accelerator programmes and many other support functions.

While we have the space for startups, we also have the infrastructure for global players. Wales has become one of Europe's most attractive destinations for data centre investment with its combination of strong data connectivity and proximity to London. The Vantage Data Centre operates its largest hyperscale data centre in Wales, while Microsoft has invested heavily in building a next-generation AI-enabled data centre in Newport.

Time zone benefits

Wales' timezone mean US companies based here benefit from extended business hours, helping to increase productivity and customer service.



DEVELOPING
GAMES TALENT



Developing talent

Our Universities in Wales recognise the continued growth in the Creatives Industries and are continually adapting and improving their offer to meet changing demands.

The University of South Wales (USW) stands out for game design, animation and VFX, with graduates contributing to world-renowned titles.

Cardiff, Swansea, Wrexham, Cardiff Met and University Wales Trinity St David all offer specialist courses in computing, digital arts and immersive tech – creating a vibrant academic network powering Wales' growing games industry.

Welsh colleges meanwhile provide a strong foundation for creative and technical talent, offering practical courses in game development, digital media, computing and eSports and producing a steady flow of talented graduates ready to join the workforce.

With a pipeline of amazing talent, targeted support through our Creative Skills Fund, and strong relationships with our universities in North and South Wales who are helping to train the developers of the future, we also have the people and talent who can help to make your business a success, and have a close eye on the skills that will be needed in the future.

Did you know?

Wales is home to: 9 Universities, many of which offer games degrees, including the University of South Wales, Aberystwyth University and Wrexham University (Glyndŵr).

A close-up, high-contrast photograph of a character's face, likely from a video game. The character has pale, almost white skin and striking, glowing orange eyes. The lighting is dramatic, highlighting the contours of the face and the texture of the skin. The background is dark and out of focus.

WELSH GOVERNMENT SUPPORT

From prototype to global launch – we're with you all the way

From helping you to find the right studio or co-working space, to linking you up with local universities and colleges, connecting you with our thriving Games hub and guiding you to apply for Welsh Government financial support, we can help make your potential move to Wales as smooth as possible.

Funding

We are focussed on providing funding offers that help games companies to achieve commercial success. The Welsh Government – via Creative Wales - offers dedicated funding and a bespoke support package designed to promote the growth of Wales as a great destination to do business and produce world-class content.

We can offer support for capital investment and aid for job creation through discretionary financial support. In addition, our Production Fund supports both indigenous and international games companies looking to develop productions intended for international audiences.

Other recent funding opportunities have included:

Development: studios registered in Wales have accessed up to £50,000 in non-repayable grant funding. Projects typically last 12 months, enabling studios to allocate resources and hire freelancers to produce a short playable demo and a high-quality pitch deck.

Scale up: this is the next step, providing up to £150,000 support to game studios registered in Wales to present to investors and publishers to seek for full production.

Production: production funding can provide up to £500,000 support and is not restricted to businesses registered in Wales. The amount awarded is based on a ratio of Welsh spend. For example; every £12 spent in Wales results in £1 from Creative Wales.

We prioritise companies and projects that are going to have a long term, positive economic impact in Wales. This includes supporting companies that implement the latest sustainable practices and support the wellbeing of their people.

Trade Missions

We are proud of taking our brightest and best overseas on supported trade missions, providing an opportunity for them to network with industry players, attend the best trade shows in the sector, and build long term relationships with other studios and stakeholders.

We are regular visitors to GDC, the largest and longest running game development event in the world, attracting up to 300,000 attendees each year. Our Creative Wales pavilion takes centre stage in the main hall beside major industry players like Meta, Tencent and Epic Games.

In 2025 we embarked on a new trade mission to Slush Helsinki, partnering with Games London and The Department for Business & Trade to help our games companies build new relationships and explore new opportunities.

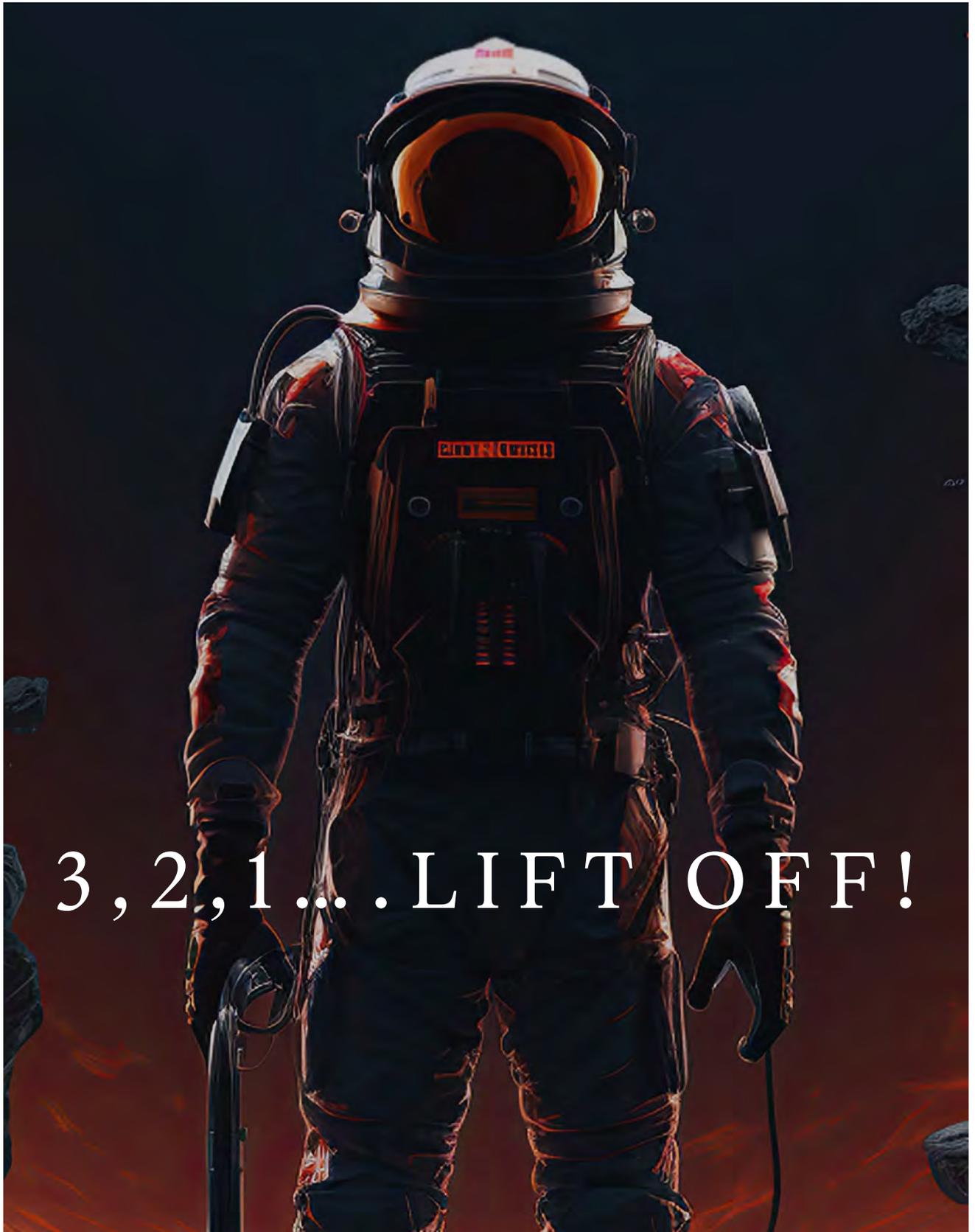
Our team are here to help

With extensive knowledge of the sector, our people can advise you on the best Welsh location for your business and provide hands on support to help you find the right, competitively priced studio space for your team.

We can also connect you to the right contacts at our universities and colleges and with specialist training providers such as Games Talent Wales and Media Academy Cymru.

Working together, we can help you to source the best local talent and use your expertise to influence and shape our future skills programme. Our Creative Wales Skills Fund can also support training shaped to deliver what the industry needs.

With a thriving creating sector right across Wales, we can also link you up with talented Welsh musicians and composers, our brilliant indigenous TV production companies, content creators, story tellers and digital innovators to help add some Welsh magic to your business.



3, 2, 1... LIFT OFF!

Case Study

Rocket Science Group

Following a period of growth and success, Rocket Science Group – a global leader in game co-development and multiplayer engineering – sought opportunities to expand its business into Europe.

The company, which also has bases in New York and Austin, took the decision to establish a UK base in Wales following an initial connection made between its Bridgend-born CEO Thomas Daniel, and members of the Creative Wales team during the Welsh Government’s trade mission to the Game Developers Conference in March 2022.

Securing support from the Welsh and with expert advice from the Creative Wales team, the Rocket Science European base was officially opened in Cardiff in August 2023, and with it the came the creation of attractive new roles for highly skilled developers.

Since its Cardiff launch, Rocket Science Group has gone on to respond to the needs of the market in several ways, diversifying the business further to launch additional services under three sub-brands: Terminal Velocity, Atomic Theory and Super Collider.

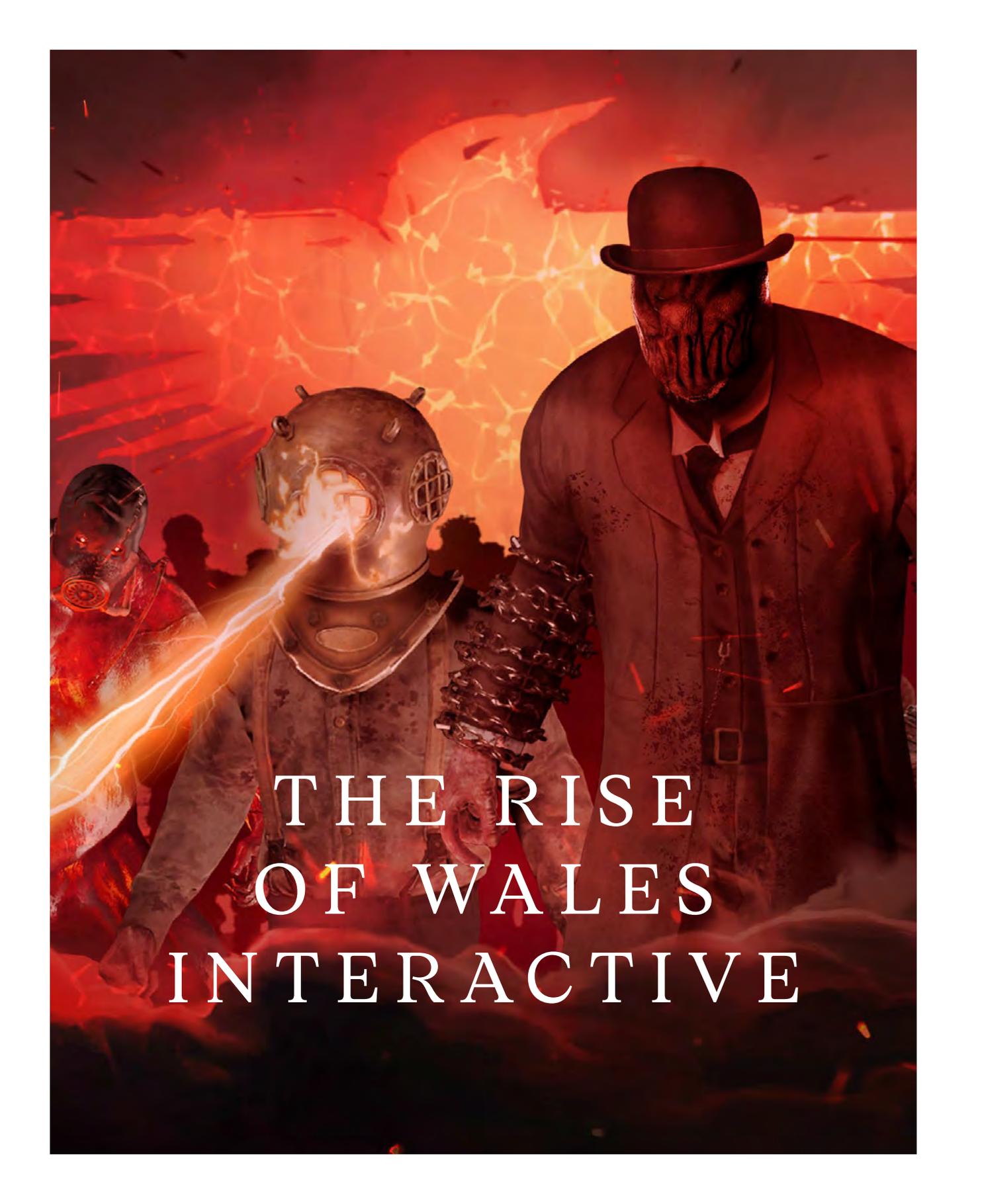
To date, the Rocket Science Group has employed some 50 people across its new location and is an important economic driver in Wales, even branching out with the launch of Space Rangers, a dedicated recruitment and talent service to resource the sector.

The company’s success demonstrates the power that comes from investment and the specialist support offered by our team.

The sky’s the limit!

Talk to the team about locating your games studio in Wales: creativewales@gov.wales





THE RISE
OF WALES
INTERACTIVE

Case Study

Creating a Steam chart success: Maid of Sker and Sker Ritual

Wales Interactive is a multi-award-winning indie video games and interactive movie developer, publisher and investor. As well as creating its own in-house titles, the company has evolved into a publishing label collaborating with some of the most talented game developers and film makers across the globe to help bring their original creations to gaming platforms. Its growing portfolio of titles including; Sker Ritual, Maid of Sker, Late Shift, Ten Dates, The Complex, Five Dates and The Bunker have been played by millions globally.

Its products are entertaining the world as well as putting Wales on the video games map. With over 30 years in the industry, they are truly part of the fabric of the Welsh games industry.

In 2020, supported by the Creative Europe Programme, Wales Interactive unveiled *Maid of Sker* across Steam, Xbox One and PlayStation 4. Set in 1898, this first-person survival horror transports players to a remote hotel steeped in a dark and grisly past. Inspired by the haunting tale of Elisabeth Williams, the game's standout feature lies in its seamless integration of Welsh language and folklore into the narrative. The launch proved a resounding success, surpassing one million downloads, such was the success it was later released on PS5, Xbox Series X and mobile) and earned them a prestigious TIGA Games Industry Award.

Building on the success of *Maid of Sker* and with support from Creative Wales' Production Funding, 2024 saw the release of *Sker Ritual* across all major platforms.



The game's highly anticipated release captured global attention, storming the charts, making Top 3 in the Steam Charts Top 5 on Xbox, and Top 10 on PlayStation, and putting Wales Interactive alongside some of the world's best known AAA titles. Generating a £10 million turnover, against a budget of £800,000, its success was truly impressive for a small Welsh indie.

Responding to the innovations in media and interactive story-telling, Wales Interactive has gone on to publish several new chapters of the story and even moved into interactive movies, where the viewer decides the direction of the narrative.

Discover more about Wales Interactive and download titles at walesinteractive.com

Production Funding is available for international games projects, find out more:
[Creative Wales Production Funding | Creative Wales](#)



DISCOVERY TOUR APP

A UBISOFT ORIGINAL

MEDIEVAL
BAGHDAD

Case Study

Ubisoft investing in Sugar Creative



Sugar Creative began its long-standing partnership with Creative Wales when with our support the studio joined forces with a consortium of partners and leading animation studio Aardman to create Wallace and Gromit: The Big Fix Up and Fix Up the City. An innovative AR experience for mobile, the app encompasses AAA production qualities, real world interactions, puzzles and a new way to enjoy the iconic duo's adventures.

Since then, Sugar has continued to build a diverse portfolio and added new talent to its team and creating exciting content. Projects include brand activation for Wrexham FC, themed educational resources for young learners, and web apps for major brands like Hyundai, Lexus and the BBC.

On a Creative-Wales led trade mission to the Game Developers Conference, Sugar caught the attention of Ubisoft and forged an important new working relationship that blossomed into opportunities that couldn't have been imagined just a few years earlier. Following that meeting Ubisoft commissioned this modest Welsh studio to create 878AD: Winchester Revealed to complement the Assassin's Creed Valhalla.

'PARTNERSHIP'

"Through the targeted support of Creative Wales and the Welsh Government we have been able to realise a truly international partnership. A partnership that delivers wonder with the creation of the Medieval Baghdad: Discovery Tour App."

- Jason Veal, Managing Director
Sugar Creative



More recently, Ubisoft approached Sugar once again to develop a free educational resource for their latest title, Assassin's Creed Mirage, a project that received support from the Creative Wales Development Fund.

Launched in 2025, Medieval Baghdad is a mobile app that draws on the rich and factually accurate world of 9th century Baghdad, taking users on an adventure of exploration and discovery-based learning, through codex and stunning 360° visuals.

An incredible example of how, with our support, ambitious and passionate small companies can achieve amazing things, when given a platform to reach new heights.

Download Medieval Baghdad in your app store now.

Live, work and play

Your stay in Wales will be unforgettable, for all the best reasons. We offer balance, a rich culture, fresh air and a chance to exhale during your down time.

The country is renowned for its vibrant arts scene, with numerous galleries and theatres, including the iconic Wales Millennium Centre in Cardiff and Venue Cymru in Llandudno, hosts of world-class performances.



Music enthusiasts can immerse themselves in the Welsh scene and enjoy our wealth of talented artists at one of our brilliant grassroots venues; while contemporary festivals like FOCUS Wales, Sŵn and Green Man always hit the right note!

Sports fans will find plenty to cheer about, from football matches at Wrexham FC's home ground, international rugby fixtures at the Principality Stadium, European ice hockey face-offs to thrilling coastal activities like surfing and sailing.

Whether you're attending a live concert, exploring art exhibitions, or catching an exciting game, Wales promises an unforgettable cultural and sporting adventure.

Get in touch

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