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MassDiGI Launches Comprehensive Massachusetts Digital and Video Game Industry Survey

July 23, 2012 - Worcester, MA - Just how big is the digital and video game industry cluster in Massachusetts? How many does the industry cluster employ? What is its impact on the economy? At what rate is it expanding?

The Massachusetts Digital Games Institute ([MassDiGI](#)), in cooperation with the [Massachusetts Technology Collaborative's Innovation Institute](#), is piloting a confidential survey to answer these questions and others.

The *MA Digital & Video Game Industry Cluster Census & Econometric Survey*, the first-ever effort to create a comprehensive portrait of the state's gaming sector, will be conducted in two parts with results to be released in September. The survey will be sent to hundreds of companies, institutions and individuals in the Commonwealth's burgeoning game industry cluster.

Part I, to be released on July 24, will seek basic location and employment figures from MA game development studios as well as indie game developers, freelancers, retailers, colleges & universities, interactive media, middleware & tools developers and other participants in the game industry ecosystem. Part II, to be released on August 14, will seek additional econometric data which will aid in the characterization of the industry cluster's health and vitality on a year over year basis.

The survey results will be critical in helping to understand aggregate workforce, business, education and technology trends while providing the statistical foundation for annual comparisons and ongoing efforts to attract talent, grow the sector and build alignment across industry, academia and government.

MassDiGI invites all members of the MA digital and video game industry ecosystem to participate in this confidential survey. To request a survey link, please visit www.massdigi.org or email [info\[at\]massdigi.org](mailto:info@massdigi.org).

Other interested industry clusters and jurisdictions are welcome to contact MassDiGI for access to this survey tool at no charge.

About the Massachusetts Digital Games Institute (Mass DiGI)

The Massachusetts Digital Games Institute (MassDiGI) is a statewide center, designated by the Commonwealth, for academic cooperation, economic development, and job creation across the

Massachusetts digital and video games cluster. Based at Becker College, MassDiGI is the result of innovative collaboration among academia, state government and industry, aimed at fostering the growth of the creative economy in Massachusetts. In addition, MassDiGI is a US Department of Commerce Economic Development Administration (EDA) University Center.

For more information about MassDiGI, visit www.massdigi.org, join us on [Facebook](#) or follow us on [Twitter](#).

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