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## [Eidos Wants the Games Industry to Be 'Taken Seriously!' - ELSPA Agrees](#)

*The renowned publisher reckons that the UK Government needs to do more for the games industry*

This final piece of news I'm posting today has something to do with [Eidos](#) (responsible for the [Tomb Raider](#) series) being backed up by the ELSPA that the UK Government needs to do more for the gaming industry. OK... more what? More funding of course. According to the report, Jane Cavanagh OBE, Chief Executive of Eidos, once said she believed that the games industry was "not being taken seriously" by the UK Government. The UK video and computer games industry counts around 22,000 employees and as a major contributor to UK PLC, its strengths of IP development, creative output and technological excellence meant the UK has been ranked number three in the world. It recently fell back to fourth behind Canada, the US and Japan as one of the world's creative development and publishing superpowers, continuing a trend for job export and overseas investment at the expense of British industry and jobs. According to the same report, at the same time, Eidos has announced the launch of its new Canadian studio in Montreal, creating 350 new jobs. Eidos has been given support to establish a studio in Quebec. "Quebec offers a 37.5 per cent contribution towards development salaries, which is a huge incentive," Cavanagh told games industry trade paper, MCV. "Over the years, people have tried lobby for this sort of funding in the UK - in line with the perks given to UK film studios - and the result has been pretty much nil. It seems that this industry is not being taken seriously: not only in terms of retaining talent, but for foreign companies to come in and create a pool of talent." ELSPA Director General Paul Jackson said: "Jane's comments reflect the very serious position the industry finds itself in. ELSPA has been engaging with the new Brown government on this issue via the DCMS and DEBRR. Our impression is that government understand that there is a serious problem here and we have been invited back to discuss the issue further. However we are wary that historically government has never really given us the support we require when compared with other industries in our sector. It is therefore up to this new administration to reverse the failings of the past and fully support the games industry at this difficult time." Eidos is well known for always putting up quality content, and so, don't be surprised if they're the only ones making themselves heard. If the UK Government is indeed touched by Eidos' and ELSPA's move... it's just great news for gamers in the UK.