



Established in 1985, the British Interactive Media Association (BIMA) is the trade association representing the diverse interests of the UK interactive industry.

BIMA is the industry association representing the interactive media and digital content sectors. It supports individuals and organisations which deliver high quality, creative and innovative, interactive media solutions.

Purpose

Mission Statement

Working to support the creative excellence and craftsmanship within digital media.

To represent the many different strands of the interactive media industry and, by support, education and encouragement, to maintain and raise the standards of excellence.

Our aims are to:

- Act as a portal between government, corporates and creative media
- Promote dialogue within the interactive media industry
- Recognise and reward creative excellence within all fields of the industry
- Encourage new creative talent to enter the industry
- Link groups of creatives throughout the UK
- Act on behalf of the industry for its customers
- Seek opportunities for funding to promote the interests of UK new media abroad
- Set up opportunities for training, networking and recruitment
- Set standards in industry; e.g. copyright issues, contractual matters, codes of conduct

Wide membership

With hundreds of organisations and individual members from all sectors of the market, BIMA provides a valuable way to keep up with developments in a fast-moving sector. BIMA provides access to market data and intelligence through links with government departments, professional bodies and holds regular talks and conferences on key industry issues

Local and Global

BIMA is dedicated to serving our membership in the UK and abroad. Locally, we are active in discussions with Government, leading industry players and other

partner associations. Globally, we represent and champion the UK multimedia industry.

BIMA is constantly expanding and redefining its activities to better represent the needs of its members. Please let us know what yours are by dropping an email to us here.

Membership Costs

At BIMA we're always trying to find new benefits for our members - these include an exciting set of partners who offer our members discounts across a wide range of events, services and products.

One more reason to join BIMA. Click here to [see the other benefits](#).

- **Freelance membership**

£40 + VAT per year

This category of membership is available to freelancers who wish to be part of the association but do not work as a full-time employees within companies. Freelancers are listed under their own name rather than their company's, and member services are only available to the named person. Freelance members enjoy all of the discounts on offer to members except submission to BIMA awards. This category pays full fees for any entries. Membership is not transferable. [\[join\]](#)

- **Student membership**

£30 + VAT per year

identical to the individual membership, with a £10 discount for full time students [\[join\]](#)

- **Institutional membership**

£320 + VAT per year

Institutional membership is open to educational institutions, government departments, trade associations and representative bodies and other public sector organisations. [\[join\]](#)

- **Associate corporate membership**

£320 + VAT per year

This level of membership is open to companies and partnerships with less than ten full-time staff and a turnover of less than £500,000 p.a in the last audited accounting period. It is also available to organisations which are purchasers of interactive media products and services, but who do not have an in-house development capability. Associate commercial members are entitled to submit one entry to the BIMA awards free of charge. [\[join\]](#)

- **Full corporate membership**

£690 + VAT per year

Full corporate membership is available to all organisations who consider

that a significant part of their business focuses on interactive media. It is also for companies providing products and services to the sector such as software houses, hardware suppliers, packagers and replicators, distributors, law firms, publishers, IT and telecoms. Full commercial members are entitled to submit two entries to the BIMA awards free of charge.[\[join\]](#)

- **Patron**
£TBA + VAT per year

This category of membership is designed to encourage major companies and institutions to become members of the association. It is ideally suited to organisations with offices in various locations and/or companies with a number of divisions.

Patrons receive recognition as a major player in the digital media sector and are given the opportunity to help contribute to national debate on key issues.

In addition to extended membership benefits, including a page on the BIMA website and a logo on the BIMA letterhead. Patrons have one BIMA Award category named after their company, and receive substantial branding and publicity in association with the Awards.

They also receive one free table at the BIMA Awards ceremony.



The [World Wide Web Consortium](#) (W3C) is an international consortium where Member organizations, a full-time staff, and the public work together to develop Web standards. W3C's mission is:

To lead the World Wide Web to its full potential by developing protocols and guidelines that ensure long-term growth for the Web.

The World Wide Web Consortium (W3C) develops interoperable technologies (specifications, guidelines, software, and tools) to lead the Web to its full potential. W3C is a forum for information, commerce, communication, and collective understanding.

W3C primarily pursues its mission through the creation of Web standards and guidelines. Since 1994, W3C has published more than 110 such standards, called [W3C Recommendations](#). W3C also engages in education and outreach, develops software, and serves as an open forum for discussion about the Web. In order for the Web to reach its full potential, the most fundamental Web technologies must be compatible with one another and allow any hardware and software

used to access the Web to work together. W3C refers to this goal as “Web interoperability.” By publishing open (non-proprietary) standards for Web languages and protocols, W3C seeks to avoid market fragmentation and thus Web fragmentation.



PRS for Music is home to the world's best music writers, composers and publishers. Formed as The MCPS-PRS Alliance in 1997 with the *PRS for Music* brand adopted in 2009, the organisation brings together two royalty collection societies; MCPS and PRS. We exist to collect and pay royalties to our members when their music is exploited in one of a number of ways – when it is recorded onto any format and distributed to the public, performed or played in public, broadcast or made publicly available online.

PRS for Music is one of the world's most efficient combined rights collecting operations. Offering its members more money, more often, at less cost and its customers the most efficient means by which they can use music.

Where does the money come from?

Money is due to *PRS for Music* for any public performance of music, whether live or recorded, and from radio and television broadcasts and online.

MCPS generates money through licence fees from the recording of our members' music on many different formats, including CDs and DVDs.

Where does the money go?

PRS for Music and MCPS pay money collected to their writer, composer and music publisher members. Both organisations are 'not for profit' and only deduct a small administration/commission fee to cover operating costs.

To find out more about us visit the [Essential information](#) section.

If its contact details you need visit [Contact Us](#).

If you're a member of the press visit the [Press](#) section for our latest press releases.



ELSPA (the Entertainment & Leisure Software Publishers Association) was founded in 1989 to establish a specific and collective identity for the British computer and video games industry.

Since then, the membership has steadily grown from 12 to nearly 60 companies, including almost all the major companies concerned with the publishing and distribution of interactive leisure and entertainment software in the UK. ELSPA works to protect, promote and provide for the interests of all its members, as well as addressing issues that affect the industry as a whole through:

- Industry Promotion
- Sales Charts & reports
- Conferences & Seminars
- IP Crime enforcement
- Reviewing proposed Legislation
- Content ratings
- Research reports
- Careers promotion

What ELPSA does

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The IGDA is dedicated to improving developers' careers and lives through:

Community

Professional Development

Advocacy

The International Game Developers Association is the largest non-profit membership organization serving individuals that create video games. The following elements constitute the identity of the IGDA:

Mission

To advance the careers and enhance the lives of game developers by connecting members with their peers, promoting professional development, and advocating on issues that affect the developer community.

Core Values

These [core values](#) are the IGDA's essential and enduring tenets. They are timeless guiding principles that require no external justification; they have *intrinsic* value and importance to the IGDA and its members.

- Community
- Professionalism
- Expression
- Innovation
- Impact
- Leadership
- Fun



About ESRB

The Entertainment Software Rating Board (ESRB) is a non-profit, self-regulatory body established in 1994 by the Entertainment Software Association ([ESA](#)). ESRB assigns computer and video game content ratings, enforces industry-adopted advertising guidelines and helps ensure responsible online privacy practices for the interactive entertainment software industry.

Mission

To empower consumers, especially parents, with the ability to make informed decisions about the computer and video games they choose for their families through the assignment of age and content ratings, and to hold the computer and video game industry accountable for responsible marketing practices.

Philosophy

After consulting a wide range of child development and academic experts, analyzing other rating systems and, most importantly, listening to parents, ESRB found that what consumers really wanted in a video game rating system was both age-based rating categories as well as concise, impartial information about what type of content is in the game. Parents felt strongly that a rating system should inform and suggest, not prohibit.

With this philosophy in mind, the ESRB created and implemented the first two-part rating system, which includes both a rating category to suggest age-appropriateness, as well as content descriptors to indicate what content may have triggered the rating and/or may be of interest or concern to the consumer. The result is a rating system that is universally adopted by the industry, supported by retailers and is consistently described by parents and opinion leaders as the best entertainment rating system in the US.