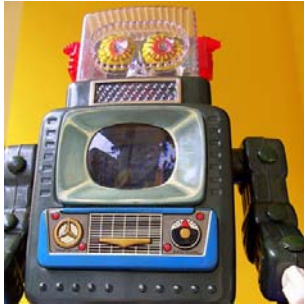


TOYS, GAMES AND GAMBLING INDUSTRY GUIDE

Updated 31st January 2012



Directories

API Association of Play Industries Directory 2010/11 (Association of Play Industries, 2010) [BUS DIR 796.0680284]

API is a trade body within the outdoor and indoor play equipment industry. This directory contains details of the products and services offered by its members.

BPA Yearbook 2011-2012 (Baby Products Association, 2011) [BUS DIR 649.122029441]

A directory of firms offering baby products, including toys. Also includes service providers to the industry and a list of relevant standards and laws.

Guide to the Licensing World (D.J. Publishing Ltd., 2011) [BUS DIR 346.048]

Worldwide directory covering character and media property merchandising. The main part is an alphabetical list of licence-owners and agencies, then licensee companies, and finally service providers to the sector, by country. There is a short list of other directories and magazines covering the market, and indexes of licensees by property and then product, and owners by property.

iGB Affiliate Directory (iGaming Business, 2011) [BUS DIR 658.872]

A directory specifically on affiliate marketing within the online gambling industry, with some brief discussion of current trends.

InterGame Yearbook (Intergame Ltd, 2011) [BUS DIR 338.4779527]

A directory focussing on the gambling game industry, with articles on industry news and trends. There is an international directory of goods and service providers, with an index by type of goods or service.

Licensing Source Book Europe (Max Publishing Ltd., 2011) [BUS DIR 346.4048]

This directory covers character and media property merchandising. It contains articles discussing current trends and recent developments, an alphabetical list of licensable properties, and directories of licensed product manufacturers and service providers to the sector. Despite the title, coverage is mainly UK-only.

Marketplace 2011/12 (iGaming Business, 2011) [BUS DIR 795.02854678]

This directory covers the online gambling industry. As well as listing online gambling companies, and suppliers of goods and services to the industry, it contains articles discussing trends, ranking lists of companies by online visits within geographical regions, and a list of host jurisdictions.

Nursery Industry Buyers Guide & Directory (Datateam Publishing, 2008) [BUS DIR 649.122]

General guide for baby products but does have a good section on toys for babies and infants, including toys by type, company details and brand names.

The Official BTHA Sourcebook and Guide to the Toy Fair (British Toy and Hobby Association, 2009) [BUS DIR 338.761688722025]

The only specialised directory for the UK toy and games industry as a whole. It doubles as a guide to the BTHA's annual trade show in London. Useful for chasing brand names and toy and game component makers. Lists manufacturers, products by type, trade names, suppliers, owners and licensors of merchandise rights, and testing laboratories.

Sourcebook 2011 (Intent Media, 2011) [BUS DIR 338.761794802541]

Directory of companies providing services to the computer games industry, including promotion, distribution, legal advice, testing, manufacturing and game development.

Business Advice Sources

Video Games Retailer - BOP364 (COBRA, 2011) [available onsite via electronic sources]

A detailed article on how to start and run a computer game shop, including information on necessary skills and talents, customers, competitors, market trends, promotion, start up costs, legal issues, and other sources of information and advice.

Toy Shop - BOP337 (COBRA, 2011) [available onsite via electronic sources]

A detailed article on how to start and run a toy shop, including information on necessary skills and talents, customers, competitors, market trends, promotion, start up costs, legal issues, and other sources of information and advice.

There are a number of other information sheets on COBRA for business ideas relevant to this Industry Guide, including:

Betting Shop - MBP095

Casino - MBP291

Children's Indoor Play Area - BOP007

Gaming Cafe - MPP 288

DVD and Video Game Hire - MBP198

Handmade Toy Maker - BOP009

Outdoor Play Equipment Retailer - MBP048

Toy Library - MBP245

Specialist Model Shop - MBP412

Video Game Artist - MBP155

So You've Invented a Board Game (Amherst Lodge, 2009), [available free from the public internet at <http://www.amherstlodge.com/games/reference/gameinvented.htm>]

A very useful free online article on evaluating, developing, marketing, and manufacturing or licensing a board game.

Break into the Game Industry by Ernest Adams (McGraw-Hill/Osbourne, 2003) [Small Business Help Section]

Primarily a book on how to get a job in an existing electronic game company, but includes a great deal of useful information on the industry as a whole.

Market Research & Statistics

Betting and Gaming (Key Note, 2011) [in alphabetical order in Key Note section, also available onsite via electronic sources]

A report on the British gambling industry. Information is included on general trends, market sizes, regional variations, major companies, consumer expenditure, behaviour and demography, recent developments, and brief details of other companies. A SWOT analysis and forecasts to 2015 are included.

Business Ratio Report: Betting and Gaming Industry (Key Note, 2011) [in alphabetical order in Key Note section, also available online via electronic sources]

Company profiles of companies in the gambling industry, including bookmakers, gaming clubs, casinos, bingo companies, football pools, and lottery operators, with league tables arranging them by various financial factors.

Business Ratio Report: the Computer and Video Games Industry (Key Note, 2011) [in alphabetical order in Key Note section, also available onsite via electronic sources]

Company profiles of over fifty companies in the computer game market, with league tables arranging them by various mainly financial factors.

The Future of Social Gaming (Business Insights, 2011) [available onsite via electronic sources]

A report on gaming on social networking websites. Includes discussions of market drivers, audience demographics, international variations, revenue generation models, major companies involved, and predictions for the future.

Giftware (Key Note, 2011) [in alphabetical order in Key Note section, also available onsite via electronic sources]

This report covers the whole giftware market, including toys and games, jewellery, ceramics and glassware, and leather goods. It includes current market trends, market values by sector, the number of companies and people employed in the industry, regional variations, distribution channels, legislation, trade associations, major companies, marketing activity, SWOT analysis, consumer behaviour, current issues, international aspects, and forecasts.

The Mobile Entertainment Industry Outlook (Business Insights, 2011) [available onsite via electronic sources]

A report covering the general mobile entertainment market worldwide, with sections on gambling and on other forms of gaming.

Product Sales and Trade Intermediate Estimates 2010, Division 32 Other Manufacturing (National Statistics, 2011) [available free from the public internet at <http://www.ons.gov.uk/ons/publications/reference-tables.html?edition=tcM%3A77-250919>]

A government report on the sales of various types product, including toys and games in the UK by value and by number of items. Also includes statistics for imports and exports to and from the European Union and the rest of the world. Available free online via any internet-connected computer.

Toys and Games – United Kingdom (Euromonitor International, 2011) [available onsite via electronic sources]

This report covers the market for toys and games in the UK, offering analysis of market size and sectors. It discusses general trends in the market, especially those related to European Union enlargement and legislation, and gives forecasts.

Toys and Games Retailing: Specialist Toy Retailers: Defence Against the Grocery Arts (Euromonitor International, 2011) [available onsite via electronic sources]

A worldwide report on toy retailing, concentrating on the threat to specialist toy stores from more aggressive non-food sales by supermarkets and internet retailers.

Traditional Toys and Games – United Kingdom (Euromonitor International, 2011) [available onsite via electronic sources]

This report covers the market for non-digital toys and games in the UK, offering analysis of market size and sectors. It describes current trends, and presents both market & sector forecasts.

UK Electricals Retailers 2011 (Verdict, 2011) [available onsite via electronic sources]

A report on the major UK electrical goods retailers, including some information on games and games consoles, and a profile of, among other stores, the games specialist Game.

Video Games – United Kingdom (Euromonitor International, 2011) [available onsite via electronic sources]

This report covers the market for video games in the UK, offering analysis of market size and sectors. It describes current trends, and presents both market & sector forecasts.

The Video Gaming Industry Outlook (Business Insights, 2011) [available onsite via electronic sources]

A report on the worldwide video gaming market. Sections cover general trends, value trends and pricing models, consoles, online gaming, mobile gaming, PC gaming, major companies, and predictions for the future.

The Future of Digital Gambling (Business Insights, 2010) [available onsite via electronic sources]

A report on the worldwide digital gambling industry. Sections deal with general trends, the strategies used by companies to achieve success, major companies, and predictions for the future.

The Future of Digital Home Entertainment (Business Insights, 2010) [available onsite via electronic sources]

A report on general digital entertainment in the home, including TV, music and games. A chapter on gaming discusses current trends and new product developments. Forecasts to 2013 are given for market sizes including geographical region and type of device. The report identifies six themes currently driving digital entertainment: convergence, portability, personalisation, simplification, differentiation, and specialisation.

Business Ratio Report: The Toy Industry (Key Note, 2010) [in alphabetical order in Key Note section, also available onsite via electronic sources]

Company profiles of over 200 companies in the toy market, with league tables arranging them by various mainly financial factors.

Toys & Games (Key Note, 2010) [in alphabetical order in Key Note section, also available onsite via electronic sources]

The report provides insight into recent developments in the market for toys and games. Information is included on market trends, market value by sector, industry background, competitor analysis, outside suppliers, marketing activity, SWOT analysis, consumer behaviour, current issues, the global market, UK market forecasts; company profiles and further sources of information.

Toys & Games: How Demographics and Income Shape Demand (Euromonitor, 2010) [available onsite via electronic sources]

An article on the worldwide industry, covering the effects on the market of changes in demographics, the relationships between number of children per family and spending in toys and games, the effects of income, and elderly people as a growing market.

UK Home Entertainment Retailing 2010 (Verdict, 2010) [available onsite via electronic sources]

A report on high street home entertainment retailing, covering music, video, and games. The report covers market sizes and general trends with detailed assessments of individual high street chains and well-known web retailers. The report argues that retail in this sector is set for almost inevitable decline as legal and illegal digital distribution become ubiquitous and supermarkets dominate the impulse market.

Betting Shops (Mintel, 2009) [in alphabetical order in Mintel section]

A report on on-street betting shops. Covers general trends, attitudes to betting and effects of demographic changes, competition from online gaming, market size and share, key companies, promotion, and consumer behaviour.

Childwise Monitor Special Report: Pre-School Children (Childwise, 2009) {BUS MKT 381.108330941}

This report covers the lifestyles of children aged under five, including information on media consumption, computer and internet use, use of mobile phones, pocket money, organised activities, and skills.

Gambling Review (Mintel, 2009) [in alphabetical order in Mintel section]

A report on different forms of gambling in the UK, covering general trends, competition with other types of leisure, different types of gambling, promotion, major companies, and the level of gambling among the population.

Gaming in the Interactive World (Mintel, 2009) [in alphabetical order in Mintel section]

A report on online computer gaming, covering current trends, competition with other leisure activities, market size and share, major companies, and consumer behaviour.

iPhone Generation (Mintel, 2009) [in alphabetical order in Mintel section]

A report covering general attitudes among British consumers to new technological devices, and the ways in which new devices are affecting lifestyles. The report includes a chapter on gaming, including information on games console ownership, and the methods people use of play games (consoles, PCs, online vs offline, mobile phones, other devices).

KGOY (Kids Growing Older, Younger) (Mintel 2009) [in alphabetical order in Mintel section]

A report on current social and marketing trends in the lifestyles of children aged 7-13. Specific sections include discussion of pocket money, mobile phone use, reading, TV, DVDs, music, computers and clothing.

Online and Interactive Gambling (Mintel, 2009) [in alphabetical order in Mintel section]

A report on the market for gambling via the internet, interactive digital TV and mobile services. Describes general trends, underlying web/mobile demographics, strengths and weaknesses, recent innovations, market size, market shares, major companies, public attitudes to individual brands, consumer behaviour, promotional methods, relationships to physical-world gambling activities, the effects of the recession, and public attitudes to gambling.

Poker (Mintel, 2009) [in alphabetical order in Mintel section]

A report on live and online poker, covering general trends, competition from other forms of gambling, market size and share, major companies, promotion, and consumer behaviour.

Toys and Games 2010: Trends, Developments and Prospects (Euromonitor, 2010) [available onsite via electronic sources]

A report on the global market, including information on types of toys, geographical variations, distribution channels, major companies, product development, and future trends.

UK Retail Futures 2013: Electricals (Verdict 2009) [available onsite via electronic sources]

A detailed report predicting the future development of the electrical market, in terms of value by subsector and individual company market share as well as more general trends, to 2013. Includes sections on games consoles and computer hardware.

Trade Magazines and Newsletters

Betting Business (Amusement Trades Publications, monthly) [(P) 306.482 -E(1)]

News magazine for the sports betting industry, covering business, regulation and politics.

Coinslot International (Clarion Events, fortnightly) [(P) 688.752 -E(1) (Science 2)]

A magazine for the coin-operated leisure machine industry, with a focus on gambling machines. Covers business, political and technological developments.

eGaming Review (Pageant Media, monthly) [(P) 338.4779502854678 -E(1)]

News magazine on electronic gaming with many themed issues. Mainly UK in coverage.

Gambling Insider (Players Publishing, thrice yearly) [(P) 338.4779505 - E(2)]

A news magazine on the general gambling industry, with short news stories, longer articles on business trends and legal issues, and some selected statistics.

iGaming Business (iGaming Business, bimonthly) [(P) 338.47795 -E(3)]

Magazine on international online gambling, with news and articles on regulation, technology and business developments. Some market information.

iGaming Business Affiliate (iGaming Business, bimonthly) [(P) 338.479505 - E(1)]

A magazine specifically for online gambling affiliate marketing, with news and how-to articles.

International Casino Review (Gaming Business Media, monthly) [(P) 338.47795 -E(1)]

Magazine for the casino industry, with news on construction, business, regulation and technology.

Toy News (MCV Media, monthly) [ZK.g.b.5700 (in storage, must be ordered via Integrated Catalogue)]

UK toy industry magazine with news, articles on issues, companies and toy types, and regular market information.

Toys 'N' Playthings (Lema Publishing, monthly) [(P) TQ13 – E(13) (Social Sciences)]

UK magazine for the toy industry includes new product and market news.

Internet Sources

Association for UK Interactive Entertainment

Association for the computer and video games industry. Includes details about the association, accreditation and age ratings. More detailed reports are available to purchase. Links to members' sites.

<http://ukie.info/>

Association of British Bookmakers

Association for brick-and-mortar betting shops in the UK. The website includes news reports and defences of the industry against criticisms.

<http://www.abb.uk.com>

BACTA

BACTA is the Trade Association for the pay-to-play leisure machine business in Great Britain, representing the interests of over 685 companies and 1,170 individuals. Free information on the website includes news and information on the safety-inspection of ride-on machines.

<http://www.bacta.org>

The Bingo Association

The organisation for bingo promoters in the UK. The site includes news and a calendar of events.

<http://www.bingo-association.co.uk>

The British Association for Early Childhood Education

Early Education, founded in 1923, is the British Association for Early Childhood Education. It is the leading national voluntary organisation for early year's practitioners and parents with members and branches across the UK. The website includes free news and information leaflets.

www.early-education.org.uk/

British Toy and Hobby Association

Site for the main trade body in the UK. Includes listing of members and their products. There is also a list of the main regulations concerning toy safety. The full text of information leaflets produced by the association on toy safety, advertising, toy guns and other issues is available. There is also information for toy inventors. Now includes information on the British Toy Fair industry show, which no longer has a separate site.

<http://www.btha.co.uk/>

British Toymakers Guild

The British Toymakers Guild represents around 150 makers of traditional hand-made toys. It has various factsheets on the different types of toys made and a member's directory that can be downloaded.

<http://www.toymakersguild.co.uk>

Casino Operators' Association

An organisation for independent casinos in the UK. The website includes a list of members and discussion of social issues and dispute resolution procedures.

<http://www.casinooperatorsassociation.org.uk>

Equitoy

Association of companies involved in toy importation and distribution in the UK. The website includes a list of members, a code of practice and information on legal safety requirements.

<http://www.equitoy.co.uk>

Gambling Commission

The official government organisation regulating gambling in the UK. The website contains a great deal of information on types of gambling, statistics on gambling in the UK, and the legal obligations on the industry. There is also a directory of companies and individuals holding licenses to operate gambling establishments and businesses.

<http://www.gamblingcommission.gov.uk>

Harrogate International Toy and Christmas Fair

Site for the other major UK trade fair for the toy industry also held each January. Includes details of exhibitors and their products. Useful for finding suppliers of the latest toys.

<http://www.harrogatefair.com>

National Association of Toy and Leisure Libraries

Information about organisations offering communal toy and game resources.

<http://www.natll.org.uk>

National Casino Industry Forum

A UK organisation for casinos. The website contains a directory of members, news, a calendar of events, a guide to casino games, positions on social issues, and information on careers in the industry.

<http://www.nci-forum.co.uk>

The Puppet Centre

The Puppet Centre is a registered charity formed in 1974 to promote and further the arts of puppetry and animation in all their forms. It also services the needs of anyone interested in professional, amateur and educational puppetry.

<http://www.puppetcentre.org.uk>

Remote Gambling Association

An international association for the online gambling industry. The website includes a directory of members, discussion of social issues, news, regulatory information, and a calendar of events.

<http://www.rga.eu.com>

Toy Industries of Europe

Site for the European toy industry. Includes brief statistics and an archive of information briefings, press releases and publications on toy industry issues

<http://www.tietoy.org>

Toy Retailers Association

Useful site containing free market information and statistics on toy sales, a brief information sheet on setting up as a retailer – with suggested reading, information on toy safety, the toy of the year listings and a full list of members.

<http://www.toyretailersassociation.co.uk>

Note: Every effort has been taken to ensure the accuracy of the information contained in this document, however some recently acquired items may since have been added to the collection. Please ask for help at the enquiry desk or check the catalogue for more details.



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