



DATE: April 14, 2023  
TO: Chair Hickman, Chair Fay, Members of the Government Oversight Committee  
FROM: Amanda Martin  
RE: Comments on Maine's Visual Media Program / OPEGA Report

Dear Senator Hickman, Representative Fay and Members of the Government Oversight Committee:

The Entertainment Software Association (ESA) is the U.S. trade association representing the publishers of computer and video games for play on consoles, personal computers, mobile devices, and the Internet. Our members include Microsoft, Sony, Nintendo, EA, and many other publishers of the top video games enjoyed by players of all ages.

The video game industry is a key economic sector that creates high-paying jobs, develops innovative technology, and keeps the United States competitive in the global marketplace. Video games are quickly becoming the fastest growing form of entertainment worldwide. Not only do two thirds of Americans play video games, but our industry also has a footprint that creates jobs in every state.

Much like filmmaking and other traditional forms of media video game development relies on storyboarding, special effects, music, acting, voice overs, and other similar means of production to complete a project. Many of the top video games cost as much as a blockbuster film to develop and produce, offering top of the line graphics, art, and sound.

We have read the OPEGA report, and also had a follow up conversation with the Department of Economic and Community Development. We are pleased that they are undertaking an additional study of the digital media landscape both in Maine and nationally. We have been introduced to the research team, and we appreciate being included in that project. We feel that will be a helpful step.

It seems like there is a willingness among the Government Affairs Committee, Maine DECD, and other stakeholders to do a wholesale examination of Maine's program with a goal of potentially proposing something more tangible, and impactful than the current program. We are happy to be part of that process and can share the experience of our industry in other states including the more recent expansion of our industry into more East Coast states. The timing of this conversation is ideal, and we stand ready to be helpful in the process.

In closing, we appreciate the opportunity to share a little bit about our industry, its importance, and we look forward to productive conversations moving forward.

Sincerely,

Amanda Martin  
Associate Director, State Government Affairs  
Entertainment Software Association