



Asociación de  
**MUJERES**  
en la Industria de los  
**VIDEOJUEGOS**

# INSIGHT WOMEN IN VIDEOGAMES 2023

ARGENTINA - CHILE - COLOMBIA

[WWW.MUJERESENVG.CL](http://WWW.MUJERESENVG.CL)

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## INTRODUCTION

# DREAMING OF AN INDUSTRY FOR EVERYONE

BY JAVIERA PAZ SEPÚLVEDA



I always remember when I was about to finish high school: it was time to make a decision about my professional future. I found an article about a "Video games Design degree" and I knew immediately that it was the job I wanted to dedicate my life to. However, there were not any graduates in this field in Chile, so I did not take the risk and I chose a (very) traditional degree. After two years of studying Philology, I decided to follow my heart and started a career in the video game industry.

It has been 10 years from then and it is amazing how the whole industry has changed. Back then, there was not even a single woman who teaches about video games in my country. In fact, my generation only had three graduated women in this matter, and therefore, gender equality in Chilean companies simply did not exist.

Today I see women in leadership and senior positions in work teams and companies of all sizes. There are others teaching serious topics in universities around our country, giving talks and conferences in Chile and other countries outside Latin America. Also, there are women who have opened cooperation spaces and developed their own video games by themselves.

Nowadays, we can find a more inclusive environment. As this study shows, there still are many problems to be solved, but we have the certainty this industry is stepping forward along with us and I hope the spaces gained by women keep escalating and increasing every day. I strongly believe that we must continue to make our industry a safe space for everyone, especially the LGBTQ+ community and people with disabilities. 🎮

Javiera (She) is a Senior QA Lead. She studied Video Game Design at Arcos Institute, Santiago (Chile) 10 years ago. Currently, she lives in Berlin (Germany), where she works as QA for Kolibri Games, a mobile video game company, which gather more than 250 million downloads in their video games.

Also, she is founder member of the board of the Chilean association Mujeres en VG (Women in the Video Game Industry) and volunteer member of Pixelles, a Canadian NGO where she volunteers at GDC (Game Developers Conference) grant programme helping with its selection process and logistics.

Her hobbies include knitting, playing "cosy" video games, napping and watching TV series.



## ABOUT US

Mujeres en VG is a non-profit organization which brings together women around videogame, no matter if they are gamers, enthusiastic or professionals. Through activities, research, and networking events it seeks made visible the women presence in the industry.

The main goal is create collaborative spaces in order to boost projects and talents which helps the development of a innovative and inclusive ecosystem.



Since 2018, we have conducted several studies and insights about gender, gameplay and industry issues. This 2023 version is the fourth version and includes a research about professionals and enthusiasts.

**Would you like to be a member of Mujeres en VG? Visit us at [www.mujiresenvg.cl](http://www.mujiresenvg.cl) and complete the form.**

# METHODOLOGY & UNIVERSE

The Women in Videogames 2023 insight is the result of a survey and cross-referencing of information, carried out between January and February 2023.

The aim in creating our annual research is to understand where our national industry stands. This investigation aim to help leaders making decisions, based in the facts which are helping to this industry to become as an economic sector with a greater female presence.

The 2023 research results were contrasted with previous data collected from 2018, 2021, and 2022 releases.

People interviewed were women related to the video games industry, including gamers, developers, and so on, in Chile, Colombia, and Argentina.

## RESPONDENT PROFILES

Women who are professionally or enthusiastically involved in the video game industry in Chile, Argentina and Colombia.

## UNIVERSE OF RESEARCH

2018: 650  
2021: 650  
2022: 817  
2023: 1518

## SAMPLE COLLECTION TOOL

Open access web survey carried out between January and February 2023.

*Privacy Protection: The information collected for the development of this research is respecting the privacy of participants and their identifications are not being disclosed to third parties.*

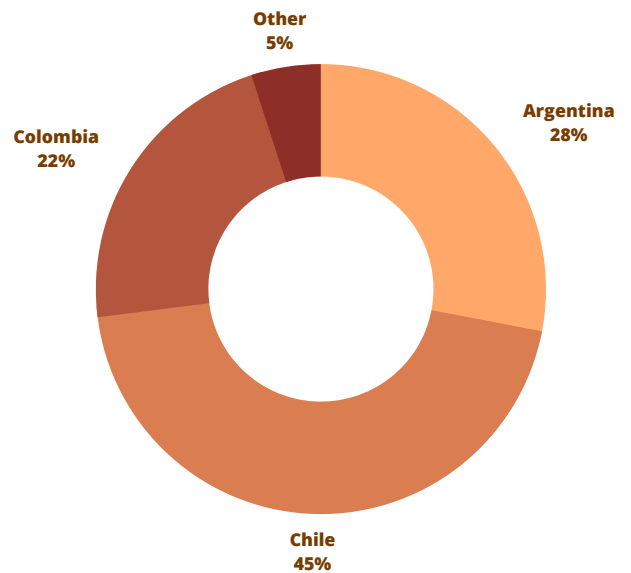
## REGIONAL RESEARCH

This year, we decided to go one step further with the Mujeres en VG research and spreading out the survey to the more growing South American markets: Colombia and Argentina.

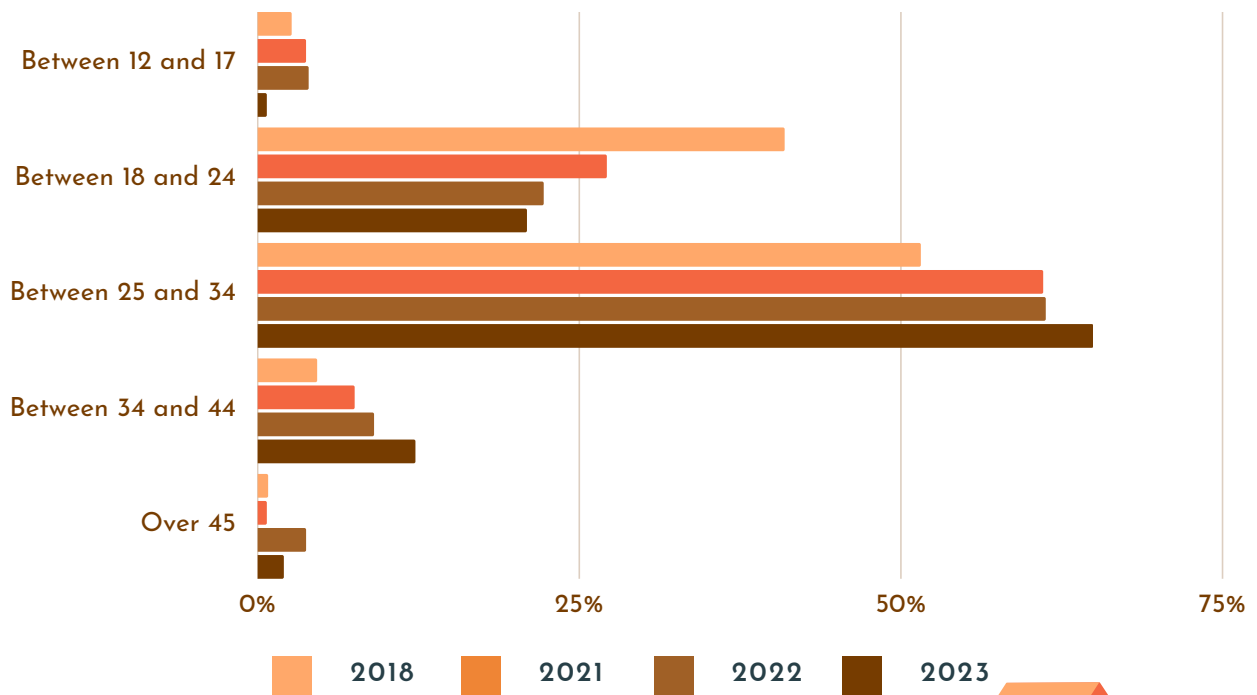
The reception matched our expectations: among the three countries included, we reached an universe of more than 1,500 surveyed women. This allows us to deliver a solid study with insights, data, and comments about the relationship between women and the representatives of video game industry.

Same as previous research, the largest number of respondents belong two main age groups: 25-34 and 18-24. This was a consistent trend across the three countries.

Composition by country



Age range



## INTERVIEW

### Elaine Gómez-Sanchez: "The big challenge of industry is to be more inclusive".



What is LatinX in Gaming and what are its main activities?

LatinX in Gaming is a non-profit organization focused on creating a community for Latinx professionals, in the video game industry in the United States and Latin America. We have several events and opportunities throughout the year to support the community, such as:

- "Conexion", our digital job fair.
- "Unidos", our celebration of Hispanic Heritage Month.
- "Grants", hardware and software subsidies related to game development, content or creation.
- "La Escuelita", a Spanish game development initiative that details the content in the industry disciplines.

How long have you been in the industry and in which countries do you have presence right now?

-We have been in the industry for about 6 years. The leadership team is based in the United States, but we have leaders in several countries such as Puerto Rico, Argentina, Mexico and Guatemala.

From your perspective, what are the main challenges in the industry?

-It is complex to start from scratch. It is very difficult to find an opportunity in the industry as a developer without a portfolio that demonstrates your skills and knowledge. Also, most materials are in English. I think this discourages many people outside the US or Europe from learning how to make games.

### ELAINE GÓMEZ-SANCHEZ

DEVELOPER RELATIONS AND CO-FOUNDER LATINX IN GAMING

[@chulatastic](#)

Elaine born in Puerto Rico. She has more than 6+ years of experience in gameplay design, user experience, and accessibility. She is currently working as Senior Game Designer in Brass Lion Entertainment.

Elaine is an active mentor of Code Coven, Cal Marginalized Genders in Gaming and PRGDA. In these organizations she works as a volunteer in charge of supporting young developers.

When she is offline, Elaine enjoys cooking, DIY projects, and hiking.





## INTERVIEW

What can you say about how to navigate the video game industry?

The biggest advice I can give is to be persistent. Sometimes it is not easy to follow a dream; you need to have the determination to learn, to know, and to fail at many things in order to get improving every day. Creativity and technical knowledge is going to help you a lot, but social skills are very important too. Being able to handle a disagreement in a professional manner, listening to the opinions of your team members, and having empathy for others are essential elements we all need to succeed together.

What is the achievement you are most proud of as an association?

We have many achievements to be proud of. But one of the biggest is being recognised for our work in The Video Game Awards

2020. Millions of people have seen our video as an organization, and this opportunity has opened many doors for us in the industry.

What's on the Latinx horizon and what events should we keep an eye out for?

We have many plans to continue to support and promote our community. This year will see the return of **Conexion** and **Unidos**. Soon we are going to be planning to make these the best versions we have ever released. Stay tuned to our social media for more details! 🎧



@LatinosinGaming

<https://discord.com/invite/latinx>

<https://www.latinxingaming.com/>



**WEDNESDAY MARCH 22, 2023**

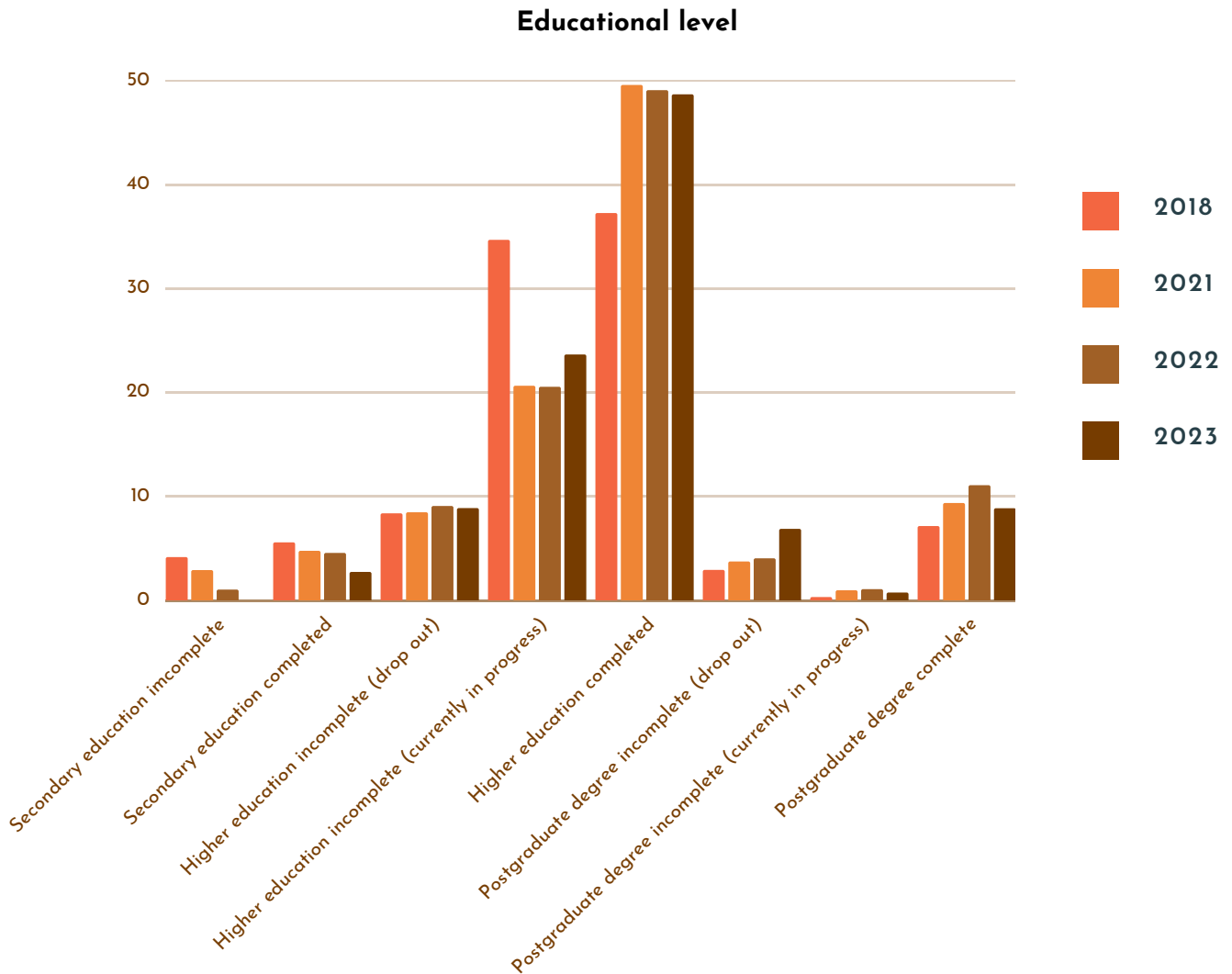
**1:00 PM - 3:00 PM** ● **YERBA BUENA GARDENS**





## PROFILE: EDUCATION

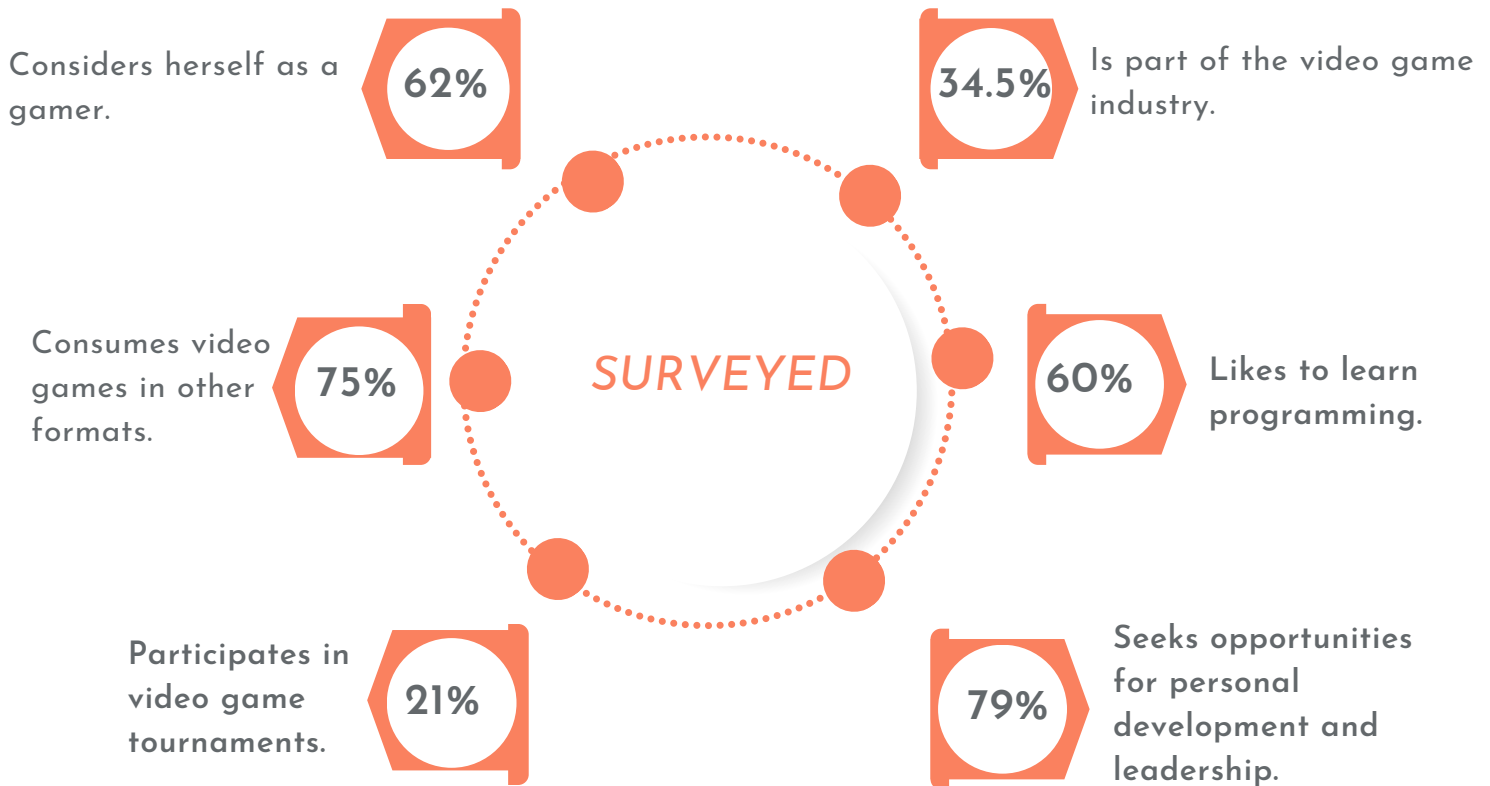
The majority of respondents have a university education and/or are currently studying.



Have you taken any courses or training related to the world of video games?

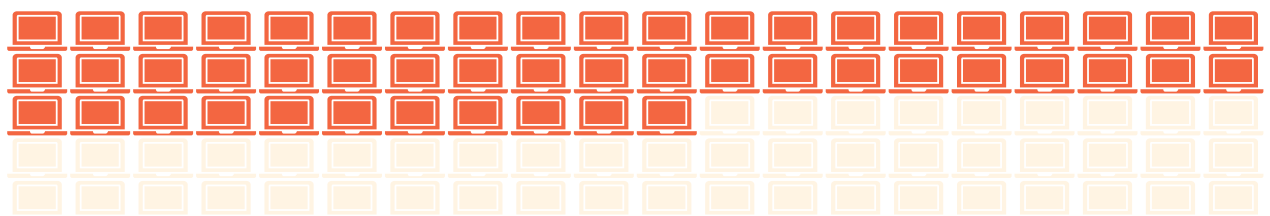


## HOW DO THEY DEFINE THEMSELVES?



## 51% OF WOMEN ENTHUSIASTS WANT TO JOIN THE INDUSTRY

IN 2021 THIS PERCENTAGE WAS 47.5% AND IN 2022 WAS 46.2%.



## VIDEOGAMES DATA

85%

### PLAYED HER FIRST VIDEO GAME BEFORE THE AGE OF 10

It is estimated that the gaming audience is made up of around 2.5 billion gamers, 40% of whom are women.

Source: Digital market outlook.

59%

### CURRENTLY PREFERS DIGITAL FORMATS

In 2021, video games are going to be worth nearly \$198.5 billion and it is estimated that this value could double by 2027.

Source: Statista 2023.

60%

### PLAYS MAINLY ON MOBILE PHONE

52% of industry revenue in 2021 came from mobile games, while PC games reached 20% and consoles 28%.

Source: NewZoo.

25%

### REMEMBERS SUPER MARIO 3 AS THEIR FIRST VIDEO GAME

Other titles mentioned are: Prince of Persia, The Legend of Zelda: Ocarina of Time, Ice Climbers, Monkey Island and Crazy Taxi.

**WE ASKED SURVEYED WHAT BENEFITS FELT VIDEO GAMES HAVE BROUGHT THEM:**

entertainment resilience  
 logic girlfriends motricity languages  
 dexterity creativity PATIENCE  
 inspiration DOPAMINE

## INTERVIEW



**"It is not the video game that generates dependency, but the emotional need that is hidden under the concept of dependency".**

As part of our desire to take this research a step further, we spoke to María José Osorio, who is not only a video game enthusiast, but also the proud mother of Lucas, who set the world record in the game I Wanna Kill The Guy in 2020.

**Before we start, could you tell us something about yourself?**

- I have been working in recruitment since 1999. At that time, the processes for attracting talent were very different than nowadays. There were no digital platforms, CVs were faxed in or people simply dropped them off at the offices. The search processes led us to invent courses and use all kinds of speeches to get secretaries to give us the names of the people we needed to find. Soon after, the hunting portals came along and I was part of this technological change. And I was never able to get away from this wonderful job.

**How is your relationship with the world of video games?**

- I have always been a fan of technology, especially video games. As a teenager, my favorite game was Tetris, and I still have a Chinese console that my son Lucas gave to me. It helps me to ease through the difficult days.

**María José Osorio Santelices**  
Recruitment and Selection Specialist for  
Apprenticeship Programmes CODELCO

María José has more than 20 years' experience in the world of recruitment and has been involved in the mining industry for the last 10 years. This has led her to meet the first professionals from families, as well as women, who want to be agents of change in this male-dominated industry.

A psychologist by training, she has a Masters in Human Capital Management.

In her work, she has managed young professionals, interns, trainees and scholarship holders for public and private companies.



Continued on next page

## INTERVIEW

Lucas born with his twin brother Jack in 2002. From an early age he showed great skill with video games. When he was eight years old, he made me a game programmed in PowerPoint for Mother's Day, in which I had to find a key, open some doors and if I did not reach the goal in the given time, a bomb exploded and I lost. Today, at the age of 20, he has a long career as a composer of music for video games and participates in marathons such as SpeedRunsEspañol, Fangame Marathon and, more recently, La Gran CSM6 (Chilean Speedster Meeting)



**How have you watched your son succeed in this game? What have been his biggest challenges?**

It was a big surprise for me when he set the world record for I Wanna Kill The Guy in 2020, which he beat again in February this year. The biggest challenges have been being consistent with the strategies he uses, and keeping his composure when he knows he is doing well in a session. This led him to participate in a Chilean speedrunning marathon called "La Gran CSM6" (Chilean Speedster Meeting), which was a great challenge to integrate for the first time with video game professionals.

CSM6" (Chilean Speedster Meeting), which was a great challenge to integrate for the first time with video game professionals.

**As a mother and a psychologist, what do you think when negative news about video games come out?**

According to the World Health Organization (WHO), addiction is "a physical and psycho-emotional disease that creates a dependence or need for a substance, activity or relationship. It is characterised by a set of signs and symptoms involving biological, genetic, psychological, and social factors. Undoubtedly, addictions are not healthy. The research have been carried out is of a correlative nature, which does not consider the stimuli that have appeared into the society along with video games, and which are external to them. They could have been a greater impact on the level of aggression in adolescents.

However, it is important to understand that video games are digital artistic expressions in which factors such as graphics, photography, narration, and story, together with music and their own genre, make of them a good experience. Finally, I would like to mention that it is not the video game that creates addiction, but the emotional need that lies behind the concept of addiction. 🎮

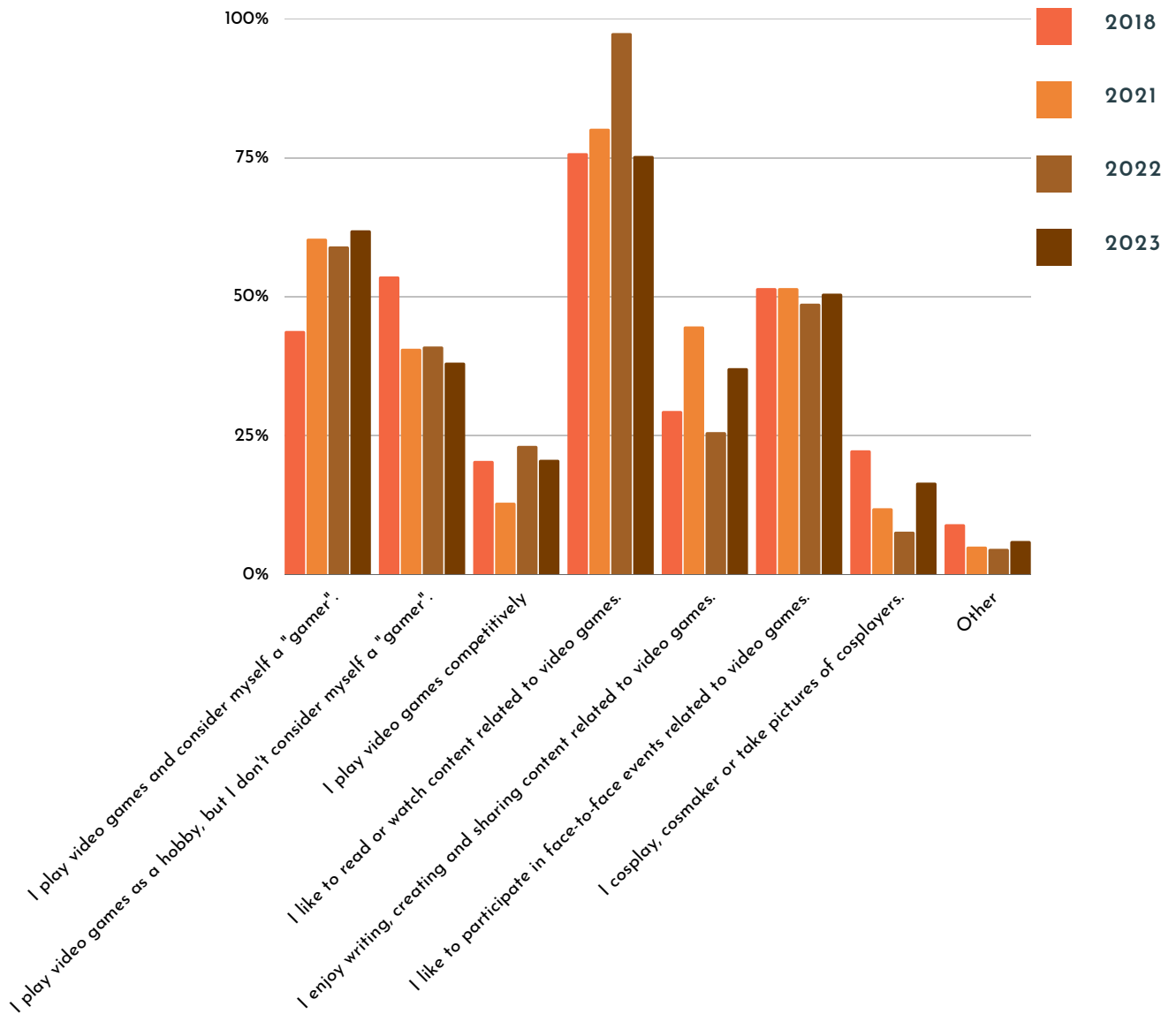


## ENTHUSIASTS IN THE INDUSTRY

65.5%

INDICATES THAT THEY ARE A VIDEO GAME ENTHUSIAST OR FAN AND DO NOT CURRENTLY HAVE A PROFESSIONAL RELATIONSHIP WITH THE INDUSTRY.

Would you describe your relationship with video games as...

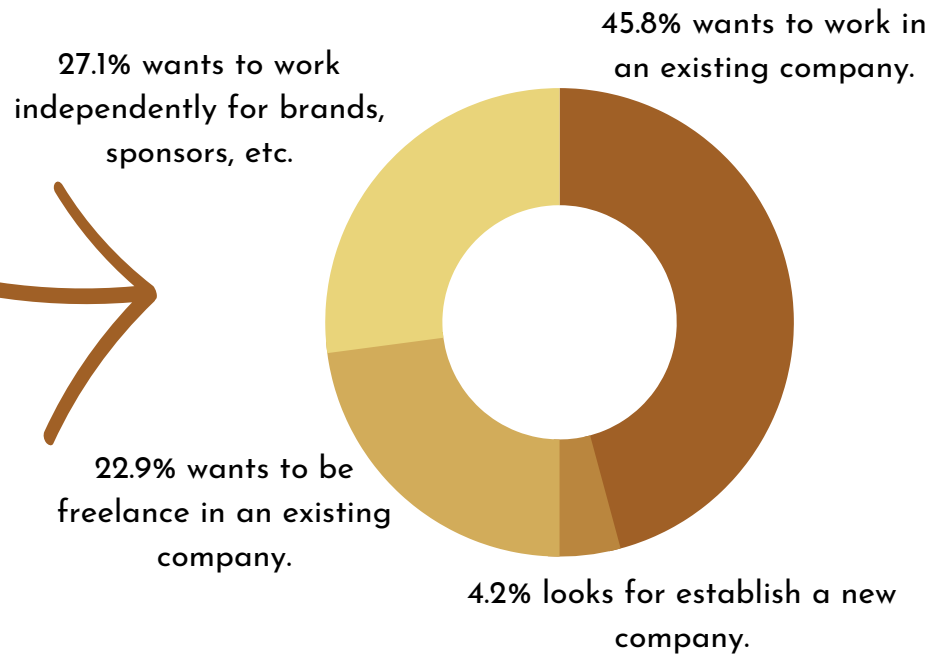




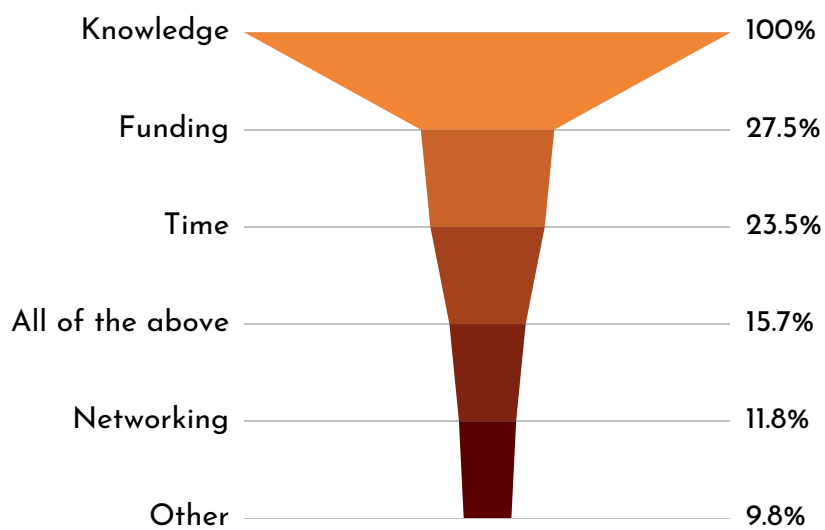
# ENTHUSIASTS IN THE INDUSTRY

**51%**

OF RESPONDENTS INDICATE THAT THEY WANT TO START WORKING IN THE VIDEO GAME INDUSTRY.



## WHAT DO YOU FEEL IS THE MAIN THING YOU LACK TO START WORKING IN THE VIDEO GAME INDUSTRY?



## INTERVIEW

### **Bernardita Orellana: "We need more girls and women in technology".**



**BERNARDITA ORELLANA**  
Communications Manager at Samsung  
Chile.

**What are your challenges for this year?**


For Samsung, the local and global indicators of women participation in the technology industry are a very important issue and a big challenge. In Chile, according to ACTI (Chilean Association of Technological Innovation and Technology), only 5% of women are in the industry. And according to the UN (United Nations), that figure is about 30% worldwide. We need more girls and women in technology. The industry is broad and includes science, programming, robotics, STEM and video games, among many other disciplines. That is why, year after year, our Corporate Citizenship division works with local and global foundations to address this issue. And 2023 are not going to be no exception.

**Can you tell us about the participation of women in the company?**

Our company has 44% female participation in the company and has a policy in its recruitment processes that includes 100% mixed selection panels.

**We are currently conducting a study on women in the video game industry in Argentina, Chile and Colombia. Are there any local events or programs you can tell us about?**

We have several events that support the education of women in STEM and technology. Among these, related to the world of video games, we have the Samsung Innovation Campus program,. This is an intensive one that has benefited children and young people since 3 years ago, providing specialized classes in programming and coding. In the case of the boys and girls, latest programs have taught them to code video games in a fun way using Scratch, to learn STEM skills getting closer to technology.

While more than 200 students from technical-vocational institutes and high schools have participated in more than 150 hours of coding per year, increasing their employability and participation in the technology industry. This 2023, for the first time, Samsung are going to offer this course aimed 100% at women together with Fundación Innovación, with a focus on Big Data. 

**77% of companies in Argentina expect to generate more revenue this year than they did in 2022.**

Source: Observatorio de la Industria Argentina de Desarrollo de Videojuegos.

**11 out of 100 women in Colombia play video games.**

Source: Departamento Administrativo Nacional de Estadística (Dane) en 2020.

**There are +60 video game companies in Chile.**

Source: VG Chile.

**By 2027, it is expected that 70% of the UK population will consider themselves to be gamers.**

Source: Statista Digital Market Outlook.

**It is estimated that by 2025, China are going to have a gaming industry turnover of US\$70 billion.**

Source: Statista Digital Market Outlook.

# WOMEN IN VIDEO GAMES: A MIX FULL OF OPPORTUNITIES

BY GABRIELA NAVARRO



Similar to other fields, women have gained a significant place in the gaming industry, and in some areas have even surpassed men. According to a recent survey by Newzoo, women now outnumber men on mobile platforms, and although there is still a gap on consoles and PCs, it is only around 10 points, suggesting a much more equal future\*.

But it's not all about having fun. According to recent surveys conducted by the Association of Women in Videogames itself, the number of female game enthusiasts wishing to enter the industry has remained at around 50%\*\* , a significant figure and one that shows a clear trend for women to continue to make into a market that is generally led by men.

This gender equality has had an impact on brands, which have been adapting themselves to this new scenario. It is no longer just a question of presenting products that are extremely comfortable to use, or which are the colours and tones that are more gender-specific. Today, tastes are for everyone, and perhaps an aesthetic example that best sums up this paradigm shift is the massification of RGB, with shades and lights that appeal to both men and women, bringing beauty and style to the set up.

These changes not only respond to the growing number of female gamers and enthusiasts who demand the best from brands, but also to a much more gender-balanced presence within companies themselves. 🎮

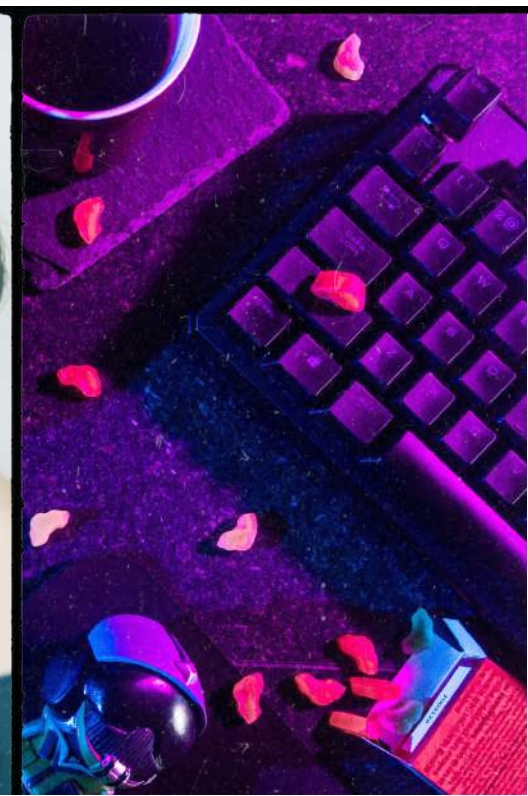
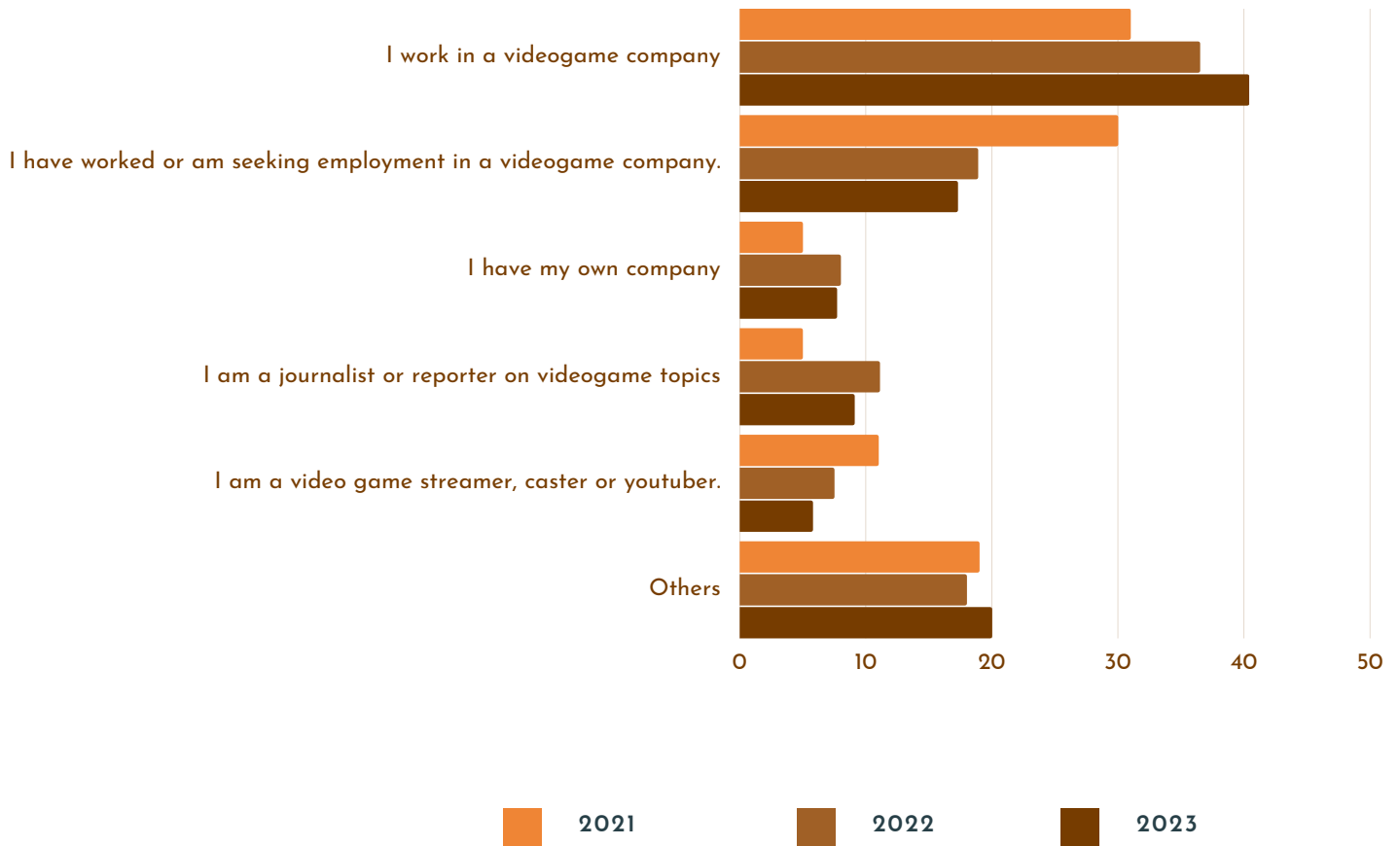
*Gabriela is HyperX Channel Marketing Manager for the Northern and Southern Cone.*

\* <https://newzoo.com/insights/articles/zooming-in-on-female-gamers-with-consumer-insights-data>

\*\* 2 <https://mujeresenvg.cl/2022/03/08/estudio-mujeres-en-vg-chile-2022/>

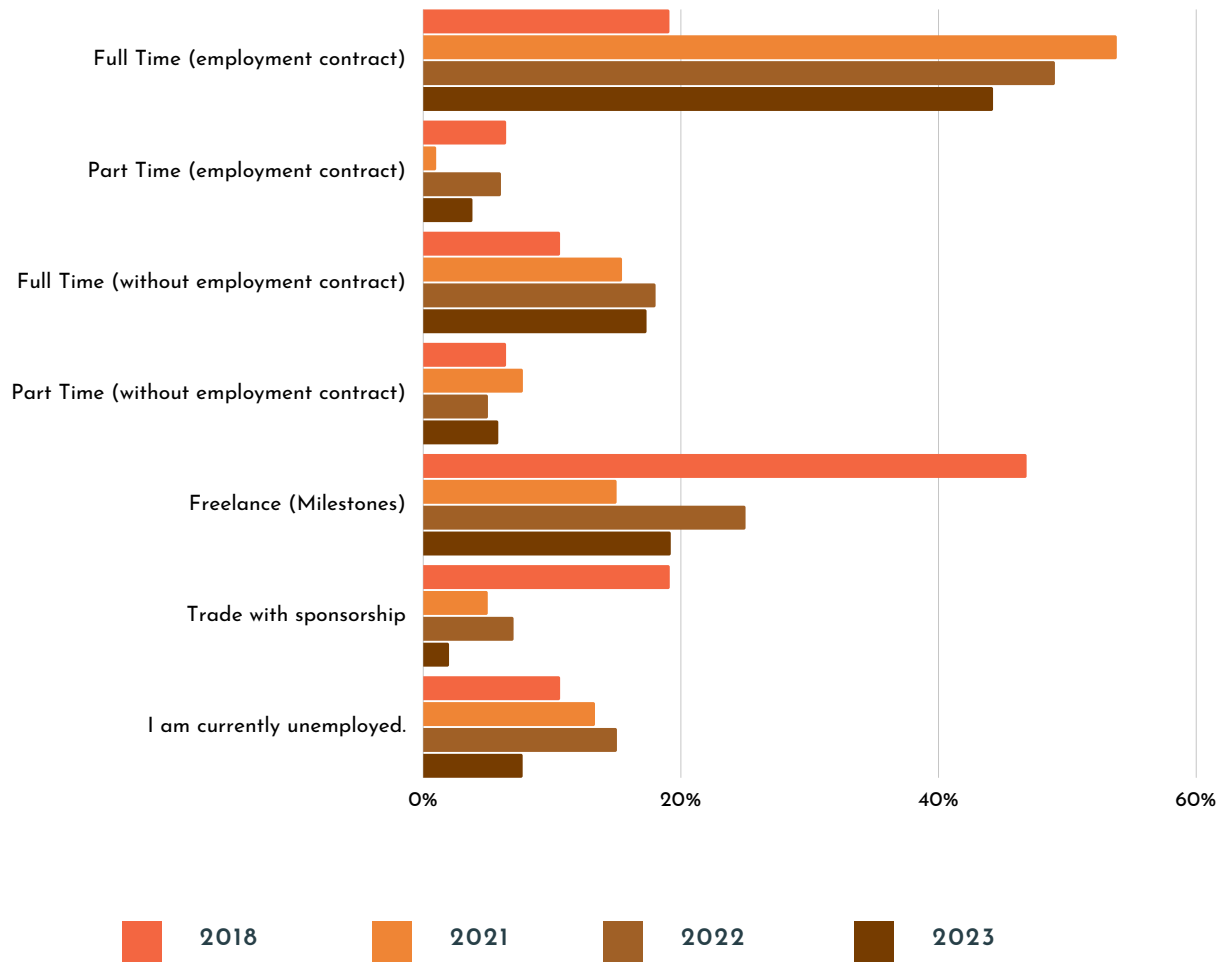
# INDUSTRY PROFESSIONALS

Which is your **MAIN** professional relationship with the video game industry (check one).



# INDUSTRY PROFESSIONALS

What type of employment do you have?





## BREAKING THE ROOF

BY SHIRLEY ROMERO



At AMD, we promote technologies that serve an inclusive society without gender barriers, because we want to foster a transversal ecosystem with opportunities for all. For this reason, we are focused on providing tools for the generations that are going to lead the technological and social changes, which we see great potential in the women who hold positions in this industry.

Their leadership, success, and innovation they have shown have is helping to short the gender gap we have faced for many years.

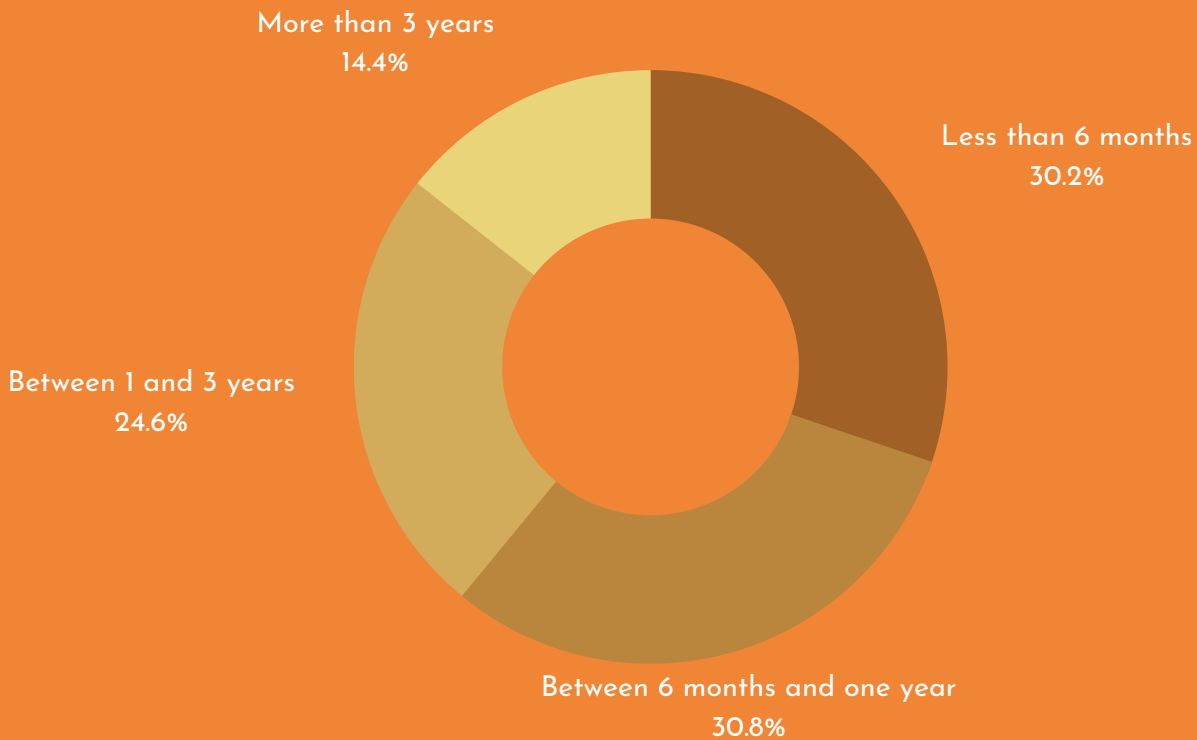
Our commitment is to pave the way for new generations of women to bring their full energy to an industry, where creativity and sensitivity are key to understanding the challenges of today society. Through our perseverance, passion and dedication, we have helped to lead other women to follow an increasingly powerful path. However, we must continue to work together to open doors, build bridges and create bonds of collaboration and support, demonstrating that we are a fundamental part of the digital revolution in which we are immersed.

I am part of a company that is led globally by a woman: Dr Lisa Su. So we have been able to draw on that strength to break down barriers, both in our work and in the products we offer. We have learned that we need to "break the ceiling" and realise that women have no frontiers. Technology is also a borderless industry and we need to embrace that spirit in our daily lives. 🧠

Shirley is Consumer Manager at AMD  
for Chile and Argentina

# INDUSTRY PROFESSIONALS

How long have you been in your position?



**83.7% feel stable or very stable in their current job. This is a decrease from the previous year when the percentage was 87.5%.**

## THE IMPORTANCE OF INCLUSION AND EQUITY POLICIES

BY DANIELA LANAS



It is no secret to anyone that inclusion and equity policies are a priority in various organizations around the world and in Chile, in order to build a fairer and more balanced world. To be successful it is essential to educate children, in order to making it easier for people naturally integrate this way of relating to each other into society, regardless of gender.

To reach this goal, Lenovo has always followed a path of inclusion and has succeeded in building a culture that everyone can belong to. This with the goal of continuing to evolve in this direction, by building inclusive leadership and promoting diverse systems through greater accountability and training.

Teaching inclusion and diversity, organizations not only allow their employees to understand how to work better as a group of people, but how they could have a better vision of things, how they can innovate more fluidly, and also enhance creativity to positively impact to all areas of the business.

By the way, it is important to note that our company has more than 82 employees worldwide. We are working hard to meet their commitment to increase the representation of women in senior management from 21% in 2020 to 27% in 2025. This makes us proud and we bet that all companies, regardless of their size, composition, or business, can take action in this direction in the short term, which is the only way to achieve a more fair, inclusive and egalitarian society. 🧠

*Daniela Lanás is Marketing Manager at Lenovo Chile.*

# WORK ENVIRONMENT

## Areas

Brand creation



Quality Assurance



Human Resources



Programming



Translation / Localization



3D Art and/or 3D Animation



Graphic Design, UI/UX



Creative Director



Social Media/Marketing



Production and/or Project Management



Game Design



Illustration and/or 2D Animation



Of all women surveyed, 34.5% worked in the video games industry. They work in different departments, both technical and artistic. Most professionals work in the areas of 'Illustration and/or 2D animation', 'Game design' and 'Production and/or project management'. They cluster 41% of professionals.

These were also the three most popular sectors in the 2022 research.

### ANA GUAJARDO

CHIEF MARKETING OFFICER EN IT-TALENT  
HEADHUNTER SENIOR TI



A recruiter IT aims to find the best candidate for a job. Seven out of ten applicants are men, while two of female applicants have salary expectations below the company requirements. These situations are a commonplace in the world of headhunting. They highlight one of the challenges we still face as a society: **empowering women**.

As part of the recruitment industry, I could not understand this situation. Above all because at IT-Talent we have an explicit salary range. This means that candidates know in advance how much they can expect to earn. At first, I thought it was a coincidence, but then I started to look at the historical applications in the company and, in fact, 9 out of 10 women who applied asked for less than the offered income. Therefore we decided to organise a talk and find out why this was happening.

It did not take more than 5 minutes to realize that "asking less" was something that was systematically in everyone head in order to get the job. And we began asking why this was happening: Are we women worth less? Is it the impostor syndrome that hits us so hard that we do not realise it?

Nowadays the scenario has changed a bit: Maybe it was thanks to Shakira and her "women no longer cry, women get paid", which is a way to encourage them to ask for the maximum offered, and even negotiate bonuses, royalties, or a share in the company. I don't have proof of that yet, but in one of our latest company surveys, about 60% of people thought that women salaries were on a par with men.

Ana has a degree in Tourism Management and a Master in Commercial Management and Marketing. Also she has studies in sustainability, digital marketing and leadership.

Nowadays she is in charge of marketing at IT-Talent Hunter Senior IT and Chumi Jobs IT. She is also a board member of Mujeres en VG, a member of the Asociacion de Mujeres del Vino Chile and a partner in Marduk Producciones.

Her hobbies include travelling, watching football matches, going to concerts and playing FPS video games.

Continue on next page



Today we are witnessing how the IT world has evolved faster than other industries. I am sure that the gaming industry is on its way to achieving a similar development, especially when there are opportunities to talk and learn about how each of us give value to the industry

There is still a long way to go, but now I want to celebrate the progress I have seen and the improvements that are being made in the technology field, where video games are becoming more and more relevant. 🎮

The number of women working in IT in Latin America is 23%. Chile stands out as the country with the lowest female presence (18%), while Argentina has the highest participation (45%).

*Source: Mujeres en TI, 2022  
IT-Talent Research*

The three benefits women most value are remote working, flexible hours and mentoring spaces to improve.

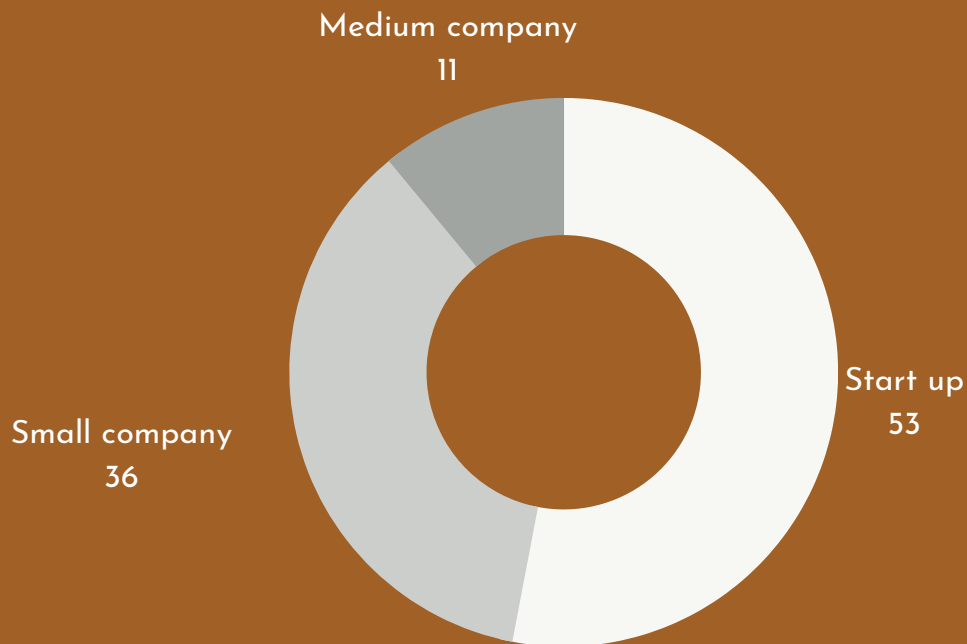
*Source: Mujeres en TI, 2022,  
IT-Talent Research*



**Somos el principal Headhunter  
TI en Latinoamérica operando  
en Argentina, Chile, Colombia,  
México, Perú y USA**



## Size of videogame companies in Argentina



Source: Clasificación PYME de AFIP

According to Visa, 13.3 million players in Colombia, 5.9 million in Chile and 11.2 million in Argentina have paid to play. Mexico and Brazil lead the region with 45.3 and 53.3 million players respectively.

Source: From Playing to Paying: Payment Experiences in Gaming, Visa & Newzoo 2021.

### Carolina Gutiérrez: "Video games are an arena of equality"



**CAROLINA GUTIÉRREZ PRADO**  
Intel's Head of Communications for Latin America

What are the challenges ahead for this year?

We have come a long way in the last five years for gender equality in comparison to the last 30 years. The road is still long. According to UN Women, at this rate it takes 300 years to achieve true gender equality around the world.

However there are some encouraging facts: A study conducted by Grant Thornton in 2022 found that 38% of senior positions in companies are held by women, a percentage that has doubled in recent years. This number has doubled in the last decade, but if we reduce this to senior management, it is only 10%.

These figures show us that we are on the right way and that our challenge is to accelerate and intensify our efforts. For that reason this year we are focusing on bringing business and government together around an agenda that increasingly reduces the gender gap.

What is the 2030 Challenge and participation of women in the company?

At Intel, we are committed to positive global impact along with our purpose to create technology that enriches the lives of everyone on the planet.

Our RISE strategy has goals through 2030 where we are evolving our corporate responsibility strategy. This in order to increase the scale of our collaboration with others to create a more responsible, inclusive, and sustainable world enabled by technology and collective actions.

We promote diversity, equality, accessibility, and inclusion in our global workforce. Also we advocate for public policies and laws that combat discrimination and inequalities, which affect our employees and communities.

One of our goals is to increase the diversity of our staff around the world. We want to raise the number of women in technical positions until around 40% percent; double the number of women, and underrepresented minorities in senior leadership positions; and, also, we ensure that our global culture incorporates inclusive leadership practices and responsibilities.

Intel has been working on diversity and inclusion issues for more than 25 years. Since 2020, we have intensified our efforts around the world and, of course, in LatAm. These issues are as important as business ones. That is why we have an area dedicated 100% to it. This do not involve only HR department. It is a way to show Intel is setting a standard for diversity and inclusion practices.

Inclusion is part of one of our six cultural values. This means that we take it seriously and we are measuring ourselves for it. This is part of the job of all 110,000 employees to create and maintain an inclusive environment. We have more than 30 team which help us build an environment of diversity perceived as a great place to work. Employee Resource Groups (ERGs) or INTEL Communities are two initiatives which are included in this program.

**This study looks at women and girls in the video game industry in Argentina, Chile, and Colombia. Are there any local programs or challenges you can tell us about?**

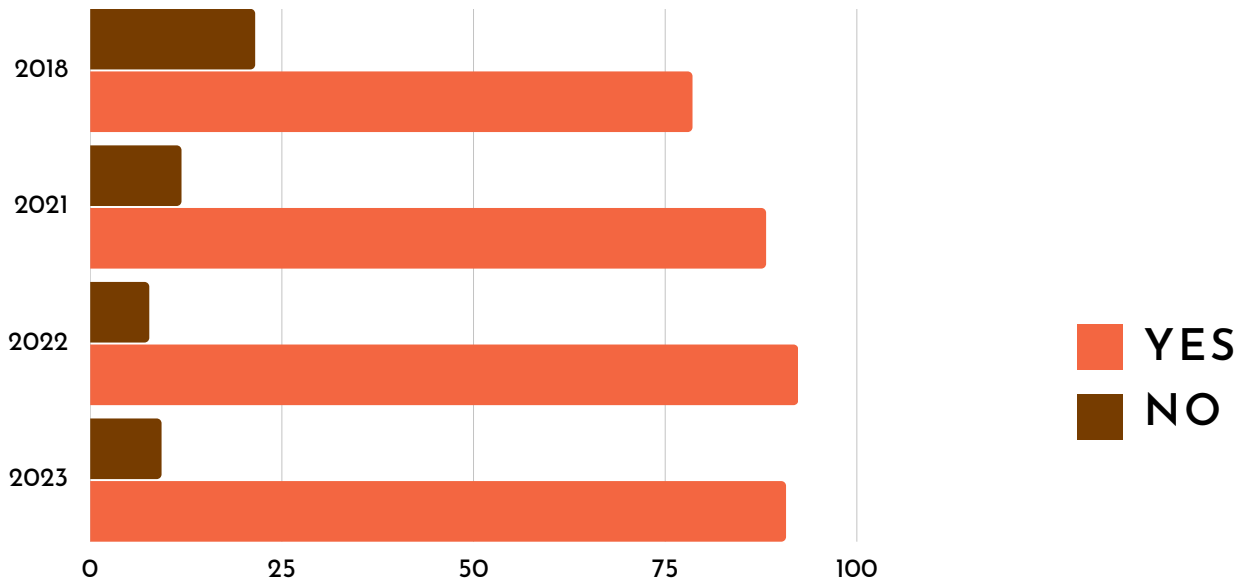
Videogames is an arena of equality, and throughout history, we have been the creators of the best tournaments and events at the professional level. We have seen how more and more women participate both as players and part of the preparation staff of teams. Added to this, we made a collaborative alliance with the regional non-profit organization, Chicas en Tecnología (CET), to continue promoting the insertion of female talent in the industry, and strengthen the ecosystem to promote diversity in technology.

Within this framework, a face-to-face event was held at Intel branches in Buenos Aires. Executives from Argentina and a group of students between 18 and 25 years old, gathered by CET, exchanged experiences and learning with the aim of inspiring young women to introduce them to the STEM world.

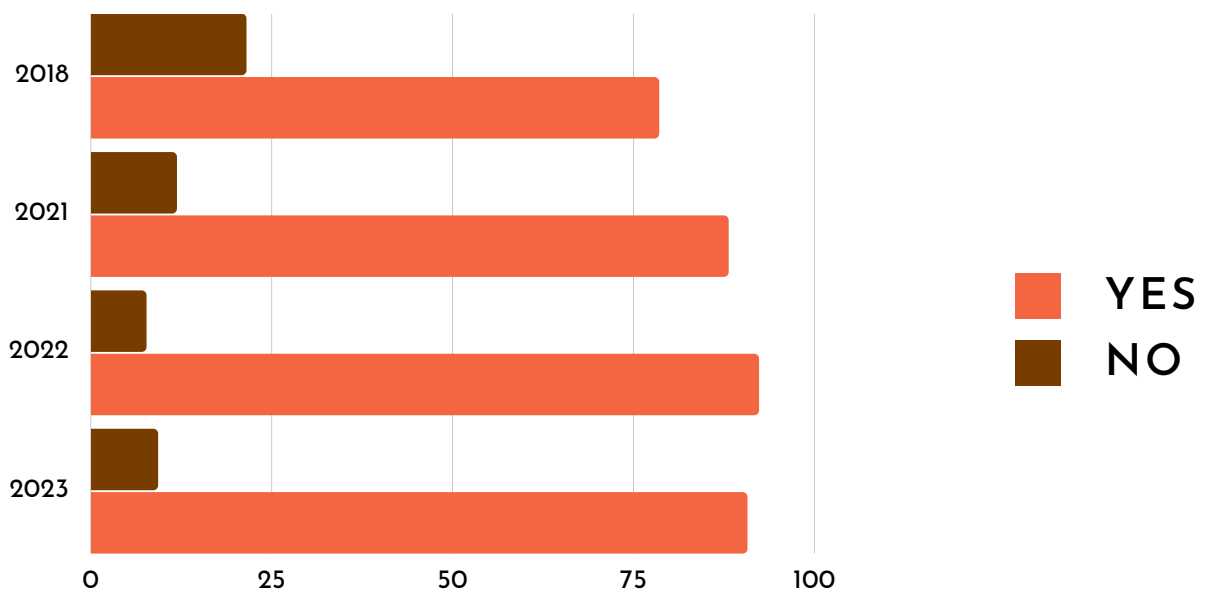
Our local challenges are focused on supporting women in the countries where we have a presence, adding initiatives towards a change in the world of STEM. Supporting programs and initiatives to bring this interest closer to girls and to give them better opportunities in their professional development. As a company, we seek to double the participation of women in leadership roles that we have today. We aim to have 40% of women' participation in Intel in all categories by 2030, with global and local programmes. 

## FANS: THE CHALLENGE BEHIND THE GAMES

As a video game enthusiast, have you personally experienced situations of discrimination, harassment and/or mistreatment from men because you are a woman?

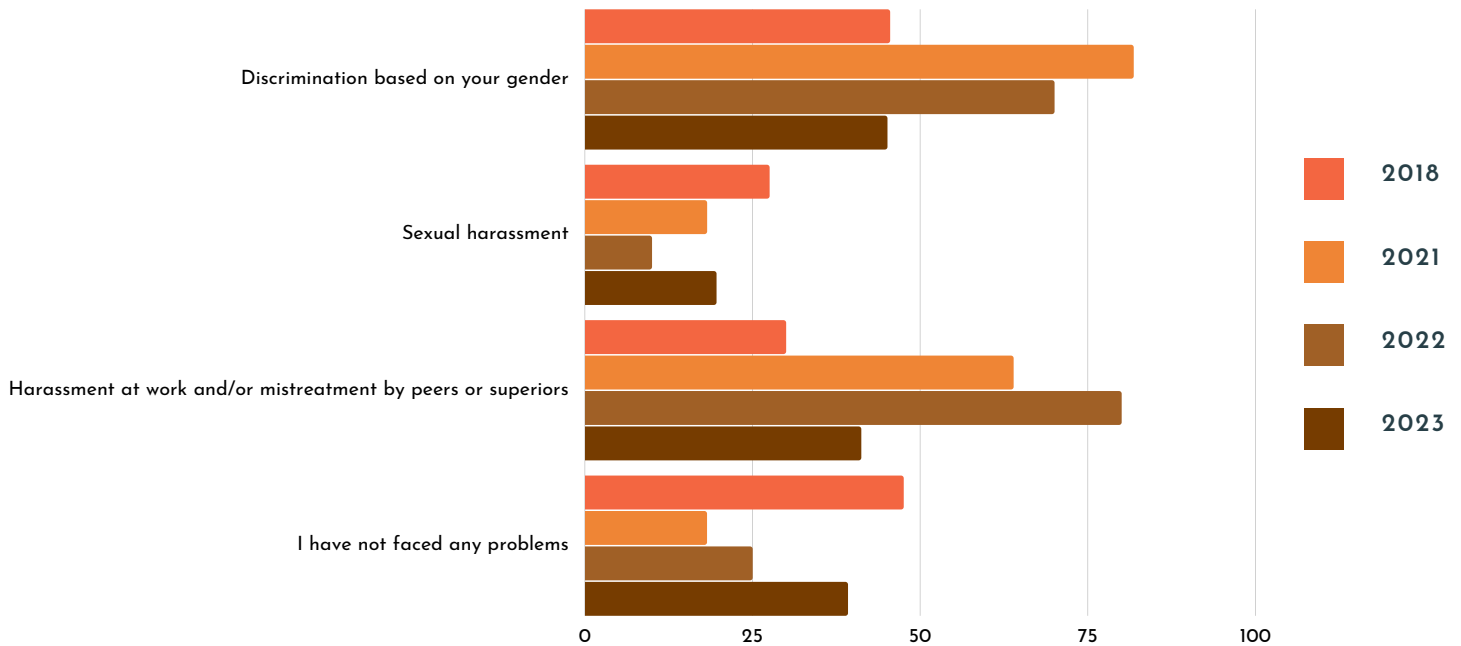


Have you experienced discrimination, harassment and/or mistreatment of other female enthusiasts in video games?

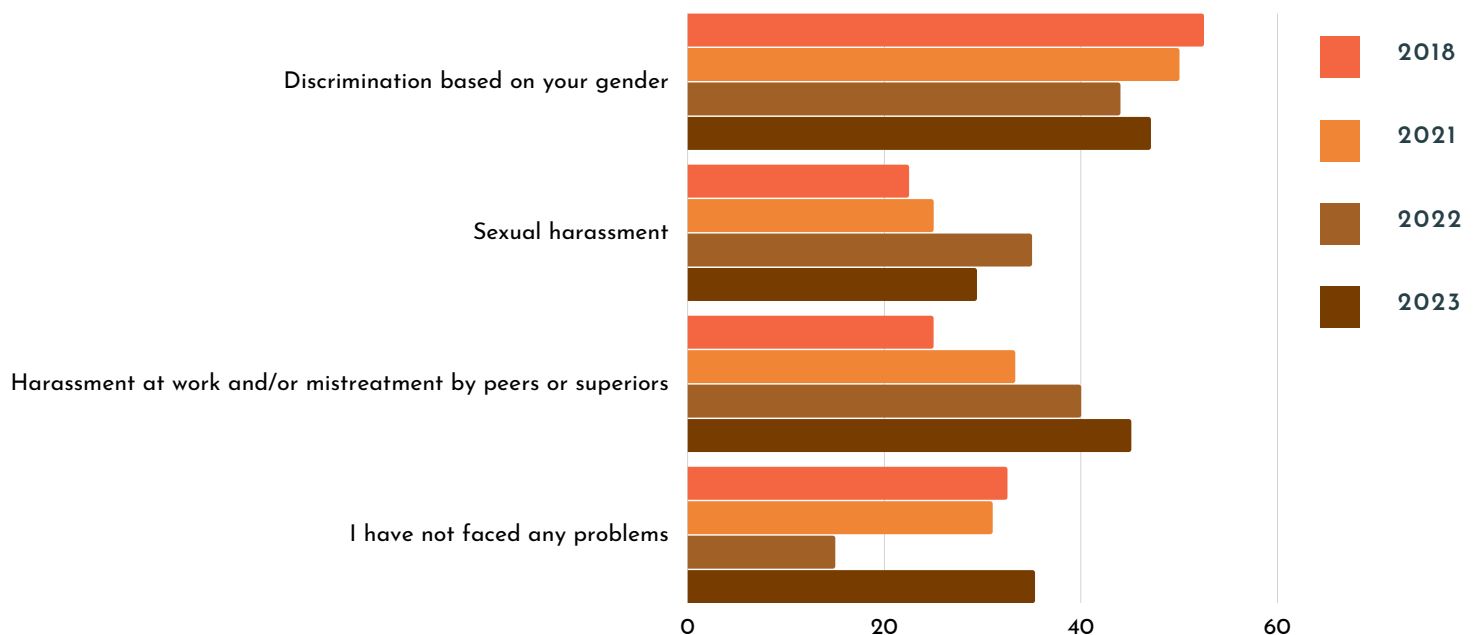


# PROFESSIONALS: THE CHALLENGE BEHIND THE GAMES

Based in your work history, have you been a victim of any of the following problems?

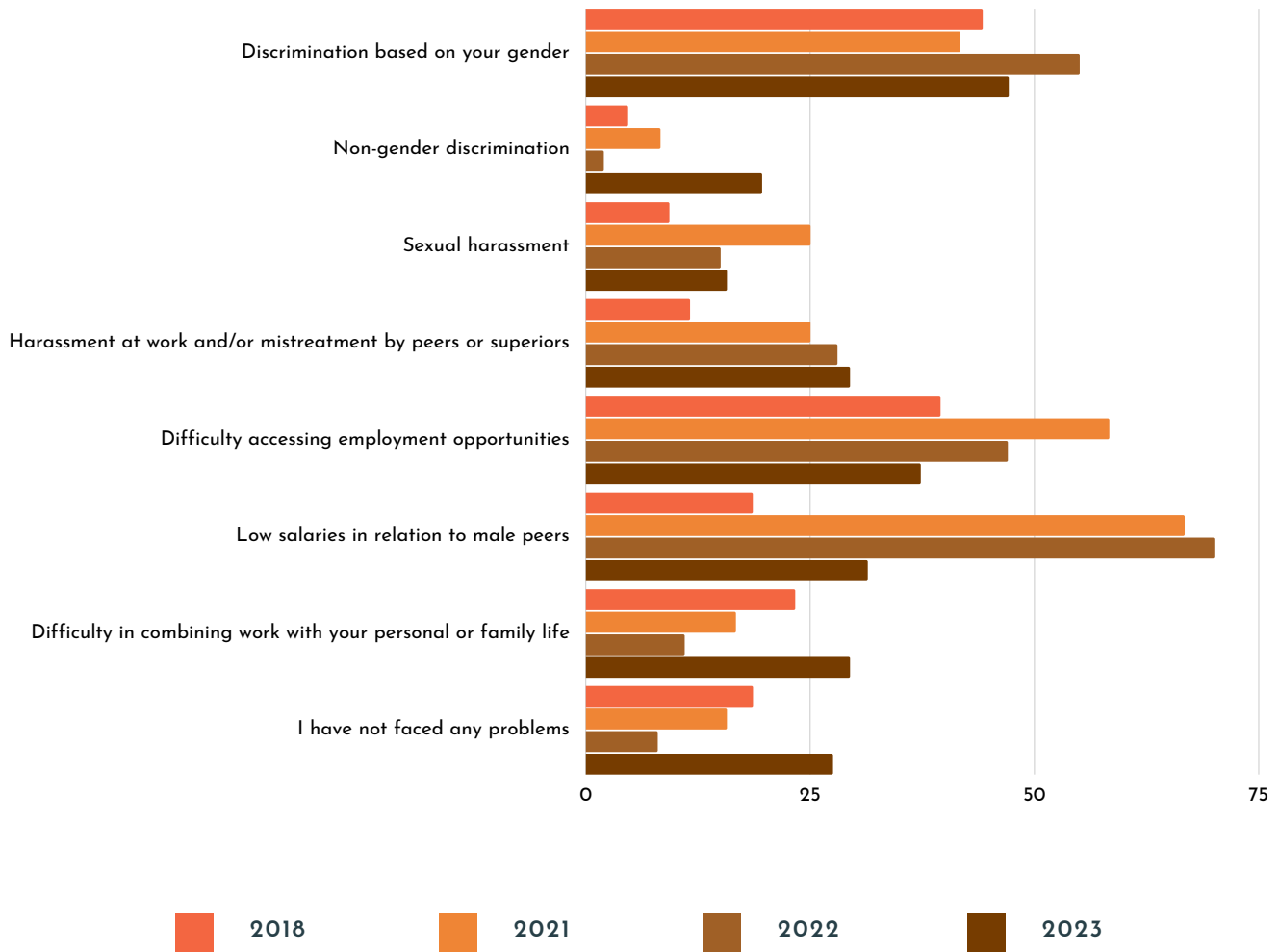


Over the course of your career in the video game industry, have you been a witness to other people being victims of any of the following issues?



# PROFESSIONALS: THE CHALLENGE BEHIND THE GAMES

As a woman, which is the main issues you have faced during your career in the videogames industry?



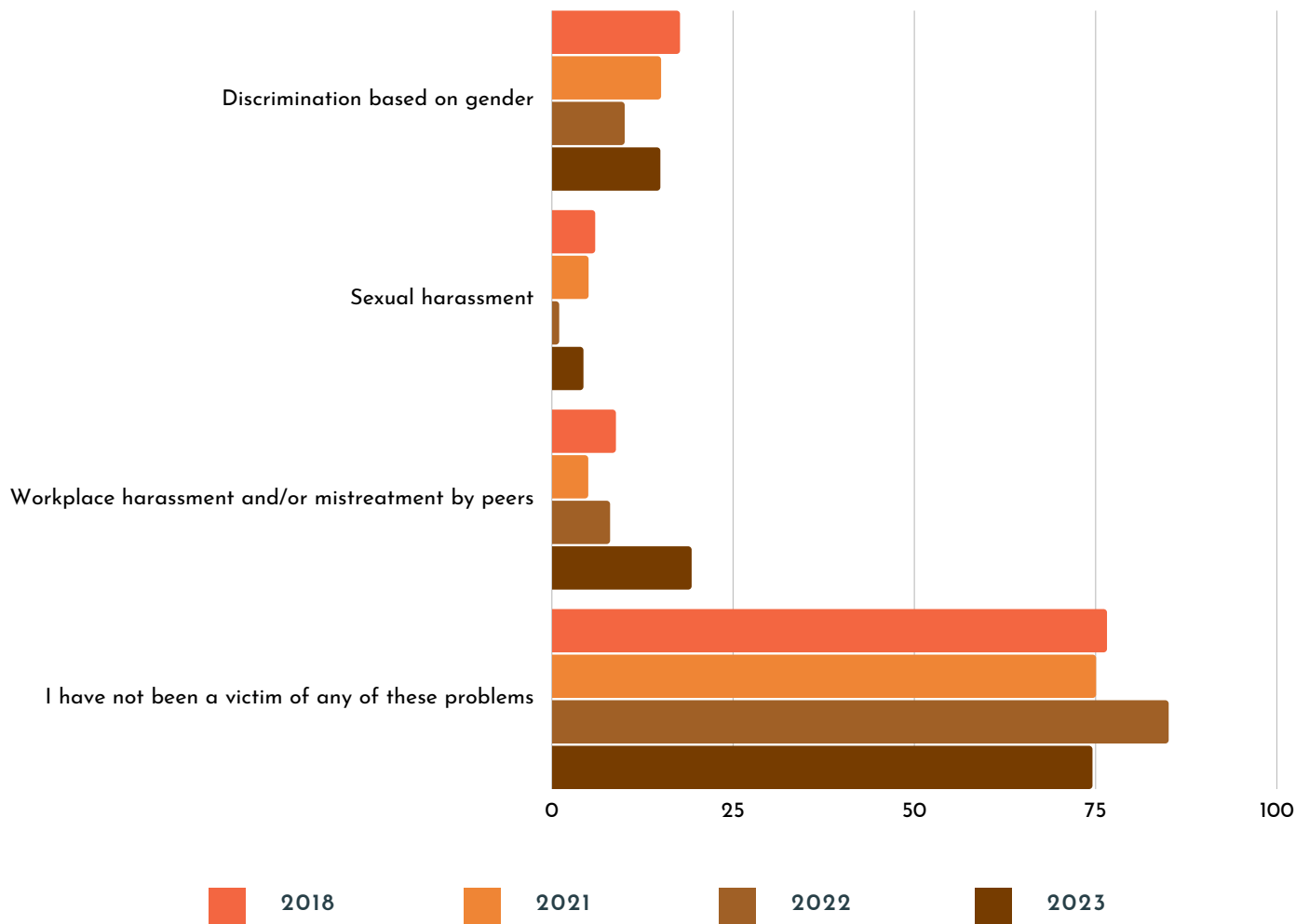
It is not a surprise that the difficulty of balancing work and personal or family life is one of the most frequently mentioned issued. This has been one of the most complex things to management, especially with the arrival of home office. Moreover there is an increase in working hours, in order to meet the deadlines and objectives of each project.

Salaries are getting tighter and the gender gap is narrowing, especially in companies, where the salary range is defined by the type of work performed.



# PROFESSIONALS: THE CHALLENGE BEHIND THE GAMES

Regarding your current job in the video game industry, are you being or have you been a victim of any of the following problems?



The statistics that have been detected by the Mujeres en VG allow us to visualise a scenario that is hopeful and challenging. We know that women have historically been in all areas of videogames (85% of them have been playing since they were 10 years old), but why this has not been perceived as it really is? As it happens in daily life, there has been a self-invisibilisation in these spaces, which are a place of leisure and also work. It is time to change the rules of the game.

Moreover, this undoubtedly put us in a place of action. The figures say (90% of the enthusiasts have seen that other women have experienced it) that Internet is not a neutral platform. In Amaranta we know that an important step to avoid violence in videogames spaces and open paths is name, denounce, establish and educate for fairer horizons for all.

Valentina Luza, Communications Amaranta ONG

# 19.7%

OF WOMEN IN CHILE SAID THEY HAD NEVER BEEN HARASSED OR DISCRIMINATED IN THEIR WORK ENVIRONMENT.



## Discrimination in Latin America



# 24.3%

IN ARGENTINA RESPONDED THAT THEY HAVE NOT BEEN VICTIMS OF HARASSMENT OR DISCRIMINATION IN THEIR PROFESSIONAL CAREERS.

# 28.3%

OF WOMEN IN COLOMBIA SAID THEY HAD NEVER BEEN HARASSED OR DISCRIMINATED AGAINST AT WORK PLACES.



# 24.1%

OF WOMEN RESPONDING TO THE 2023 SURVEY HAVE NEVER EXPERIENCED HARASSMENT OR DISCRIMINATION AT WORK DURING THEIR PROFESSIONAL CAREER.

IN 2021 THIS FIGURE WAS 18.2%.

DURING 2022 THIS FIGURE WAS 14.3%.

# THE CHALLENGE BEHIND THE GAMES

# 24.1%

OF WOMEN WHO RESPONDED THE SURVEY IN 2023 HAVE NEVER EXPERIENCED HARASSMENT OR DISCRIMINATION IN THEIR JOBS DURING THEIR CAREERS.



BY THE YEAR 2022 THIS AMOUNT WAS 14.3%.



BY THE YEAR 2021 THIS AMOUNT WAS 18.2%.



### Challenges in digital violence - Challenges that you have detected

From Amaranta NGO we see that the biggest challenge in digital violence is the evident gender and opportunity gap in the labor industry. We know that Internet is an extension of real life; and, in that sense, representation is crucial. More women in tech, as developers and gamers.

Also, for platforms to respond effectively to digital violence of all kinds, such as stalking, harassment, sexist comments and, even, delegitimization of work for those who are immersed in the industry, among other expressions.

Since 2018, thanks to Aurora project, we have identified some of the consequences of this type of gender-based violence on women and dissidents. A report concluded that 82.2% of those surveyed had suffered physical consequences as a result of this violence. The biggest effects was the decision to leave the internet.

### State of current regulation / public policy

In Chile there is any law which protect against digital gender-based violence, a determines a quota in the digital industry, and/or public policies that respond to what women and dissidents experience on the internet.

An attempt was made to establish first horizons with article 89\* of the failed drafts of New Constitution, which proposed a protection guideline or a legal framework in a general way. This was an invitation to think about how to better influence public policies in the future.

We believe that it is urgent educate and think about digital spaces and fairer industries..



\*Everyone has the right to participate in a digital space free of violence. The State will develop actions of prevention, promotion, reparation and guarantee of this right, granting special protection to women, girls, boys, adolescents and sexual and gender diversity and dissidence.

# INSIGHT WOMEN IN VIDEOGAMES 2023

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**MUJERES**  
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**VIDEOJUEGOS**

# INSIGHT WOMEN IN VIDEOGAMES 2023

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