

# Codemasters

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Codemasters is a software company specializing in developing and publishing large distribution videogames on the biggest platforms, including PlayStation®2, Xbox 360™, PC and Nintendo™. They boast a large selection of titles including 60 number one hits such as TOCA Race Driver, Colin McRae Rally, and Operation Flashpoint. They have distribution channels in over 70 countries. The company was founded by two brothers, David and Richard Darling. They started Codemasters in 1986, building it to become one of the biggest European success stories in game development. The two brothers started developing games in their teens, programming games for the Commodore 64. Their first company was started in 1982 called Galactic Software, where they released their first ever title, BMX Simulator, creating the game from their home. The game became a huge hit, staying in the Commodore Top 20 for over two years. Excited with their new business, the duo coded as many as 12 games in 2 weeks. With lack of a proper distribution channel, they advertised their games in the back of magazines and sold them via mail order. The two teenagers worked tirelessly on their projects, earning them Programmers of The Year award in 1984 for their various releases on the platform. After two more years as Galactic, they founded Codemasters with their father Jim. The brothers have since grown the company by keeping up with the technology changes of the time. They continued to make excellent games in numerous ever-changing platforms, from the Amiga to the XBox. In 1993, the two siblings were taken to court by Nintendo for their Game Genie cartridge, a case that ended up being dismissed. After over 20 years of work in Codemasters, the family have recently decided to sell their remaining stocks to Balderton. There is no word on what the brothers have planned next for the gaming industry. But perhaps a recent quote from Jim might give a hint, "On-line internet gaming is going to make originality and content even more important. Success won't be due to the expertise or the money of the marketing department. The internet will allow people who are really creative and original the opportunity to make something...It's a very exciting time."