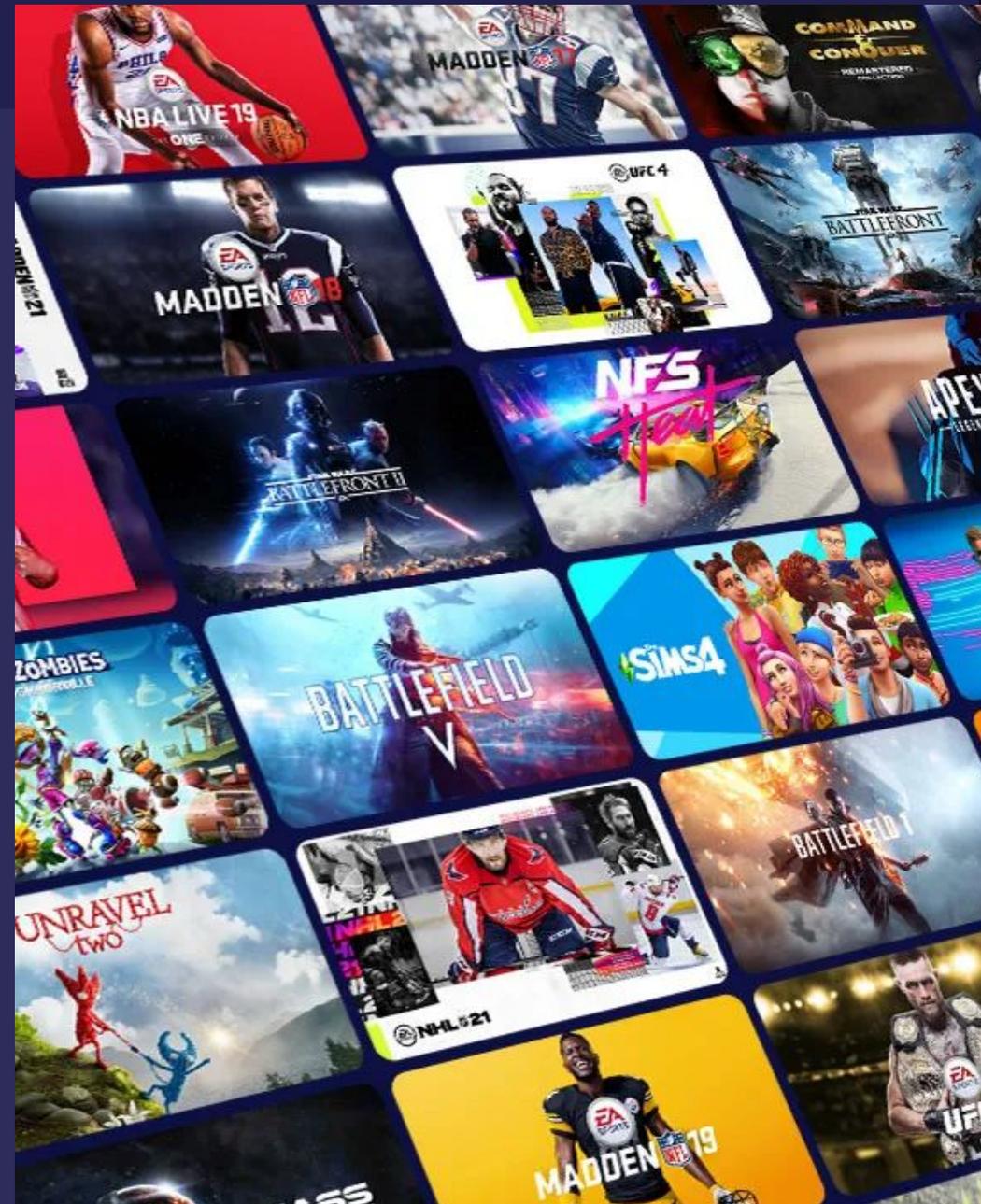




# Gaming's next cultural moment: Why 2026 matters

Bhavina Jennings, Head of Campaigns and Communications, Ukie



ukie

# grand theft auto

ukie



Lara Croft and Tomb Raider © 2026 Crystal Dynamics. All rights reserved.





Games are the most powerful storytelling medium because they make *you* part of the story

Sam Lake (Creative Director at Remedy Entertainment)



ukie



**MADE IN THE UK**

ukie

