This paper aims to determine which reasons lead Software and Video games firms (SVE hereafter) to locate in certain areas of Barcelona. This high-tech industry is a key industry in developed economies mainly located in urban areas. To carry out this analysis, we use SVE firm entries at neighbourhood level between 2011 and 2013 and a set of covariates that capture neighbourhood characteristics (localization and agglomeration economies, high-tech amenities, diversity, human capital and crime). Our results show that i) SVE firms tend to choose locations with a high diversity and good high-tech amenities (e.g. 22@ district), ii) the importance of the localization and agglomeration economies, since spatial spillovers are a key factor for this type of firms and iii) the role of the diversity in the location process of these firms, since SVE firms choose places with a high diversity of cultural and creative activity.

JEL Codes: R10, R30, L86

Keywords: Software and Video games Industry, location determinants, Count Data models, Barcelona.