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Nordic Co-operation in games industry

- Nordic countries: Finland, Sweden, Norway, Denmark and Iceland.
- Nordic Countries have common history beginning from Kalamari Union 1397.
- Cultural similarity.
- Social and economical stability.
- Nordic countries are culturally part of Western Europe.



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Nordic Games Industry

- Market size is over **500 million € / year** (game sales).
- **6th biggest** games market in the world.
- Second biggest game developer employing appr. **3800 employees**.
- Number of companies **200+**
- Turnover **300 million €**.



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Nordic Game Program

- 6 years beginning 2005.
- Nordic Funding 12 million DKK (1,5 million €)/year.
- Some operational funding from national clusters and Nordic game companies.
- Nordic clusters involved: Neogames (FI)
Dataspelbranschen (SWE) ja
Producentförening (NO/DK). CCP from Iceland.



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Nordic Game industry, challenges

- Individually Nordic countries are too small to be visible in Global game markets.
- There is no funding to the games industry in Nordic countries due to the small market size.
- Getting information about games industry in global scale is both difficult and expensive.
- There is a lot of game industry know-how in Nordic countries. How to share it.
- Nordic countries are cold, expensive and remote. How to attract investments to Nordic countries.



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Nordic Game Program, answers

- **How to get visibility**
- Common Nordic Export missions GDC, GCDC, Gamescom, TGS, GC
- **Funding?**
- Nordic game Development support. Twice a year, 6-8 projects 10 000 – 40 000 € each
- **How to get information**
- Common studies. Acquiring expensive studies through Nordic game
- **How to share know-how between Nordic developers**
- Nordic game Conference in Malmö every year in May.



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Co-operation

- Co-operation has been successful.
- Nordic co-operation through Nordic games is based on operations. Functionality is the key.
- Common language, english, makes the co-operation easier.
- Similarity in operational culture makes everything easier.
- Finland and Sweden are the key players due to the industry size and independent game cluster.
- Transparency is crucial.
- Activity. The most active parties also gains most.
- Making mistakes is the only way to get success.



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**"Good tactics can save even the worst strategy.
Bad tactics will destroy even the best strategy."**

General Patton

Thank you

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www.hermia.fi/neogames