



Interreg IMA

ÖRESUND – KATTEGAT – SKAGERRAK

SCANDINAVIAN GAME DEVELOPERS

An innovative Scandinavian 3 year project submitted February 2011

*Project promoter: **VidenDjurs DK***

Project partners: VidenDjurs DK, The Animation Workshop DK, Aarhus Social and Healthcare College DK, Högskolan i Skövde SE

The gaming industry is on its way to become one of the biggest industries in the world !!!

Games are used not only on computers and game consoles, but also on mobile phones, tablets and other such devices.

Already today, most young people have a number of games on their mobile phones, and since mobile games are rather inexpensive they constantly buy new games. Furthermore, many adults have started to do the same, and there seems to be no limit to the potentials of the market for entertainment games.

One can only imagine what the market situation will be like, when for example all young people in the BRIC countries get mobile phones and start buying games. Add to this, that another new market is just opening up: the market for **serious games**. Institutions of **education and training** as well as companies in the information industry have started to see the potentials of serious games, for "If a picture alone tells a thousand words" – one can easily imagine the impact of a computer game used for education or information purposes.

In Scandinavia we have many young talents that can design and develop entertainment games. Besides, the Scandinavian pedagogical tradition is an excellent basis for designing serious games, so there is a potential for our talents in this field as well. *But talent alone is not enough for young entrepreneurs.*

They need to learn how to market and distribute their games, how to attract investors, etc. Also, they need to learn how to **compose a production team** with all the necessary competences either to make a game or to apply for a project grant – and in this respect the size of the individual Scandinavian country might be a problem. But if the Scandinavian countries pool their competencies, there will be enough skills for the entrepreneurs to choose from. Therefore, the entrepreneurs will have to learn how to look all over Scandinavia when composing their production teams.

The overall aim of the project is to ensure that entrepreneurs in the Scandinavian game industry can establish viable companies and survive in a highly competitive business environment by developing and testing business models, **incubators with business coaches**, a Scandinavian competences database, and a Scandinavian network. As it is now, there is no business model for companies in the gaming industry.

Therefore the project will develop and test business models for entertainment games and serious games. Besides, the project will test **incubators for young entrepreneurs**, and already in the project period make sure that at least 15 companies are established. After the termination of the project, the test results will be implemented in incubators that will be run by two of the partners, and open to all potential game developers in Scandinavia. To help the entrepreneurs compose cross-Scandinavian production teams, the project will create a database with Scandinavian competences within the gaming industry. When the project ends there will be at least 50 companies in the database, and 2 years later 100 companies. It will be open to all entrepreneurs in Scandinavia.

Networking in the gaming industry is crucial. Therefore, the project has established contact to important stakeholders in the industry in Norway, Sweden and Denmark, and at the end of the project, there will be one strong cross-Scandinavian network in which all relevant stakeholders are represented. By working systematically with the network, the project will make sure that the Scandinavian countries will be among the front runners of the industry and, as such be able to attract investors from all over the world, and at the same time develop into a **global reference centre for new ideas, innovation and development** within the entertainment and serious games industry.