

The Game Industry Of **FINLAND**



The Finnish game industry

has been growing dramatically during the past couple of years. In Q1/2013 Finnish game industry consists of more than 150 companies. Significant part of the companies develop mobile games, but there is development virtually to all existing platforms. The start-up scene is vibrant. Over 40% of the existing game companies have been established during last two years. The most well-known Finnish game companies are at the moment Rovio with its Angry Birds, and Supercell with its Clash of Clans, but these superstar companies are just the tip of the iceberg. Though most of the well established companies are located in capital area, the development of the game industry is rapid in regional areas also. Following pages present some facts and figures about one of the most dynamic game development countries at the moment.

Pictures of the front cover:
Remedy / Alan Wake
RedLynx / Trials Evolution
Rovio / Angry Birds Trilogy
Supercell / Clash of Clans

Picture: Almost Human / Legend of Grimrock



Total value of the Finnish game industry 2011

GAME INDUSTRY CORE

165 million €
(USD 210 million)

MERCHANDISE & LICENSING

25 million € (USD 32 million)

MERGERS & ACQUISITIONS

30 million € (projected)
(USD 38 million)

INVESTMENTS

50 million €
(USD 64 million)

TOTAL 270 million €
(USD 344 million)

Turnover of the Finnish game industry core (game development) 2008–2012



Total
value 2012
350
million €

CAGR = Compound annual growth rate

in the Finnish game industry

CAGR 2004-2012

25,7 %

Long term CAGR of the Finnish game industry shows that the game industry in Finland has been growing significantly faster than the global game market.

If the growth continues as projected, the turnover of the Finnish game industry will be 1,49 billion € year 2020.

Projected
turnover
2020

1,49

billion €

Investments

Investments
2011-2012 total
81,3 mill.
USD

NAME OF THE COMPANY	TYPE OF BUSINESS	AMOUNT OF INVESTMENT	YEAR
APPLIFIER	Facebook and mobile cross promotion tool	4 million \$ investment from several investors	Dec. 2012
BEIZ	Mobile & handheld games	1 million \$ investment from Inventure invests together with business angels and Tekes	June 2012
GRAND CRU	Mobile games	2 million \$ investment from Idinvest Partners	March 2012
OVELIN	Mobile games	1,4 million \$ investment from True Ventures	Feb. 2012
ROVIO	Mobile, PC, Mac and online games, licensing	42 million \$ investment	March 2011
APPLIFIER	Facebook and mobile cross promotion tool	2 million \$ investment	Feb. 2011
DIGITAL CHOCOLATE	Mobile games	12 million \$ investment for development mostly taking place in Helsinki office	Feb. 2011
SUPERCCELL	Mobile games	15 million \$ investments (Accel Partners, London Venture Partners and others.)	Feb. 2011
GREY AREA	Mobile games	1,9 million \$ investments	Feb. 2011

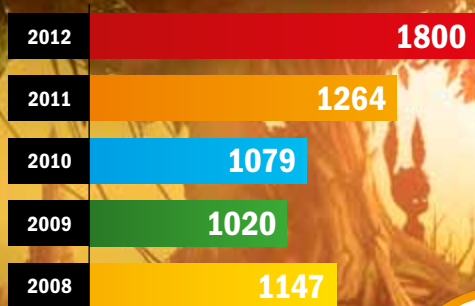
Picture: Octane Games / Raven's Cry

Studio acquisitions 2004 →

NAME OF THE COMPANY	TYPE OF BUSINESS	ACQUIRED BY	YEAR	GREENFIELD INVESTMENTS EA opened a studio in Helsinki September 2012. Game development tools provider Unity also opened a studio in Helsinki November 2012. February 2013 PlayHaven announced that they will open an office in Helsinki during spring 2013.
FUTUREMARK GAME STUDIOS	PC Games	Rovio	2012	
REDLYNX	Console, mobile and PC online games	Ubisoft	2011	
ROCKETPACK	PC online games and HTML5 technology	Disney	2011	
UNIVERSOMO	Mobile games	THQ	2007	
BITBOYS	Technology/ engine	ATI/AMD	2007	
HYBRID GRAPHICS	Technology/ engine	Nvidia	2007	
MR GOODLIVING	Mobile games	Real Networks	2005	
SUMEA	Mobile games	Digital Chocolate	2004	

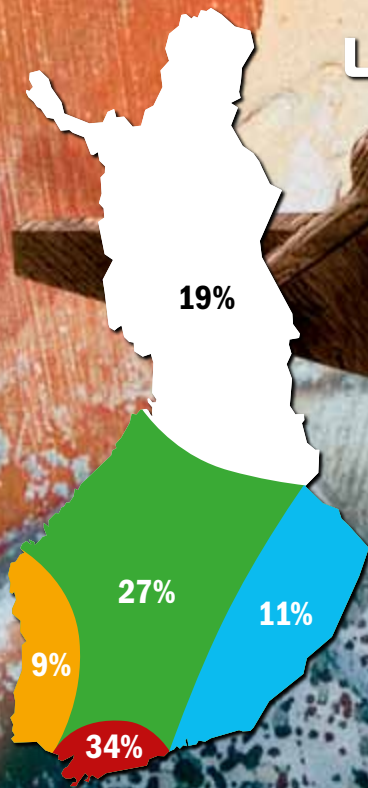
Number of employees

in the Finnish game industry 2008–2012



Average
gross monthly
salary
for established
companies as of 2012:
3590€

Location of the companies



* Capital Area **50** companies

* Central Finland **41** companies

* Western Finland **13** companies

* Eastern Finland **17** companies

* Northern Finland **29** companies

150+
companies

Shining Stars: SUPERCELL

- * 90 employees
- * Company founded 2010
- * \$ 15 million investment (Feb. 2011)
- * Most recent games:
 - Hay Day (Jun. 2012)
 - Clash of Clans (Aug. 2012)
- * Clash of Clans has been the #1 grossing title in 77 countries
- * Hay Day has been the #1 grossing title in 35 countries

The background of the slide is a vibrant, cartoonish illustration from the game Clash of Clans. It depicts two Barbarian characters in the foreground, wearing yellow helmets and holding large battle-axes, appearing to be in a state of intense battle or aggression. In the background, there are wooden structures, including what looks like a cannon or mortar, and a bright, hazy sky. The overall style is colorful and dynamic, typical of the game's art direction.

CLASH of CLANS

Shining Stars: ROVIO

- ✦ +500 employees
- ✦ Company founded 2003
- ✦ \$ 42 million investment (March 2011)
- ✦ Angry Birds (2009), Angry Birds Seasons (2010), Angry Birds Rio (2011)
- ✦ Angry Birds Space, Bad Piggies, Angry Birds Star Wars (2012)
- ✦ More than 1 billion downloads in total

Picture: Rovio / Angry Birds Starwars

Shining Stars: **REMEDY**

- * 100 employees
- * Company founded 1995
- * Max Payne 1&2 over
7 million sold copies
- * Alan Wake 2010
over 2 million sold copies
- * Published Death Rally,
12 million downloads, with
incredible retention



Picture: Remedy / Alan Wake's American Nightmare

Shining stars: **REDLYNX**

a Ubisoft studio

- ✳ 80 employees
- ✳ Founded in 2000
- ✳ Trials series has sold 3.5 million units on console and PC
- ✳ 20 million mobile game downloads
- ✳ Acquired by Ubisoft in October, 2011



Picture: Redlynx, a Ubisoft studio / Trials Evolution

Game Education

learning institutions offering game education

- ✳ Kajaani University of Applied Sciences
- ✳ North Karelia Municipal Education and Training Consortium / Pelitalo
- ✳ Metropolia University of Applied Sciences
- ✳ Kymenlaakso University of Applied Sciences
- ✳ North Karelia University of Applied Sciences
- ✳ Oulu Vocational College
- ✳ Turku University of Applied Sciences
- ✳ Tampere University of Applied Sciences
- ✳ Sataedu
- ✳ Aalto University



Picture: Grand Cru / Concept Art



Why Finland?

STRENGTHS

- * Innovation meets excellent technology know-how
- * Good price - quality ratio
- * Tekes funding
- * Reliability
- * Flexibility
- * World class game education
- * World class game research
- * Strong gaming and game development culture

Tekes - the Finnish Funding Agency for Technology and Innovation

Since the late 90's Tekes has successfully funded Finnish game companies with appr. EUR 50 million. The annual Tekes funding for the Finnish game industry has been several million euros; EUR 8.6 million in 2011. Tekes is the most important publicly funded

expert organisation for financing research, development and innovation in Finland. With annual budget of EUR 600 million Tekes promotes technological breakthroughs as well as service-related, design, business, and social innovations.



Picture: Bugbear/ Ridge Racer Unbounded



Skene - Games Refueled

Launched in September 2012, Tekes' Skene programme aims to make Finland a gaming and entertainment industry centre of international importance. In addition to providing funding Skene offers business development sparring, matchmaking services for meeting foreign gaming companies, publishers and investors, networking and market research. The extent of the Skene funding amounts to approximately EUR 70 million.
www.tekes.fi/skene

INVEST IN FINLAND

Invest in Finland is a government agency that promotes foreign investments into Finland. We assist international companies in finding business opportunities in Finland and provide all the relevant information, guidance and networks required to establish a business in Finland.

When doing business with us, you will always be assisted by sector-specific teams of experts. As well as assistance, these teams provide comprehensive information concerning your sector. Our services are always tailored to meet your precise needs.

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Picture: Housemarque / Outland



NEOGAMES

Established in 2003, Neogames Finland ry (Association) is the Hub of the Finnish Game Industry. Neogames is a member based non-profit organization created for the purpose of enhancing the operational environment of the Finnish Games industry. With its pioneering philosophy, Neogames has established an extensive network of contacts along with an intimate working knowledge of every aspect of the Finnish games industry that is unparalleled. Neogames also works closely with a number of related public sector organizations.

If you need to know anything about Finnish games industry or meet anyone, please, let us know. We can help.

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IGDA Finland

A man and a woman are shown from the chest up, looking out over a body of water at sunset or sunrise. The man is in the foreground, seen from the back, wearing a dark suit and a pink shirt. The woman is slightly behind him to the left, looking towards the right. The background is a soft, hazy landscape with water and distant hills under a warm, orange and blue sky.

IGDA Finland promotes the development of careers and professional skills of individual game developers based in Finland, and develops further the international recognition of the Finnish game developer community.

IGDA Finland is one of the most dynamic IGDA Chapters in the world. IGDA Finland arranges monthly Gatherings and Presentations for the local scene. IGDA Finland Gatherings draw over 200 game developers together every month.

Finnish game developers community is special. We want to share successes and help others to learn and grow. When you consider moving to Finland, get in touch with IGDA Finland and the whole game developers community in Finland.

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- ✳ 4 out of the top 10 grossing iOS App Store games (11/2012)
- ✳ Home to Angry Birds (Rovio), Max Payne (Remedy), Clash of Clans (Supercell), Shadow Cities (Grey Area) and over 50 other game development companies
- ✳ World class game development education and research at Aalto University
- ✳ International newcomers include Disney Interactive, EA Maxis and Ubisoft

"Helsinki is the centre of gravity for the future of games"

Supercell CEO Ilkka Paananen at PocketGamer.biz

More info at: www.helsinkibusinesshub.fi

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Regional Hot spots: Helsinki



Regional Hot spots: Tampere

- ✳ Second biggest game industry hub in Finland with 39 game companies
- ✳ Over 200 people working in the local game industry
- ✳ Rovio has side office in Tampere
- ✳ Regional support activities i.e. New Factory
- ✳ Tampere University is internationally well known for its game research unit TRIM

More info at: www.mansegames.fi

Regional Hot spots: Kotka

✱ Playa is a Game Cluster in South-Eastern Finland, operated by Kotka-Hamina Regional Development Company Cursor Ltd Growing rapidly with current 16+ companies and over 100 employees in Kotka and Lappeenranta

✱ Playa's goal is to create a complete ecosystem that helps game companies to build successful business and enter international markets

✱ Key Offering includes common development studio "LevelUp" with office space for game companies, "Playa Launchpad" incubation program and "Venture Gym" acceleration program Close co-operation with local and global Universities strengthens the cluster and creates new workforce and companies for the industry

More info at: www.playahub.com

Regional Hot spots: Oulu

There are nearly 30 successful game companies / game development teams in Oulu. Some examples of the recent success stories:

- ✳ SingOn.fi is a neat online karaoke and singing game, which allows one to sing free songs from top hits to the olden goldies
- ✳ Spinfo produces and releases unique interactive storybooks (Moomin, HeavySaurus)
- ✳ Fingersoft is a group of software

and mobile technology professionals enthusiastic about making high-quality apps and games like Cartoon Camera and Hill Climb Racing

✳ Oulu University of Applied Sciences and the city economic development unit, BusinessOulu actively support the gaming industry: As a part of the innovation environment for digital media, in 2012 they started the Oulu Game Lab training

More info at: www.businessoulu.com



Regional Hot spots: **North-Karelia**

- * Regional support and Game Incubator in **JOENSUU SCIENCE PARK**
- * 10+ startup game companies
- * Yearly Illusion seminar for game audio
- * High quality education in game graphics and programming
- * Over 200 students in all educational levels
- * North Karelia College Outokumpu
- * North Karelia Polytechnics
- * University of East Finland

More info at: www.carelian.fi

Regional Hot spots: Kouvola

- ✳ Rapid growth: from zero to 10+ game companies in less than a year
- ✳ Top of the line facilities: motion capture, post processing and audio work, to name a few
- ✳ First in Finland: Bachelor's level Game Design education with real and close ties to the industry
- ✳ Up-to-date vocational and

competence-based education: source of Finland's future quality workforce

✳ Well connected: two hours from St. Petersburg, hour and a half from the national airport

✳ Strong tradition in innovation: from the origins of the forest cluster to the emerging game tech

More info: <http://www.kinno.fi>

Regional Hot spots: Turku

- ✳ One of the fastest growing game industry regions in Finland. From one game company in 2009 to 15 in 2012

- ✳ Three higher education institutions delivering a programming-focused game degree

- ✳ Game development club LOAD is one of the largest and most active game development clubs in Finland

- ✳ Active regional support activities by Turku Science Park

- ✳ Benji Bananas by Tribeflame, one of the most downloaded free games in Google Play Store in spring 2013

SWINGING ACTION!



Picture: Benji Bananas

Regional Hot spots: Kajaani



BAFTA AWARD WINNER

Starcrossed by Kind of a Big Deal
was the Ones To Watch in association
with Dare to be Digital Award winner
at the 2013 Games Awards.

Critical Missions SWAT is a cross-platform
MMO FPS game where players can play with
each other between iOS, Android and web
platforms. The game has passed yet
another stunning milestone of
10 million mobile downloads.



THE BEEF IS HERE IN KAJAANI
WWW.KAVIOCLUSTER.ORG



Leverage from
the EU
2007-2013





Picture: Supercell / Clash of clans

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*Pictures of the back cover:
Housemarque / Dead Nation
Frozenbyte / Trine 2
Bugbear / Ridge Racer Unbounded
Kukouri / Tiny Troopers
Redlynx, a Ubisoft Studio / Trials Evolution*

Picture: Colossal Order / Cities in Motion 2

TeKes



neogames
HUB OF THE FINNISH GAME INDUSTRY

Kouvola
KINNO | Kouvola Innovation Oy

BUSINESS OULU


**JOENSUU
SCIENCE PARK**


HELSINKI
business hub

 **igda**

**SCIENCE
PARK**

**UUSI
TEHDAS
/NEW
FACTORY**


KALEVI GROUP

 **cursor**



**Leverage from
the EU**
2007-2013


European Union
European Regional Development Fund
European Social Fund

Some of the local support activities are funded by EU's regional development fund (ERDF).

