

A vibrant, stylized illustration featuring a group of characters from Disney and Kingdom Hearts. In the center, Sora stands with his signature spiky brown hair and blue eyes, holding the Master Key. To his left is Riku, also with spiky brown hair. In the foreground, Mickey Mouse is on the left, wearing a red and white outfit. Next to him is Kairi, a young woman with long red hair. To the right of Kairi is Donald Duck, wearing a blue sailor hat and holding a sword. Further right is Goofy, wearing his signature yellow hat and a green jacket. The background is a fantastical, colorful landscape with large, ornate structures and a warm, golden light. The text "Linked Games" is overlaid on a light pink rectangular box on the left side of the image.

Linked Games

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Few words about me

- MSc. Of Telecommunications Software, 2012, Lappeenranta University of Technology
- PhD student at the same University
- Studied here at UPM in 2010-2011
Intelligencia Artificial
- Health Game Entrepreneur
- Interests: Games, Girls & all things geeky



LAPPEENRANNAN TEKNILLINEN YLIOPISTO



Lappeenranta University of Technology

- Undergraduate and Postgraduate students: ~4 800
- 32.8% of students starting in Autumn 2012 were from abroad
- Number of students in continuing education: approx. 1000
- Number of students in the Open University: approx. 1300
- Faculty staff in total: 960
- Nowadays 3 faculties: School of Technology, School of Industrial Engineering and Management and School of Business

Game Research Interest Group

- Currently working with the Game Industry in three projects
- Software Development in the Creative Ecosystem
 - Software processes of game industry, assessing best practises
- LevelUp Lappeenranta, game business hatchery
 - 2010: 0 game studios
 - 2012: 5 game studios, 20+ in South-East Finland
- Game Cloud
 - How to create a value creating ecosystem for connecting games





Games Industry

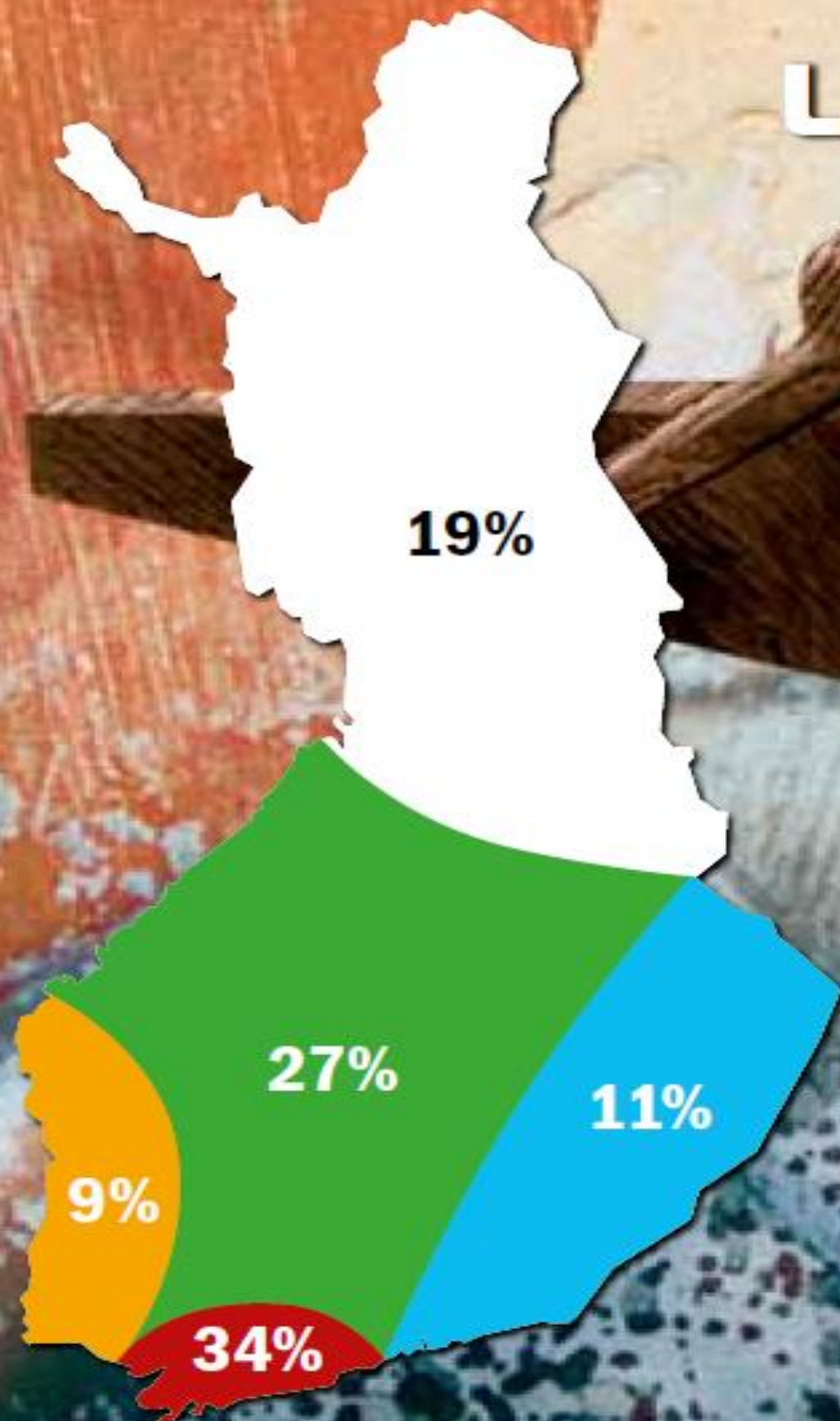
A short look at the game industry in Finland and world-wide

Games Industry in numbers - US

- 58% of Americans play video games
- Average gamer age is 30
 - 32% under 18 years
 - 32% 18-35
 - 36% over 35 years
- 55% male 45% female
- U.S Computer & Video Game sales in dollars: 14.8 billion USD



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

Hot Issues



Crowded distribution channels

Developer separation

NextGen Consoles



Gamecloud

To the real business 😊

Problem

Visibility

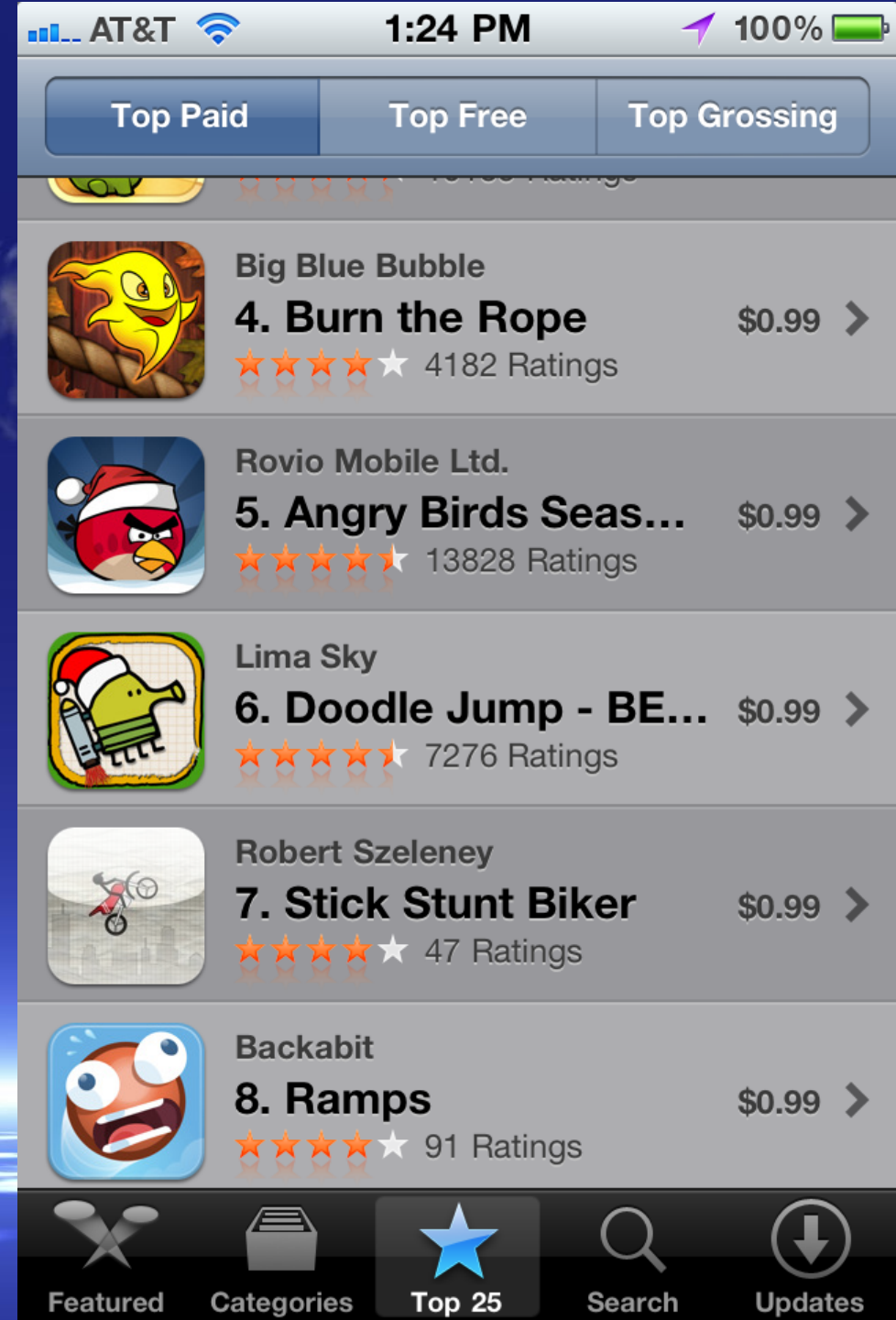
Player Engagement



Problem

Visibility

Player Engagement

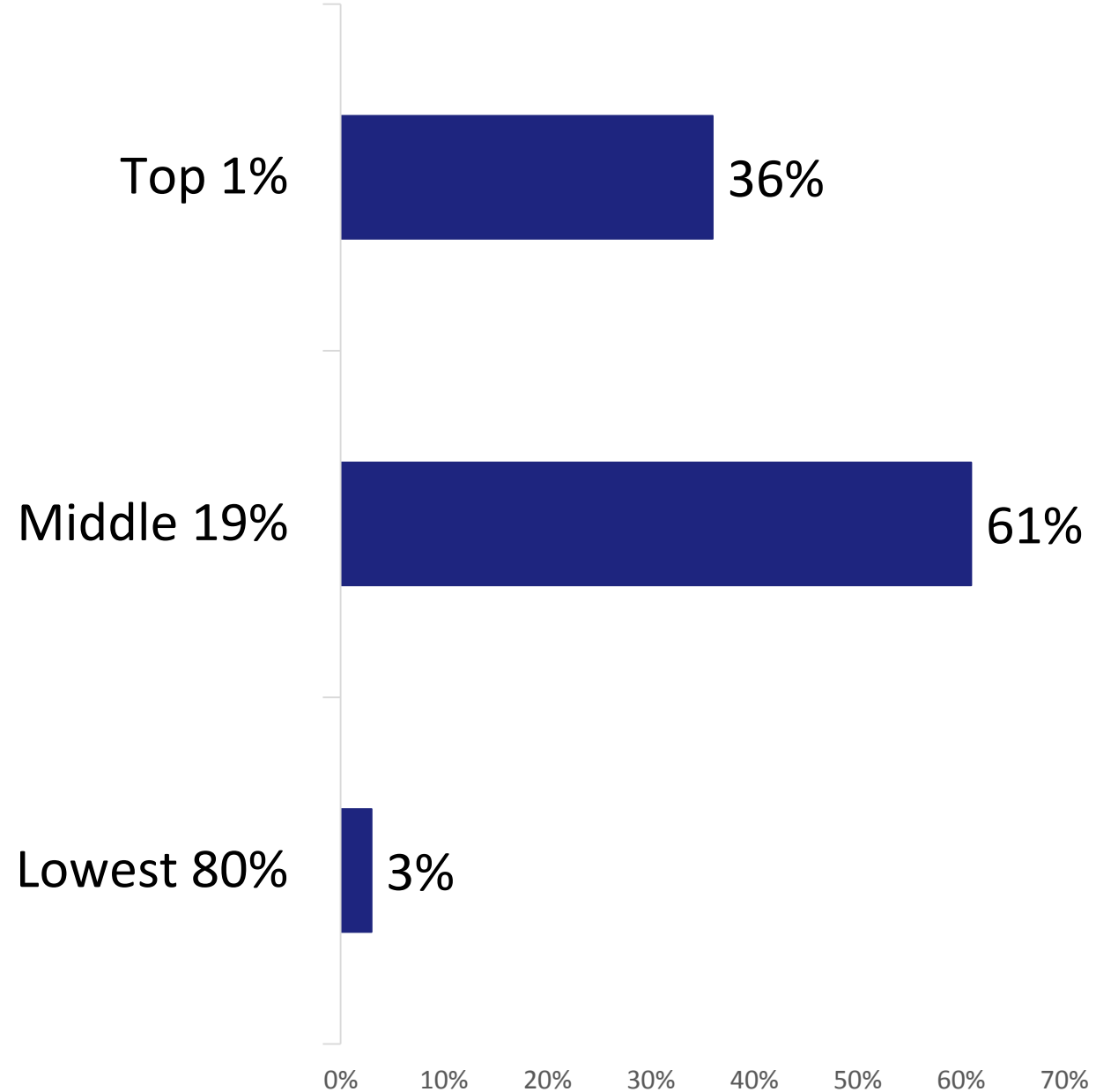


Problem

Visibility

Player Engagement

Distribution of Income



Cross-Promotion



Cross-Promotion

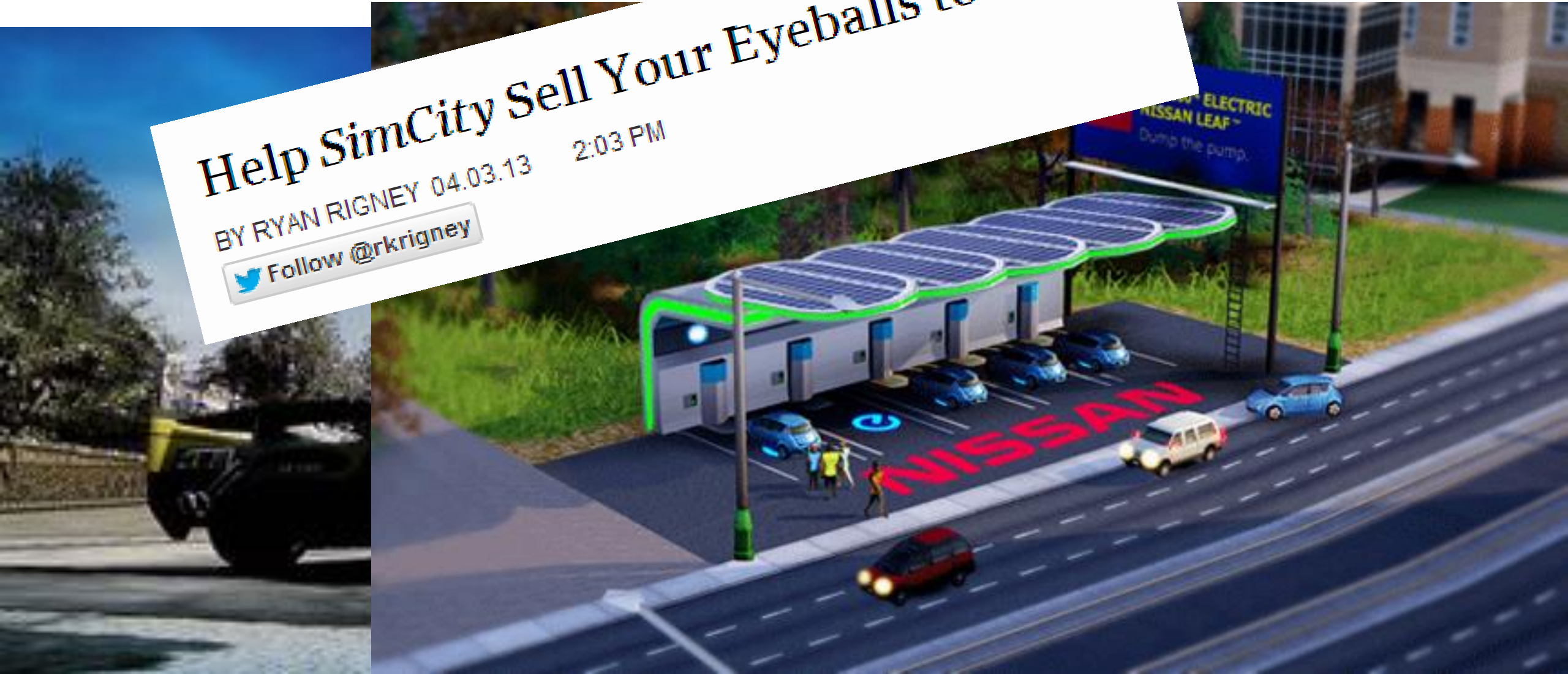


Cross-Promotion

Help SimCity Sell Your Eyeballs to Nissan

BY RYAN RIGNEY 04.03.13 2:03 PM

 Follow @rkrigney



Cross-Promotion

Help SimCity Sell Your Eyeballs to Nissan

BY RYAN RIGNEY 04.03.13 2:03 PM

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Pizza and Everquest 2 - two great tastes that clog arteries together

by Ben Zackheim  on Feb 18th 2005 9:00AM

Cross Promotion

[Kingdom Hearts](#)

[Dust514: Battle for Caldari Prime](#)

[Quantum Break](#)



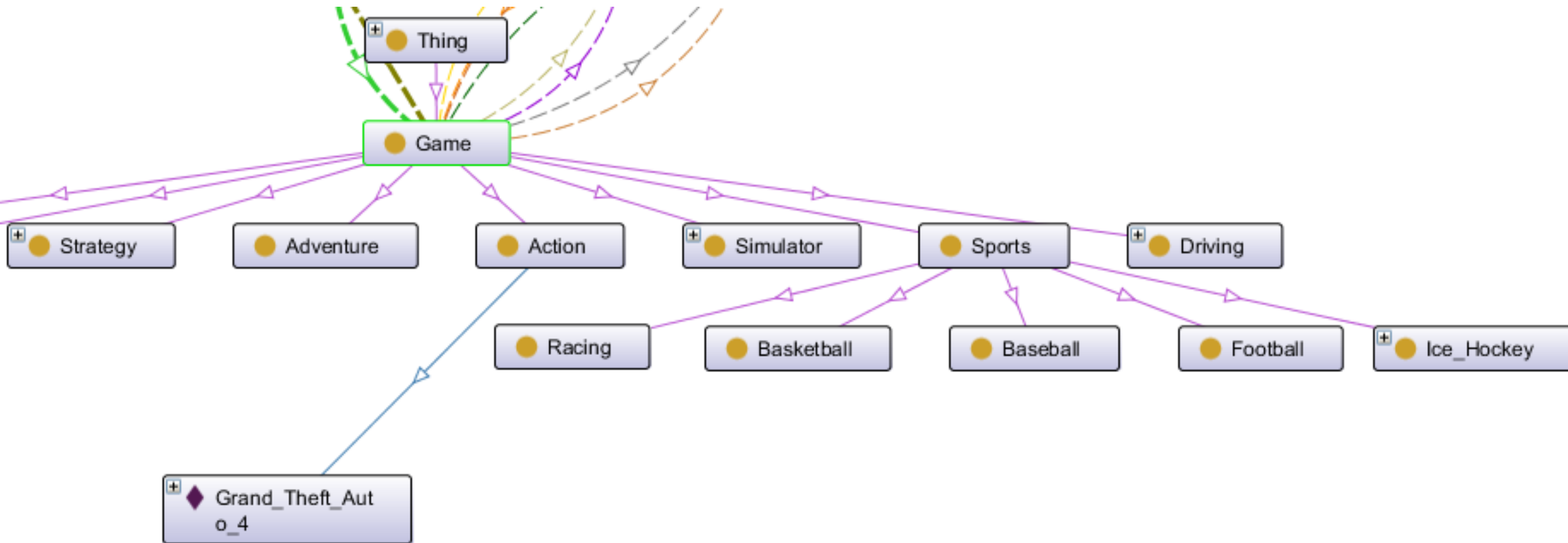
Gamecloud – The Research

- The big question: Would it be possible to connect games in more deeper manner and ease the development of such cross-overs?
- We have interviewed a lot of Finnish companies about connecting games and their worlds
 - Rovio, Supercell, Remedy, Bugbear, Kukouri, etc.
- Big interest in the topic. Some believe more, some don't
- Biggest problem: the lack of knowledge of all possible technology (where wouldn't be?)

Ontology Questions (example)

- What achievements has a player obtained? “Cool Guy”, “Orc Slayer”
- What are the types of achievements a game has? Skill-based, Veteran, Luck
- What abilities does an item have? Magic, Equipable, Damage-dealing
- What is the preferred weapon of players with a certain character class? Shuriken, Buster Sword, AK-47
- What are the games similar to this one? “Hitman 1, Hitman 2, MassEffect 2”
- How many times players have died in a level? 50, 600 000
- What is the most crafted item in the game? “Magical Hat”, “Health Potion”, “Dragon Armor”
- What consumable items does a player have in game? “Health Potion”, “Potion of Mana”, “Cookie”

Ontology Draft v.1



Draft
v.1.0

