



Success in Danish games Industries – But how to make Money?

Tuesday, December 11, from 08.45 -12.00
Aalborg University – Copenhagen
A.C. Meyersvænge 15, 2450 København SV
Building A: Room 0.091

In 2012 the global games market revenues were \$70.6 billion. It is estimated that 2.3 billion gamers across the globe will spend \$137.9 billion on games in 2018. The forecast for 2021 is \$180 billion, where mobile games will generate 59% of the global market.

The Danish games industries are also growing. There are an increased amount of Danish companies and employees within the games industry, and in general with an increased turnover. In particular there are an increased activity in the small- and mid-sized companies. It is rather easy to develop and release games on the market today. However, it is a highly competitive market, and there are some challenges ahead. There are e.g. required professionalism and more investment within strategy/ idea generation, business analysis, the development phase, and commercialization. Some companies also face challenges with clients' perception of games as a serious media.

With this seminar we would like to shed new light on the Danish games industry, and how there can be developed even more commercial success in the future. Within this seminar we would like to provide new ideas within the game industry value chain, addressed through presentations, networking, and a workshop.

Program:

08.45 – 09.00: Coffee, tea, and rolls will be provided.

09.00 – 09.15: "Alt+H: New methods and challenges for small- and mid-sized game companies in Denmark". Thomas Bjørner, Aalborg University.

09.15 – 09.45: "Starting a game studio in Denmark", Steffen Kappelgaard, Betadwarf.

09.45 – 10.00: Break – and networking

10.00 – 10.30: "Challenges and opportunities: The road ahead for the Danish games industry", Jesper Krogh Kristiansen, Interactive Denmark

11.00 – 11.30: "Supporting entrepreneurship at AAU". Tomas Penxa, Aalborg University.

11.30 – 12.00: A speed Workshop

Target group: New and start-up companies, small- and mid-sized companies, all within the games Industry. Further, students with specific plans for starting companies within the games industry.

Participant registration required. Sign-up here: <https://tbj.nemtilmeld.dk/1/at-y18qtsmj/>

Practical:

The seminar is for free, but participant registration is required. The event is organized by Aalborg University within the project Alt+H, funded by the Agency for Institutions and Educational Grants.

There is one hour free car parking. Day parking permits can be provided in our reception, Building A. Finding the room: Follow the signs, or ask in our reception.