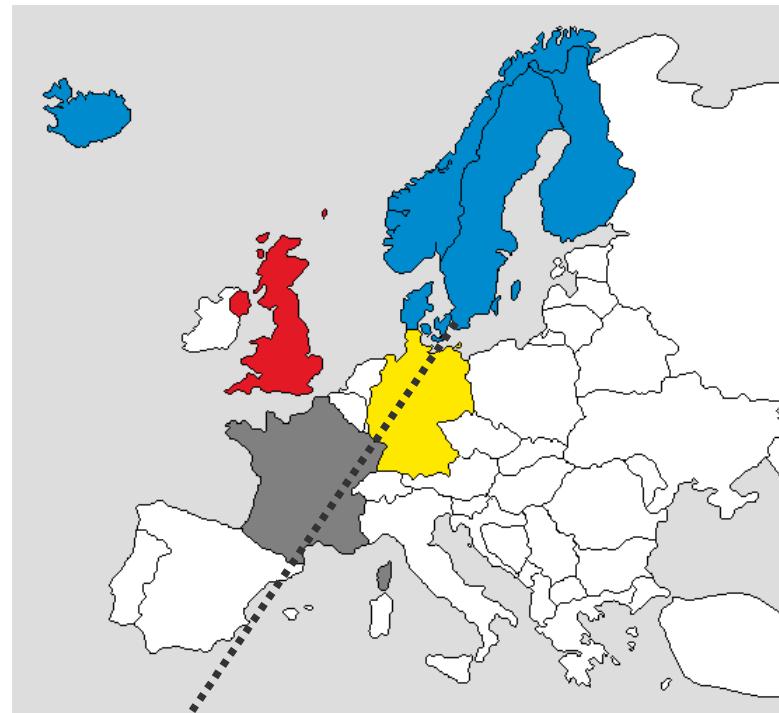




NG17: Introduction

Overview and data

The European leaders in game development



Malmö, Sweden, the home of the Nordic Game conference.

20 minutes by train from Copenhagen airport, then we're just across the street.

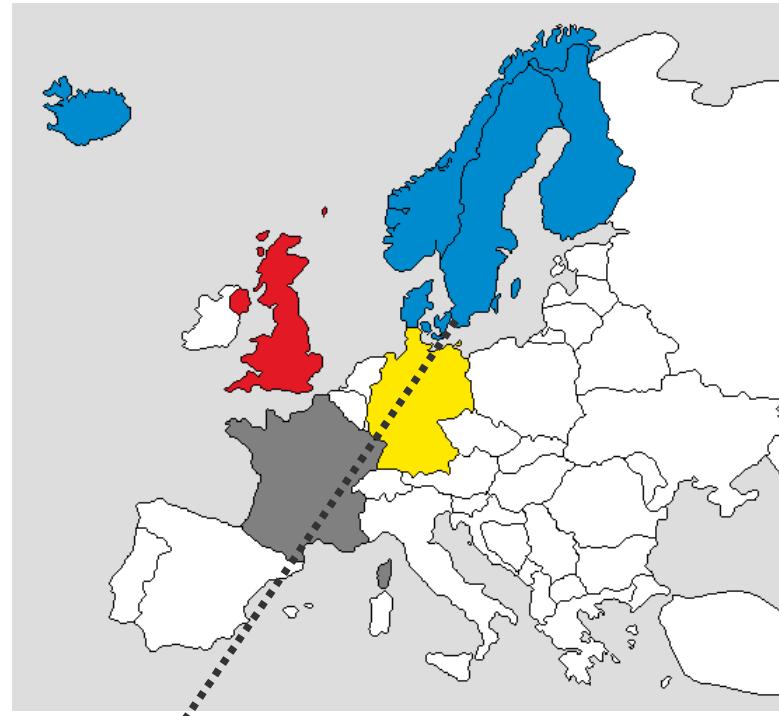
Nordic:
8,000 developers

Germany:
10,000 developers

UK:
10,000 developers

France:
4,000 developers

The leading European game developer conferences



Malmö, Sweden, is the home of the Nordic Game conference.

About 20 minutes by train from Copenhagen airport, and then we're just across the street.

Quo Vadis, Berlin,
April, 1,200 attending

Nordic Game, Malmö,
May, 1,800 attending

Develop, Brighton,
July, 1,500 attending

GDCE, Cologne,
August, 1,200 attending

Past highlights

Harmonix demo
“Rockband” in their
keynote, 2008



Venue change and
first Nordic Game
Indie Night, 2010

Nordic Game
conference founded
in Malmö, 2003



Second largest
developer conference
in Europe, 2013



Passed 1,000
attending delegates
mark, 2009



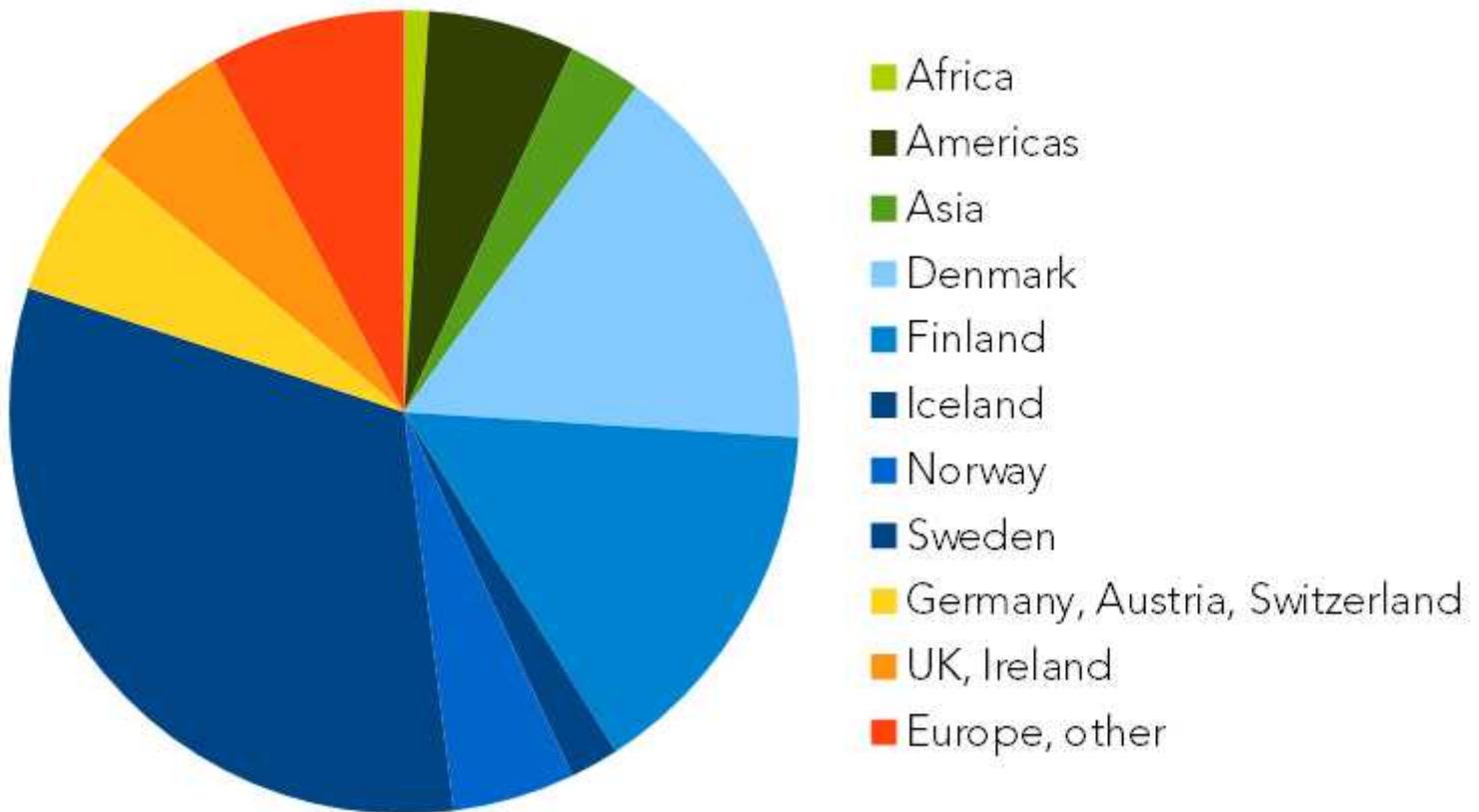
Largest games
developer conference
in Europe, 2016



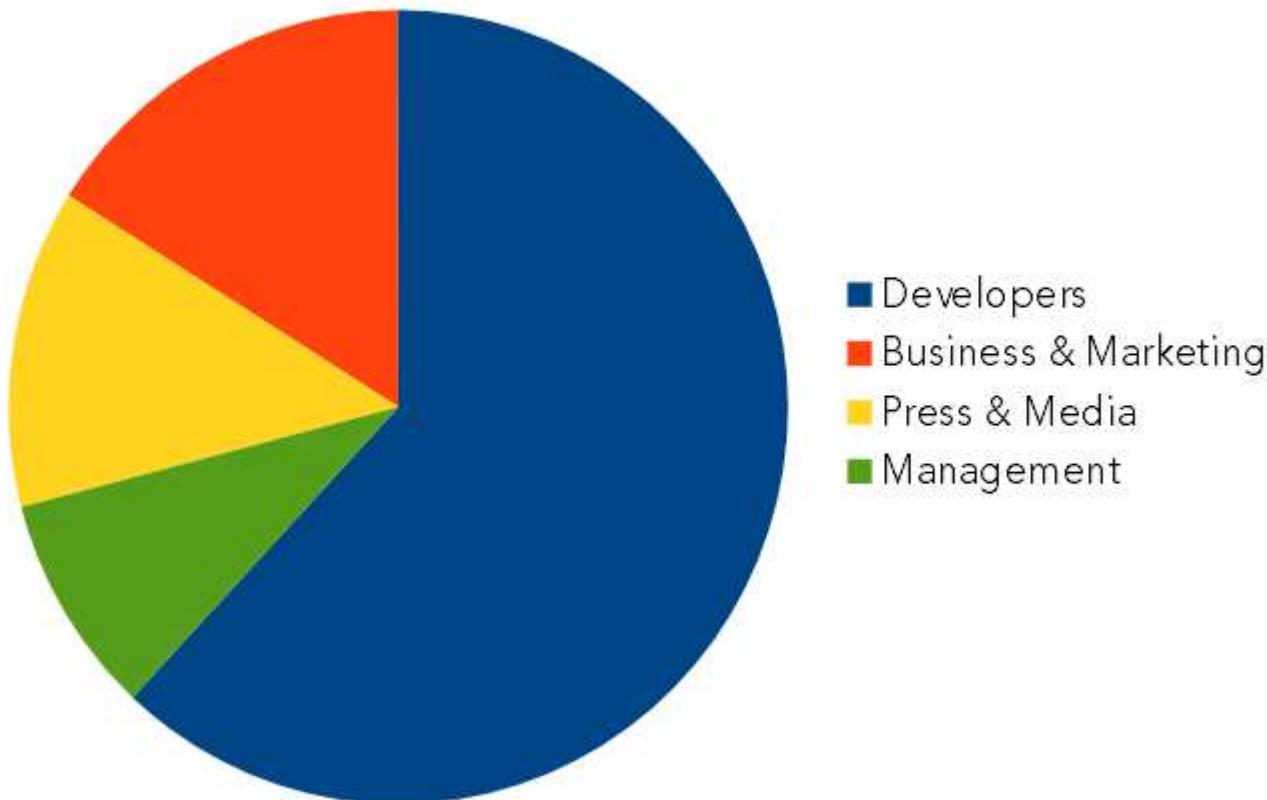
First Nordic Game
Awards a part of the
conference, 2006

10th anniversary
celebrated, 2014

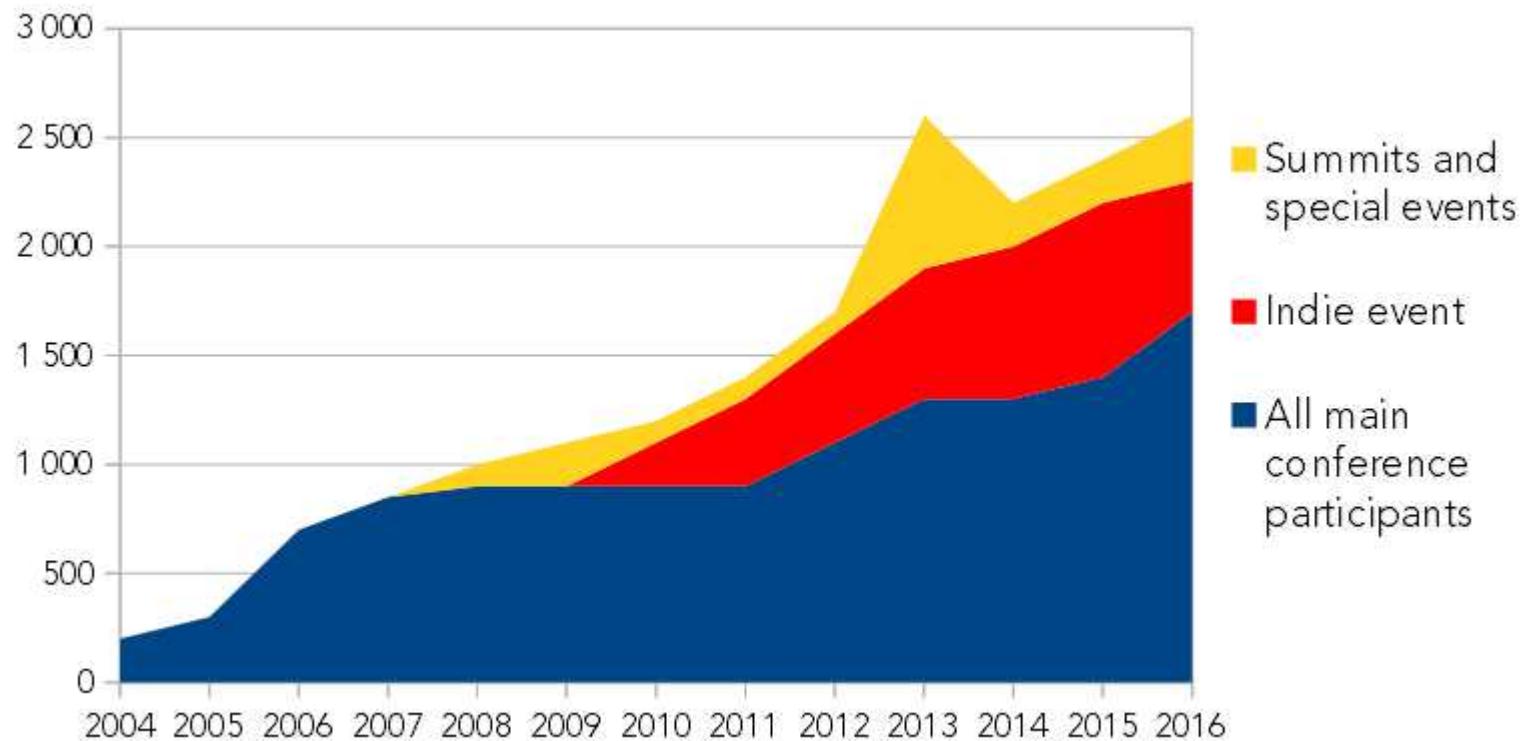
Delegates' origin, NG16



Delegates' profiles, NG16



Attendance growth 2004 - 2016



NG17 Foundations and additions

KNOWLEDGE:

World-class speaker program,
trends, inspiration, workshops

NG16: 139 speakers in 105 sessions
(67 main, 38 Fast Track 25-min problem &
solution sessions and 8 Panels)



EMOTION:

Intimacy, socialising, fun -
networking events and parties



BUSINESS:

Business meeting system and -area

Matchmaking

Investment-focus event



New in 2017:

Enhanced focus on expert tech sessions
Program section curated by
GamesIndustry.biz

New in 2017:

Indie Day evolves into Discovery Day
Premiere of the Discovery Contest Finals

New in 2017:

Opportunities in educational games,
e-sports, gambling, "gamification"
MeetToMatch - new and enhanced B2B
matchmaking system introduced

NG17 Day by day

	Tuesday 16 May	Wednesday 17 May	Thursday 18 May	Friday 19 May
	Pre-conference Day	Norwegian National Day	Day 2	Discovery Day
Venue open	13:00 – 17:00	09:00 – 18:00	09:00 – 02:00	09:00 – 20:00
	Registration Badge pick-up	Conference expo floor opens MeetToMatch meeting area opens		Discovery Showcase Area opens
Focused program content		Investing in Games Publishers meet Developers Diversity	Fast Track VR Educational games	Indie Innovation Games and the Law
Events	Pre-conference networking events	Executive Summit Speakers' Reception Dinner Evening networking event by IGDA Finland	Nordic Game Awards Gala Dinner Nordic Party	Discovery Contest Final NG17 After Hours

NG16 Testimonials

"I want to thank everyone for making me so welcome at this year's Nordic Game event. It was an invaluable experience for me. Everything about the event made me realize once again, that there are many people out there who genuinely love games, and just how many fantastic game creators there are in the Nordic area.

It also made me very aware of how the Nordic area has the ideal conditions to develop a wide range of games spanning AAA games to mobile titles. Personnel, environment, and technology can all be found in the area, which will prove vital in gaming's future. I look forward to seeing what you all come up with."

- *Hideo Kojima, Lead Designer, Founder, Kojima Productions*

"It was my first time in Scandinavia, and I got to enjoy it attending this great conference of gamers, artists, programmers, and educators from across the globe. It was a fantastic experience to

be under the same roof with such talented people and being able to inspire the next generation of game developers. I was happy and honored that my matte painting talk resonated with so many people at the event in the great city of Malmo. Thank you for the memories!"

- *David Luong, Visual Effects Artist, Blizzard*

"Nordic Game did a great job of creating a congenial and collegial environment for reconnecting with my Nordic region peers, and meeting new ones."

- *Heather Kelley*

"NG16 It was a real treat, and I was so psyched by the audience's warmth, enthusiasm and willingness to grapple with new and experimental ideas concerning games, play and culture. I am so thankful for the lovely hospitality and excellent conference programming!" - *Sarah Brin*

"A cool conference in a very nice and friendly atmosphere. Great location, superb organization and fantastic crowds and sessions."

- *Alen Ladavac, CTO, Croteam*

"A fantastic event with worldwide industry leaders where it's easy to network and share knowledge. Definitely recommended"

- *Gregory Louden, Senior Narrative Designer*

"Nordic Game offers the best event to meet high level representatives in the Scandinavian development community within a tight and relaxed environment. I always come away with new learnings and an enhanced contact list of stimulating people."

- *Nick Parker, Owner, Parker Consulting Ltd*

"It was an amazing experience. It was my first time at Nordic Game and the organisation was awesome, there were a lot of interesting people to network with and the audience was also very interested in the topic. I really appreciate the invite to be a speaker and I hope that someday I can come back!"

- *Sabrina Carmona, Producer, King*

"It was an honor to have the opportunity to talk at NG16 and be surrounded by some of the greatest minds in the industry."

- *Alexander Bergendahl, CEO, Poppermost Productions*

"Nordic Game is by far the best organised conference I've been to."

- *David Hayward, Director, YMPT*

"Nordic Game is a must-go-to event."

- *Steve Lindsay, Ixty*

"This was the first time I'd come to Nordic Game, and it was a wonderful experience. There was a great mix of speakers from many different areas within games, and talks included everything from broad overviews to the really detailed nitty-gritty of how games get made. Malmö made a wonderful setting for it. The conference's schedule of events other than talks, and the thoughtful layout of the space, meant that there was always something to do or play or someone to talk to - but there was also a great, friendly town to head out into for an hour or two if you wanted a break from games."

- *Holly Gramazio*

"Enjoyed the Nordic Games conference a lot this year. Well organized with lots of interesting participants with diverse backgrounds and company sizes. Plus plenty of networking opportunities and fun to boot. I'd like to thank all of the conference organizers for the amazing conference! "

- *Elena Lobova, CEO, iLogos*

Welcome!

NG16 crew:

Erik
Axel
Linda
Ola
Vidya
John
Jacob

Not pictured:

Anneli
Pål
Teddy
Tom

info@conf.nordicgame.com

