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G.A.M.E. Bundesverband
der Entwickler von Computerspielen e.V

What is G.A.M.E. e.V.?

- ASSOCIATION OF DEVELOPERS:
Trade Body & SME NGO: 66 members
- Founded in Berlin March 2004
- Political discussions: cultural assets, public funding, moral panic etc.
- Service activities
- LEIPZIGER MANIFEST AUGUST 2006

European Game Developer Federation: EGDF (www.egdf.net)

- Representation of interests in Brussels as European association of developers
- Best Practice exchange
- Elaboration of mutual positions (technology, content)
- Special programs and technology platforms

Importance of Games

Games are important as they are at the crossroads of three issues:

- Technology = technological position
- Economic development = jobs
- Cultural diversity = democracy

=> Innovation catalyst in the information society

Two main approaches

Developer funding	Infrastructure funding
<ul style="list-style-type: none">• Direct content development support (prototypes etc.)• Direct technology funding• Loans or subsidies	<ul style="list-style-type: none">• Indirect support<ul style="list-style-type: none">– Expos– Cluster management– Events– Networking

Situation of developers today :

- **Games as audiovisual medium**
Impact on society is growing => positive attitude is important to **integrate games** into the **regulation and support** initiatives of the information society.
- **Medium is young**, like film in the 20es
- **Network effects and economies of scale:**
 - **Very few** projects reach out to **international marketing**
 - clear **genre** orientation and **international stereotypes**
 - **Production costs** are rising quickly

⇒ **Independent** development becomes more difficult

International Models

Example Finland: TEKES	Example Korea: KOGIA
<ul style="list-style-type: none">• Very successful high-tech country• Recently announced 8m€ per year for game development	<ul style="list-style-type: none">• Probably the most advanced country in online game business• Infrastructure & Project funding• First Presentation in Europe

International Models

Example Norway: Norwegian Film Fund	Lunchbrake
<ul style="list-style-type: none">•Developer funding for years•Long experience	

Regional Situation in Germany

Only Distribution	Production & Distribution
<ul style="list-style-type: none">•Munich•Cologne	<ul style="list-style-type: none">•Berlin•Hamburg•Frankfurt•Ruhr – Valley AND•Baden – Württemberg•Leipzig/Halle

Regional Models

MDM (Sachsen, Sachsen-Anhalt, Thüringen)	Baden – Württemberg, MFG
<ul style="list-style-type: none">•Oldest regional funding program•Just recently „Drakensang“•A lot of experience	<ul style="list-style-type: none">•No specific Game – development funding•But IT and Network – funding•Many GAME members

Any questions left ?

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Thank you !