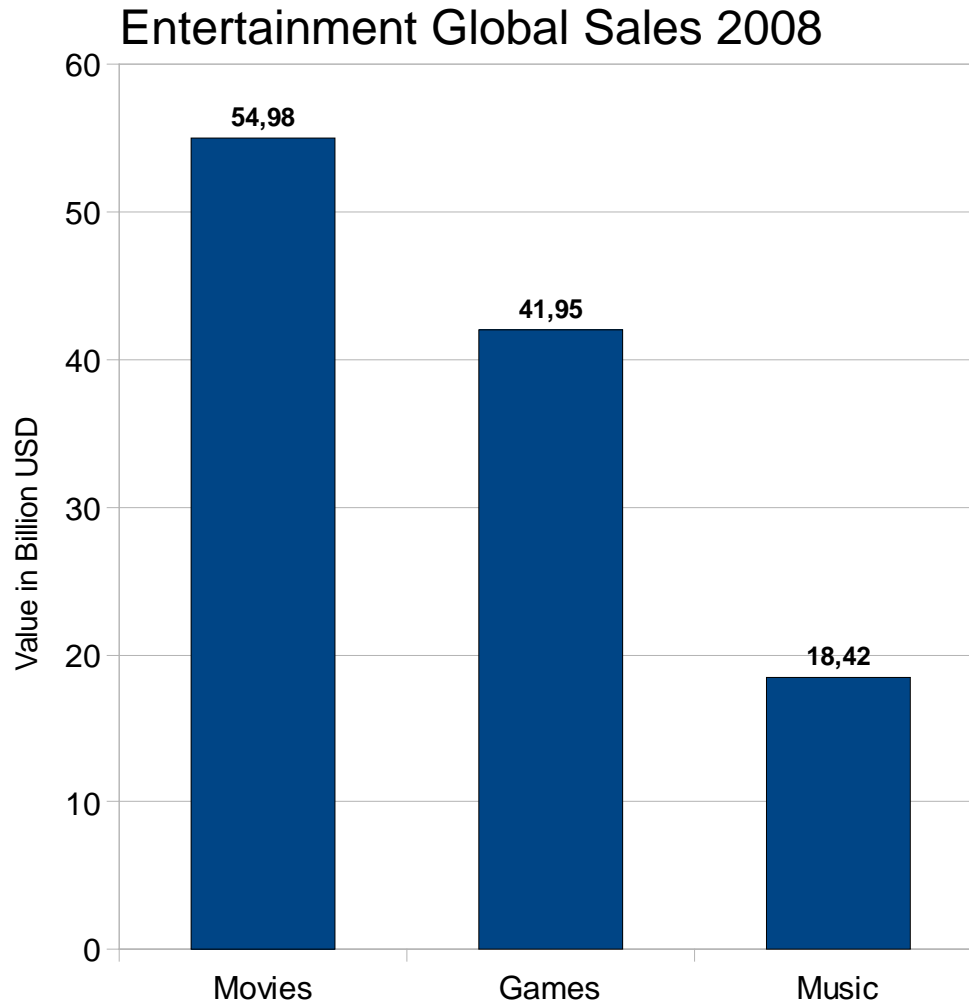


# Games Industry and Gaming as a part of developing Greater Helsinki

KooPee Hiltunen, Neogames  
Riku Olkkonen, Figma



# Economical Importance of Games Globally

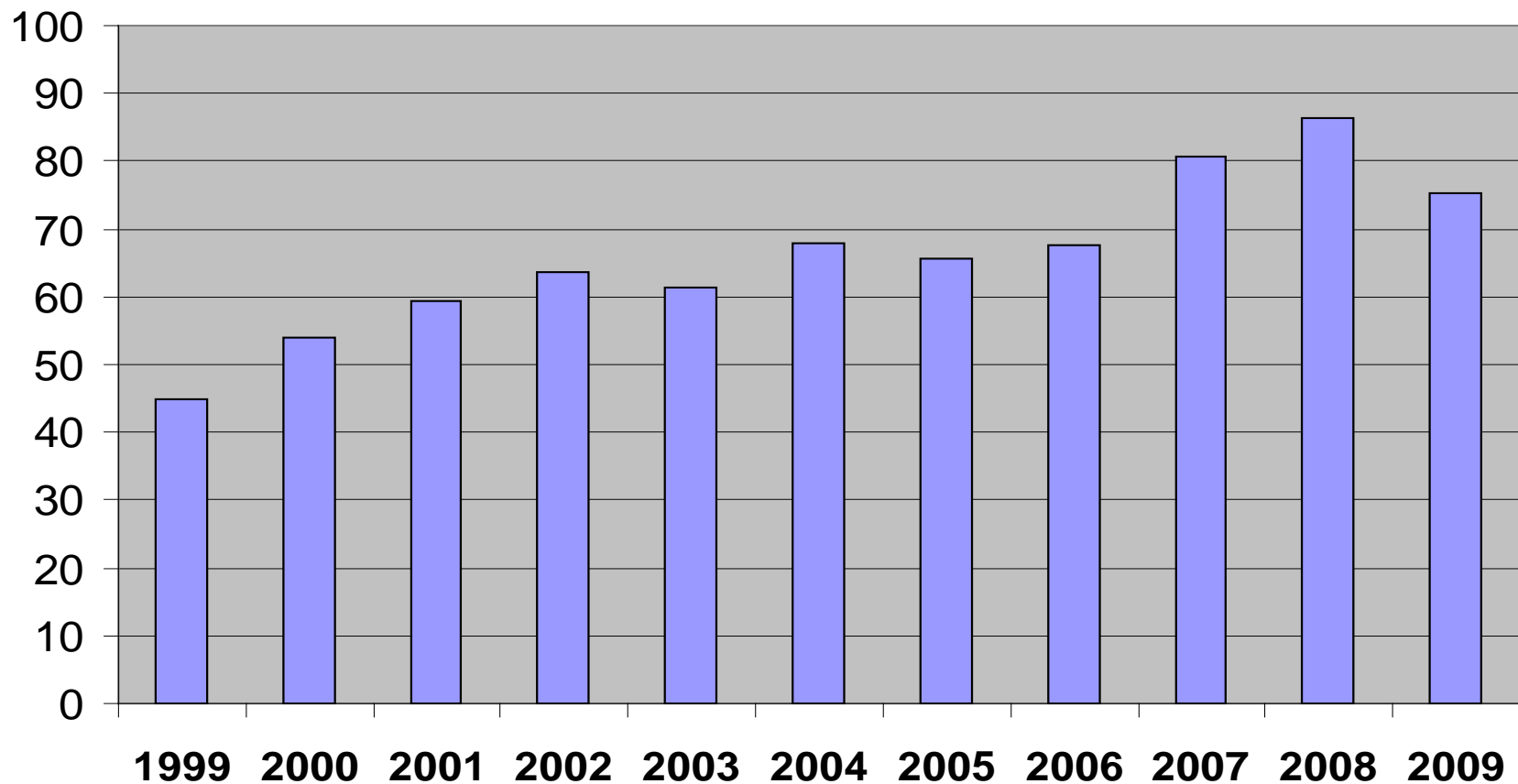


All the values are retail values. Music: records + online, Games: software sales (no hardware) Movies: DVD + VHS + box Office



# Game sales in Finland

Finnish sales - € (million)  
1999-2009



# The Gamer

- Average age is 30 yrs in Finland
- 80% of Finns in agegroups 5-40 yrs play games
- 33% of gamers are women
- Number of gamers is constantly growing
- Most popular genres
  - Driving games
  - Role-playing games
  - Sporting games
  - Exergames and music games newest
  - Strong Growth in online games

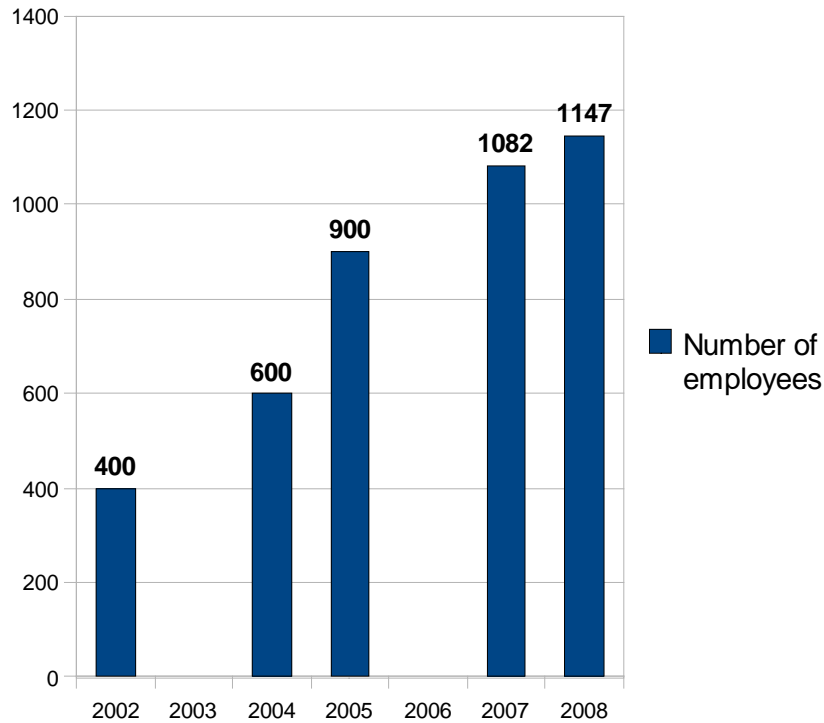


# Finnish Games Industry

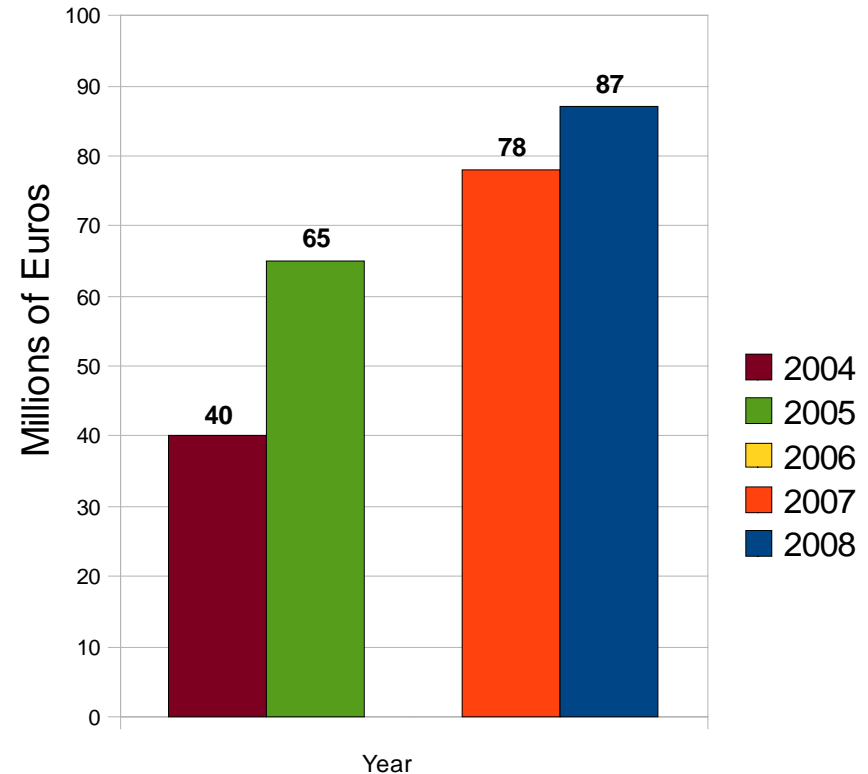


# Finnish Games industry has proven it's capability to success

Number of employees  
2002-2008



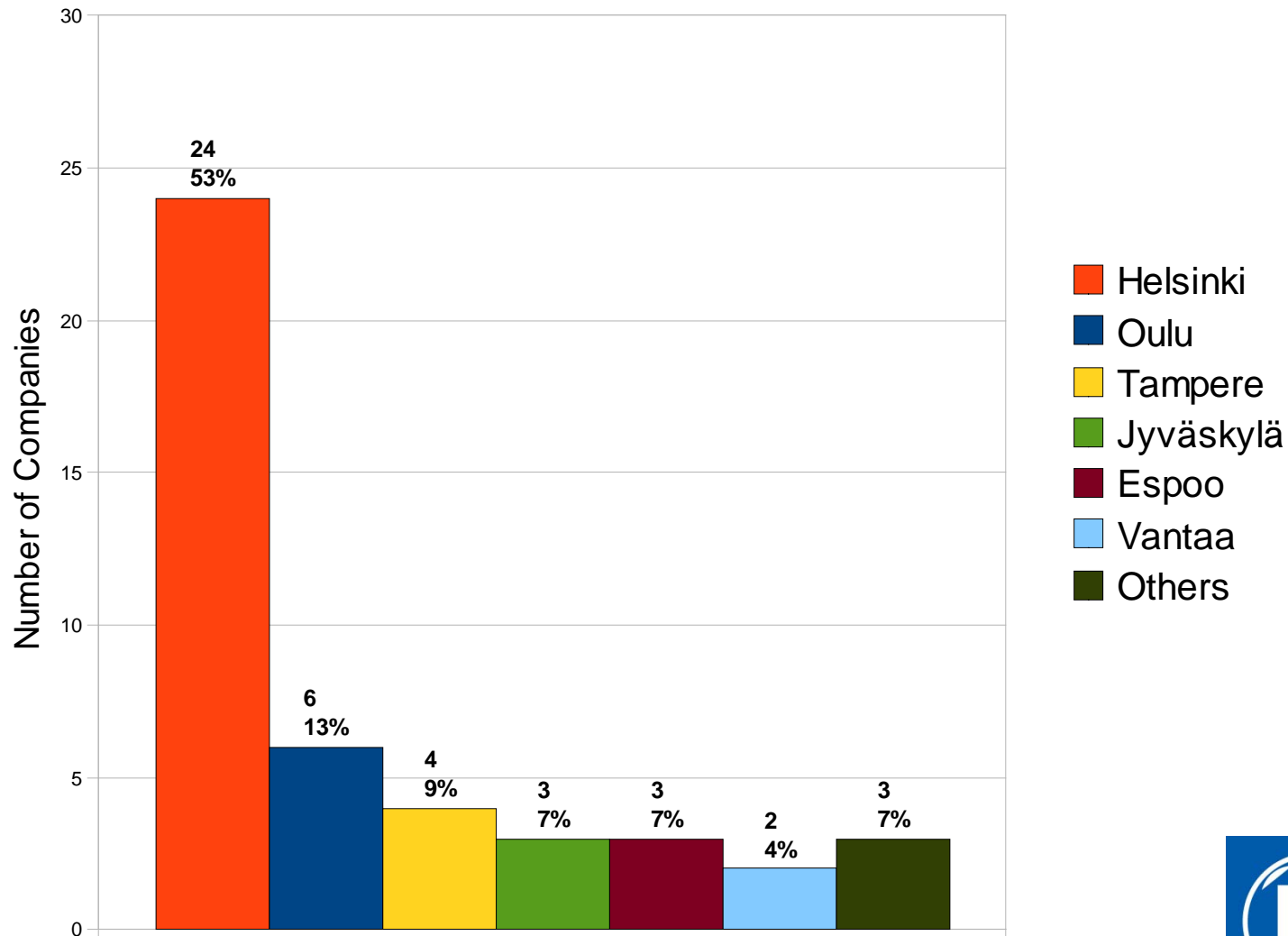
Turnover of the games industry  
2004-2008



2008 Games Industry was the biggest Cultural Exports industry in Finland



# Games Industry is Concentrated on Capitol Area



# EGDF

## European Games Developer Federation (EGDF)

- Represents some 600 studios based in Austria, Belgium, Denmark, Finland, France, Germany, Luxemburg, the Netherlands, Norway, Sweden, the United Kingdom and Spain,
- These studios together employ about 17000 people.
- The European Games Developer Federation is committed to the stimulation and development of a stable, vibrant, creative and competitive European games development sector



# EGDF headquarters in Helsinki 2010

”I think Helsinki could be a very good place to develop an organisation as EGDF further. Finland has already a quite good reputation in the industry. So it could be a win-win situation, where we help the region to present itself as innovative and at the same time truly European development area.”

- Malte Behrman, General Secretary, EGDF -



# Thank You

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