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nordicgame
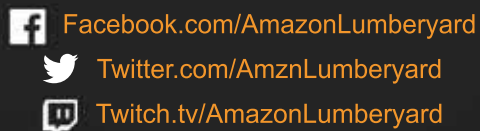
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PROGRAM 2017

#nordicgame

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Welcome to Nordic Game 2017

We are very proud to welcome you to this fourteenth edition of Nordic Game, the only conference in the world with a dedicated focus on the entire Nordic games industry. For the next three days, we'll provide you with a wealth of opportunities for your knowledge, emotion and business in games to grow.

Once again, we have made our very best effort to create a speaker program that can serve as a "window" for two important groups of people; for our esteemed peers who have travelled to Malmö from around the world, to gain insights into the Nordic games industry and learn some of the secrets behind the region's tremendous success, and for our colleagues here at home, to look outwards to the global games community for new inspiration and knowledge.

For veterans, NG17 has all of the classic Nordic Game elements you've come to expect; updated, fine-tuned and ready-to-go: MeetToMatch for effective business planning, the Expo to widen your horizons, networking events and parties galore to reconnect with old friends and make lots of new ones, the Nordic Game Awards to celebrate our best and brightest, and our ever popular gala dinner and complimentary lunches to keep your batteries at full charge.

No Nordic Game would be complete though without exploring a few new directions. We're so looking forward to introducing you to our new Discovery Day on Friday, 19 May, and to hosting the debut finals of our multi-venue, multi-national Discovery Contest – a new baby of ours which we hope will only grow bigger, better and stronger in the coming months and years.

So, we hope you are ready to listen, talk, learn, share, build, connect, evolve, inspire, laugh, drink, eat, joke, be serious, have fun, be tired, but also be happy, and that you'll enjoy NG17 as much as we've enjoyed creating it.

Thank you for joining us, and may you and your business prosper!

The Nordic Game 2017 Team

NG17 TIME SCHEDULE

16 May PRE-CONFERENCE DAY
13:00 -17:00 Badge pick-up
14:00 Game City Studio Tour pick-up

17 May CONFERENCE DAY 1
8:30 Badge pick-up opens
8:30 -17:00 Publisher's Market, Room Torshavn
10:00 Expo floor opens, including Meet To Match Area
10:00 -14:00 IGDA Mentor Café, Round Bar
11:00 -12:00 Opening Keynote, Unreal Theatre
12:15 -17:00 Sessions in the 6 auditoriums
13:30 -17:00 Investing in Games Summit, Room "Copenhagen"
12:00 -14:00 Lunch is served in the Dining Hall
17:00 -18:00 Diversi Mixer, Round Bar
17:00 -18:00: Happy Hour, Expo Floor
18:00 Closing Time
After hours:
IGDA Finland Social Meetup
Games Germany Mingle

18 May CONFERENCE DAY 2
9:00 Badge pick-up opens
10:00 Expo floor opens, including Meet To Match Area
10:00 -17:00 Sessions in the 6 auditoriums
10:00 -12:00 Kickstarter Kaffe Krans, Round Bar
12:00 -14:00 Lunch is served in the Dining Hall
17:00 -18:00 Happy Hour, Expo Floor
18:00 -19:00 Nordic Game Awards, Unreal Theatre
19:00 - 21:00 Gala Dinner, Dining Hall (NB: Reservation needed!)
21:00 - late Nordic Party, Slagthuset (NB: No reservation needed, just bring your badge!)

19 May CONFERENCE DAY 3 – Discovery Day
9:00 Badge pick-up opens
10:00 Expo floor opens, including Meet To Match Area
10:00 - 16:00 Sessions in the 6 auditoriums
10:00 -20:00 Discovery Day Showcase Area, Dining Hall
12:00 -14:00 Lunch is served in the Dining Hall
15:00 -16:00 Final Wrap-up, including Sensation Awards, and NGDC winner ceremony, Unreal Theatre
16:00 -17:00: Expo Closes
16:00 - 20:00: NG17 After Hours, Dining Hall
18:00 -19:00: Snack Dinner
20:00 Goodbye Hugs, Dining Hall
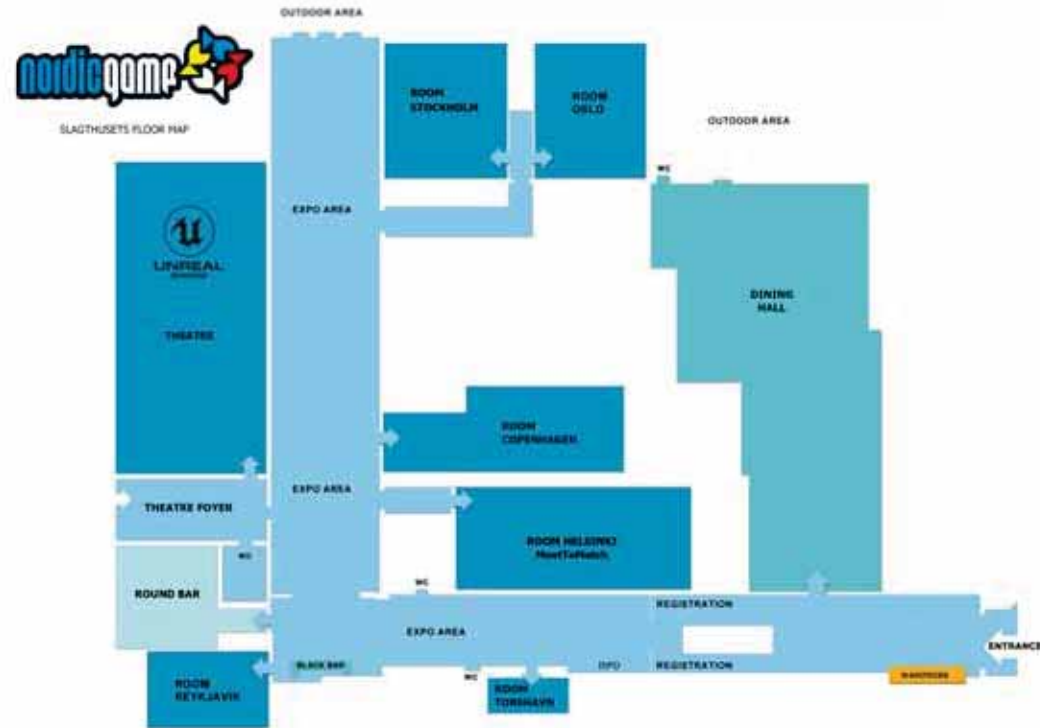
Venue
SLAGTHUSET
Address: Jörgen Kocksgatan 7A
211 20 Malmö
Tel.: +46 40 611 80 90

REGISTRATION
Pick up your NG17 pass at the registration area, located at the main entrance.
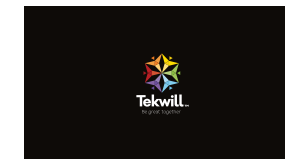
OPENING TIMES:
16 May: 13:00 -17:00
17 May: 8:30 -17:00
18 May: 9:00 -17:00
19 May: 9:00 -17:00

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NG17 HIGHLIGHTS

WEDNESDAY, 17 MAY

11:00 -17:00
Speaker sessions
All talks take place in the Unreal Theatre, Room Stockholm, Room Oslo or Room Reykjavik. On Wednesday, Room Torshavn is reserved for the Publisher's Market and in Room Copenhagen, the Investing in Games Summit begins at 13:30. Meanwhile in Room Helsinki, 10:00 marks the opening of MeetToMatch at NG17. Please check the map in this program guide for directions.

10:00 -17:00
Nordic Board Game Lounge
Board games are booming! The Nordic Game Board Game Lounge is a calm oasis in the Unreal Theater Foyer where folks can chill-out during the conference and play some of the best and most inspiring board games available. The NGBG Lounge is organised by students from the game design program at Denmark's Vallekilde Folk High School.

10:00 -14:00
IGDA Mentor Café
Nordic Game has partnered with IGDA to bring the popular IGDA Mentor Café to NG17. Located in the Round Bar, games industry leaders will share their knowledge and expertise in 20 minut mentoring sessions.

12:00 -14:00 Lunch
Don't forget to eat! Lunch is available for all delegates in the Dining Hall.

15:15 -16:00
Discovery Contest semi-finals, Day One
The first semi-final of the Nordic Game Discovery Contest. Unreal Theatre.

17:00 -18:00
Diversi Mingle
Diversi is a collaboration between the Swedish Games Industry association and representatives from games companies, educational institutions and gaming communities. The aim is simple: that more people will feel welcome to play, learn about and develop games. Held in the Round Bar, right next to the Unreal Theatre entrance.

17:00 -18:00
Happy Norwegian Hour
Join us in the Expo Hall Bar for mingle and refreshments, celebrating Norwegian Constitution Day! Sponsored by Hamar Game Collective.

18:00 -20:00
Games Germany Mingle
Newly founded Games Germany network invites you for food and drinks on Wednesday, 17 May from 18:00 at Grilljanne, Malmö's popular Asian roof-top BBQ and bar. Join them for great mingle and networking in a chill atmosphere, and enjoy the fantastic city view. Address: Tyfongatan 1, 211 19 Malmö

18:00
IGDA Finland Party
Held on Wednesday, 17 May at Skeppsbron 2 from 18:00. Beer, wine, music and good company. RSVP required, info at conf.nordicgame.com. Sponsored by Yousician and Fingersoft.

Thursday, 18 May

10:00 -17:00
Speaker sessions
Main program talks take place in the Unreal Theatre, Room Stockholm, Room Torshavn and Room Copenhagen. On Thursday, Room Reykjavik is dedicated to the short & sweet talks of Fast Track and Room Oslo hosts the Education & Incubator sessions. In Room Helsinki, 10:00 marks the second day of MeetToMatch at NG17. Please check the map in this program guide for directions.

10:00 -12:00
Kickstarter Kaffe Krans
Join Michael Liebe from Kickstarter for coffee, Q&A and more at the Round Bar, right next to the Unreal Theatre entrance.

12:00 -13:30 Lunch
Again, don't forget to eat! Lunch is available for all delegates in the Dining Hall.

15:15 -16:00 Discovery Contest semi-finals, Day Two
The second semi-final of the Nordic Game Discovery Contest takes place in the Unreal Theatre.

17:00
Happy Hour 2.0
Join us in the Expo Hall Bar for mingle and refreshments. A secret sponsor will be revealed there!

18:00
Nordic Game Awards 2017
A highlight of the Nordic Game Conference, this years award show will take place in The Unreal Theatre, the main auditorium of Slagthuset. The show is sponsored by Epic Games/Unreal Engine 4.

19:00
Nordic Game Gala Dinner
The gala conference dinner is open to all NG17 participants, but with limited seating in the Dining Hall, we hope you signed-up when you registered! Delicious food, drinks and good conversation is on the agenda, sponsored by our very good friends at King, with a surprise cameo from Bandai Namco Entertainment Europe.

21:00
Nordic Party
Party time! We have much to celebrate, and so we're turning Slagthuset in to a party paradise complete with bar, DJ, outdoor blues bar, marioke, loads of cheering, networking and good ol' Nordic fun. Party sponsors Epic Games/Unreal Engine 4 and Bandai Namco Entertainment Europe. No registration required, just bring your NG17 pass!

FRIDAY, 19 MAY

10:00 -17:00
Discovery Day!
Sessions will take place in the Unreal Theatre, Room Copenhagen, Room Torshavn, Room Stockholm and Room Oslo, where the Games & the Law track also resides this year. In Room Reykjavik, Fast Track picks up where it left off the day before. In Room Helsinki, doors open at 10:00 for the last day of MeetToMatch. Please check the map in this program guide for directions.

10:00 -20:00
Discovery Day Showcase
Visit the Dining Hall and experience a fine selection of games you've never seen before - some nominated for this year's Sensation Award, some competing in the Discovery Contest Finals and the rest presented directly by their developers to showcase at NG17.

12:00 -14:00 Lunch
Exhausted and hungry? Lunch is available for all delegates in the Dining Hall.

14:00 -14:45
Discovery Contest Finals
This will be exciting! Four competitors have fought their way through the semi-finals to make it to the grand final, where they'll pitch their games in front of the NG17 audience and the NGDC Finals jury, among them legendary Japanese game designer Fumito Ueda. The winner will be declared Nordic Game Discovery Contest "Game of the Year" and be awarded with a special prize package. Sponsored by Nordisk Film Games and Nordic Game Ventures.

15:00 -16:00
Nordic Game 2017 Wrap-Up
You have attended talks, panels, discussions and important award shows, but where are the actual game shows? This year's Nordic Game concludes with a "Boss Quiz Battle Show" – come test your knowledge (and learn more about the last three event-filled conference days), quiz-style! Surprises and prizes in abundance, not least announcements of the Sensation Award winner and Discovery Contest champion!

16:00 -20:00:
NG17 After Hours
Nordic Game Discovery Day will end with a "chill" bang in the Dining Hall. Full of games, fun, surprises and an evening snack for the hungry.

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Theatre

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P&M
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HANTVERKSGÅNGEN

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Be great together

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DATASPELSBRANSCHEN
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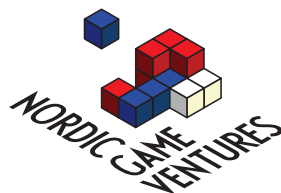**A 18**
MeetToMatch

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FOREST INTERACTIVE

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Polska
Trade & Investment

NORDIC GAME DISCOVERY CONTEST

Building on 14 years of running major successful events in the games industry, including several live-pitching events, selection processes and support systems, Nordic Game is introducing the Discovery Contest (NGDC) – an exciting, competitive challenge, where selected game projects are showcased at live-pitch events inseveral countries.

Nordic Game Discovery Contest on tour

The Nordic Game Discovery Contest debuted at the Northern Game Summit (6-7 October 2016) in Kajaani, Finland.
The competition continued at Konsoll 2016 in Bergen, Norway, and the Sweden Game Conference in Skövde, Sweden.In 2017, the NGDC tour included three events:
Reboot Develop in Dubrovnik, Croatia, Nordic Game Jam, Copenhagen, Denmark, and Quo Vadis in Berlin, Germany.

All the winners from these qualifiers are now ready for the NGDC Finals.The contestants include Ocmo by Team Ocmo, Space Krieg by We Heart Dragons and VR The Diner Duo by Whirlybird Games, as well as PapAR from Crunch Studio, Lost Words by Sketchbook Games and finally, We Are Muesli with their unique, cooperative action-puzzle game SIHEU4N. The last two finalist are found via a wild card submission system.

NGDC Finals at Nordic Game 2017

The Nordic Game Discovery Contest Finals at NG17 will consist of two semi-finals and one grand final, 17-19 May. In all three stages, participants will go on stage, pitch their games for five minutes and answer questions from an expert panel for five minutes.

Each participant will battle their way through the semi-finals, held on Wednesday, 17 May and Thursday, 18 May respectively.Game pitches in the top two of each semi-final will win a seat in the grand final, which takes place on Friday, 19 May at 14:00 in the main theatre of NG17.

In the grand final, participants will pitch their games in front of the NG17 audience and NGDC Finals jury, among them legendary Japanese game designer Fumito Ueda.
The winner will be declared Nordic Game Discovery Contest "Game of the Year" and be awarded guaranteed coverage/interviews with media outlets such as GamesIndustry.biz, a free booth at the EGX Festival in September (the UK's biggest game event), and a free pass to NG18 next year.

NG17 Sessions, Day 1

11:00 -12:00   UNREAL THEATRE

Huddle Up! The Making of [SPOILER] from INSIDE

In Playdead's "INSIDE", "the Huddle" aka "the blob" as dubbed by players, is the character form taken in the conclusive chapter of the game. It was a big task during production and one with much uncertainty. It took several years and several people to get it right, but not as a calculated effort. Over the years "the Huddle" was being created, a third of the company worked on, or rather jammed on the character. Everyone involved added their own expertise, as a sort of "hive-mind making hive-mind". In this talk, the Playdead team on "INSIDE" will peel back the layers they wove together, exposing dynamic arms imposed on a sack of physics bodies, moved by physics and animation as one, and glued together by shading. By going through the details of the creative process, they'll show how an unstable, decentralised collaboration led to an unexpectedly whole, albeit chaotic, "alive" creature. Moderated by Lasse Jon Fuglsang Pedersen.

Lasse Jon Fuglsang Pedersen
Senior Programmer, Playdead

Andreas Normand Grøntved
Lead Animator, Playdead

Mikkel Svendsen
VFX Artist, Playdead

Søren Trautner Madsen
Gameplay Programmer, Playdead

12:15 -13:00   ROOM COPENHAGEN

Monetise Your Game without Alienating Your Audience.

This panel will examine how it is possible to get the balance right: build a good game, with engaging content, happy players and create a healthy bank balance! We will be discussing the secrets to success including what are the most important KPI's to keep track of and what data or trends dictate whether to continue development of a game or stop: how much should be based on gut instinct versus facts? It will enlighten and educate the audience about how to build the right game for the right audience with the right tools in place to help monetise your game but without alienating your audience. Moderated by Simon Usiskin.

Simon Usiskin
Co-Founder & Managing Director, iQU

Maarten Noyons
Co-Founder & Managing CEO, NCC Partners

Jim Ying
Senior Advisor, CVCapital

Patrick Rose
Business & Product Analyst, Bandai Namco Ent. Europe

12:15 -13:00   ROOM OSLO

Crafting Better Playable Stories

This talk will be about how to better merge storytelling with gameplay. The problem will be approached from two different directions: What are stories and what aspects are best suited for games?
What is it that makes a game feel good to play? These will then converge into a single framework that can be used as a foundation for making better interactive storytelling.
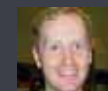
Thomas Grip
Creative Director, Frictional Games

12:15 -13:00   ROOM REYKJAVIK

An RTS for Everyone

When Creative Assembly took on the creation of "Halo Wars 2" with our partners 343 Industries, making an RTS that was accessible to all types of players was one of our principle design pillars. In this talk, I want to discuss how that goal shaped "Halo Wars 2" design, while also developing it as a sequel to the best-selling console RTS "Halo Wars".

Charlie Bewsher
Design Director, Creative Assembly

12:15 -13:00   ROOM STOCKHOLM

Amazon Lumberyard: Saving Time and Effort with Slices

Building scalable content is time-consuming, but it doesn't need to be that way. Find out how Amazon Lumberyard simplifies the process with cascading prefabs, or what we call "slices". Using our new sample project called "Starter Game", we'll create interactive gameplay elements and structures in real time - tasks that one engineer can achieve in less than 30 minutes with Lumberyard. We'll also cover some of the latest additions to the engine, including updates to the scripting tools, new Twitch integrations and more.

Alex Peterson
Dev. Relations Engineer, Amazon

12:15 -13:00   UNREAL THEATRE

Implementing a Tactile Player Character in Little Nightmare

This talk will discuss the development process for the playable character in "Little Nightmares"; focusing on the interaction between controls, mechanics, animation and feedback. We will discuss some of the techniques used to create a detailed, tactile character along with the overall process and lessons learned.

Richard Meredith
Programmer, Tarsier Studios

13:15 -14:00   ROOM OSLO

Hope for a Refugee: The Endless Digital Quest for Shreds of Dignity

Many countries are witnessing the Syrian refugees' constant stream of people. But Syria is only one example of many other countries, which in one time of their long history were refugees themselves. Seeking shelter at another country, with nothing, not even your dignity, is hard, some say even inhuman. If our human self cannot help to notice and respect that, how about our digital self? In my talk I will give examples of different types of refugees, and display digital games that have been made to tell their stories. Additionally, I will present 2 WIP games I've been developing, one where you play a refugee, escaping the monsters around him – us – and looking for crumbs of love and appreciation, and secondly a game about conquering land, turning pieces of ground from side to side, hence creating more refugees, hate and extremism.

Tsahi Liberman
CTO, TapOnIt

13:15 -14:00   ROOM REYKJAVIK

We Happy Few: Art and Style in a Procedural World

Whitney will discuss how the setting and artistic style of "We Happy Few", the 1960s dystopian drug paradise created by Compulsion Games, came to be. She will cover topics such as pre-production research, world building and production challenges, with the ultimate goal of talking about how to make a procedural world more interesting than those that have come before.

Whitney Clayton
Art Director,
Compulsion Games

13:15 -14:00   ROOM STOCKHOLM

Mobile Games: What Happens Next?

Ten years ago, mobile games were less-than-nothing. Now, driven by intense 24/7 player communities, the US$40 billion sector is the largest global game category with fierce innovation in key genres such as 4X, squad-RPG, match-3 and build-and-battle. Yet with growth levelling off, especially in the west, how can mobile game developers avoid the challenges of a maturing market and take full advantages of future opportunities? In this wide-ranging talk, Pocket Gamer co-founder Jon Jordan will data crunch his way through the performance of key companies (Glu Mobile, Zynga, EA Mobile, Gameloft, GungHo Online, King, DeNA, GREE, MZ, Supercell, etc.) to highlight sector trends before considering the business strategies that will dominate in the coming years.

Jonathan Jordan
Managing Director,
Accidental Gizmo

13:15 -14:00   UNREAL THEATRE

How to Create a Great First Impression

How to Create a Great First Impression   A discussion of the importance of the player's initial experience; or why it took us eighteen months to create the first ten minutes of "Forza Horizon 3".

14:15 -15:00   ROOM OSLO

How Experimentation Drives the Value and Design of Mobile Hit Games

This talk will give you a glimpse of how data and design disciplines intertwine to drive value creation at King. Learn about how we work with structured experiments to build our understanding of player motivations and design more engaging experiences across our portfolio of games.

14:15 -15:00   ROOM STOCKHOLM

Team17: From Games Developer to Award-Winning Games Label

This talk is a post-mortem on Team17, a leading international games label founded in 1990 that hosts the "Worms" franchise, "Yooka-Laylee", "The Escapists", "Overcooked", "Way to the Woods" and many more titles from amazing developers around the world. This presentation looks at how Team17 managed to reinvent themselves from a games development studio to an award-winning games label working with talented teams across the globe, and includes examples from the games they have created through the years.

14:15 -15:00   UNREAL THEATRE

Designing a Dream: Stubbornly Starting a Start-up from Scratch

Flavourworks used the vision of their first project to form their game development and business strategies. This approach has allowed creative freedom to co-exist with an investable developer. With no prior business experience, Jack quit his job and then went from a couch to starting a game development studio in 12 months, developing new technologies and development methods, as well as forming strategies for engaging new gaming audiences. The result has been attracting investment and publisher agreements from some of the biggest names in gaming, and a strong development team is growing. This talk explores the creative and business realities when going from hired developer to company director.

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gamesindustry.biz

Ralph Fulton
Creative Director, Playground Games

Viggo Wedborn
Business Performance Director, King

gamesindustry.biz

Kevin Carthew
Creative Director, Team17

gamesindustry.biz

Jack Attridge
Co-Founder/Creative Director, Flavourworks

15:15 -16:00   ROOM OSLO

Creating Games for the Twitch Generation

When I started making games 18 years ago, there was one audience - gamers. Today, there are three: gamers, broadcasters and viewers. To create a game today, we need to consider all three before the first idea forms. From that point we now walk a line where every choice we make has an effect on the enjoyment for each of them. How do we make sure those choices are the correct ones? Truthfully? I couldn't tell you. It's too early in the new world to tell for sure. But I can talk to you about how we are approaching them with our game "The D.R.G Initiative", and some of the ideas we have developed to build a game for "the Twitch generation".

15:15 -16:00   ROOM STOCKHOLM

Getting Ahead: Advice on Games Industry Careers

It can be difficult to get in to the games industry, and the hit-or-miss and project-based nature of games means that it can be a challenge to follow a single career pathway. Chaired by one of Europe's leading recruiters and diversity advocates, this panel will look at jobs and careers in games, with first-hand advice from those have made their mark in some of the Nordic region's leading companies. Questions will be welcome. Moderated by David Smith.

15:15 -16:00   ROOM REYKJAVIK

Game Trailers: The Core of Modern Marketing

If you're going to spend any money at all on marketing your game, start with an amazing trailer video. Your trailer is the first thing customers see on the app store. It's your most useful ambassador on Facebook feeds, websites and within competitors' games as a user acquisition tool. A trailer needs to grab people's attention within 1.6 seconds if it's to be effective, keep people engaged for the duration and get the message across in a memorable way that accurately reflects what the game delivers to people when they play. The video game market is now so sophisticated and competitive that if you aren't using a specialist agency for your game videos, you're definitely losing players and revenue to the developers who are. With modern performance analysis techniques, the impact of video treatments on click-through and conversion is provable. We'll share with you our creative process and production techniques, as well as show examples of our work.
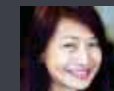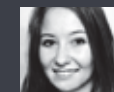
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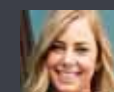**Jamie Jackson**
Co-Founder/Creative Dir., SlingShot Cartel

David Smith
Managing Director, Interactive Selection

Jean Tan   Design
Section Manager, IO Interactive

Sandra Mondahl
Recruiter, Massive Entertainment

Sara Jansson
Senior Producer, EA DICE

Susana Meza Graham   COO, Paradox Interactive

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Jason Avent
Managing Director, The Trailerfarm

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16:15 -17:00   ROOM OSLO

Meet Music: From Liability to Investment
We'll start by revisiting how the music business got started and the evolution it went through business model-wise in correlation to technology and globalisation, to then explore the music business' key departments in comparison with the gaming industry in terms of money flow. We'll then review the roles of music within the gaming environment, as well as limitations developers have had to deal with, to finally analyse specific examples where convergence of music and games have created additional revenue channels. The talk will then be finalised by recapitulating key take-aways and acknowledging remaining opportunities, to be followed by a quick Q&A session.

16:15 -17:00   ROOM REYKJAVIK

Creating Amazing Work Culture
Come and chat with industry vets as they share war stories from their time in the field, and secrets on how to craft and sustain an amazing, diverse culture. Panel moderated by Jillian Mood.

16:15 -17:00   ROOM STOCKHOLM

How to Foster Positive Cultures in Gaming Communities
In an online environment with change.org-campaigns for taking down trailers, sock-puppet accounts and hard language, how do you work together with your community to make it a friendly and accessible place? How do you reach your fans over multiple platforms, and how do you control the conversations happening beyond you admin-tools?

16:15 - 17:00   UNREAL THEATRE

Sanity vs. Vanity: Maximising Your Social Media Effectiveness
It's vital for developers to run an effective social media and YouTube strategy if you want your game or studio to succeed. But not all channels are created equal, and there's way more to making your mark than simply growing the follower numbers. As with everything, it's the quality of those followers that's more important than the quantity of them, but how do you go about working out who the right people are, and then capturing their attention and holding it? Natalie will share insider tips on which social channels deserve your attention, how to make sure you're using them the right way, and how to plan out a flexible strategy that fits your resources but still achieves what you want it to.

Mehdi Benkirane
Industry Relations Manager, SAE Institute

Lidi Giroux
Manager, Team & Culture, East Side Games

Malin Söderberg
Communications Manager, Paradox Interactive

gamesindustry.biz

Natalie Griffith
CEO/Founder, Press Space

NG17 Sessions, Day 2

10:00 -11:00   UNREAL THEATRE

A Fireside Chat with Fumito Ueda and David Polfeldt

Renown game Japanese game designer Fumito Ueda in a "fireside chat" with Massive Entertainment managing director David Polfeldt. The gaming veterans will discuss what inspires them and share war stories, wrapping-up with a conversation about what games are today and what they might become.

Fumito Ueda
Game Designer, genDESIGN

David Polfeldt
Managing Director, Massive Entertainment

10:00 -10:45   ROOM COPENHAGEN

Creating Games with Finnish Teams: A Retrospective

The Finnish games industry has had ten strong growth years, and RCP has been part of this growth for the past year. In this session, Jyri will talk about the industry, teams and in particular, the business potential of working with Finnish teams.

gamesindustry.biz

Jyri Partanen
Managing Director, RCP Finland

10:00 -10:25   ROOM REYKJAVIK

Where's the Money, Lebowski? An Algorithm for Fun and Profit

Your game is awesome! You like it, your friends and relatives like it. But you (and perhaps, your investor) would like to see more profit from it. You do promotions, experiment with balance, sometimes even buy traffic (budget permitting). But the money doesn't come, and it's not clear what to do next. I'll introduce an algorithm that can help you to decide what to do in such a situation, by exposing problems and revealing how solve them, and supported by a real case, in which we were able to unveil early stage problems and give a game "a new lease on life".

Vera Karpova
Analyst, Devtodev

10:30 -10:55   ROOM REYKJAVIK

Design Patterns for Distributed Game Servers

An overview of design patterns useful with leader boards, real-time chat, multiplayer and other gameplay APIs. These patterns can help scale out games for millions of players.

Chris Molozian
Co-Founder/CEO, Heroic Labs

10:00 -12:55   ROOM OSLO

Game Education Summit

10:00-10:10: Opening and moderator - Timo Ylikangas, KAVIO Cluster. 10:10: Finnish Game Education - Centria UAS Games Retro - Ville Autio, Centria UAS (15 min), Oulu Game Campus, Close Collaboration Between Education and Industry - Anna Salomaa, Oulu Game Lab (15 min), Case Ostrobothnia: Creating Game Scene to Vaasa with YLE - Jussi Loukiainen, MUOVA/Vaasa UAS (15 min), Finnish Game Education, Secret Sauce - Timo Ylikangas, KAIVO Academy (15 min). 11:10: Critical Force Academy, Beyond Traditional Studies - Heikki Koljonen. 11:35 - Break. 11:40: Game Development World Championship - Leevi Rasila, GDWC. 12:05: Swedish Study about Game Education. 12:30: How Game Studies Should Be Organised, Industry Comment - Jaakko Kemppainen, lead designer on "Pollen", Mindfield Games.

11:00 -11:25   ROOM REYKJAVIK

Modular Music Systems for VR

In virtual reality, storytelling takes a much more important role. Music and sound design give you a deeper level of immersion, and are the fuel for emotional transitions. I've created music systems that seamlessly blend different tunes for every aspect of this new medium and the storytelling within. Besides the composing side of these systems, I'll go into detail about how to integrate with the Unreal 4 engine and with After Effects in video editing.
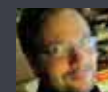
11:15 -12:00   ROOM STOCKHOLM

A Different Game: Level the Playing Field in China

Panel discussion will focus on specifics in helping the European game developers to understand and navigate the market in China, where the opportunities are abundant but "the water is choppy".
Moderated by Shirley Lin.

Timo Ylikangas
Ambassador, KAVIO Cluster

Jaakko Kemppainen
Lead Game Designer, Mindfield Games

Anna Salomaa
Lab Master, Oulu Game LAB/Oulu UAS
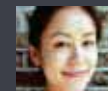
Leevi Rasila
Event Producer, GDWC

Thor Mýrdal
CEO/Composer, Synishorn

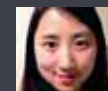**Shirley Lin** VP Business Development (APAC), Nexway

Alex Xu
Consultant, Leyou Technologies

Amy Huang
AVP, NetEase Capital

Xiaoxiao Song
Founder & CEO, YoMob Technology

Yuli Zhao
VP Corporate Development, Youzu Interactive

11:15 -12:00   UNREAL THEATRE

Originality Factor in Fallout Composition
The presentation is an in depth discussion on what makes music sounds "original", and the different ways to achieve it. I will discuss in particular the score for "Fallout 4" as an example, and play musical excerpts to demonstrate my theory. I will reveal some of my personal "secret" techniques and ways to create a unique sounding score that can work efficiently with the game, but also stand on their own as musical independent pieces. I will also discuss some of my private sound sampling techniques and how to use them in the score. I will open the session for discussion and questions early in the presentation so the audience can be an active part of the talk.

Inon Zur
Composer,
Inon Zur

11:15 -12:00   ROOM COPENHAGEN

How to Navigate Unknown VR Territory
One of Europe's leading VR games studios, SVRVIVE Studios, shares insights on how they went from a living-room to global Steam VR bestseller in just six months, and how to successfully enter and navigate the current VR landscape.

Faviana Vangelius
CEO & Co-Founder,
SVRVIVE Studios

11:30 -11:55   ROOM REYKJAVIK

Publishing in Southeast Asia
Understand the demands of and requirements for Southeast Asia, a market of 720 million people; which game you should publish and the right strategy to enter the world's fastest growing region.handcrafted. This quality has not gone unnoticed, mentioned by players and professional reviewers alike. In this talk, I will share my experience in developing the technique behind the level generator in "Unexplored", focusing on five generative strategies that I abandoned over the years I have been working on games with procedural content generation.

Johary Mustapha
CEO, Forest Interactive

12:00 -12:25   ROOM REYKJAVIK

**Scaling Dedicated Game Servers
with Containers**
Awesome! You've built the next "Overwatch"! You have your game client, and your dedicated game server to power each of those game sessions as your players duke it out in your new, amazing PvP tournament or MOBA death match. Now you need to learn how to use Containers to deal with the many challenges ahead.

Mark Mandel
Dev. Adv. Games,
Google Cloud Platform

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- 31/5/2017 Net and Zelda III, GameLab Panteion
- 3-4/6/2017 Grow, Gifted Hellas
- 17-29/7/2017 Get into Games-Create, Innovathens
- 4/9/2017 Video Games in preschool education, UoA
- 16-17/9/2017 Get into Games- Urban, Innovathens
- 18-19/11/2017 Get Into Games-Ignite, Innovathens

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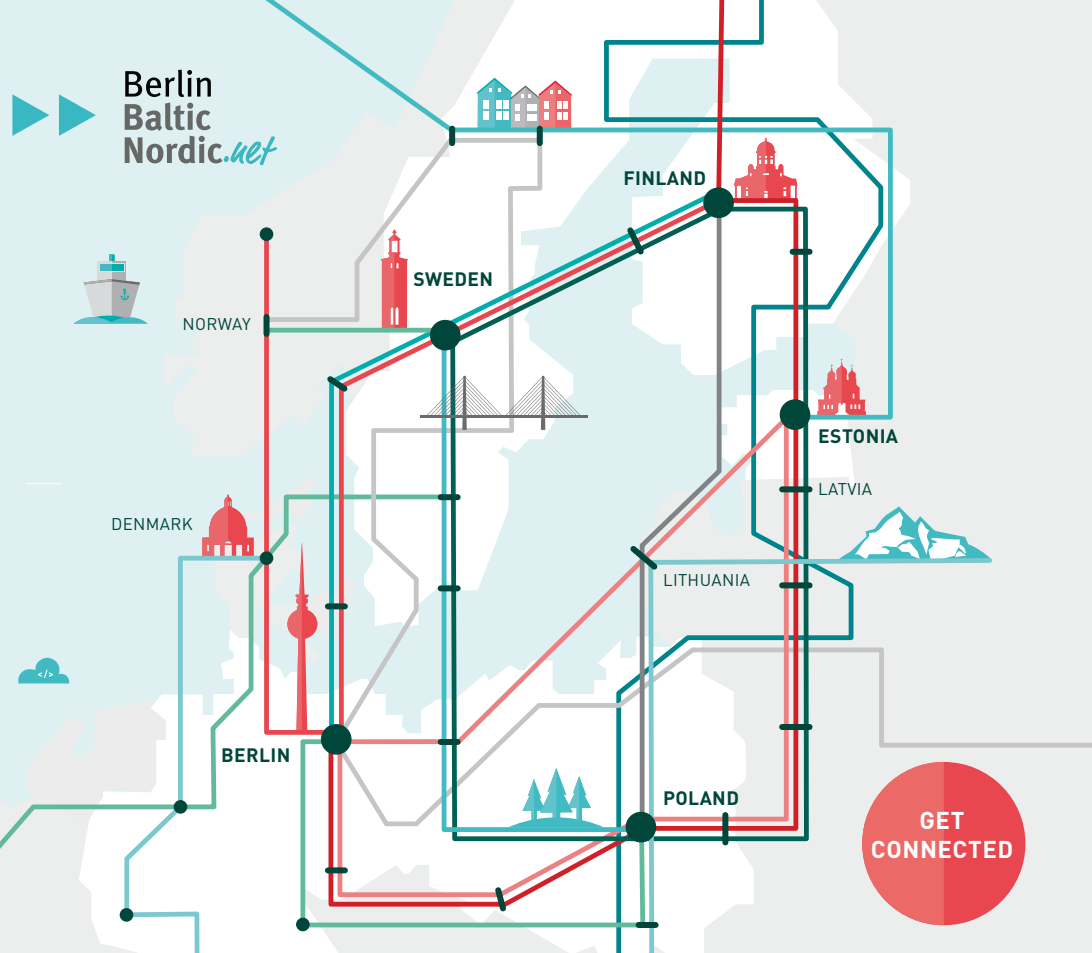
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DENISE
beyschlag@medianet-bb.de

12:15 -13:00   ROOM STOCKHOLM

How to Be a Unicorn
We'll teach you exactly what you need to know to be as cool as we (VRUnicorns) are – and a few more "side-tricks" that may come in handy in the indie game jamming scene. Moderated by Julie Heyde.

12:15 -13:00   ROOM COPENHAGEN

Systems are Everywhere... Right, Elon Musk?
Systems are everywhere. We see them in everyday life, and in turn, this is a major part of what we develop in our games. Systemic is when these systems start interacting with and influencing each other, with the hopes of developing interesting and possible emergent gameplay. Developing systemic gameplay is an interesting challenge for both programmers and game designers. This talk will discuss my approach to designing game systems and their interactions together, and how to go from a simple framework to finding the fun in your gameplay. What works? What doesn't? How to find mechanics that will be interesting to a diverse audience?
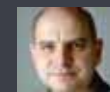
12:15 -13:00   UNREAL THEATRE

The More Things Change, the More They Stay the Same: Lessons
Philip & Andrew Oliver began their careers in their shared teenage bedroom over three decades ago. Since then, they have grown internationally successful businesses, created award-winning game franchises, and worked with some of the largest entertainment brands in the world. They've seen huge changes in the industry over this time, and have ridden the peaks and troughs by constantly evolving and adapting to the shifting business landscape. Many think that the games industry now is a unique beast, but the Oliver twins will use their experiences to show that many of the lessons they have learnt over the last 30+ years are every bit as applicable to growing studios in 2017. The more things seem to change, the more they really stay the same.

Julie Heyde
#ChickenBitch,
VRUnicorns

Horatiu Roman
CTU, VRUnicorns
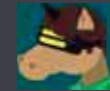
Jakob Johansson
Game Developer,
VRUnicorns

Max Nilsson
Game Developer,
VRUnicorns

Aleissia Laidacker
Lead Gameplay & AI,
Ubisoft Montreal

gamesindustry.biz

Philip Oliver
CEO/Co-Founder, Radiant
Worlds

Andrew Oliver
CTO/Co-Founder, Radiant
Worlds

12:30 - 12:55   ROOM REYKJAVIK

How to Soft Launch Successfully

A successful soft launch is the best way to optimise your mobile game for widespread release. Now an established and essential stage in a game's release cycle, developers use this tactic to iterate on their game in response to live data from a few selected territories, before unleashing it upon the wider world. In order to reap the full benefits of a soft launch, it's essential to plan ahead and establish the relevant performance metrics. This talk will look at how you should spend your time and resources to boost player retention and engagement as well as how to approach that all-important first purchase, giving your game the foundation it needs for a successful launch.

Paul Conway
Engagement Manager,
GameSparks

13:00 - 13:25   ROOM REYKJAVIK

The Art of Avoiding Feature Creep

Feature creep is when new and exciting features "creep" into an otherwise well thought-out game development plan. They take extra time and can impact the focus of your current design, but they can seem "too cool" to postpone. Sometimes "creepy" features seem necessary, like when observing your competitors and realising that a game sells because of that functionality you do not have. Other times, the idea of developing a certain feature is simply too irresistible "development-wise" to pass up. But while some feature creep is natural, too much of it leads to postponed launches, way too many extra bugs to fix and "crunch". We battle with feature creep ourselves in developing "Heart. Papers. Border." on a daily basis. Though some amount of unplanned design is natural, how do you decide what is valuable enough to invest time into and what is not, and how do you keep the right balance between "staying on track" and delivering something that's fun to make AND play? This is a brief guide to evaluating a feature and how to fit it (or not) into your development plan. The process includes making a game design pillars/core values document, keeping project management simple and calculating the business impact of missing a deadline.

Laura Bularca
Independent Developer

13:15 - 14:00   UNREAL THEATRE

Influencers: How is That Even Possible?

Discoverability and user acquisition are key, but have become more and more complicated and costly. In recent years, YouTubers have taken significant importance in customers' choices, as they are increasingly their only source of information, and totally rely on their opinion. In this panel, we'll learn who they really are, as well as what they like and dislike the most. Whether you do it PR-style or paid, internally or with a partner, the most important is to know how they work and how to work smartly with them – because at the end of the day, a good video can make a big difference. Attendees will learn how to work with influencers more efficiently, whether they have a big, small or no marketing budget at all. A set of developer-publishers will relate their experience working solo or with an agency, and an active influencer will give insights into his daily life and how he makes his choices. Moderated by Camille Martinache.
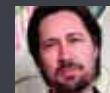
Camille Martinache
Partner Manager, Nevaly
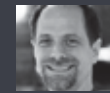
Alexandre Grimonpont
Publishing Producer, Hi-Re
Studios

Jud Chapman
Content Creator, Generikb

Martin Wiinholt
CEO, Gonzo Media

13:15 - 14:00   ROOM STOCKHOLM

Powering-Up Your Game with Twitch

Twitch is the largest social video platform for gamers on the planet. Millions of people watch billions of hours of game video per month on Twitch. Your players are already deeply engaged with your game's content on Twitch when they are not playing it directly. But Twitch is more than just a way to market your game. Twitch has several powerful technologies to amplify your game's reach, engagement and ultimately monetisation. In this talk, JT will discuss all the technological options you have in order to make your game bigger, stickier and better monetised. Both you and Twitch win when your game is as large as possible. Come learn how we can work together on a technical level in order to give your game the best shot at success!

JT Gleason
Director of Integration
Success, Twitch

13:15 - 13:40   ROOM REYKJAVIK

Publishing in Southeast Asia

Understand the demands of and requirements for Southeast Asia, a market of 720 million people; which game you should publish and the right strategy to enter the world's fastest growing region.

Johary Mustapha
CEO, Forest Interactive

13:15 -14:00   ROOM COPENHAGEN

Senses of the Hitman AI

This talk will focus on a handful of sensory components of the AI technology developed for "Hitman". The vision, sound and social sensors, as well as the player analyser component will be covered. These systems provide the means for the AI agents to perceive the world they are in; the vision and sound sensors convey the audio and visual stimuli to individual agents, whereas the social sensor handles basic social relations between the player and agents or agents and agents in the context of the game world. Finally, the talk will touch on the player analyser, which is part of a system that feeds additional and centralised information about player behaviour and state to the AI system to reason about.

Aitor Santamaria Ibirika
AI Programmer,
IO Interactive

Thomas Egeskov Petersen
Senior AI Programmer,
IO Interactive

13:15 -14:00   ROOM TORSHAVN

VR Outside of Games

Since Idea Games has focused on VR from the very beginning. The studio started as a games company, but has adapted to the market to focus more and more on VR outside of gaming. In this talk, Raphael will offer his insights into the emerging VR market beyond games, and why game developers are playing a key role in shaping this market.

Raphael Wittgruber
CEO/Programmer, Since Idea Games

13:15 -17:00   ROOM OSLO

Game Incubation & Acceleration

13:25: Opening - Timo Ylikangas, KAVIO Game Brewery. 13:30: Games: Spreading Like Fire - Mika Lackman, GDWC. 14:00: Start-Ups and TEKES - Kari Korhonen, TEKES. 14:20: Break. 14:35: Little Finger, How to Survive as Indie in the Mobile Game Market - Pasi Jokinen, Fingersoft (45 min). 15:20: How to Approach Investors - Patrik Hansson, Corncrow (20 min). 15:40: How Investors Work With Incubators and Accelerators - Panel and Q&A.

Mika Lackman
CEO, GDWC

Kari Korhonen
Program Manager,
TEKES

Pasi Jokinen
Board Member, Fingersoft

Patrik Hansson
CEO, Corncrow Games

13:30 -13:55   ROOM REYKJAVIK

Setting Your Customers on Fire: Strong Performance Marketing

In a crowded marketplace with new games entering daily, the constant challenge is to stand-out from the masses. Influencer marketing and programmatic media buying have become key in driving fresh players into games, but to make the best use of available budgets, a combined strategy is essential. Using the latest technologies in performance marketing, combining influencers, SEM and social media activities with traditional user acquisition, any game has the chance to live up to its potential.

Albert Schwarzmeier
CEO, Ad2games

14:00 -14:25   ROOM REYKJAVIK

A Fast Modular Approach to Procedural Levels

My talk covers an innovative algorithm for procedural environment generation that strikes a good balance between automation and craftsmanship. The algorithm works on a grid (any grid), but is otherwise content agnostic. It takes whatever modular pieces you feed it and magically figures out how to assemble them into a coherent environment. I've used the algorithm to build planets, cities, intricate urban towers and abstract art. Now I'm using it to create the rocky island levels for my own game.

Oskar Stålberg
Independent Developer

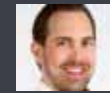## 14:15 -15:00   ROOM TORSHAVN

Bringing Physically-Based Shading to Mobile

This talk covers the technology, code, techniques, edge-cases and authoring practices required to create a physically-based shading pipeline for use in mobile games. The racing game "CSR2" is used as a case study.

gamesindustry.biz

Scott Harber
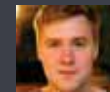Lead Technical Artist,
NaturalMotion Games

14:15 -15:00   UNREAL THEATRE

Undocumented

The seventh of Curran's monologues to premiere at Nordic Game, "Undocumented" is a new myth for people who feel like they've seen everything. It's a true story about horseshoes, witches and trust. It's about videogames, sort of. Recording will not be permitted.
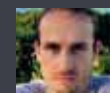
Ste Curran
Game Designer/Speaker/Writer

14:15 -15:00   ROOM COPENHAGEN

It's Still Possible to Start a AAA Studio
I have been raising funds for game development projects for over 20 years. In this presentation, I will go over the key factors of companies that are able to bring their projects from concept to delivery. We will also walk through the example of First Strike Games: founded by three people around a kitchen table whom had never ran an independent studio before, closing an eight figure deal to make a AAA game. Q&A welcome at the end of the session.

Jeffrey Hilbert
Founder, Starting Point Games

14:15 -15:00   ROOM STOCKHOLM

Panel: New Frontiers for Games
Game development skills and technologies can be used for other things than games: education, health, transmedia, altered reality, competitive sports, gambling and more – all are waiting to be conquered. What are the opportunities? Where do you start? What are the challenges? Moderated by Christian Fonnesbech.

Christian Fonnesbech
Producer, Director & Consultant

15:00 -15:25   ROOM REYKJAVIK

The Future Landscape of Global VR
Masaru Ohnogi will delve into the business and technological landscape of VR around the world, and discuss Gumi's plans to expand the market with their Venture Reality Fund and incubator programs in Japan, Korea and the Nordic region.

Masaru Ohnogi
Head of Global BD, Gumi

15:15 -16:00   ROOM STOCKHOLM

Optimising our Renderer for Metal on iOS
In this presentation, Timo explains some of the steps that Reforged Studios has taken to optimise their rendering pipeline for Apple's Metal API. Timo will describe different tools and processes used and do a breakdown of a single frame, showing how different portions of the frame were optimised.

Timo Heinäpurola
Senior Engineer, Reforged Studios

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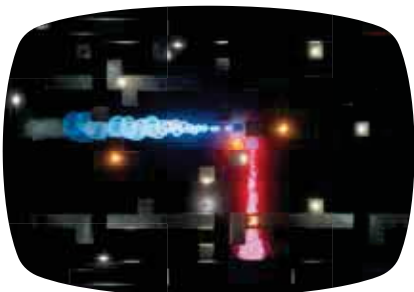
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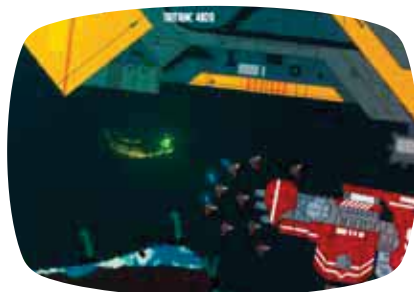www.niche-game.com

Arafinn by Sycoforge
www.sycoforge.com

First Strike - Final Hour by Blindflug Studios
www.blindflugstudios.com

Mundaun by Michael Ziegler Games
www.mundaun-game.ch

Nimbatus by Stray Fawn Studio
www.nimbatus.ch

Snowrifters by TMN SGR
www.snowrifters.com

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15:15 -16:00   ROOM TORSHAVN

Designing and Delivering Games That Make People Nicer!

The evidence is mounting up - games can make people be nicer to each other! But how? In this no nonsense, hands-on workshop, you'll get to design games that can make people nicer! You'll receive a free pack of game design cards and play through a new canvas created for designing games to improve the social and emotional skills of players. You'll also get a look at the new prosocial games platform, developed to reach a new wave of players throughout schools in Europe. If you design games and are interested in creating games that teach skills like cooperation, friendship and feelings, or want to sell games to schools and educators, then don't miss this workshop!

15:15 -16:00   ROOM COPENHAGEN

Immersive Storytelling: What Makes and Breaks Engagement

As we learn more about narrative in VR and AR, we discover the huge power of first-person, immersive storytelling. Giving agency to players in "virtual universes" can deliver a step-change in engagement. This power transcends traditional stories, and even though our conscious minds know we are in a simulation, the subconscious believes the story and the universe implicitly. But as we know, with power comes responsibility - it is easy to break this "subconscious contract" and leave the player feeling confused and frustrated. In this talk, VR pioneer Dr. Dave Ranyard draws on experience from working with game developers, advertisers, film makers and more to explain what works and what doesn't in narrative VR.

15:30 -15:55   ROOM REYKJAVIK

How NOT to Test Games

A lot of independent studios tend to forget about the importance of good quality assurance in the process of development. When it comes to low budget productions, indies often omit this part - or try to use coders - to test their own game. In this talk, I will explain why QA is crucial even in small projects, and show some examples of how to deal with testing without having to greatly increase the cost of development.

Kam Star
Founder, PlayGen

gamesindustry.biz

Dave Ranyard
CEO, Dream Reality Interactive

Paulina Vera Szmidt
Founder, Rudy Dziobak

16:00 -16:25   ROOM REYKJAVIK

Player Support,
Not the Last Stop for Players!

Why it is so important to have a strong player support strategy? In our view, every interaction must reinforce the brand, enhance the game and deliver the best possible gameplay support experience. Now player support has also become a competitive battlefield, differentiating games companies and their customer service. TELUS International is the world's largest provider of outsourced player support, community management, game localisation and testing services, with five of the most highly recognised global games brands totalling over 400 million MAUs. You make the games; we grow and support your players!

16:15 -17:00   ROOM COPENHAGEN

"I learned how to make it talk": Different People Making Games

Pens, brushes, typewriters, guitars... There's a long tradition of people getting access to tools, expressing themselves and changing the world. The cheaper and more accessible the technology, the more ubiquitous it becomes and the variety of people able to learn how to use it increases. In this way, new ideas, art forms and movements are created and the world gets changed. So how do we encourage new voices to make games? In this session, Iain Simons reports from The National Videogame Arcade, one of the front-lines of videogames and diversity - all whilst awkwardly aware of being a middle-aged white man.

16:15 -17:00   ROOM STOCKHOLM

Diversity is Not a Checklist

Only a few years ago, white men were the undisputed rulers of the video game realm. Female characters were often plot devices rather than actual characters. While there has been some progress in the industry, the effects and reach of that progress should not be overstated. At times it can feel like a case of "one step forward, two steps back". In this talk, Anita Sarkeesian will explore some of the recent growth and evolution in the field, while discussing ways in which video games and video game culture resist change.

Stefan Abadzhiev
Dir. BD EMEA, TELUS Intl. Europe

gamesindustry.biz

Iain Simons
CEO, The National Videogame Foundation

Anita Sarkeesian
Exec. Director, Feminist Frequency

16:15 -17:00   UNREAL THEATRE

Unboxing Unreal 4 for Six

In this talk, we will take a look at how The Bearded Ladies (a small Malmö-based studio) has approached an ambitious (yet unannounced) project in Unreal 4. The talk will aim to both inspire and help new teams avoid some common pitfalls. We will look at real examples of how we have solved some common problems, such as cameras, fog of war, destruction, etc. in our title. The solutions use mostly "out of the box" features of Unreal 4, though sometimes with a twist. In addition, we will share "gotchas" and good practices that we have learned during our time with the engine. Even though the speaker is a C++ programmer by trade, the talk will not require any programming knowledge. It is aimed at developers that have a basic knowledge of Unreal 4 and are looking for inspiration, be it for their current or up-coming dream project :).

David Skarin
First Lady, The Bearded Ladies

16:30 -16:55   ROOM REYKJAVIK

Textures to Ultra for the Masses: Conan Exiles

We'll tell the story of why we integrated Granite into "Conan", how we did it very late in development, what issues we encountered, how we finally applied virtual texturing and what the eventual the benefits were. "Conan" uses a landscape material that blends many hi-res (4K) tiling textures. Memory usage can become an issue, especially on consoles. So we investigated virtual texturing to automatically optimise memory. Since the project was far into development, we needed an easy way in Unreal to convert textures to a tiled streaming format. We accelerated the development of an experimental import workflow using nodes in the material graph of UE4. We also experimented with multiple approaches to integrate the Granite toolset into the production workflow, and settled on a nightly import server. In the end, sampling many tiling textures with VT still proved to be to computationally expensive on consoles, though VT did optimise all non-terrain textures, freeing up memory for the terrain. Texture quality improved significantly on graphics cards with limited memory (1GB).

Aljosha Demeulemeester
CEO, Graphine

Fred Richardson
CTO, Funcom

Rethinking Indie: THE NEW DISCOVERY DAY

COPENHAGEN
GAME
COLLECTIVE

Now that indie has been wiped out by the "Indiepocalypse", it's time to explore new territories, discover new games, new players and new perspectives on games. Driven by the times affecting us all, we say good-bye to Indie Day - and boldly go on a Discovery Day instead!

Of course, an "indiepocalypse" never really happened; but many developers have gotten older, started families or had other reasons to change the way they make games. At Nordic Game 2017, we'll shed light on some of these new directions in game creation and the people exploring them.

Some are newcomers, carving out their own unique niches. Others are veterans, still passionate about games, but differently than before. Still others focus on highly specific, but "game-changing" technical details. A few have found inventive ways to continue making games, despite life changes. All of them want to share how creating games relates to their lives, and how the passion that drew them to game-making in the first place persists and grows.

Authenticity, drive, empathy, persistence, feeling – the passion for game creation takes many forms. We sincerely hope that these very special individuals and their unique stories will help you to discover something new about the medium that unites us all. Welcome to Discovery Day.
Patrick Jarnfelt & Martin Pichlmair
Copenhagen Game Collective, curators of Discovery Day at Nordic Game 2017

Discovery Day program
Created in close cooperation with long-time partners Copenhagen Game Collective, the Discovery Day program features some of the most exciting names in game creation today. Speakers include SYBO Games' design lead Elizabeth Sampat with "It Can Be Two Things: My Career as a Game Designer", Broken Rules CEO Felix Bohatsch sharing "How We Turned Our Indie Studio into a Creative Hub" and writer Cassandra Khaw with her intriguing presentation, "Death, Memory and the Caterpillar". Check out all the Copenhagen Game Collective curated talks in the sessions part of this program guide.

Sensation Awards 2017
Another essential part of Discovery Day is the Sensation Award, handed to one of eight nominated games on display at Nordic Game 2017. All conference attendees can try the games and vote for their favorite. The winner will be revealed at the final NG17 "wrap-up" session in the Unreal Theatre at 15:00.

The 2017 Sensation Award nominees are:
"THOTH" by Carlsen Games, Denmark
"Milkmaid of the Milky Way" by Machineboy, Norway
"Uurnog" by Nifflas, Sweden
"Tick Tock: A Tale for Two" by Other Tales Interactive, Denmark
"Totally Accurate Battle Simulator" by Landfall, Sweden
"Triple Agent" by Igneous, Iceland
"Morkredd" by Hyper Games, Norway
"Budget Cuts" by Neat Corp, Sweden

Discovery Showcase, Dining Hall
The Discovery Showcase features a selection of great new game projects; visit the showcase to play the creations and meet the developers! Open from **10:00-20:00.**

NG17 Sessions, Day 3

10:00 -10:45   ROOM COPENHAGEN

It Can Be Two Things: My Career as a Game Designer

I've spent my career designing two types of games: free-to-play games that reach a lot of people and make a lot of money, and small, weird art projects that a handful of people play and might buy me a beer. A lot of people think that one type of design is better than the other: those people are wrong. In this talk, I outline the ways that one kind of design feeds the other, and how I'm a better designer because of it.

Elizabeth Sampat
Game Design Dept. Lead
SYBO Games

10:00 -14:00   ROOM OSLO

Games and the Law

A program of four sessions on relevant issues concerning game development and the law, including "What New EU Data Regulation Means for Game Developers", "Open Source Do's & Don'ts: IP Protection", "Platforms and Developers: A Relationship in Need of Change" and "Public Funding for Games and the EU State Aid Rules". Moderated by Malte Behrmann.

Malte Behrmann
Professor & Attorney,
BBW Hochschule Berlin

10:00 -10:45   ROOM OSLO

What New EU Data Regulation Means for Game Developers

Everybody is talking about the new "General Data Protection Regulation" aka GDPR, and for good reason. This presentation aims to answer two basic questions: What is GDPR and what must game developers now do? There are new rights for end-users that must be taken into account, and new enforcement tools for authorities to ensure your game company's compliance. Let's bust myths and examine the advantages of GDPR instead of seeing it as a purely legal issue. Presented by Leena Kuusniemi and moderated by Malte Behrmann.

Leena Kuussniemi
Senior Legal Counsel,
Rovio Entertainment

Malte Behrmann
Professor & Attorney,
BBW Hochschule Berlin

Olivier Oosterbaan
Partner, Leopold Meijner
Oosterbaan

10:00 -10:25   ROOM REYKJAVIK

Five Rules For Hands In Vr

Hand interaction has become crucial in VR. However, hands are very complex and difficult to work with. In this session, Jakob will share his "five rules" garnered from over two years of intense work with optimising hand interaction in VR and based on existing research, large amounts of user testing and a lots of experience. Jakob will also talk about how game developers can learn from robotics, with concrete examples from existing VR experiences, as well as share some of Gleechi's own work using their VirtualGrasp software to enable hand interaction.

Jakob Johansson
CEO, Gleechi

10:00 -10:45   ROOM STOCKHOLM

Breaking New Ground

New platforms have always been a challenge adapting to, from 16- to 32-bit and from cartridges to CD-ROM. As many devs moved from PC/consoles into mobile, there were a few of major design issues to tackle; tech limitations, new business models and game genres that became obsolete, or grew in importance. As many devs now start develop for VR, I'll analyse what we can learn from previous transitions and what we can throw away, to help us build better VR experiences.

Oskar Burman
CEO & Founder,
Fast Travel Games

10:00 -10:45   UNREAL THEATRE

Same Game, Different Music

Several leading music composers for games show their different creations for the same client request, and discuss the differences in their approaches and the final results. Moderated by Ari Pulkkinen.
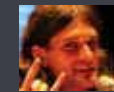
Ari Pulkkinen
CEO/Composer,
AriTunes

Alon Kaplan
Composer & Sound
Designer

Arnold Nesis
CEO/Composer,
Capricia Productions

10:30 -10:55   ROOM REYKJAVIK

Designing Enemies in Little Nightmares: Lessons Learned

This talk is about the major design and implementation lessons learned from working with the enemies in "Little Nightmares", covering aspects like the difference between the initial idea and final result, readability and gameplay.
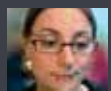
Hilda Lidén
Lead AI Des./Sr.
Game Des., Tarsier Studios

11:00 -11:45   ROOM COPENHAGEN

The Power of VR to Spark Mass Curiosity in the Real World

Curiscope will share insight into how they are using VR to globally inspire curiosity and fascination for learning. This powerful new approach is set to change the way we think about education and gaming forever. Curiscope is a fast-growing company built upon the foundations of making a positive change in society, though inspiring people to teach themselves. Known for their "x-ray" augmented reality t-shirt, the company burst into mainstream with a viral YouTube success and a killer Kickstarter campaign, and are now currently working on three VR titles. Along the way, co-founders Ben Kidd and Ed Barton will share their ups and downs, proving that perseverance and passion are the keys to success.

Ben Kidd
Co-Founder/Creative
Director, Curiscope

Ed Barton
Co-Founder/CEO,
Curiscope

11:00 -11:45   ROOM OSLO

Open Source Do's & Don'ts: IP Protection
The use of open source code, libraries or components may severely interfere with the marketability and IP rights in your software. It thus has an impact on business models and monetisation that is often ignored. The presentation points at what to consider during software development and it gives a rough overview on consequences of infringing open source licenses. Presented by Holger Weimann and moderated by Malte Behrmann.

Holger Weimann
Partner, Beiten Burkhardt

Malte Behrmann
Professor & Attorney,
BBW Hochschule Berlin

Viktor Johansson
Associate, Awapatent

gamesindustry.biz

11:00 -11:25   ROOM REYKJAVIK

Influencer Marketing Reality Check
Less hand-waving, more facts - how does influencer marketing work in reality? What works and what doesn't? Who to work with? What to expect in terms of numbers? How to do it right.

Jiri Kupiainen
CEO, Matchmade

11:00 -11:45   ROOM STOCKHOLM

Adaptation, Opportunities and Survival: Volume 2

In 2007, Ilari spoke at Nordic Game about difficulties of being an independent game studio in "Adaptation, Opportunities and Survival: The Life of a Game Development Studio". Ten years later, Ilari revisits some of the themes of that talk and hard-earned lessons learned. Though the past decade has mostly been a successful time for Housemarque, even an established studio can face hardships that can potentially shutdown the company. In particular, this year's talk covers recent challenges Housemarque faced in 2016, providing some insights on how to respond to unexpected challenges.
.

Ilari Kuittinen
CEO, Housemarque

11:00-11:45   UNREAL THEATRE

The Pitcher's Guide to the Galaxy
Session details to be announced.

gamesindustry.biz

Ben Andac
Business & Product
Developer

11:30 -11:55   ROOM REYKJAVIK

Five Procedural Generation Strategies I Abandoned

Ludomotion recently released "Unexplored" on Steam. The game is an action roguelike that is has been very well received, and features a procedural level generator that produces levels that almost feel handcrafted. This quality has not gone unnoticed, mentioned by players and professional reviewers alike. In this talk, I will share my experience in developing the technique behind the level generator in "Unexplored", focusing on five generative strategies that I abandoned over the years I have been working on games with procedural content generation.

Joris Dormans
Gameplay Engineer,
Ludomotion

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12:00 -12:45   ROOM COPENHAGEN

Creating Spaces for Casual Human Interactions

Most of the games are trying to entertain us, to thrill us and to give us an adrenalin rush. But what if games could also explore casual emotions? Through her work, Klondike's projects and the artists that inspire her, Delphine will talk about the games that share very specific and personal feelings with the player, creating spaces for gentleness and caring.

12:00 -12:45   ROOM OSLO

Platforms and Developers: A Relationship in Need of Change

For years now, platforms have become more and more dominant in the value chains of games industry. This has lead to a number of new challenges, responsibilities and market risks for game developers that they should take to account while building their businesses. The EGDF (European Games Developer Federation) is currently addressing these challenges in Brussels, where the debate on the need for a regulatory action targeting the unfair market practices of platforms has just started. Presented by Jari-Pekka Kaleva and moderated by Malte Behrmann.

12:00 -12:45   ROOM STOCKHOLM

Eight Million Ways to Die

A game developer panel about what NOT to do. A panel of developers explain and discuss the most important things they did wrong, when they made and launched their first games. Moderated by Christian Fonnesbech.

COPENHAGEN GAME COLLECTIVE

Delphine Fourneau
Game Artist & Illustrator, Klondike Collective

Jari-Pekka Kaleva
COO, EGDF

Malte Behrmann
Professor & Attorney, BBW Hochschule Berlin
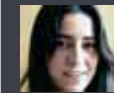
Ramak Molavi
Board Member, GAME Association

Christian Fonnesbech
Producer, Director & Consultant

Henrike Lode
Creative Director, Lohika

Martin Walfisz
Senior Partner, Nordisk Film Games
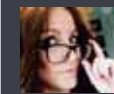
Natascha Röösli
Business Development & Producer, Rock Pocket Games

Rune Dittmer
Managing Partner, Flashbulb Games

12:00 -12:45   ROOM TORSHAVN

How to Make Friends and Influence People: Investors and the Press

A look at the current landscape of indie-publishing, finance, development and the media, from two men old enough to know better.

12:00 -12:45   UNREAL THEATRE

Love Drugs

My friends find video games boring. My friends aren't interested in adrenaline. In a world where we are all overwhelmed with constant shock and change, my friends are looking for relief. They are looking for video games about care and cha-racters. But it's not only for cultural reasons that my friends prefer care to shock. There's also an underlying physiological reason why this is so. It has something to do with stress reactions – and this holds the key to the future of the industry.

12:15-12:40   ROOM REYKJAVIK

Emotional Engagement Through Alternative Controllers and Art

Have you ever thought about building a game that reacts to your players' emotions, rather than telling them how to feel? What about using emotions as player input? In this talk, I will share some thoughts on what that could look like. I propose seeing emotional engagement as a process rather than a single state, and argue that "flow" is not only difficult to create in games, but can reduce the game's impact on the player. To elicit deeper emotions in games, I suggest looking beyond traditional game interfaces, and ex-ploring the possibilities that alternative controllers and artificial intelligence can provide. I encourage game developers to focus on the player's emotional engage-ment, without limiting the player to a linear emotional experience.

12:45 -13:10   ROOM REYKJAVIK

Game Economy Design with Machinations

In-depth exploration of game economy design, monetisation and analytics, including a crash course in "machinations".

gamesindustry.biz

Dan Pearson
European Editor, GamesIndustry.biz

Jason Della Rocca
Co-Founder,
Execution Labs
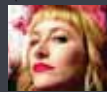
Brie Code CEO/Creative
Director, Tru Luv Media

Malena Klaus
Developer, Ustwo

Mihai Gheza
CEO, PixelRam

13:00 -13:45   ROOM COPENHAGEN

Making Uurnog's Algorithmic Music Software
When Niklas created "Uurnog", he wanted the music to react to the game in ways that are very difficult to with pre-recorded sequences. Here's how he did it.

13:00 -13:45   ROOM OSLO

Public Funding for Games and the EU State Aid Rules
The presentation will give an overview of the applica-tion of the EU state aid rules to public support mea-sures in the video games sector. So far the European Commission has not reviewed many state aid measures in this sector. The main elements of the assessments of the UK and French tax reliefs for video games will be discussed, as well as the more general application of state aid principles to the sector. Presented by Sophie De Vinck and moderated by Malte Behrmann.

13:00 -13:45   ROOM STOCKHOLM

DEATH, MEMORY AND THE CATERPILLAR
In 2015, Jumpsuit Entertainment asked me to write the story for their game. In 2016, my father passed away. What began as a re-telling of a myth became a re-telling of grief and later, a platform with which to have a conversation about death. This talk will explore the idea of non-player centric narratives, constructing uneasy atmospheres and the kinetic momentum that the awareness of mortality can bring.

13:00 -13:45   UNREAL THEATRE
Creative Tools for Games Content Creation
"In this session, you will see how Shotgun production management toolset is used to streamline your games pipeline, as well as gain knowledge of new Maya fea-tures specifically geared towards content creation for games. This will include discussion of how Shotgun is being used to streamline game production workflows, seamless integration between Maya and Shotgun, as well as brand new Maya features such as the UV toolkit, Quickrig tool and Xgen for games workflow."

Niklas Nygren
Game Designer, Nifflas'
Games

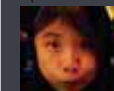**Sophie De Vinck**
Case Handler, DG Compe-tition/EC

Malte Behrmann
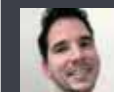Professor & Attorney,
BBW Hochschule Berlin

Markus Myhrberg
Partner, Lexia

Stan Just
Board Member, Polish
Games Association

Cassandra Khaw
Writer, Jumpsuit
Entertainment

Morgan Evans
Tech. Sales Specialist,
Autodesk

13:15 -13:40   ROOM REYKJAVIK

The Press is Not Here to Make You Big Anymore

The press is not here to make you big anymore; it's here to make you bigger. Things have changed and so should you. Here's a look into the mailbox of a middle-sized games website, to give you valuable insights from "the other side". What makes a press release stand out, how should you adjust your campaign to get noticed and how can you still gain traction without hitting the jackpot (e.g. IGN, Giant Bomb, etc.)? We're going to dive deep into the do's and don'ts of how to contact the press.

Patrick Seibert
Editor-in-Chief,
Indiegames.ch

13:45 -14:10   ROOM REYKJAVIK

Your Amazing Game is Not Amazing If No-body Sees It

You've just built the most amazing game and released it into the wild. Why is nobody finding it? What happened? If you launched a game and nobody notices it, the very real heartbreak can be difficult to manage. That's why I'd like to share with you how we went from releasing our "coolest game ever" (which of course was never a hit) to games we have co-developed with partners, successfully self-published and had featured by Apple. I'll show you our take on self-publishing, increasing your game's visibility and what to expect when working closely with a publisher.

Radu Ziemba
Co-Founder, Kappsule Studios

14:00 -14:45   ROOM COPENHAGEN

The Lightness of Joy

This talk wants to make games "un-serious" again – to remind us all that the power of games is the power of pleasure.

COPENHAGEN GAME COLLECTIVE
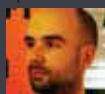
Miguel Sicart
Chief Play Officer,
IT University of Copenhagen

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14:00 -14:45   ROOM OSLO

COPENHAGEN GAME COLLECTIVE

How We Turned Our Indie Studio into a Creative Hub

In 2014, Broken Rules was close to bankruptcy. We were creatively burned out, we'd grown-up and apart, had kids and were ready to move on. But we still wanted to make games. So, instead of closing shop, we decided to transform our company into a "creative hub". The new Broken Rules is an infrastructure and a brand, which all of its co-founders use to do work for hire or original projects – alone, together or with someone external. By staying small and flexible, Broken Rules managed to survive. More importantly, we can still pour our hearts and souls into our projects. In this talk, I'll share details of our system and how it enabled us to develop "Old Man's Journey", our first original game since our studio's transformation.

Felix Bohatsch
CEO, Broken Rules

14:00 -14:45   ROOM STOCKHOLM

COPENHAGEN GAME COLLECTIVE

Telling Stories: An Adventure for Two

Writers, designers and partners Tanja and Mira will tell the story about how and why they created their own game studio, Other Tales Interactive, straight after university. They will also talk about their quest to create new types of narrative games and how their two-player adventure game "Tick Tock: A Tale for Two" was born. In "Tick Tock" they are currently experimenting with how to get two players to share a story, by encouraging them to communicate and to read out loud.

Mira Dorthé
Co-Founder, Other Tales Interactive

Tanja Tankred
Co-Founder, Other Tales Interactive

14:15 -14:40   ROOM REYKJAVIK

You Might Make a Game for Yourself, But You Won't Be Alone

This talk analyses "success and failure" stories from the 45,000 member FGL game development community, in particular examining the experiences of developers that created very original game concepts, were passionate about their gameplay ideas and found players who shared their passion, becoming their games' community cores. This session also considers game promotion, as well as community building "time and money" investment, which can lead to success - including examples from the speaker's own strategy game, with 150K installs to date in alpha.

Alexey Izvalov
Developer Relations, FGL

15:00 -16:00   UNREAL THEATRE

Nordic Game Final Wrap-Up & Boss Quiz Battle Show

We have attended talks, panels, discussions and important award shows, but where are the actual game shows? This year's Nordic Game conference concludes with a "Boss Quiz Battle Show" – come test your knowledge (and learn more about the last three event- lled conference days), quiz-style ;)
Surprises and prizes in abundance! This session will also contain the Nordic Game Sensation Awards, as well as the announcement of the winner of the
Nordic Game Discovery Contest 2017.

Thomas Vigild
Educator, Vallekilde Højskole

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