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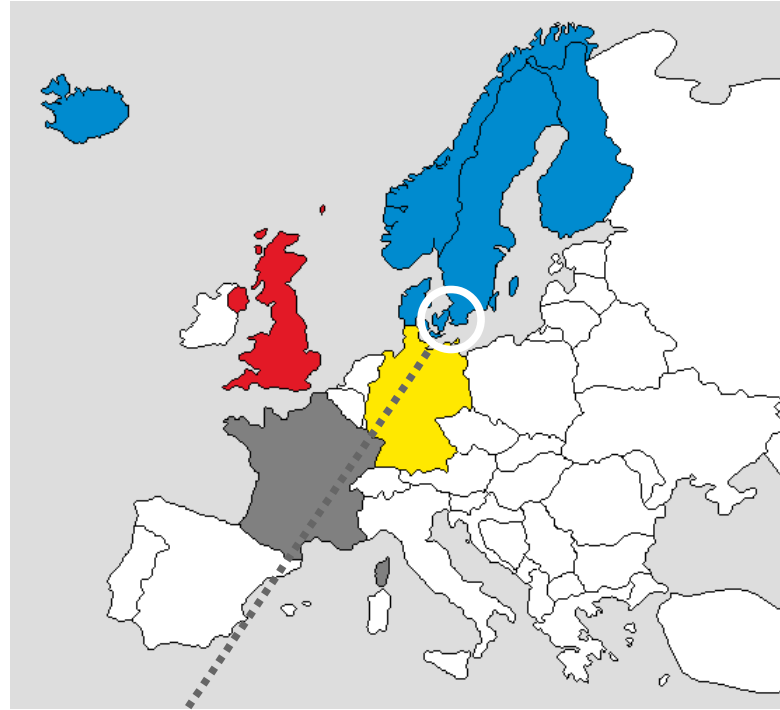


## **NG18: Introduction Overview and data**

### **NG17 KEY FACTS:**

Parallel auditoriums:	7
Sessions:	105
Speakers:	139
Participants:	3,000
Pre-booked business meetings:	2,790
Companies present:	698
Countries represented:	63
Awards shows:	2
Gala dinner seated:	900
Beers served:	4,585

# The European leaders in game development



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

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

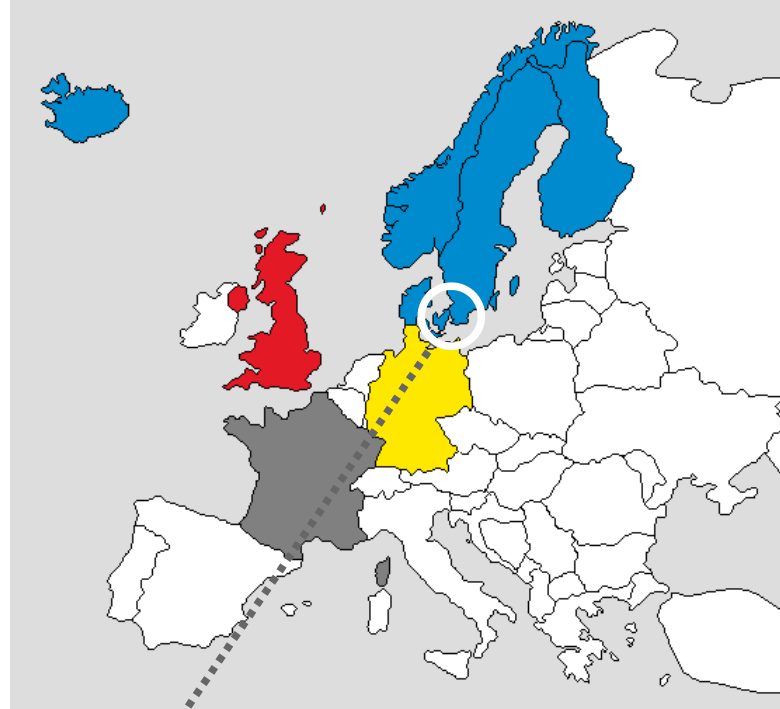
**Nordic countries:**  
**9,000 developers**

**Germany:**  
**10,000 developers**

**UK:**  
**10,000 developers**

**France:**  
**4,000 developers**

# The leading European game developer conferences and B2B events



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

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**Nordic Game, Malmö,  
May: 3,000 attending**

**Develop, Brighton,  
July: 1,500 attending**

**Devcom, Cologne,  
August: 3,000 attending**

**Game Connection, Paris,  
November: 2,700**

# Highlights and milestones

Nordic Game conference founded in Malmö, **2003**



First Nordic Game Awards a part of the conference, **2006**

Harmonix demo "Rockband" in their keynote, **2008**



Passed 1,000 attending delegates mark, **2009**

10th anniversary celebrated, **2014**



Second largest developer conference in Europe, **2013**



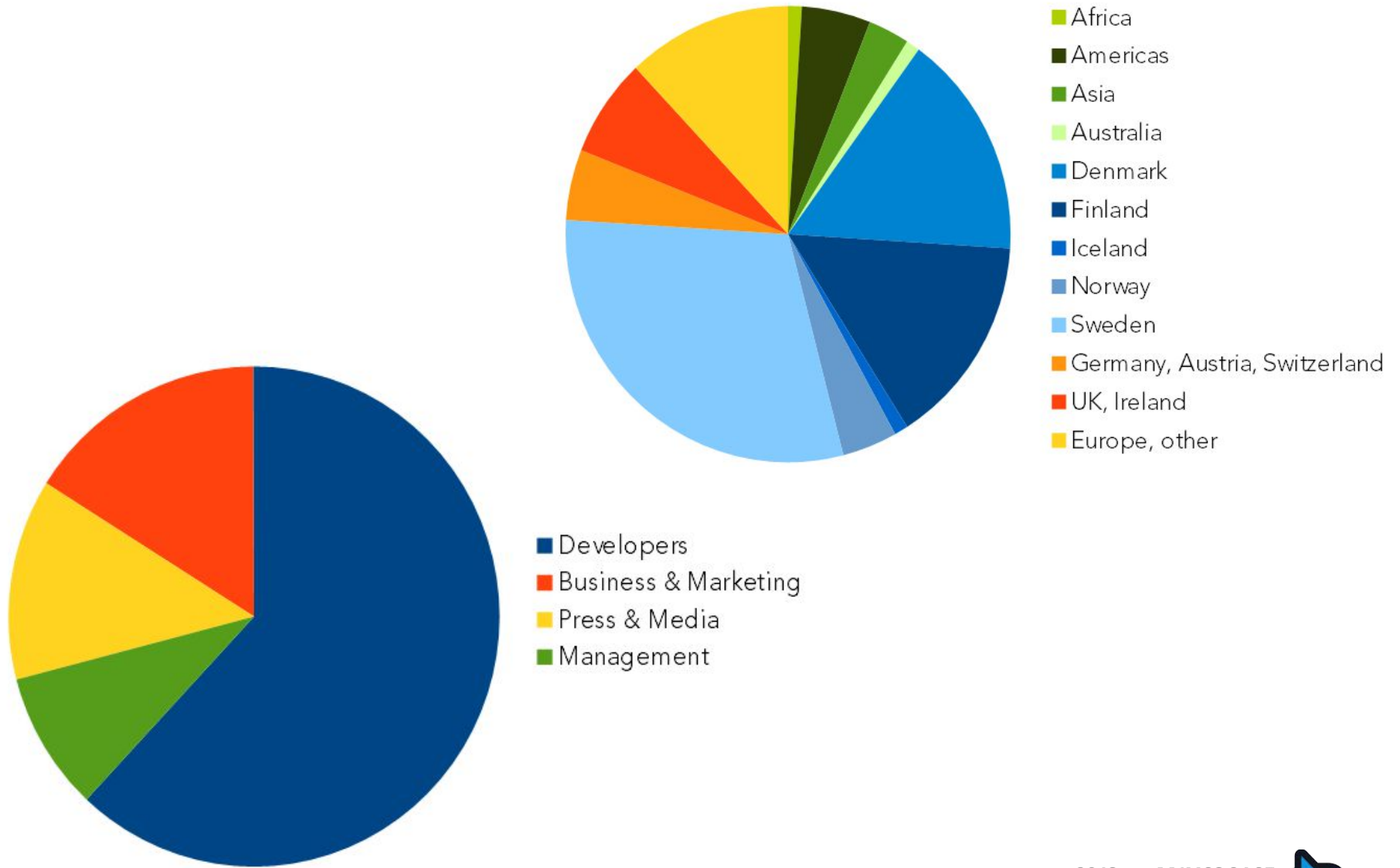
Venue change and first Nordic Game Indie Night, **2010**



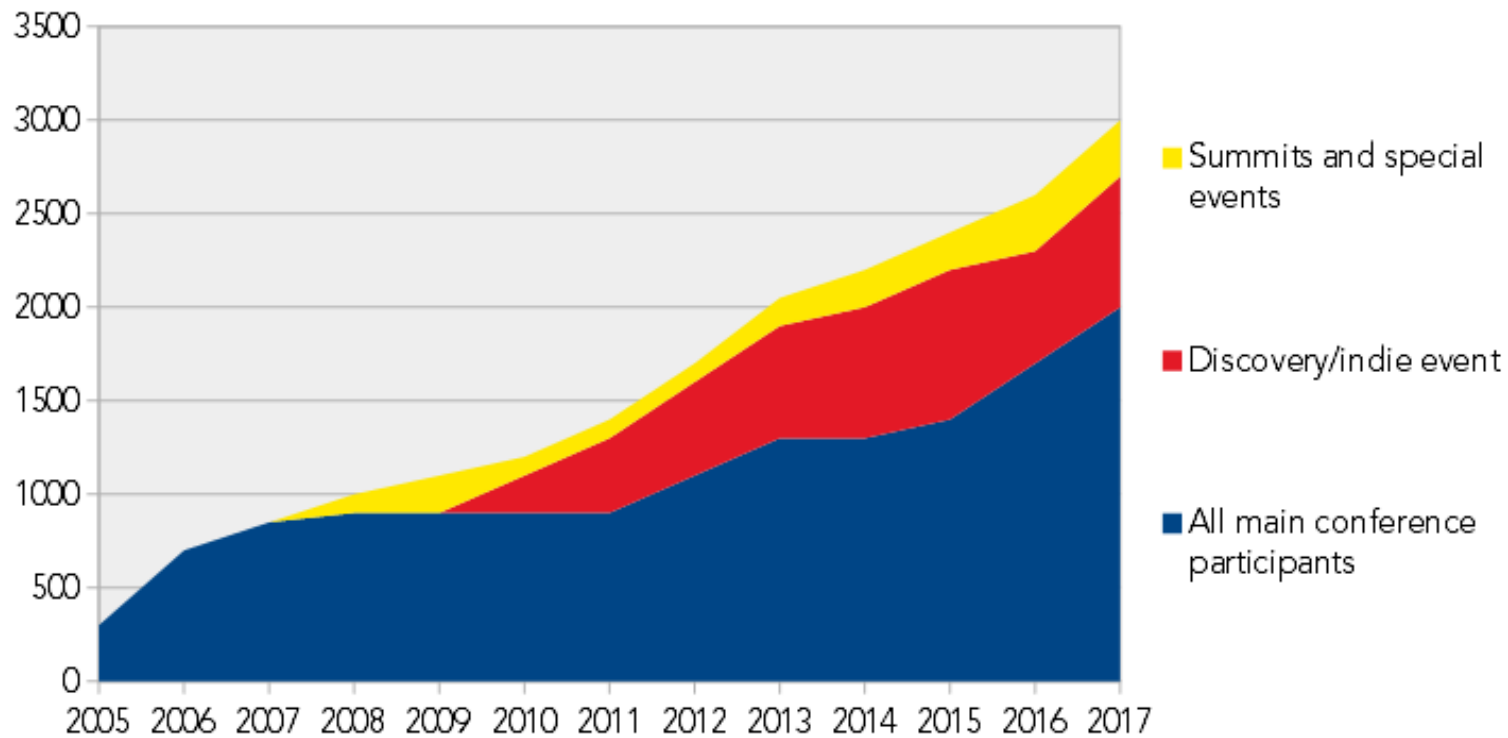
Largest games developer conference in Europe, **2016**



# Delegates' origin and profiles, NG17



# Attendance growth 2004 - 2017



# NG18 Foundations and additions

## KNOWLEDGE:

World-class speaker program,  
trends, inspiration, workshops

NG17: 139 speakers in 105 sessions; 67  
main, 38 Fast Track (25-min problem &  
solution) sessions and 8 Panels



## New in 2018:

Enhanced focus on expert tech sessions  
and workshops.

New impact focus, including serious and  
educational games, games for change,  
and diversity.

## EMOTION:

Intimacy, socialising, fun -  
networking events and parties



## New in 2018:

Discovery Day focuses on experimental  
and artful games.

Discovery Contest Finalist Expo

## BUSINESS:

Business meeting system and -area

Matchmaking

Investment-focus event



## New in 2018:

Expanded Publisher Market

Meet to Match - B2B Matchmaking  
System enhanced

# NG18 Day by day

	<b>Tuesday 22 May</b>	<b>Wednesday 23 May</b>	<b>Thursday 24 May</b>	<b>Friday 25 May</b>
	<b>Pre-conference Day</b>	<b>Opening Day</b>	<b>Day 2</b>	<b>Discovery Day</b>
<b>Venue open</b>	13:00 – 17:00	09:00 – 18:00	09:00 – 02:00	09:00 – 20:00
	Registration Badge pick-up	Conference expo opens MeetToMatch meeting area opens		Discovery Showcase Area opens
<b>Focused program content</b>	Nordic Game Exec (by invitation) Games Capital Summit (by invitation)	Game Hub Scandinavia project final meeting Diversity	Publishers Market Fast Track VR Educational games	Indie Innovation
<b>Events</b>		Speakers' Reception Dinner Evening networking event by IGDA Finland	Nordic Game Awards Gala Dinner Nordic Party	Discovery Contest Final NG18 After Hours



# NG16 and NG17 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*

"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*

"My first time at Nordic and I have to say that I

"It's not only the inspiring talks by Ste Curran, for example, or the interactive workshops with Shirley Lin that make this Conference so valuable, but also the very own open minded vibe which is created by the participants and fostered by the organizers themselves."

- *Rebecca Lautner, Project Manager,  
BerlinBalticNordic.net*

"Thank you for this amazing conference! These were very interesting days, full of emotions, new information, interesting meetings and parties. Everything was great!"

- *Vera Karpova, Analyst, Devtodev*

"The Nordic Game conference offers a friendly and relaxed atmosphere; a perfect foundation to meet talented developers from all over the world. I am amazed by all the creativity and product quality I have seen at the event."

- *Patrick Rose, Business & Product Analyst,  
BANDAI NAMCO Entertainment Europe*

"Nordic Game is a thoughtfully planned event with something for everyone. There are interesting talks that cover a diverse range of

"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*

"This year I have had the pleasure of participating in the best game developers' conference - Nordic Game. These guys really know how to take it to the next level in terms of organization, content, and most importantly - they do things in their own very unique style. Nordic is by far the coolest conference in the business. Crazy, interesting and fun. Thanks a lot for another great experience!"

- *Yinon K. (Mojo Kid)*

"The most laid back and hairy games conference of the calendar, Nordic Game is a must if you want to get the lowdown from the most innovative region of world game development."

- *Jon Jordan, Managing Director, Accidental Gizmo*

was absolutely impressed by the professionalism and passion with which that event has been organized. And I've been to many game conferences around Europe. For example, for the first time ever I've participated in a sitting dinner for so many people! You guys make video game developers look and feel like rock stars and that is what attracts so many people. I wish you best of luck in your future endeavors and I hope to visit you also next year. Keep up the good work."

- Stan Just, R&D Manager, CD PROJEKT S.A.

"NGC is one of the biggest but still cozy conferences I have attended to far."

- Malena Klaus, usTwo

"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

topics, many cool games shown by regional developers and easy to access business facilities. To add to all of that, it's in a great city and run by great people."

- Kevin Carthew, Creative Director, Team 17 Digital

"Nordic Game is one of the best events in the game industry calendar and a must for anyone in Europe; it's always wonderful to catch up with the incredible talent in the Scandinavian scene and take in the brilliant talks on offer during the main event, not to mention the lovely surroundings of Malmo."

- Ben Andac, ex-Sony

"Ed and I had an amazing time at Nordic. We had a very engaged audience which made the trip worth it alone. The event itself was really well presented and we felt the NG staff and other guests helped us feel most welcome. Looking forward to returning next year!"

- Ben Kidd, Co-Founder / Creative Director, Curiscope

"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

# Welcome!

NG17 crew, left to right:

Simon

Anneli

Teddy

Erik

Alex

Danielle

Ola

Vidya

Nayomi

John

Pål

Jacob

Tom, not in picture

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