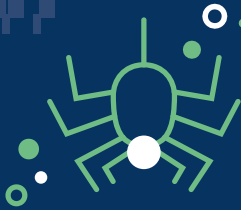2019 MAY 22 23 24

# nordicgame

BUSINESS EMOTION KNOWLEDGE

PROGRAM
#NG19

# ALL iN!
## GAMES

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All in! Games is a publisher with a focus on the individual treatment of developers. We respect your artistic autonomy. We care about long-term relations – we aim to support unique, skilled studios able to design and develop state of the art games.

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# Welcome to
# **NORDIC GAME 2019!**

It's a great pleasure to welcome you to the sixteenth edition of Nordic Game, the only conference in the world with a dedicated focus on the entire Nordic games industry.

While we all want the games of this generation and the next to be cutting-edge, creative and entertaining – delivering new and better experiences than ever before – innovation can't flourish without knowledge.

This knowledge encompasses new technologies, business models, methodologies and narrative techniques. But it also includes an understanding of the past, helping us to learn from our successes and mistakes, using that knowledge as a foundation for the games to come.

Knowledge, as a key focus of Nordic Game 2019, means that from the moment you arrive, content and activities carefully selected to enrich your mind (and soul) will be there for the choosing – whether you decide to pursue your quest for knowledge via this year's speaker program, by meeting with industry colleagues (and making new friends), while playing the latest games from creators across the Nordic region and the rest of Europe, or just by mingling with thousands of your peers on these three special days in May.

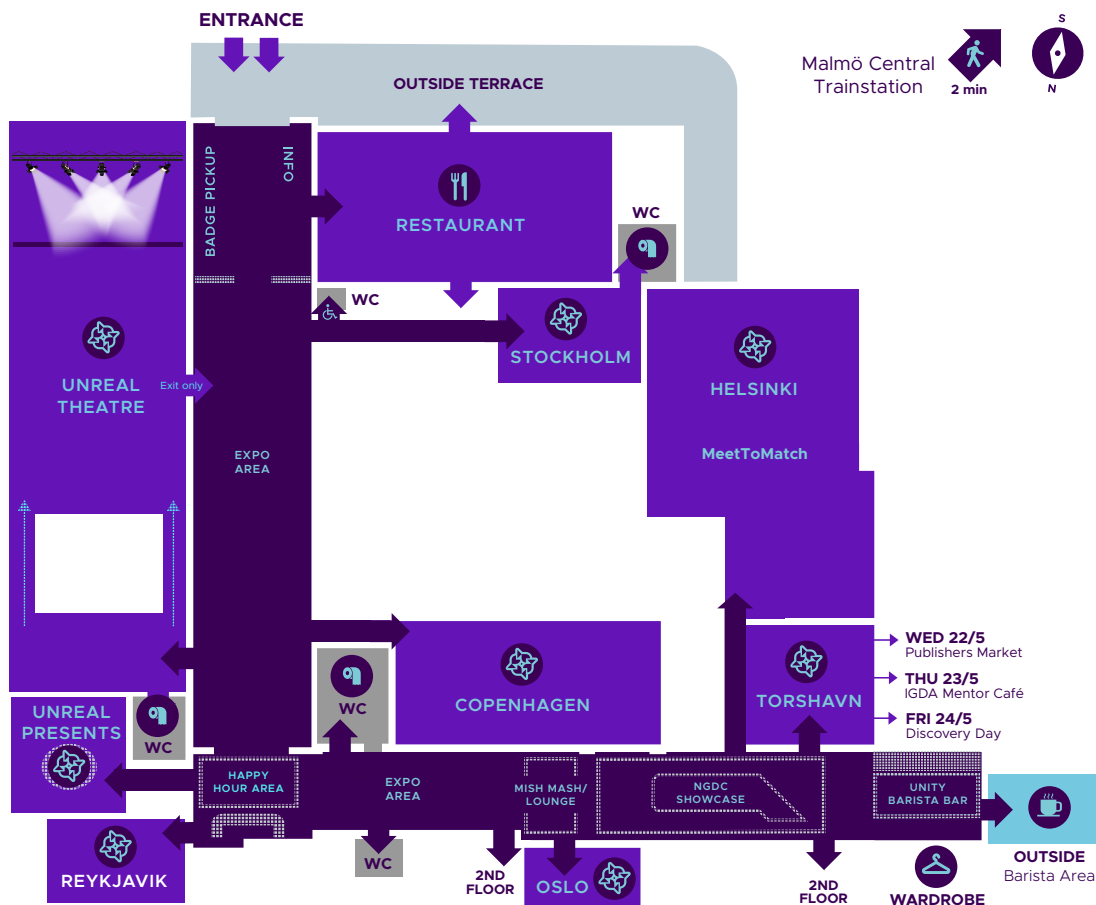**Thank you for joining us and may we all prosper!**

**Jacob Riis,**
Program Director
Nordic Game

2019   MAY  22 23 24
nordicgame
BUSINESS    EMOTION    KNOWLEDGE

# CONFERENCE VENUE

## [ Slagthuset, Malmö ]

**ENTRANCE**

**OUTSIDE TERRACE**

Malmö Central Trainstation — 2 min

BADGE PICKUP

INFO

**RESTAURANT**

WC

**UNREAL THEATRE**

Exit only

**STOCKHOLM**

**HELSINKI**

MeetToMatch

WC

EXPO AREA

**UNREAL PRESENTS**

WC

WC

**COPENHAGEN**

**TORSHAVN**

**WED 22/5** Publishers Market

**THU 23/5** IGDA Mentor Café

**FRI 24/5** Discovery Day

**HAPPY HOUR AREA**

EXPO AREA

**MISH MASH/ LOUNGE**

**NGDC SHOWCASE**

**UNITY BARISTA BAR**

**OUTSIDE** Barista Area

WC

**REYKJAVIK**

2ND FLOOR

**OSLO**

2ND FLOOR

**WARDROBE**

## LOCATION (Venue Entrance)

Carlsgatan 12E
211 20 Malmö (Sweden)

## REGISTRATION

Pick up your NG19 pass at the
registration area, located at the
entrance.

## CONFERENCE OPENING HOURS

21 May 12:00 - 17:00
22 May 8:30 - 18:00
23 May 9:00 - 18:00
24 May 10:30 - 17:00

## TUE 21 MAY
### Pre-Conference Day

**13:00-17:00**
Venue open, on-site registration
& badge pick-up

**12:00-18:00**
Pre-conference networking events
including Game Habitat studio tour
Games Capital Summit (invite-only)
and Nordic Game Exec Summit
(invite-only) Nordic Game Discovery
Contest Mentor Sessions (invite-only).

**18:00-21:00**
NG19 Kick-Off Reception hosted by
Game Habitat at Game Habitat
DevHub - Torggatan 2, 211 40 Malmö

**19:00-22:00**
Warm-Up Reception hosted by
Games Germany and game,

## WED 22 MAY
### Conference Day 1

**8:30-18:00**
Venue open, on-site registration
& badge pick-up

**9:30-18:00**
Expo floor and MeetToMatch open

**10:00-17:00**
NG19 program, first day (including ope-
ning keynote, 11:00 in the Unreal Theat-
re and sessions in the five auditoriums)

**12:00-14:30**
Lunch served

**17:00-18:00**
Happy Hour, Silver Bar

**18:00-late**
IGDA Party, Slagthuset's Restaurant

**18:30-21:00**
Speakers' Reception Dinner
(invite-only)

## THU 23 MAY
### Conference Day 2

**9:00-late**
Venue open

**9:00-18:30**
On-site registration & badge pick-up

**10:00-18:00**
Expo floor and MeetToMatch open

CONT. CONFERENCE DAY 2

**10:00-17:00**
NG19 program, second day (featuring
sessions in the five auditoriums

**12:00-14:30**
Lunch served

**18:00-19:00**
Nordic Game Awards in the
Unreal Theatre

**17:00-18:00**
Happy Hour 2.0, Silver Bar

**19:00-21:00**
Nordic Game Dinner Experience
(NG19 pass upgrade required),
Moriska Paviljongen, Norra Parkgatan
2, 21422 Malmö

**21:00-late**
Nordic Party (no reservations needed,
just bring your badge!), Moriska
Paviljongen, Norra Parkgatan 2,
21422 Malmö

## FRI 24 MAY
### Conference Day 3

**10:30-21:00**
Venue open

**10:30-17:00**
On-site registration & badge pick-up

**11:00-17:00**
Expo floor and MeetToMatch Area
open

**11:00-17:00**
NG19 program, final day (featuring
sessions in the five auditoriums)

**11:00-20:00**
Discovery Day Showcase open

**12:30-14:30**
Lunch served

**15:00-15:45**
Nordic Game Discovery Contest
Grand Final (Unreal Theatre)

**16:00-17:00**
Final wrap-up session including
announcement of the Nordic Game
Discovery Contest Grand Finals
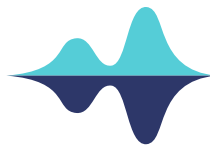winner (Unreal Theatre)

**17:00-20:00**
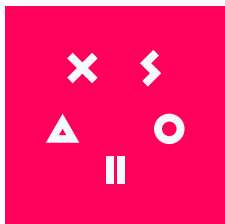NG19 After Hours, Slagthuset

**18:00-19:00**
Snack dinner served in the Dining Hall

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to all our sponsors and partners

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NORDIC GAME VENTURES
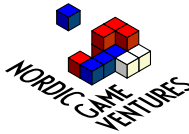
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BALTIC DEV DAYS '19

Big Games Machine

GIC GAME INDUSTRY CONFERENCE

GameConnection Europe 24/26oct.18
THE DEAL MAKING EVENT

GAMESMARKT

TGA THE GAME ASSEMBLY

Dutch Game Garden

challengermode

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LEVEL UP ROME DEVELOPER CONFERENCE

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GUERRILLA GAME FESTIVAL

LUDICIOUS ZÜRICH GAME FESTIVAL

MIGS18

INTERNATIONAL MOBILE GAMING AWARDS

DevGAMM!

HYPERX

igda

# NGDC PARTNERS:

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GAMEDEV CAMP

DEV PLAY

GIC

SWEDEN GAME

Athens Games Festival

GAME ON

Game-Rome

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LET'S GAME PLAY

LUDICIOUS ZÜRICH GAME FESTIVAL

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Nordic gamejam

# Want to attract new players?

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Animation for marketing and games

• Launch trailers
• In-game trailers
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**Hi-Rez Studios is an industry leading video game publisher and developer at the forefront of the free-to-play, games-as-a-service industry.**

Our games have been played by more than 70 million people worldwide on PC, mobile, and console. We're also early adopters of the cross-play movement, allowing you to game with your friends, regardless of your chosen platform.

We've been recognised for our company culture, leadership and diversity and pride ourselves on being gamers who like to play and who love the great communities that have built up around our games, often involving them in our year-round charity efforts.

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**Questions?**
**Contact:** talent@hirezstudios.com

# ENTRANCE

B6

A13

A12

A11

B5

A14

A15

A10

B4

A16

A9

A17

A8

A18

A7

B3

A19

A6

A5

A20

A4

B2

A3

A21

A2

A22

B1

A23

A1

C1 C2    C3 C4 C5    C6 C7 C8 C9 C10 C11 C12 C13

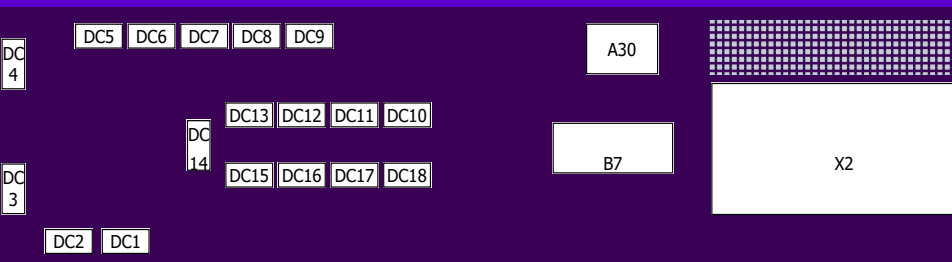**HAPPY HOUR AREA**

A24    A25    A26    A27    A28    A29

X1

**B1** - Epic/Unreal

**B2** - Game Nation (CAIC)

**B3** - Imperia Online/
     Telus International

**B4** - Medianet Berlin

**B5** - Rovio

**B6** - Xsolla

**B7** - Valencia

**A1** - Epic/Unreal

**A2** - Epic/Unreal

**A3** - Play Finland

**A4** - Play Finland

**A5** - Headup Games

**A6** - Zeus.io

**A7** - Elias Software

**A8** - Sumo Digital

**A9** - Guerilla Games

**A10** - Photon/Exit Games

**A11** - IGDA

**A12** - Game Camps

**A13** - Game Camps

**A14** - Swedish Games Industry

**A15** - Avalanche Studios

**A16** - Ubisoft Abu Dhabi

**A17** - Game Hub Denmark

**A18** - Sweden Game Arena

**A19** - Nintendo

**A20** - Lab Cave Games

**A21** - #Swissgames

**A22** - Embassy of Greece

**A23** - Improbable

**A24** - Deck13

**A25** - VR Unicorns

**A26** - Game Habitat

**A27** - Game Habitat

**A28** - Transmuted Games

**A29** - The Game Assembly

**A30** - MeetToMatch

**C1** - Genvid Technologies

**C2** - Playfab

**C3** - Porcelain Fortress ehf

**C4** - Perforce Software

**C5** - Funcom

**C6** - GameBench

**C7** - Unicorn Art Studios

**C13** - Hi-Rez Studios

**X2** - Unity

| DC4 | DC5 | DC6 | DC7 | DC8 | DC9 | | A30 | |
|---|---|---|---|---|---|---|---|---|

DC13 DC12 DC11 DC10

DC14

DC15 DC16 DC17 DC18

B7

X2

DC3

DC2 DC1

# NGDC FINALIST EXPO + GRAND FINAL

As the Nordic Game Discovery Contest's third season comes to a close, hosted by partner events throughout Europe, it will once again be time to harvest the fruits of the qualifying rounds with the NGDC Season III Grand Finals and Finalist Expo at NG19.

## NGDC FINALIST EXPO

The NGDC Finalist Expo is where the 17 finalists battle for the four available seats in the NGDC Final Four on Friday 24 May. Throughout 22 May to 23 May, a secret panel of judges will visit the expo, and the task for the finalists will be to convince them and visiting NG19 participants that their game is the one that deserves to be discovered. The judges will consider two main elements: The game itself, and the way the finalists pitch it to them.

## NGDC GRAND FINALS:
### Final Four Finals

After two days of showcasing their games, the secret jury will decide which four games that will go through to the NGDC Grand Finals on 24 May. The NGDC Final Four will be announced during the NG19 Dinner Experience (19:00 on 23 May), so be sure to be there!

**[24 May 15:00-15:45, Unreal Theatre]**

## PLEASE VOTE!

All NG19 attendees will be handed a ballot (voting list) when they pick up their conference badge. They can then vote for the NGDC finalist game(s) they think deserve(s) the "People's Choice Award" – handed out on Friday 24 May at 16:00 during the final wrap-up session of NG19.

Learn all about the Nordic Game Discovery Contest, including the finalists, their videos and much more at

**[ discovery-contest. nordicgame.com! ]**

# nordicgame
## DISCOVERY CONTEST

[ N G D C   w i n n e r   a n d   r u n n e r - u p s
w i l l   r e c e i v e   p r i z e s   f r o m   D o l b y ,
X s o l l a ,   8 0 . l v ,   P l a n   o f   A t t a c k
a n d   M a t c h m a d e ]

**DOLBY**  |  **STEAM**  |  PLAN · ATTACK  |  80LVL  |  NORDIC GAME VENTURES  |  **Matchmade**

# THE MILL BAR

**'After Game" at The Mill Bar - the new spice in town!**

Get a discount on our signature drink, Chill Mill, when you bring your NG pass.

Psst... we'll also host the official Malmö Rock Festival pre-party on friday the 24th of May!
Find the event on our facebook page;
Quality Hotel The Mill for more information about this rockin' night.

## Restaurant Brasserie X

Try our yummy no-waste Chili, or how about the Holy Trinity Burger?
No matter what you choose - you'll get a 20% discount if you bring your NG pass.

**Brasserie X**

Quality Hotel The Mill | Amiralsgatan 19 | q.themill@choice.se

# SPECIAL SESSIONS AT #NG19

This year's speaker program features a selection of unique talks supported and organised by leading games industry experts, including the return of our popular Fast Track talks, Dev Sessions by Game Habitat, Games and the Law program, Yonderplay and Impact Sessions. Exciting new additions include Rovio Presents and Esports by Challengermode. Welcome to Nordic Game 2019!

**SPONSOR GAME AND THE LAW**
Grant Thornton Sweden

**MODERATOR**
**Malte Behrmann**
Professor/Attorney,
BBW Hochschule

## GAMES AND THE LAW PROGRAM
[ Wednesday 22 May ]

Do you know the law when it comes negotiating a publishing deal and protecting your IP? Are you familiar with the new EU regulations regarding GDPR, geolocation and competition? Whatever your answer, if you're concerned about the law's impact on the games you develop, make sure to attend the "Games and the Law" program at NG19, featuring four in-depth sessions Wednesday, 22 May and presented by a string of experienced attorneys and experts in the field. Moderated by BBW Hochschule Berlin professor and attorney Prof. Dr. Malte Behrmann and sponsored by Grant Thornton Sweden.

**SPONSOR ROVIO PRESENTS**
Rovio Entertainment

## ROVIO PRESENTS
[ Wednesday 22 May ]

Organised by the mobile game experts behind the global "Angry Birds" hit franchise, this half-day Rovio Entertainment program consists of three intense sessions on team-building, managed growth and deep reinforcement learning; not-to-be-missed if you want to learn from the best.

# #NG19 FAST TRACK
## [Thursday-Friday, 23-24 May]

The Fast Track program is designed to offer concise, "to-the-bone" talks featuring unique "lessons-learned" content and useful advice. Nordic Game also welcomes Julius Fondem from Ubisoft Redlynx as Fast Track master-of-ceremonies, who will present each Fast Track speaker during NG19.

**HOST
FAST TRACK**

**Julius Fondem**
Associate Producer,
Ubisoft Redlynx

# #NG19 IMPACT SESSION
## [Thursday-Friday, 23-24 May]

The Impact Sessions at NG19 will tell the stories beyond games as entertainment, and encourage game creators to think about how games can have a real impact on our world. Co-hosted by Geogrify CEO and former IGDA executive director Kate Edwards and GameIS foreign affairs VP and Funnel Entertainment studio head Tsahi Liberman.

**HOSTS
IMPACT SESSION**

**Kate Edwards**
CEO & Principal
Consultant, Geogrify
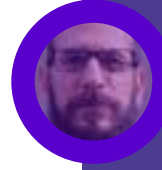
**Tsahi Liberman**
Head of Marketing/BD,
Simpool

# ESPORTS BY CHALLENGERMODE
## [Thursday 23 May]

The Esports by Challengermode program at NG19 will consist of three in-depth sessions starting on 23 May, examining the perspectives and expectations of tournament organisers and esports teams from game developers, publishers and their titles, as well as esports infrastructure and technology.

**HOST ESPORTS BY
CHALLENGERMODE**

**Philip Skogsberg**
Co-Founder,
Challengermode.

# YONDERPLAY
## [Friday 24 May]

The Yonderplay program at NG19 is a cosy meeting of developers. As much a fireside chat as an exhibition, Yonderplay is one-day showcase where we chill together, play together and share short, intimate presentations. Organised by Copenhagen Game Collective.
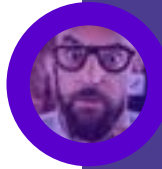
**ORGANISER
YONDERPLAY**

**HOST**
**PJ Kuczynski**
Member, Copenhagen
Game Collective.

# DEV SESSION BY GAME HABITAT
## [Friday 24 May]

Organised by Game Habitat, the hub for game development in Southern Sweden, the four Dev Sessions at NG19 on Friday, 24 May will consist of roundtable discussions within groups of specialists from the same field in the games industry, discussing common challenges in their roles and sharing solutions.

**ORGANISER
DEV SESSIONS**
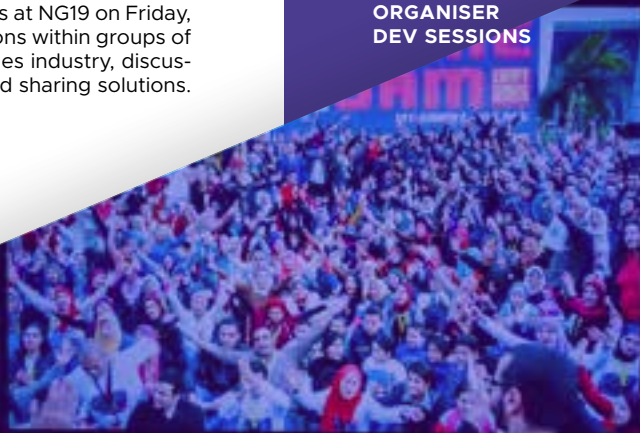
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Attend our Development,
Certification and Publishing workshops
right here at Nordic Game.

Register at our booth on the expo floor.

# DAY 1
# WED 22 MAY

## Speaker Sessions
[ N o r d i c   G a m e   2 0 1 9 ]

**Jon Franzas:** Game Lead at S
**Jaakko Manninen:** Rocket Pa
**Jani Tietäväinen:** Seepia Gam
**Juha Ponteva:** Marginal Medi

**Anastasia Opara**
Procedural Artist,
Embark Studios

**11:00-12:00**   [ U n r e a l   T h e a t r e ]

### More Like This, Please! Texture Synthesis and Remixing from a Single Example

In this talk, we'll investigate example-based generation though a lens of texture synthesis. You'll learn about its applications, ranging from multi-example style transfer to single-example photogrammetric asset completion. We'll also touch upon my long-term vision of enabling anyone to "program" by making art.

**Zach Huntley**
President/Bus. Mgr.,
Kakehashi Games

**12:15-13:00**   [ R e y k j a v i k ]

### Becoming "Big in Japan" without a Publisher

Interested in self-publishing your game in Japan, but thought it was impossible? In this talk, Zach Huntley will cover the general workflow and share some of the best practices he has learned while helping western developers self-publish over 160 games in Japan.

**Mylène Lourdel**
Game Marketing &
Comm.
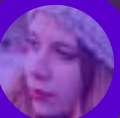
**12:15-13:00**   [ C o p e n h a g e n ]

### Devs Under Influence(rs)

Influencer marketing is a brand new world, a competitive one that you need to understand. Why should you try to get influencer coverage? How do you select them and how do you contact them? What mistakes should you avoid? And what can you expect in return?

**Thor Mýrdal**
Composer/Sound
Designer
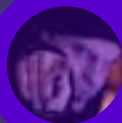
**12:15-13:00**    [Oslo]

## Tune-Up Your Brain for the Impossible

Introducing creative techniques to "warm up your brain". Get all the crazy creative juice out to be more productive – impossible doesn't exist! Also a look at history to remind us what "impossible" actually means.

**David Verbruggen**
Representative,
Ingames
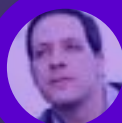
**12:15-13:00**    [Unreal Theatre]

## Loot Boxes – Political and Public Perception

A one-sided report from the Belgian Gambling Commission sparked a national witch-hunt against paid loot boxes and made the sector and international gambling commissions follow Belgium. But let's not forget that political and public perception are often based on ignorance. This talk sheds light on the mysterious ways of Belgian politics.

**ROVIO**

**Heini Kaihu**
VP/Head of HR

**12:15-13:00**    [Stockholm]

## Creating High Performing Teams: Cast an Ensemble

Why don't superstars always make a winning team? On the other hand, can one superstar elevate a team's performance to new heights? Can you build a winning team out of enthusiastic juniors with little experience, but ambition to conquer the world? Should you keep a team intact from one project to another? How do you spot a dysfunctional team? Sponsored by Rovio Entertainment.

**Matthew Compher**
Level Designer,
Tarsier Studios
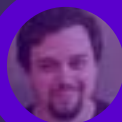
**13:15-14:00**    [Unreal Theatre]

## Hidden Tutorialisation and Discovery-Driven Learning

How one can take an informed approach to hidden tutorials, to the extreme of avoiding all UI. Analyses pedagogy and player psychology to drive design of tutorials via discovery in a natural, productive manner. Will include specific examples from the game "Little Nightmares".

**Martin Johnson**
Founder,
Electric Dreamland

**13:15-14:00**    [Copenhagen]

## The Payback Principles: 90's Hip Hop Answering Today's Marketing Questions

The games industry is at an inflection point, with a changing tech landscape, new entrants, new behaviors and changing player expectations that require a new mindset for marketing leadership. This talk will spark debate about best practice in games marketing and advocate for bringing community and development even closer together, with three concrete lessons providing case studies and practical "payback principles" tools for your studio.

**Riku Heino**
Game Designer,
Rovio Ent.

**Asko Relas**
Sr. Data Engineer,
Rovio Ent.

**13:15-14:00**          [Stockholm]

## Angry Birds Dream Blast – Using Reinforcement Learning in Level Balancing

"Angry Birds Dream Blast" is a dreamy, bubble-popping, free-to-play puzzle game set in the "Angry Birds" universe. Creating new levels is a key element in making a great puzzle game, but subsequent testing, evaluation and tweaks are very time-consuming for the developers. In this talk, Asko Relas and Riku Heino explain how they have employed deep reinforcement learning to help designers efficiently predict level difficulty, freeing up precious development time to focus on creating fantastic experiences for players. Sponsored by Rovio Entertainment.

**Olivier Oosterbaan**
Lawyer, Leopold Meijnen
Oosterbaan

**Jon Cato Lorentzen**
CEO, Krillbite Studio

**Ragnar Tørnquist**
CEO, Red Thread Games

**Maarten de Koning**
Partner/EVP BD,
DDM

**14:00-14:45**          [Oslo]

## The Subtle Art of Doing a Publishing Deal

A developer, an agent, a lawyer and a publisher share their experiences to make the process of talking to publishers clearer for developers. Get a better understanding of the dynamics between studios and publishers, how a deal comes together and what happens when agreement drafts go back and forth. Moderated by Malte Behrmann. Sponsored by Grant Thornton Sweden.

**Sara Larsson**
Software Eng./
Gamification Des., CGI

**14:15-15:00**          [Unreal Theatre]

## Promoting Gamification in an Old-Fashioned World

The story of gamification at one of the largest IT and business consulting firms in the world. With clients like DHL and Dutch railways, CGI is growing in gamification. Learn about the challenges the CGI Game Factory has faced so far, and what it is aiming for in the future.

**Stefan Abadzhiev**
Director BD EMEA,
TELUS International

14:15-15:00 [Reykjavik]

## Automation in Players Support 2.0: If, When and How

Chatbots are stepping in to help meet the gaming community's heightened expectations of customer service. Setting the right expectation is only half of the gaming-support equation, you also need a reliable partner for player support. Serving some of the largest titles in the industry, we know what it takes to delight playes.

**Cvetan Rusimov**

COO, Imperia Online
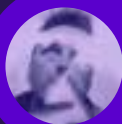
ROVIO

**Reginaldo Valadares**
Head of Studio,
Rovio Ent. (Stockholm)

14:15-15:00 [Stockholm]

## Studio Leadership Juggling Act – Post Record Revenues While Growing Your Team

Reginaldo Valadares presents a studio retrospective, exploring how they grew their flagship game's revenue by orders of magnitude through successful live operations, even as the studio underwent significant team growth – a story of consistent evolution and building adaptable, highly-driven teams. Sponsored by Rovio Entertainment.

**Sjoerd De Jong**
Sr. Engine Evangelist,
Epic Games

14:15-15:00 [Copenhagen]

## Ray Tracing for Games in Unreal Engine 4

As of Unreal Engine 4.22, we support real-time ray tracing. Through practical examples, Sjoerd will demonstrate ray tracing live, discuss the benefits and drawbacks to real-time ray tracing and cover tips on performance – all focused on helping you make a smooth start with this amazing new tech.

**Arran Langmead**
Dev. Rel./Tech. Artist,
Epic Games
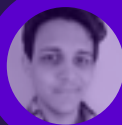
15:15-16:00 [Copenhagen]

## Demystifying Niagara

An incredibly customisable system, Niagara can seem daunting to learn. This talk focuses on demystifying the new toolset, giving an overview of key concepts and the practicalities of making effects.

Grant Thornton
An instinct for growth

**Tommy Persson**
Founder, Lawyer.se
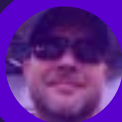
15:00-15:30 [Oslo]

## Objection - Good Reasons to Use a Video Game Lawyer

We will answer the questions: Why do you need a lawyer? When do you need an external lawyer and when can you manage without it? How do you mix investment with publisher? We will also talk about how to succeed in negotiations and tell horror stories from a lawyer's perspective. Moderated by Malte Behrmann. Sponsored by Grant Thornton Sweden.

**Annette Stavenow**
CEO/President,
Lawyer.se
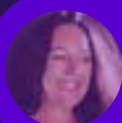
# REACH THE UNREACHABLE
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- Faruk Yerli, CEO of Crytek -

# Berlin
# BalticNordic.net

**BerlinBalticNordic.net** is a business and networking platform, connecting the Berlin games and digital industries with the Baltic, Nordic and Eastern European markets (and beyond!).

**Pixadome – Hayfever** Hayfever, releasing in September 2019, is a cute single-player 2D platformer where you use allergies to skilfully race through levels. Allergies have never been more exciting!
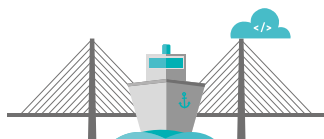
**Serious Bros – Imagine Earth** Imagine Earth is a build-up strategy game and a real-time planet simulation. Your job as a space colony manager is to explore and populate distant planets. Build up thriving and profitable colonies on a global scale and trade resources and goods.

**LOVABLE HAT CULT**

**The Lovable Hat Cult – The Journey of the Imperfect Circle** The Journey of the Imperfect Circle is a story platformer about relationships and existential longing. Join the Circle on its journey looking for its missing piece.

## Meet us at our booth B4 and check out these amazing Indie games from our represented countries:

**Triple Topping – Elk** Elk is no normal island, it's a home to tales of real stories. The townsfolk of Elk harbour dark, humorous tales and feats of cunning and mischief. Frigg finds herself at the centre, tangled in the messy web of Elk's residents, joining them in their love, loss and laughter.

**SOAPHOG**

**Soaphog – Seacurity Breach** Seacurity Breach is a 3D tower defense game with a twist – we embrace verticality, ragdoll effects and unique unit design. Expand your gameplay by creating your own levels using the same tools we use.

**Jason Della Rocca
(moderator)**
Co-Founder,
Execution Labs

**Harri Manninen**
Founding Partner,
Play Ventures

**Michael Cheung**
Partner, Makers Fund

**Shum Singh**
Founder,
Agnitio Capital

**Are Mack Growen**
Principal, London
Venture Partners

15:15-16:00 [Reykjavik]

## How to Ensure You are Venture Investable

No one is in the business of handing over bags of money when you desperately need it. Securing the right investors at the right time is a solvable puzzle. Come hear active game investors share their tips and wisdom on scoring funding for your studio. Moderated by Jason Della Rocca.

**Rich Metson**
Co-Founder,
Semaeopus

15:15-16:00 [Stockholm]

## Making a Hackable Hacking Game

Rich will talk about why you should open up your game to modders, and how it will build your community and the life of your game. Why allowing players to tell their stories in a dialogue with the developer is more powerful than telling your story to them in a diatribe – and more.

**Crystin Cox**
LiveOps Evangelist,
Microsoft PlayFab

15:15-16:00 [Unreal Theatre]

## Ethical Monetisation

Game creators have more control than ever when it comes to asking players for money. With that freedom comes the responsibility of making sure those designs are ethical. This talk explores what ethical monetisation means, how it impacts game design and why you should care.

**Henrik Hedberg**
Tax Partner, Grant Thornton

**15:30-15:45**    [Oslo]

## Avoid Game Over with a Business Advisor

Why should a start-up or a mature company use external advisors? This talk will help to navigate compliance, legal obstacles and opportunities – especially within the tax field. Sponsored by Grant Thornton Sweden.

**Maarten de Koning (moderator)**
Partner/EVP BD, DDM

**16:15-17:00**    [Unreal Theatre]

## A Fresh Take on the Ever-Changing Role of a Publisher

This panel will provide a fresh take on the ever-changing role of a publisher, the rise of strategic funds and the increasing independence of game developers, as well as what it takes to get your original IP funded and published. Moderated by Maarten de Koning.

**Giovanna Villani**
Sr. Mgr. Bus. Acquisition, Digital Bros
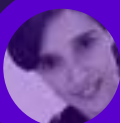
**Alberto Gonzalez Lorca**
VP Bus. Dev., Bandai Namco Ent. Europe

**Samuel Lee**
Partner/COO, Kowloon Nights

**Bobby Wertheim**
Sr. Content Mgr., Sega Europe
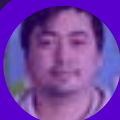
**Sophie Vo**
Executive Producer, Rovio Ent.
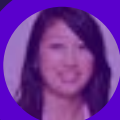
**16:15-17:00**    [Reykjavik]

## Is Your Team Anti-Fragile?

In my talk "Anti-Fragile Teams: Why Staying in the Game is More Important Than Winning the Game", I will share my unconventional approach to how you can build an "anti-fra-gile team" which can survive the hurdles of F2P game de-velopment, from concept to launch. Something we tend to forget as game developers: the ultimate goal is not to win the game, but stay in the game.

**Matthew Florianz**
Lead Sound Designer,
Frontier

16:15-17:00 [ C o p e n h a g e n ]

## Lessons Learned in Game Audio – How Distance Shaped the Sound of Our Games

When we describe the large-scale open worlds of Frontier Development's "Elite: Dangerous", "Planet Coaster", "Jurassic World Evolution" and "Planet Zoo", distance has been a guiding principle around which we developed our game audio approaches. This talk intends to not only show solutions, but also share ideas related to identifying, approaching and solving challenges we all face in game development.

Grant Thornton
An instinct for growth

**Leena Kuusniemi**
Special Adviser,
Fipra International

16:15-17:00 [ O s l o ]

## What Now? GDPR and Beyond

An insight into how EU law affects the games industry. GDPR, geo-blocking and EU competition rules, state aid measures for the games industry and modernisation of the EU copyright rules. Moderated by Malte Behrmann. Sponsored by Grant Thornton Sweden.

**Jari-Pekka Kaleva**
COO, EGDF

**Pieter Paepe**
Practising
Partner, Astrea

**Markus Myhrberg**
Partner, Lexia

**Fredrik Fottland**
Animation Producer,
Expanse

16:15-17:00 [ S t o c k h o l m ]

## Seamless Collaboration

Co-production is common in the animated film industry, but can a similar approach work on producing the global launch of a mobile game? In this talk, Fredrik will share his insights on working with shared assets, approvals and deadlines in a production spread across three countries.

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# NORDIC GAME AWARDS 2019

The annual Nordic Game Awards, a highlight at the Nordic Game 2019 conference, will take place on Thursday, 23 May at 18:00 in the Unreal Theatre, hosted by TV announcer, journalist and former pro gamer Melek Balgün.

The NGA19 jury, consisting of judges selected by the Nordic producer's associations, has worked hard to play through all of their shortlisted games. The jury has voted on this year's award nominees, and they are:

## NORDIC GAME OF THE YEAR
[ n o m i n e e s : ]
- *A Way Out* by Hazelight (SE)
- *Battlefield 5* by EA DICE (SE)
- *Brawl Stars* by Supercell (FI)
- *Forgotton Anne* by Throughline Games (DK)
- *Pode* by Henchman & Goon (NO)
- *Warhammer: Vermintide 2* by Fatshark (SE)

## NORDIC GAME OF THE YEAR - SMALL SCREEN
[ n o m i n e e s : ]
- *Cosmic Top Secret* by Klassefilm (DK)
- *Fly THIS!* by Northplay (DK)
- *Holedown* by Grapefrukt (SE)
- by Sarepta Studio & Teknopilot AS (NO)
- *Spitkiss* by Triple Topping Games (DK)

## BEST ART
[ n o m i n e e s : ]
- *Battlefield 5* by EA DICE (SE)
- *Fe* by Zoink (SE)
- *Planet Alpha* by Planet Alpha Game Studio (DK)
- *Pode* by Henchman & Goon (NO)
- *Unravel 2* by Coldwood Interactive (SE)

## BEST GAME DESIGN
[ n o m i n e e s : ]
- *A Way Out* by Hazelight (SE)
- *Brawl Stars* by Supercell (FI)
- *HITMAN 2* by IO Interactive (DK)
- *Iconoclasts* by Joakim Sandberg (NO)
- *Pode* by Henchman & Goon (NO)

## BEST TECHNOLOGY
[ n o m i n e e s : ]
- *Battlefield 5* by EA DICE (SE)
- *Budget Cuts* by Neat Corporation (SE)
- *HITMAN 2* by IO Interactive (DK)
- *My Child: Lebensborn* by Sarepta Studio & Teknopilot AS (NO)
- *Youropa* by Frecle (DK)

## BEST AUDIO
[ n o m i n e e s : ]
- *Battlefield 5* by EA DICE (SE)
- *Just Cause 4* by Avalanche Studios (SE)
- *Planet Alpha* by Planet Alpha Game Studio (DK)
- *Shrug Island* – The Meeting by Tiny Red Camel (DK)
- *Warhammer: Vermintide 2* by Fatshark (SE)

## BEST FUN FOR EVERYONE
[ n o m i n e e s : ]
- *Chimparty* by Napnok
  Games (DK)
- *Claybook* by Second Order (FI)
- *Moomin Match & Explore* by
  Snowfall Ltd. (FI)
- *Pode* by Henchman & Goon (NO)
- *Unravel 2* by Coldwood
  Interactive (SE)

## BEST DEBUT
[ n o m i n e e s : ]
- *A Way Out* by Hazelight (SE)
- *Budget* Cuts by Neat
  Corporation (SE)
- *Cosmic Top Secret* by
  Klassefilm (DK)
- *Planet Alpha* by Planet Alpha
  Game Studio (DK)
- *Raft* by Redbeet Interactive (SE)

Congratulations to all the
nominees for the 2019
Nordic Game Awards.

See you at the show!

nordicgame | AWARDS 2019

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**ABOUT NORDIC GAME AWARDS**
Since 2006, Nordic Game has pre-
sented the Nordic Game Awards, an
annual celebration of the year's very
best Nordic games in different cate-
gories, selected by a jury of games
industry peers chosen in cooperation
with the Nordic Game Institute.

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# DAY 2
# THU 23 MAY
## Speaker Sessions
### [ #NG19 ]

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**Warren Spector**
Studio Director,
OtherSide Ent.

10:00-11:00          [Unreal Theatre]

## Narrative Traps and How to Avoid Them

There has been some controversy over the years about how effective games can be at telling stories (or whether games should even try to tell stories at all). Thankfully, it's now generally accepted that game designers can tell stories as well as "authors" in any medium. Still, we're new at it and have much to learn. This talk will cover the need to tell stories in ways that exploit the unique qualities of our medium as well as some traps we fall into and how to avoid them.

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**#NG19 FAST TRACK**
**Magnus Runesson**
Programmer,
Resolution Games
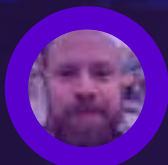
10:30-10:55          [Reykjavik]

## Mixing the Real and the Virtual in Angry Birds

Get to know how we made the levels in "Angry Birds" for mobile AR look like they were standing in your room using ARKit. We will look at lights and shadows, colour matching, environmental texturing, refraction, occlusion and other effects. Hosted by Julius Fondem.

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**#NG19 FAST TRACK**
**Enric Pedró**
CMO, Lab Cave
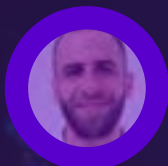
11:00-11:25          [Reykjavik]

## ASO - What You Can Learn from Top Developers

After launching over 300 titles and achieving more than 200 million organic downloads without paid UA, one thing is clear; Lab Cave has mastered how to increase mobile organic traffic and visibility. In this session, Enric Pedró will share some insights on what Lab Cave has learned. Hosted by Julius Fondem.

**Lau Korsgaard**
Founder/CD,
Napnok Games

11:15 - 12:00 [Copenhagen]

## Double Post-Mortem: Frantics and Chimparty

How do you generate ideas; systematically with a top-down approach or an exploratory bottom-up? This talk is a double post-mortem of "Frantics" and "Chimparty", two second party PS4 party games developed by Napnok. While on the surface similar, the design approach for the two games was fundamentally different.

**Chris Perrella**
Sr. Graphics Tech.
Artist, Insomniac
Games

11:15 - 12:00 [Unreal Theatre]

## Swinging in the Rain: Marvel's Spider-Man

In this session Chris Perrella will focus on render techniques used to bring rain to NYC in Marvel's "Spider-Man". He will discuss the artistic and technical aspects of the methods used and the challenges faced in creating procedural wet surfaces, droplets and dynamic splashing.

**Michael Vogt**
Main Writer,
IO Interactive
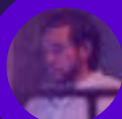
11:15 - 12:00 [Stockholm]

## Pre-Production to Release: Storylines for AAA and Indie

**Morten Brunbjerg**
Game and Screenwriter

Michael Vogt (IO Interactive) and Morten Brunbjerg (freelance game writer) take us through the story development of two VERY different games: "Hitman" and "Forgotton Anne". They compare experiences and discuss differences, challenges and similarities of storytelling in AAA and indie productions.

**#NG19 FAST TRACK**

**Christoffer Elfving**
Global Key Acct. Mgr.,
Dreamhack

11:15 - 12:00 [Oslo]

## Esports and Gaming Festivals for Devs and Publishers

DreamHack is the largest gaming lifestyle festival in the world, with fifteen events in nine countries and over 350,000 visitors globally. In this talk, Christoffer will discuss how game developers and publishers can use gaming activities and esports to increase engagement and create a closer connection with their communities. Hosted by Philip Skogsberg. Organised by Challengermode.
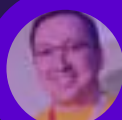
**#NG19 FAST TRACK**

**Max Samorukov**
CEO, DataMagic

11:30 - 11:55 [Reykjavik]

## Which Genres Perform Best in Different Regions

We'll talk about which genres perform best in various regions, how platforms distribute their featured capabilities across genres, and how developers can benefit from learning all of this. Hosted by Julius Fondem.

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**MEET US AT BOOTH A21**

**Kristoffer Benjaminsson**
CTO,
Fast Travel Games

**12:00-12:25**          [ R e y k j a v i k ]

## How to Get Your Game Running on Oculus Quest

This talk will cover lessons learned when porting the PC version of "Apex Construct" to Oculus Quest. It will cover changes made to game assets such as models and shaders as well as Unity Editor extensions and frameworks created to reach the necessary performance without sacrificing gameplay or immersion. Hosted by Julius Fondem.

**Licia Prehn**
Head of Production,
Nopia

**Ian Hamilton**
Accessibility Specialist,
IHDC
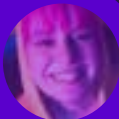
**12:15-13:05**          [ S t o c k h o l m ]

## Accessibility and Disability in 2019

The pace of change is quickening. The past year has seen swathes of the industry making concerted efforts to include disabled gamers, with Xbox putting out its adaptive controller, customer expectations shifting and the arrival of legislation. Join us for chat and Q&A about where we are and where we could be. Hosted by Kate Edwards and Tsahi Liberman.

**Lindsey Rostal**
CEO/Game Director,
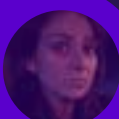Timberline Studio

**12:15-13:00**          [ U n r e a l   T h e a t r e ]

## Exploring New Stories in Games

Games traditionally put the player in the role of hero, a big muscled savior who seeks to solve problems through brute force. But what about the other characters in these extraordinary worlds? What about the smaller stories we can tell?

**Jiri Kupiainen**
CEO/Founder,
Matchmade

**12:15-13:00**          [ C o p e n h a g e n ]

## Influencer Marketing: What Game Studios Need to Know

In this fireside chat, Matchmade CEO Jiri Kupiainen joins influencer Sam Chaotic to talk about what game marketers need to know right now.

**challengermode**

**Philip Skogsberg**
**(moderator)**
Co-Founder,
Challengermode
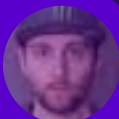
**Jonathan Berg**
CEO, Alliance

**12:15-13:00**          [ O s l o ]

## What Game Developers Should Know About Esports Teams

Alliance CEO Jonathan "Loda" Berg, former "Dota 2" pro and world champion, reveals what game developers should know when it comes to supporting players and teams, as well as what these key esports participants expect from a title in the long-term, as both a successful competitive esports player and team owner. Hosted by Philip Skogsberg. Organised by Challengermode.

**Pascal Luban**
Game Designer &
Creative Director

12:30-12:55          [ R e y k j a v i k ]

## Onboarding: Keep Your Players After the First Minutes

Players that leave their first game session with little satisfaction never return. Given the difficulty, and cost, to attract new players in a crowded market, catching players' attention within the first minutes of gameplay has become a major issue. Pascal will share his design strategies and best practices to do. Hosted by Julius Fondem.

**Lisa Kretschmer**
Development Manager,
EA Ghost Games

13:00-13:25          [ R e y k j a v i k ]

## Managers Have Feelings Too

When it comes to project management, we often think of time, budget and quality. But not all issues we face are on an organisational level. I want to give examples of emotional conflicts that affected me as a manager and share the things I learned as a result. Hosted by Julius Fondem.

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**Philip Hübner**
Head of BD & Strategy,
Challengermode
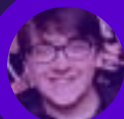
13:15-14:00          [ O s l o ]

## Esports Infrastructure, Marketing and Ecosystem

Challengermode together with Dreamhack present three sessions about esports infrastructure, marketing and the esports ecosystem, aimed at game developers who are building or thinking of creating competitive games. Hosted by Philip Skogsberg. Organised by Challengermode.

**Philip Skogsberg**
Co-Founder,
Challengermode

**Anna Norrevik**
CEO,
Antler Interactive

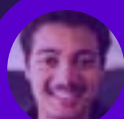13:15-14:00          [ U n r e a l   T h e a t r e ]

## AR You Ready? Approaching AR Step-By-Step

Anna Norrevik from Antler Interactive (formerly SVRVIVE Studios) will present the challenges, lessons and potential of working at the forefront of AR, revealing what the future holds for us.

**Kevin Agwaze**
Treasurer, Game
Workers Unite

13:15-14:00          [ S t o c k h o l m ]

## How Unions Empower Workers and Improve Labour Conditions

In a year where companies are announcing record sales and mass layoffs in the same breath, people are looking at unions to fix the industry's various problems. But what issues are games workers facing in 2019 and how will unions and other kinds of organised labour address them? Hosted by Kate Edwards and Tsahi Liberman.

**Jakob Rasmussen**
Lead AI Designer,
Apex Game Tools

13:15-14:00        [Copenhagen]
## Rebots - Functional Game AI

Our vision for Rebots is to make artificial intelligence available and harnessed by any gamer on the planet. We will cover how we are creating a virtual world, in which you can design your robots, bestow them with AI and unleash them on a world beyond your wildest imagination.

**#NG19 FAST TRACK**
**Vera Karpova**
Lead Analyst,
Devtodev
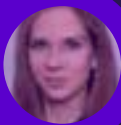
13:30-13:55        [Reykjavik]
## Behavioral Economics in Games: Why Players Make Bad Decisions

Unlike classical economics, behavioral economics says that people do not always make rational decisions. This session focuses on how to apply behavioral economics to game development, how to influence players' decisions and use this irrationality for the benefit of both – your business and your players. Hosted by Julius Fondem.

**#NG19 FAST TRACK**
**Elie Abraham**
Audio Designer/
Composer

14:00-14:25        [Reykjavik]
## Ditch Toxic Systems so We Can Finally Love Video Game Romance

While many of us seek romance in games, they often do not consider those most marginalised in society (intersectionality), do not reflect our lived experiences, and set harmful, toxic expectations – ultimately harming players. This talk will identify and critique the ways specific systems harm players, dismantling the "kindness tokens" model among others, as well as argue for replacing them with mutually rewarding depictions of romance that embody the habits of positive, fruitful relationships. Hosted by Julius Fondem.

**Christopher Cataldi**
Co-Founder/COO,
Genvid Technologies

14:15-15:00        [Oslo]
## Interactive Live-Streaming and Esports' Future

What kind of interactive streams are possible for future games and how will this change our notion of esports? As technology advances, new forms of engagement, monetisation and experiences become possible, leading to entirely new games and potential audiences.

**Lili Ibrahim**
Art Director,
Chucklefish

14:15-15:00        [Copenhagen]
## Designing UI for Switch: Wargroove

Designing pure pixel art UI for the strategy game "Wargroove" introduced many interesting challenges – from different resolutions for handheld vs. docked mode to three completely unique custom content editors. In this talk Chucklefish art director and producer Lili Ibrahim discusses some of the valuable lessons learnt from the UI design of "Wargroove".

**Mikael Leinonen**
**(moderator)**
CEO, MyGamez

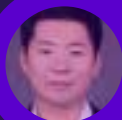14:15-15:00        [Unreal Theatre]
## App Stores in China

In this panel, executives from the top five largest Chinese app stores will share valuable insights about the world's largest mobile game market. Moderated by Mikael Leinonen.

**Yanqi Li**
Business Manager,
Vivo

14:15-15:00           [Unreal Theatre]

## App Stores in China

**QiuShi Liang**
Head of Game Bus./
Dep. GM (Div. 2),
XiaoMi

**Jamie (Sheng) Xue**
Overseas BD Mgr.,
OPPO

**Chris (ZhuoLiang)
Zhou**
Sr. Product
Manager, Tencent

**Charles Chiang**
Founder/COO,
MyGamez

**#NG19 IMPACT
SESSIONS**

**Marie-Claire
Isaaman
(moderator)**
CEO, Women in Games

14:15-15:00           [Stockholm]

## Women in Games: Equality or Diversity?

The World Bank reported (2019) that in law, men and women are completely equal in just six countries! Belgium, Denmark, France, Latvia, Luxembourg and Sweden. How does this impact games industries? Is the equality/diversity agenda a contradiction? What is important for creativity/innovation in game development, equality or diversity? Moderated by Marie-Claire Isaaman with invited guests, including GameRome event director and VIGAMUS Foundation vice director Micaela Romanini. Hosted by Kate Edwards and Tsahi Liberman.

**Gemma
Johnson-Brown**
Chief People/BD
Officer, Dovetail Games

**#NG19 FAST TRACK**
**Adrian Popovici**
Head of VR
Development, Gleechi
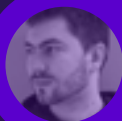
14:30-14:55           [Reykjavik]

## How to Make VR a Reality for Everyone

Bringing VR to the masses is a real challenge. Learn how we at Gleechi embarked on one year project focused on delivering a better experience for everyone. In order to achieve this, we focused on people with neuropsychiatric disorders (ADHD, autism) and people with limited technical understanding. Hosted by Julius Fondem.

Mutant Year Zero: Road to Eden | The Bearded Ladies

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**Julius Kuschke**
Chief Product Officer,
Nevigo

15:00-15:25          [ R e y k j a v i k ]
## Players Remember: How Dialogue Systems Make or Break a Game

Today, characters in games look, move and sound astonishingly real. But our conversations with them often feel artificial, detached from the overall experience and sometimes even plain boring. However, the right dialogue system can help to create tension, improve pacing and integrate dialogues seamlessly into the gameplay. Hosted by Julius Fondem.

**Samuel Kahn**
CTO, Darewise
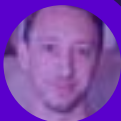
15:15-16:00          [ O s l o ]
## Always Playable

This talk will go into detail on how to leverage source control and continuous delivery in practice. The result is a fast and efficient iteration cycle which enables your team to deliver their very best. These simple solutions can be applied to teams and projects of any size and budget.

**William Kelly**
Researcher,
University of Oxford

15:15-16:00          [ O s l o ]
## Censorship and Advocacy: Some Lessons from Japan

As video game developers and localisation specialists know very well, different markets have their particular criteria for the rating and censorship of game content. Focusing on Japan, the session explores what constitutes potentially problematic video game content and suggests a re-articulation of video game advocacy with specific reference to censorship. Hosted by Kate Edwards and Tsahi Liberman.

**Mattias Engström**
Game Director,
IO Interactive

15:15-16:00          [ C o p e n h a g e n ]
## Hitman: Player Freedom Meets Hand-Crafted Design

A roundtable design talk with the directors and design leads of Hitman, including senior producer Forest Swartout Large, gameplay director Torbjørn Vinther Christensen, lead sound designer Jonas Breum Jensen and lead game designer Andreas Philip Krogh. Topics will include our systemic design approach, best practices for stealth and social stealth and how we overcome design conflict. We will end with time for audience Q&A.

**Mike Gamble
(moderator)**
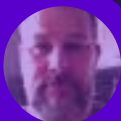Head of Games Lic.
EMEA, Epic Games

15:15-16:00          [ U n r e a l   T h e a t r e ]
## An Epic Fireside Chat: The Bearded Ladies

An open-ended, no-holds-barred conversation about the ups, downs and sideways of developing the tactical adventure game "Mutant Year Zero". Moderated by Mike Gamble from Epic Games.

**Haraldur
Thormundsson**
Circus Director,
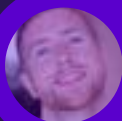The Bearded Ladies

→

**David Skarin**
First Lady,
The Bearded Ladies

**Mark Parker**
Lion Tamer,
The Bearded Ladies

15:15-16:00          [Unreal Theatre]

## An Epic Fireside Chat: The Bearded Ladies

**#NG19 FAST TRACK**
**Luke Spierewka**
Code/Design,
Afterburn

15:30-15:55          [Reykjavik]

## Hole-in-One: Successfully Releasing a Premium Mobile Game

Despite the popular opinion, free-to-play and hyper-casual are not the be-all-end-all in the current mobile market. In this presentation I'll discuss the release of our premium mobile puzzle game "Golf Peaks" and the things we did in order to increase the chance of a successful release. Hosted by Julius Fondem.

**#NG19 FAST TRACK**
**Thomas Kriebernegg**
CEO, App Radar

16:00-16:25          [Reykjavik]

## Do Players Find Your Games?

There are more than four million apps in the Apple App Store and Google Play Store combined. "Mobile Games" is the top category for both stores, meaning your app games are facing tough competition. By using ASO and Search Ads/UAC, you'll make sure players are finding and installing your games. Hosted by Julius Fondem.

**Ste Curran**
Creative Director,
One Life Left
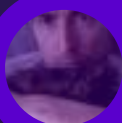
16:15-17:15          [Unreal Theatre]

## Things We Lost in the Fire

An ordered list of objects that tell a story of life, death, legacy and balloons. Expect narrative meandering and a small amount of video game-related #content.

**Dominik Baumeister**
Developer Tech
Engineer, AMD

16:15-17:00          [Copenhagen]

## Triangles Are Precious - Let's Treat Them with Care

Triangles are the essential building blocks of geometry in almost every single game today. This talk aims to provide an in-depth look at the journey a triangle takes on a modern graphics card before it can be displayed as shiny pixels on the screen.

**#NG19 IMPACT SESSIONS**

**Catharina Bøhler**
CEO/Game Designer,
Sarepta Studio

**16:15-17:00** [Stockholm]

## Breaking Through Trauma with Games: My Child Lebensborn

How did an experimental mobile game, telling a sad true story, end up winning a BAFTA award and reaching people across cultural divides? In this talk, Catharina takes you through their journey of developing "My Child Lebensborn" – A dark story parent simulator, and how they found the magic formula. Hosted by Kate Edwards and Tsahi Liberman.

**Tobias Kopka (moderator)**
Art. Dir./Head of Dev.
Rel., Ludicious/Reboot

**KooPee Hiltunen**
Director,
Neogames Finland

**Andreas Lange**
President,
EFGAMP

**16:15-17:00** [Oslo]

## The Demoscene as UNESCO World Cultural Heritage

Digital culture has been around for many decades, but is not considered by UNESCO as culture yet. Join us to learn and discuss our initiative to put digital culture – starting with the demoscene – on the UNESCO List of Intangible Cultural Heritage. Also find out how you can help! Created in cooperation with Ludicious Zürich Game Festival and moderated by Tobias Kopka.

**nordicgame|AWARDS 2019**

**Melek Balgün**
TV Announcer/Journalist

**18:00-19:00** [Unreal Theatre]
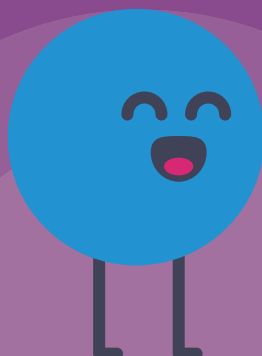
## 2019 Nordic Game Awards

The Nordic Game Awards, a highlight of the annual Nordic Game conference, returns to the Unreal Theatre at Slagthuset in Malmö to recognise the year's most outstanding Nordic games. Hosted by TV announcer, journalist and former pro gamer Melek Balgün.

# Disrupting the Gaming Industry

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HELLENIC REPUBLIC
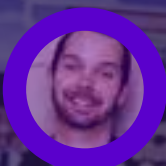Ministry of Digital Policy,
Telecommunications and Media

ekome.media

# DAY 3
# FRI 24 MAY

## Speaker Sessions
[ N o r d i c   G a m e   2 0 1 9 ]

**Adrian Cuevas**
Co-Founder,
Nomada Studio

**11:00-11:45**        [ S t o c k h o l m ]
### Creativity Behind GRIS
We will explore the process and ideas that brought "GRIS"
to life, from the first concepts and prototypes to the main
progression of art and music during the game.

**Patrick Jarnfelt**
Chairman, Copenhagen
Game Collective

**11:00-15:45**        [ S t o c k h o l m ]
### Yonderplay
Yonderplay is a cosy meeting of developers. As much a fire-
side chat as an exhibition, Yonderplay is one-day showcase
where we chill together, play together and share short, inti-
mate presentations. Hosted by PJ Kuczynski. Organised by
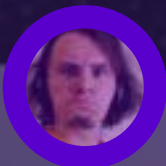Copenhagen Game Collective.

**Lena Mech**
Chief Wonderer,
Copenhagen Game
Collective

**#NG19 FAST TRACK**
**Nicolae Berbece**
Developer,
Those Awesome Guys

**11:00-11:25**        [ R e y k j a v i k ]
### You Can't Spell "Marketing"
### Without " Design"
Most developers think of marketing as an entity complete-
ly separated from development; however I believe having
marketing in mind as you develop your game and making
certain design decisions will lead to a better chance of
your game standing out in the never-ending wave of ga-
mes released constantly. Hosted by Julius Fondem.

**Trista Patterson**
Sr. Adv. GRID-Arendal,
UN Envir. Collab. Ctr.

**11:00-11:45**          [Copenhagen]

## Can the Games Industry Save the Planet?

Is your game company about to change the world – literally? With input from over 50 games industry leaders, the 2019 United Nations environment report "Playing for the Planet" summarises recent developments to yield seven key recommendations on how games can achieve real-world impact. Join this workshop presented by the researchers behind the report, and discover how you can empower your game, your company and your players. Hosted by Kate Edwards and Tsahi Liberman.

**DEV SESSIONS BY**

**Game Habitat**

**Jaana Nykänen**
CEO, Divine Robot
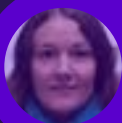
**11:00-12:00**          [Oslo]

## DevSession EXEC/CEO: What Would You Do? When Theory Meets Reality

A round table discussion about a number of different crises that could face managers. You will be presented with a problem scenario, and offered to dive into possible ways of solving it together with the others in small groups. Organised by Game Habitat.

**#NG19 FAST TRACK**

**Dieter Marchsreiter**
MD, Marchsreiter Communications

**11:30-11:55**          [Reykjavik]

## You Died – How to Increase the Slim Chance of Surviving the Indiepocalypse

There are more than four million apps in the Apple App Store and Google Play Store combined. "Mobile Games" is the top category for both stores, meaning your app games are facing tough competition. By using ASO and Search Ads/UAC, you'll make sure players are finding and installing your games. Hosted by Julius Fondem.

**Kristofer Eng**
(moderator)
Founder/CPO,
Elias Software

**12:00-12:45**          [Unreal Theatre]

## Same Game, Different Music

This popular audio panel returns to Nordic Game with a twist – this year, the leading music composers on stage will present, compare and discuss their musical interpretations of the gameplay snippet selected in our recent contest. Moderated by Kristoffer Eng.

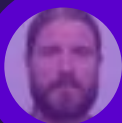**Arnold Nesis**
CEO/Composer,
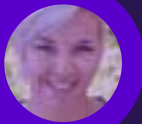Capricia Productions

**Ari Pulkkinen**
CEO/Composer,
AriTunes

**Rob van der Loo**
Bassist, Epica

**Rose Thomas**
Level Designer, King

**12:00-12:25**　　　**[ R e y k j a v i k ]**

## Five Years and Counting: Keeping Our Pet Alive

King's "Pet Rescue Saga" has been live for over five years with 2000 levels currently available. We designers are constantly striving to improve "Pet Rescue" via level design. We do this so we can provide the best gameplay for our players; keep them coming back time and time again. Hosted by Julius Fondem.

**Hugo Bille**
Game Designer,
Hugo Bille

**12:00-12:45**　　　**[ C o p e n h a g e n ]**

## Eight Ways Your Game Can Inspire Climate Action

With barely a decade left to avoid climate breakdown, are we wasting time making games? Not if we do it right. Hugo explores a few ways game makers can rise to the occasion and become #GameDevsForFuture, accelerating the transition to a sustainable future. Hosted by Kate Edwards and Tsahi Liberman.

**DEV SESSIONS BY**

**Game Habitat**

**Ólafur Waage**
Senior Programmer,
Ubisoft Massive
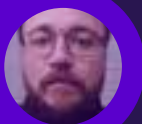
**12:15-13:15**　　　**[ O s l o ]**

## DevSession PROGRAMMING: Game Language Evolution in Programming

In the past, games were made with Assembly and C. Today C++ is a dominant language, but others have started to show their strengths. How have the languages we use in game development changed over the years, how are they now and how will they change in the future? Organised by Game Habitat.

**Hans von Knut**
Creative Director,
PortaPlay
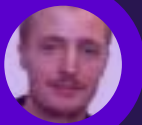
**12:30-12:55**　　　**[ R e y k j a v i k ]**

## Artificial Stupidity: Increasing Fun Factor by Decreasing NP

Better AI = more fun? Maybe sometimes, but not in our single-player game "Broken Lines", where an even playing field is not the goal. Hear about competent AI that seems stupid, behaviour variations and self-preservation that frustrate players, and when it's ok for AI to break the rules. Hosted by Julius Fondem.

**Sara Casén**
Producer/Co-Founder,
Midnight Hub
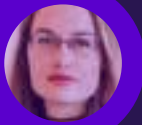
**13:00-13:45**　　　**[ U n r e a l   T h e a t r e ]**

## Lake Ridden Post Mortem

This is a case study of the production behind "Lake Ridden", a "Myst" inspired game released in 2018. Despite a remarkable launch for a small indie studio, selling enough copies proved to be a big challenge. Midnight Hub is run by former Minecraft and Paradox developers.

**Ken Hall**
CEO/Creative Director, 2Dogs Games

**Ramin Shokrizade**
Meta Game Designer, 2Dogs Games

**13:00-13:45**     [ C o p e n h a g e n ]

## Healthier Gaming by Design

We will look at how game design has contributed to toxicity in online gaming communities, and explore design mechanics that can promote healthier social interaction between players. Hosted by Kate Edwards and Tsahi Liberman.

**Emil Kjaehr**
Product Manager, Funday Factory

**13:15-13:40**     [ R e y k j a v i k ]

## Building Branded Games without Getting Burnt

When games with large IPs and brands attached are released they're always evaluated and angled to fit expectations among existing fans or to cater to new ones. But how can you as a developer set yourself up for success when dealing with multiple stakeholders, meet expectations, while retaining creative ownership? Hosted by Julius Fondem.

**Douglas Holmquist**
Composer/Sound Designer, Holmquist Tonalitet
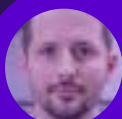
**13:30-14:30**     [ O s l o ]

## DevSession AUDIO DESIGN: Music as Sound Design/Sound Design as Music

In this session, I will start things off by talking briefly about the intersection between music and sound design; with a few examples of my own, a few from other games. Hopefully we will then get a discussion going, about the boundaries of music/sound design, job roles, creativity and more.
Organised by Game Habitat.

**Johannes Kuhlmann**
Head of Core Tech., Deep Silver Fishlabs

**13:45-14:10**     [ R e y k j a v i k ]

## Saints Row on the Go: Bringing Saints Row to Nintendo Switch

This talk is about how we brought "Saints Row: The Third" to the Nintendo Switch. Among other things, it covers the challenges of implementing the rendering and optimizing the game. The talk is rounded off with a number of concrete tips on how to make your game more easily portable.
Hosted by Julius Fondem.

**Arnaud De Bock**
Developer, Sectordub

**14:00-14:45**     [ U n r e a l   T h e a t r e ]

## Diamonds and Red Beans

This talk will be about the character design approach for "Pikuniku" and the "Reigns" games. These titles have a lot of differences, but share some rules that helped them achieve critical and commercial success.

**#NG19 IMPACT SESSIONS**

**Yotam Noy**
Game Designer

14:00-14:45 [ C o p e n h a g e n ]

## The Unique Challenges of Making Medical Games

There are several challenges that are unique to medical games: Safety concerns, regulatory constraints, conflicting target audiences, etc. This talk will give an overview of these challenges and offer possible approaches to dealing with them. Hosted by Kate Edwards and Tsahi Liberman.

**#NG19 FAST TRACK**

**Thomas Westin**
Instructor/Researcher,
Stockholm University

14:15-14:40 [ R e y k j a v i k ]

## PowerUp - From Vision to Implementation

PowerUp is a joint effort by the game industry, organisations of disabled people and universities to explore sustainable ways to make games more accessible and inclusive. This seminar present results from the first year of the project (funded by Vinnova) and how we aim to move forward. Hosted by Julius Fondem.

**#NG19 FAST TRACK**

**Doron Hirsch**
Co-Founder,
Kwa Qua Games

14:45-15:10 [ R e y k j a v i k ]

## Giving Players Super Powers

A journey through various approaches of integrating user generated content in games and other playful mediums. What amazing and unpredictable outcomes could take place when letting players unleash their creativity? Hosted by Julius Fondem.

**DEV SESSIONS BY**

**Game Habitat**

**Simon Vickers**
Lead Designer,
Avalanche Studios

14:45-15:45 [ O s l o ]

## DevSession GAME DESIGN: Lagom in Game Design

The Swedish concept of "just the right amount", "lagom" has been exported in the form of tiny inspirational lifestyle books everywhere, but it's also prevalent in the world of game design. A panel discussion going into the details of getting "just the right amount" and if it's actually enough. Organised by Game Habitat.

**Jacob Riis**
Program Director,
Nordic Game

**Elie Abraham**
(moderator)
Mx., Ian & Elie

**Haydn Taylor**
Sr. Staff Writer,
GamesIndustry.biz

15:00-16:00         [Unreal Theatre]
## Nordic Game Discovery Contest 2019 - The Finals

After hosting third season qualifying rounds of the Nordic Game Discovery Contest in more than fourteen countries, the winners now meet for a final showdown at NG19. Be sure to support your favourite game studio by rooting for them when they pitch their game live in this season's grand finale.

16:00-17:00         [Unreal Theatre]
## NG19 Wrap-Up

Composer, sound designer, voice actor and unyielding game jammer Elie Abraham is joined by GamesIndustry.biz journalist Haydn Taylor and special guests as they celebrate the highlights of NG19 and wrap-up this year's show.

# #NG19
# DISCOVERY DAY

Friday 24 May marks the return of Discovery Day at Nordic Game 2019. From 11:00 on the final day of NG19, the conference halls and auditoriums at Slagthuset will be brimming with exiting new titles, as well as tributes to the some of the region's most artistic and innovative games.

You can join the Discovery Day celebration in many ways:

## DISCOVERY DAY SPEAKERS

The speaker program for Discovery Day is focused on creativity, and with an emphasis on the artful and daring: From the opening talk by "GRIS" creator Adrian Cuevas of Nomada Studio to a panel of composers who have scored the same piece of gameplay and are showing the results in a fiery debate about game music, there will be something for anyone who wants to discover something new.

## DISCOVERY DAY SHOWCASE

Nordic Game will once again host a selection of great new game projects from the region and around the world in the Discovery Day Showcase. Play the creations and meet the developers.

[Room Torshavn, 11:00-20:00]

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## YONDERPLAY RETURNS

Created in close cooperation with long-time partners Copenhagen Game Collective, Yonderplay is an intimate, one-day event where developers chill together and share their games. As much a cosy fireside gathering as an exhibition, expand your game horizons at Yonderplay.

### Powered by

## GAMES PRESENTED:
• **Altered**, by Glitchheart (DK)
• **Bubumbu**, by Bubumbu Team (SE)
• **Elk**, by Triple Topping (DK)
• **Forgotten**, by Mutiny Games (DK)
• **King of Peasants**, by Platonic Partnership (FI)
• **Komako**, by Crayon Animals (DK)
• **Paly**, by Stuffed Wombat (SE)
• **Saint Hazel's Horsepital**, by Hyph-n (NO)
• **Waybinder**, by Metrowitch Interactive (SE)

[Room Stockholm, 11:00-17:00]

## NORDIC GAME DISCOVERY CONTEST FINALS

In the third season grand finale of Nordic Game's live pitch contest, the final four participants will pitch their games live in front of the NGDC finals jury and NG19 audience.

[Unreal Theatre, 15:00-15:45]

## NG19 AFTER HOURS

Nordic Game Discovery Day will end with a chilled bang in the Torshavn and Helsinki rooms of the venue. Full of games, fun and surprises.

[Torshavn 17:00-20:00]

# Game Habitat

# DEV SESSIONS AT NORDIC GAME

**Are you a games specialist? Looking for pro tips and tricks in your field? Seeking to discuss common challenges, share tips and knowledge with your peers?**

The sessions are roundtable discussion groups of specialists from the same field within the game industry, where they meet to discuss common challenges in their roles and share tips.

This year at NG19 we will have sessions for Audio, Game Design, Programming and Exec/CEO each with a speaker/moderator who will lead the discussion about the topic announced.

**Join the Dev Sessions at NG19 on Friday 24 May, organised by Game Habitat.**

## ABOUT DEV SESSIONS

DevSessions were started by Game Habitat fours years ago with the intention to help experts in the industry to develop their skills, share knowledge with their peers and meet fellow professionals and explore solutions to shared challenges.

## ABOUT GAME HABITAT

Game Habitat is the hub for game development in Southern Sweden. Our mission is to create the best possible environment for everyone and everything related to game development.

## SCHEDULE

[ F r i d a y   2 4   M a y ,   1 1 : 0 0 - 1 6 : 0 0 ]

**11:00-12:00 |
DevSession EXEC/CEO**
Jaana Nykanen, "What Would You Do? When Theory Meets Reality"

**12:15-13:15 |
DevSession PROGRAMMING**
Ólafur Waage, "Game Language Evolution in Programming"

**13.30 - 14.30 |
DevSession AUDIO DESIGN**
Douglas Holmquist, "Music as Sound Design / Sound Design as Music"

**14.45 - 15.45 |
DevSession GAME DESIGN**
Simon Vickers, "Lagom in Game Design"

**NOTE:**
Limited space, first come first serve!

You must be an experienced professional working on the specific field of the DevSession in order to participate in the discussion table.

For questions or more information, contact **Eliana Oikawa** from Game Habitat.

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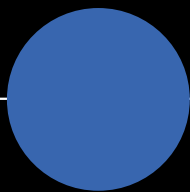
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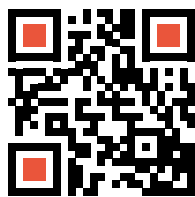
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# SOCIAL EVENTS AT NG19

Nordic Game is very much about knowledge and business, but emotion – that unique Nordic Game vibe – is an important part of the experience, as you meet, greet and mingle with industry people from the region and around the world.

This May, Nordic Game once again offers three days of social and networking events, gatherings and unique happenings.

## NG19 MEET & MINGLE

Representatives from games companies, industry associations, educational institutions and gaming communities throughout the Nordic region and around the globe will host a series of networking events at this year's conference.

On Tuesday, 21 May from 18.00-21.00, Game Habitat will host a NG19 kick-off reception. Before we all get super busy during the Nordic Game conference, join the Game Habitat community for drinks, meet other devs coming to NG19 and mingle with the game studios, compa nies and indie devs that together with Nordic Game make Southern Sweden one of the best game hubs in Europe. Sign-up needed.

Also on Tuesday, 21 May, a warm-up reception is hosted by Games Germany and game, Restaurang M.E.C.K. (Media Evolution City), 19:00-22:00. Sign-up needed.

On Wednesday, 22 May from 18.00-late, IGDA will host the IGDA Party at Slagthuset's restaurant. No sign-up, just bring your NG19 pass!

## NG19 LUNCHES

Lunch served daily **(Wednesday-Friday, 12:00–14:30)** for all delegates in the Dining Hall.

## NG19 HAPPY HOURS

Lots of mingle and refreshments guaranteed at this year's first official Happy Hour on Wednesday, 22 May from 17:00-18:00. Join Happy Hour 2.0 on Thursday, 23 May from 17:00-18:00.

## NORDIC GAME DINNER EXPERIENCE

Our annual dinner for all conference participants (reservation required) gets a major makeover this year, and will feature great food, drinks and live entertainment at Moriska Paviljongen from 19:00. Check out https://conf.nordicgame.com/dinner-experience-party/ for more details!

## 2019 NORDIC PARTY

Party time! Following the debut Dinner Experience on Thursday night from 21:00, we'll celebrate with bars, marioke, dancing, cheering and mingle Bucket loads of Nordic fun! No reservation needed, just bring your NG19 pass!

## NG19 AFTER HOURS

On Friday from 17:00-20:00, chill at the bar, enjoy snacks and bid us fond farewell (until next year)

## BONUS EVENT! NG19 AND CREATIVE COAST WRAP-UP

On Sunday, 26 May (the weekend following NG19) from 13.00-17.00, Game Habitat invites everyone to a post-NG19 and Creative Coast wrap-up session, presented by Elie Abraham and guest Niklas Mikkelsen (organiser for this year's Creative Coast Festival), to share their best takeaways and highlights from NG19 and this year's festival. Come and relax with us over a lovely Sunday brunch with wraps (of course, it's a wrap-up), drinks and games! A great way to catch-up on the week's highlights, latest news or just wind down and chill out, have some ice cream, beer and talk about your impressions of both events.

**Sign-up at** *https://www.eventbrite.com/e/the-wrap-up-tickets-60808229050*

## NG19 DRINKS DISCOUNTS AT MALMÖ BARS

A string of Malmö bars are supporting NG19 with some great discounts on drinks. Just bring your NG19 pass.

**1 MELLO YELLO**
15% discount on everything.

**2 MOOSEHEAD**
15% discount on everything.

**3 TGI FRIDAYS**
20% off on food and non-alcoholics drinks + Special After Conference prices at the bar (all days, until friday 18:30) includes Beer/Wine/Drink of the night/Selevt entrées.

**4 DRUMBAR**
15% discount on everything.

**5 SÖDERGATAN 14**
Shuffle Combo: Hamburger and 1h shuffle 189 SEK (approx. 17,5 EUR) /person.

**CLICK HERE TO ACCESS NG19 GOOGLE MAP**

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