The Finnish game industry

The Finnish game industry has been growing dramatically during the past three years. In Q4/2013 Finnish game industry consists of more than 180 companies. Significant part of the companies develop mobile games, but there is development virtually to all existing platforms. The start-up scene is vibrant. Over 50% of the existing game companies have been established during last couple of years. The most well-known Finnish game companies are at the moment Supercell with its Clash of Clans, and Rovio with its Angry Birds, but these superstar companies are just the tip of the iceberg. Though most of the well established companies are located in capital area, the development of the game industry is rapid in regional areas also. Following pages present some facts and figures about one of the most dynamic game development countries at the moment.

Pictures of the front cover:
Remedy / Alan Wake
RedLynx / Trials Evolution
Rovio / Angry Birds Trilogy
Supercell / Clash of Clans

Picture: Almost Human / Legend of Grimrock
Total value of the Finnish game industry 2013 (estimate)

- **Total Value**: 2150 million € (USD 2905 million)
  - **Turnover of the Core**: 800 million € (USD 1080 million)
  - **Investments**: 150 million € (USD 202 million)
  - **Merger & Acquisitions**: 1100 million € (USD 1486 million)
  - **Merchandise & Licensing**: 100 million € (USD 135 million)
Turnover of the Finnish game industry core (game development) 2009–2013

- 2013: 800 million € (estimate)
- 2012: 250 million €
- 2011: 165 million €
- 2010: 105 million €
- 2009: 87 million €

Estimated total value 2013: 2,15 billion €

Picture: Almost Human / Legend of Grimrock
CAGR = Compound annual growth rate in the Finnish game industry

CAGR 2004–2013 39.5 %

Long term CAGR of the Finnish game industry shows that the game industry in Finland has been growing significantly faster than the global game market.

If the growth continues at the same rate, the turnover of the Finnish game industry will multiply to year 2020.
<table>
<thead>
<tr>
<th>NAME OF THE COMPANY</th>
<th>TYPE OF BUSINESS</th>
<th>AMOUNT</th>
<th>YEAR</th>
</tr>
</thead>
<tbody>
<tr>
<td>SUPERCCELL</td>
<td>Mobile games</td>
<td>$ 1,5 billion (51% of company was acquired by Softbank/GungHo)</td>
<td>2013</td>
</tr>
<tr>
<td></td>
<td></td>
<td>$ 130 million</td>
<td>2013</td>
</tr>
<tr>
<td></td>
<td></td>
<td>$ 15,0 million</td>
<td>2011</td>
</tr>
<tr>
<td>SERIOUSLY</td>
<td>TBA</td>
<td>$ 2,3 million</td>
<td>2013</td>
</tr>
<tr>
<td>SMALL GIANT GAMES</td>
<td>Mobile games</td>
<td>$ 0,8 million</td>
<td>2013</td>
</tr>
<tr>
<td>GRAND CRU</td>
<td>Mobile games</td>
<td>$ 11,0 million</td>
<td>2013</td>
</tr>
<tr>
<td></td>
<td></td>
<td>$ 2,0 million</td>
<td>2012</td>
</tr>
<tr>
<td>FUTUREMARK GAME STUDIOS</td>
<td>PC Games</td>
<td>Not announced. Company was fully acquired by Rovio</td>
<td>2012</td>
</tr>
<tr>
<td>BEIZ</td>
<td>Mobile games</td>
<td>$ 1,0 million</td>
<td>2012</td>
</tr>
<tr>
<td>OVELIN</td>
<td>Mobile games</td>
<td>$ 1,4 million</td>
<td>2012</td>
</tr>
</tbody>
</table>

Picture: Octane Games / Raven's Cry
Investments & Acquisitions

<table>
<thead>
<tr>
<th>NAME OF THE COMPANY</th>
<th>TYPE OF BUSINESS</th>
<th>AMOUNT</th>
<th>YEAR</th>
</tr>
</thead>
<tbody>
<tr>
<td>ROVIO</td>
<td>Multiplatform and licensing</td>
<td>$ 42,0 million</td>
<td>2011</td>
</tr>
<tr>
<td>REDLYNX</td>
<td>Console, mobile and PC online games</td>
<td>Not announced. Company was fully acquired by Ubisoft</td>
<td>2011</td>
</tr>
<tr>
<td>ROCKETPACK</td>
<td>PC online games and HTML5 technology</td>
<td>Not announced. Company was fully acquired by Disney.</td>
<td>2011</td>
</tr>
<tr>
<td>APPLIER</td>
<td>Mobile cross promotion tool</td>
<td>$ 4,0 million</td>
<td>2012</td>
</tr>
<tr>
<td></td>
<td></td>
<td>$ 2,0 million</td>
<td>2011</td>
</tr>
<tr>
<td>GREY AREA</td>
<td>Mobile games</td>
<td>$ 1,9 million</td>
<td>2011</td>
</tr>
</tbody>
</table>

**GREENFIELD INVESTMENTS**

- **EA** opened a studio in Helsinki September 2012.
- Game development tools provider **Unity** also opened a studio in Helsinki November 2012.
- February 2013 **Playground Publishing** open an office in Helsinki during summer 2013.
Number of employees
in the Finnish game industry 2009–2013

<table>
<thead>
<tr>
<th>Year</th>
<th>Number of Employees</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>2200 (estimate)</td>
</tr>
<tr>
<td>2012</td>
<td>1800</td>
</tr>
<tr>
<td>2011</td>
<td>1264</td>
</tr>
<tr>
<td>2010</td>
<td>1079</td>
</tr>
<tr>
<td>2009</td>
<td>1020</td>
</tr>
</tbody>
</table>

Estimated number of employees 2020: 5000+
Location of the companies

- Capital Area 35%
- Central Finland 25%
- Western Finland 8%
- Eastern Finland 12%
- Northern Finland 20%

180+ companies

Picture: Secret Exit / Zen Bound 2
Shining Stars: SUPERCCELL

* 120+ employees
* Company was founded 2010
* Softbank and GungHo acquired 51% of Supercell in October 2013
* $130 million investment (2013)
* $15 million investment (2011)
* Hay Day (Jun. 2012)
* Clash of Clans (Aug. 2012)
* Clash of Clans has been the #1 grossing title in 77 countries
* Hay Day has been the #1 grossing title in 35 countries

Picture: Supercell / Clash of Clans
Shining Stars: ROVIO

- 700+ employees
- Company founded 2003
- $42 million investment (2011)
- Angry Birds Space, Bad Piggies, Angry Birds Star Wars (2012)
- Almost 2 billion downloads in total
Shining Stars: Remedy

* 100 employees
* Company was founded 1995
* Max Payne 1&2 over 7 million sold copies
* Alan Wake 2010 over 2 million sold copies
* Published Death Rally, 12 million downloads, with incredible retention
Shining stars: **REDLYNX**
a Ubisoft studio

- 100 employees
- Founded in 2000
- Trials series has sold 3.5 million units on console and PC
- 20 million mobile game downloads
- Acquired by Ubisoft in October, 2011

Picture: Redlynx, a Ubisoft studio / Trials Evolution
Game Education
learning institutions offering game education

* Kajaani University of Applied Sciences
* North Karelia Municipal Education and Training Consortium / Pelitalo
* Metropolia University of Applied Sciences
* Kymenlaakso University of Applied Sciences
* North Karelia University of Applied Sciences
* Oulu Vocational College
* Turku University of Applied Sciences
* Tampere University of Applied Sciences
* Sataedu
* Aalto University

Picture: Grand Cru / Concept Art
Why Finland?

STRENGTHS
★ Innovation meets excellent technology know-how
★ Good price - quality ratio
★ Tekes funding
★ Reliability
★ Flexibility
★ World class game education
★ World class game research
★ Strong gaming and game development culture
★ Co-operation between the companies
Tekes - the Finnish Funding Agency for Technology and Innovation

Since the late 90's Tekes has successfully funded Finnish game companies with appr. EUR 50 million. The annual Tekes funding for the Finnish game industry has been several million euros; EUR 8.6 million in 2011. Tekes is the most important publicly funded expert organisation for financing research, development and innovation in Finland. With annual budget of EUR 600 million Tekes promotes technological breakthroughs as well as service-related, design, business, and social innovations.
Launched in September 2012, Tekes’ Skene programme aims to make Finland a gaming and entertainment industry centre of international importance. In addition to providing funding Skene offers business development sparring, matchmaking services for meeting foreign gaming companies, publishers and investors, networking and market research. The extent of the Skene funding amounts to approximately EUR 70 million.

www.tekes.fi/skene
Invest in Finland is a government agency that promotes foreign investments into Finland. We assist international companies in finding business opportunities in Finland and provide all the relevant information, guidance and networks required to establish a business in Finland.

When doing business with us, you will always be assisted by sector-specific teams of experts. As well as assistance, these teams provide comprehensive information concerning your sector. Our services are always tailored to meet your precise needs.

Contact: Visa Järvinen Senior Director, Business Development +358 50 486 7754 visa.jarvinen@investinfinland.fi
Established in 2003, Neogames Finland ry (Association) is the Hub of the Finnish Game Industry. Neogames is a member based non-profit organization created for the purpose of enhancing the operational environment of the Finnish Games industry. With its pioneering philosophy, Neogames has established an extensive network of contacts along with an intimate working knowledge of every aspect of the Finnish games industry that is unparalleled. Neogames also works closely with a number of related public sector organizations.

If you need to know anything about Finnish games industry or meet anyone, please, let us know. We can help.

*KooPee Hiltunen*  
+358 40 532 4176  
koopee@neogames.fi

*Suvi Latva*  
+358 40 592 4018  
suvi.latva@neogames.fi

*J-P Kaleva*  
+358 50 363 2180  
jari-pekka.kaleva@neogames.fi

*Picture: Housemarque / Dead Nation*
IGDA Finland promotes the development of careers and professional skills of individual game developers based in Finland, and develops further the international recognition of the Finnish game developer community.

IGDA Finland is one of the most dynamic IGDA Chapters in the world. IGDA Finland arranges monthly Gatherings and Presentations for the local scene. IGDA Finland Gatherings draw over 200 game developers together every month.

Finnish game developers community is special. We want to share successes and help others to learn and grow. When you consider moving to Finland, get in touch with IGDA Finland and the whole game developers community in Finland.

Contact:
Sonja Ängeslevä, President, IGDA Finland
+358 400 759 817
sonja.angesleva@igda.fi
4 out of the top 10 grossing iOS App Store games (11/2012)
Home to Angry Birds (Rovio), Max Payne (Remedy), Clash of Clans (Supercell), Shadow Cities (Grey Area) and over 50 other game development companies
World class game development education and research at Aalto University
International newcomers include Disney Interactive, EA Maxis and Ubisoft

"Helsinki is the centre of gravity for the future of games"
Supercell CEO Ilkka Paananen at PocketGamer.biz

More info at: www.helsinkibusinesshub.fi
Contact: Leigh Ewin leigh.ewin@otaniemi.fi
Regional Hot spots: Tampere

- Second biggest game industry hub in Finland with 39 game companies
- Over 200 people working in the local game industry
- Rovio has side office in Tampere
- Regional support activities i.e. New Factory
- Tampere University is internationally well known for its game research unit TRIM

More info at:
Tampere, New Factory/Hermia
Antti Salomaa,
+358 40 823 5375
anntti.salomaa@hermia.fi
Playa is a Game Cluster in South-Eastern Finland, operated by Kotka-Hamina Regional Development Company Cursor Ltd. Growing rapidly with current 16+ companies and over 100 employees in Kotka and Lappeenranta.

Playa's goal is to create a complete ecosystem that helps game companies to build successful business and enter international markets.

Key Offering includes common development studio "LevelUp" with office space for game companies, "Playa Launchpad" incubation program and "Venture Gym" acceleration program. Close co-operation with local and global Universities strengthens the cluster and creates new workforce and companies for the industry.

More info at: www.playahub.com
Regional Hot spots: Oulu

There are nearly 30 successful game companies / game development teams in Oulu. Some examples of the recent success stories:

- SingOn.fi is a neat online karaoke and singing game, which allows one to sing free songs from top hits to the olden goldies
- Spinfy produces and releases unique interactive storybooks (Moomin, HeavySaurus)
- Fingersoft is a group of software and mobile technology professionals enthusiastic about making high-quality apps and games like Cartoon Camera and Hill Climb Racing

- Oulu University of Applied Sciences and the city economic development unit, BusinessOulu actively support the gaming industry: As a part of the innovation environment for digital media, in 2012 they started the Oulu Game Lab training

More info at: www.businessoulu.com
Regional Hot spots: North-Karelia

- Regional support and Game Incubator in JOENSUU SCIENCE PARK
- 10+ startup game companies
- Yearly Illusion seminar for game audio
- High quality education in game graphics and programming
- Over 200 students in all educational levels
- North Karelia College Outokumpu
- North Karelia Polytechnics
- University of East Finland

More info at: www.carelian.fi
Regional Hot spots: Kouvola

★ Rapid growth: from zero to 10+ game companies in less than a year
★ Top of the line facilities: motion capture, post processing and audio work, to name a few
★ First in Finland: Bachelor’s level Game Design education with real and close ties to the industry
★ Up-to-date vocational and competence-based education: source of Finland’s future quality workforce
★ Well connected: two hours from St. Petersburg, hour and a half from the national airport
★ Strong tradition in innovation: from the origins of the forest cluster to the emerging game tech

More info: http://www.kinno.fi
Regional Hot spots: 
Turku

★ One of the fastest growing game industry regions in Finland. From one game company in 2009 to 15 in 2012
★ Three higher education institutions delivering a programming-focused game degree
★ Game development club LOAD is one of the largest and most active game development clubs in Finland
★ Active regional support activities by Turku Science Park
★ Benji Bananas by Tribeflame, one of the most downloaded free games in Google Play Store in spring 2013

Picture: Benji Bananas
Regional Hot spots: Kajaani

BAFTA AWARD WINNER

Starcrossed by Kind of a Big Deal was the Ones To Watch in association with Dare to be Digital Award winner at the 2013 Games Awards.

Critical Missions SWAT is a cross-platform MMO FPS game where players can play with each other between iOS, Android and web platforms. The game has passed yet another stunning milestone of 10 million mobile downloads.

THE BEEF IS HERE IN KAJAANI
WWW.KAVIOCLUSTER.ORG
Contact information

★ IGDA
Sonja Ängeslevä, +358 400 759 817
sonja.angesleva@igda.fi

★ Invest in Finland
Visa Järvinen, +358 50 486 7754
visa.jarvinen@investinfinland.fi

★ Neogames Finland
KooPee Hiltunen, +358 40 532 4176
koopee@neogames.fi

★ Tekes/Skene
Kari Korhonen, +358 44 246 4673
kari.korhonen@tekes.fi

Picture: Supercell / Clash of clans
Contact information, regions

**BusinessOulu**
Heikki Tunkkari, +358 44 703 1399
heikki.tunkkari@businessoulu.com

**Cursor / Playa**
Mikko Kähärä, +358 40 190 2536
mikko.kahara@cursor.fi

**Joensuu Science Park**
Veikko Miettinen, +358 50 502 0383
veikko.miettinen@carelian.fi

**Kouvolan Innovation**
Mika Lammi, +358 20 615 6624
mika.lammi@kinno.fi

**Turku Science Park**
Patrik Uhinki, +358 10 321 8864
patrik.uhinki@turkusciencepark.com

**Helsinki Business Hub**
Leigh Ewin, +358 44 022 4044
leigh.ewin@otaniemi.fi

**Kainuun etu**
Kimmo Nikkanen, +358 44 710 1409
kimmo.nikkanen@kamk.fi

**Tampere, New Factory/Hermia**
Antti Salomaa, +358 40 823 5375
antti.salomaa@hermia.fi

Pictures of the back cover:
Housemarque / Dead Nation
Frozenbyte / Trine 2
Bugbear / Ridge Racer Unbounded
Kukouri / Tiny Troopers
Redlynx, a Ubisoft Studio / Trials Evolution

Picture: Colossal Order / Cities in Motion 2
Some of the local support activities are funded by EU’s regional development fund (ERDF).