



# **Netherlands Accelerated**

By: JP van Seventer, Development Director



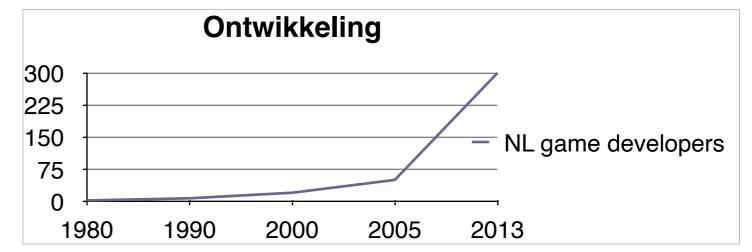






# 1980 hackers on the Commodore 64 1990 A handful 2000 20 game companies 2005 50 game companies 2013 350 game companies

# 2013: 350+ game companies







Control.









































## DESIGN ACADEMY EINDHOVEN

BEFORE: AFTER:



CALVIN

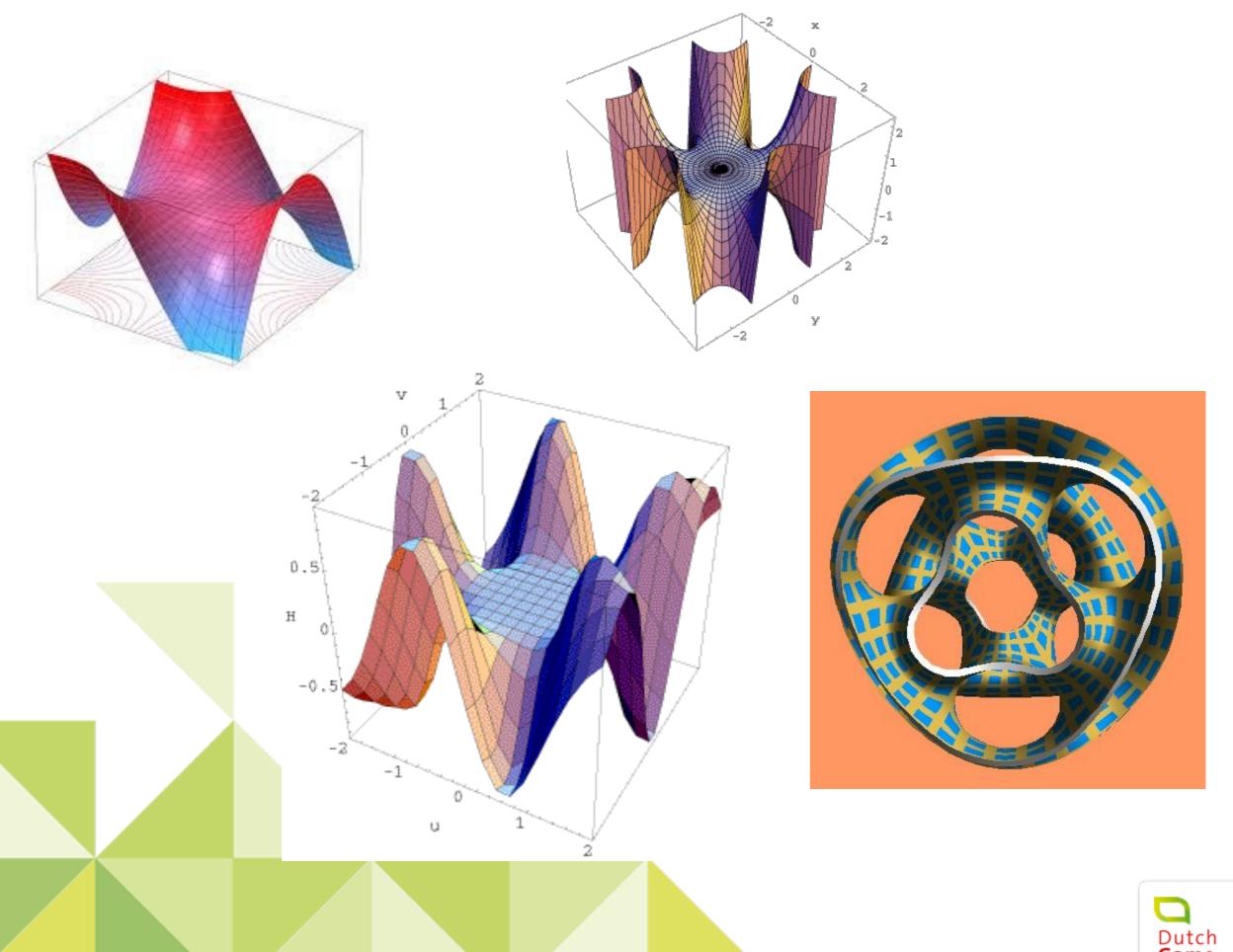
College



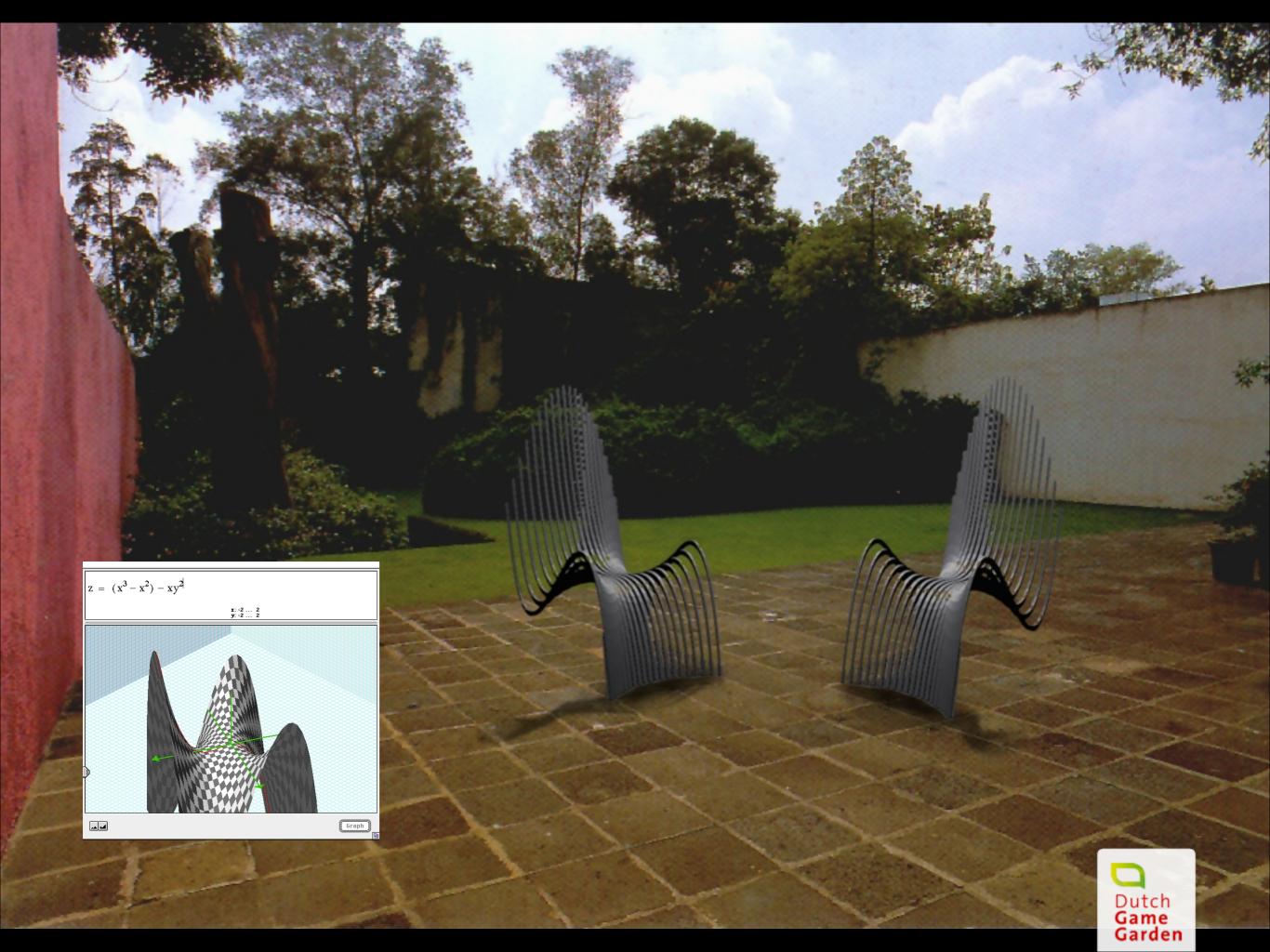
















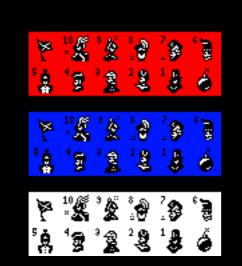


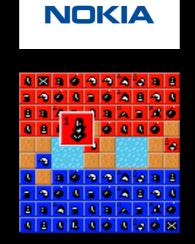




Project: RedCat ISO J.P. van Seventer













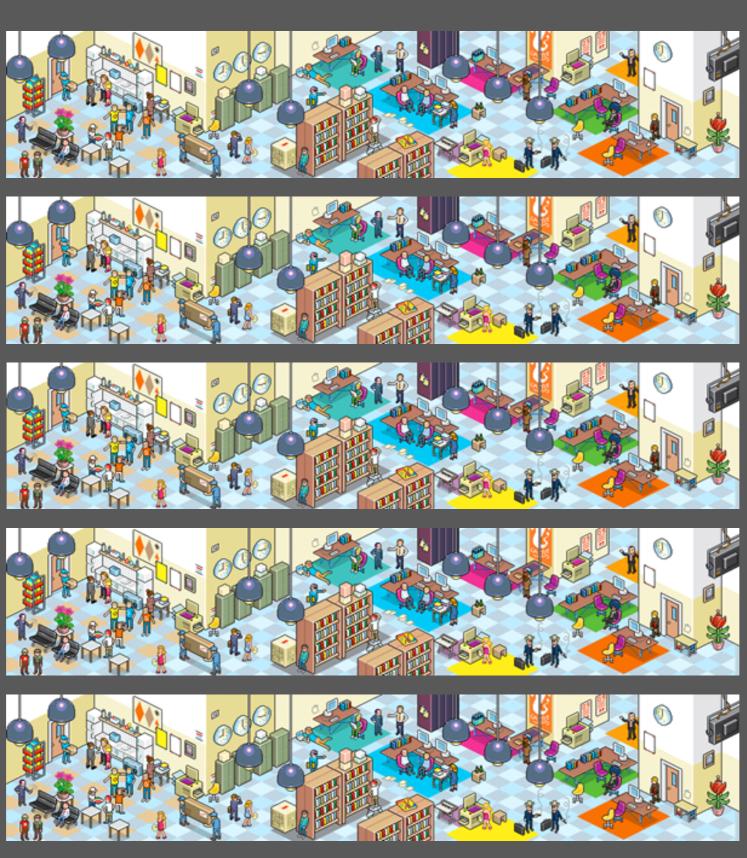
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# Neude 5



## **Business Center and Incubation**



























































cyberstep





**FOURCE LABS** 















## **Startup succes stories**

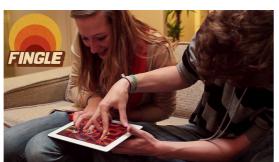


























### **About to rock it!**











## Coming soon!























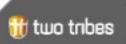
two tribes

and Slug Sucker. Clever use and combinations of these items is needed to solve all the game's levels, of which there are more than 70. These levels range from easy to brain-teasingly hard, resulting in dozens of hours of puzzle play-time.

Toki Tori makes the most out of what the Wii™ has to offer. It uses of the Wii Remote™ for a unique control scheme, which offers players

a new and more relaxing play style. A second player can help you out, by drawing hints while you are playing. The game even uses the Wii **Message Board** in a unique way!





3846 BW HARDERWIJK

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Pour le service à la clientèle, visitez www.nintendo.com ou appelez le 1-800-255-3700

Para servicio al consumidor visite www.nintendo.com o llame la 1-800-255-3700

A WARNING: FYOU HAVE EPILEPSY OR HAVE HAD SEIZURES OR OTHER UNUSUAL REACTION TO FLASHING LIGHTS OR PATTERNS, CONSULT A DOCTOR BEFORE PLAYING VIDEO GAMES.

A AVERTISSEMENT: SI VOUS SOUFFREZ D'ÉPILEPSIE. AVEZ DÉJÁ EU UNE ATTAQUE OU DES RÉACTIONS INHABITUELLES DÉCLENCHÉES PAR DES LUMIÉRES OU DES MOTIFS CUGNOTANTS. CONSULTEZ UN MÉDECIN AVANT DE JOUER À DES JEUX VIDÉO.

A AVISO: SIUSTED TIENE EPILEPSIA O HATENIDO CONVULSIONES U OTROS REACCIONES EXTRAORDINARIOS A LUCES INTERMITENTES O SECUENCIAS, CONSULTE A UN MÉDICO ANTES DE JUGAR VIDEOJUEGOS.

Read the Wii Operations Manual completely before setup or use of your system.

Veuillez lire le Mode d'Emploi de la Wii en entier

Lea todo el Manual de Operaciones Wii antes de instalar o utilizar su sistema.

PRO LOGIC II

For sale, rental and use only in the USA, Canada, Mexico and Latin America.

Pour vente, location et utilisation aux É.-U., au Canada, au Mexique et en Amérique Latine seulement.

Para venta, alquiller y uso solamente en los EE.UU., Canadá, México y Latinoamé rica.

Made in Japan, fabriqué au Japon, hecho en Japon.

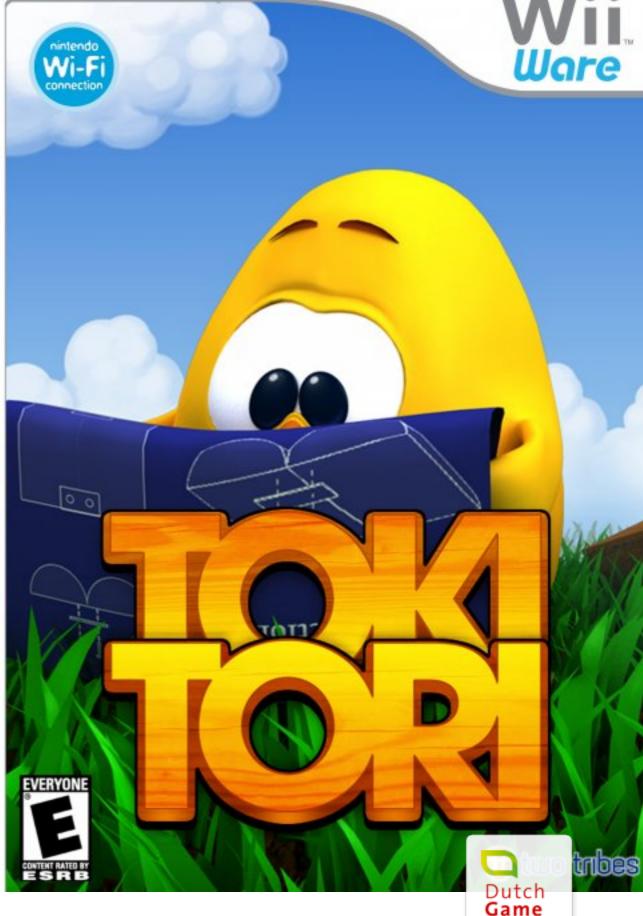
Dolby, Pro Logic, and the double-D sysmbol are trademarks of Dolby Laboratories. Mintendo, Wii, the Wii logo and the Official Seal are trademarks of Nintendo Co, Ltd. © 2008 Nintendo. Toke Tori™ () 2008 Two Tribes, B.V. All Rights Reserved. Toki Tori, the Toki Tori logo, Two ribes and the Two Tribes logo are trademarks of Two Tribes, B.V.





RVL P WTKO





Garden



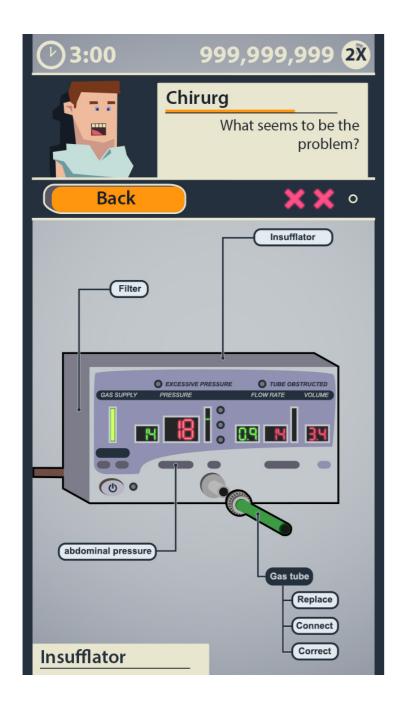
# THE SHELL EXPLORER GAME

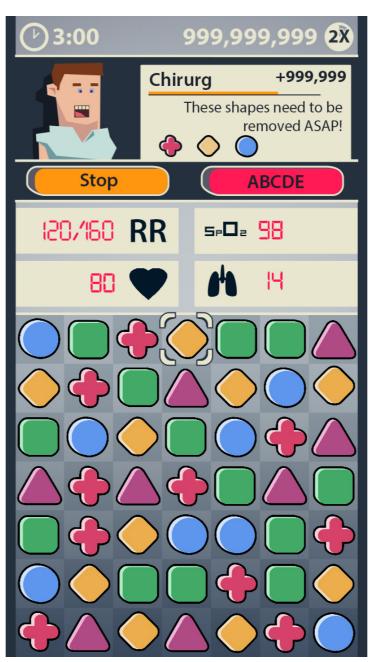
Explore the region in a sustainable manner and find as much energy as possible. Earn bonus points by solving HSSE & Shell Learning topics.

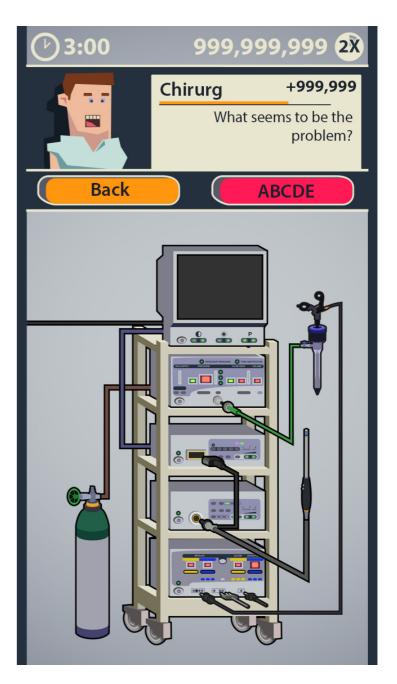
START GAME

LEADERBOARD









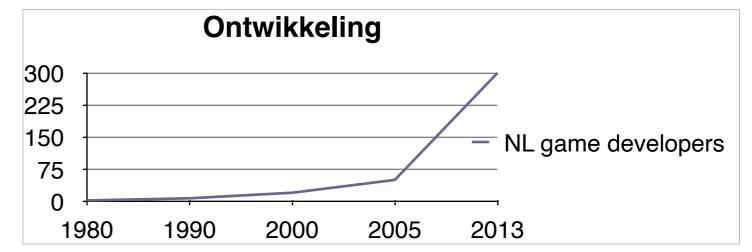






# 1980 hackers on the Commodore 64 1990 A handful 2000 20 game companies 2005 50 game companies 2013 350 game companies

# 2013: 350+ game companies







Control.







### **Facts on the Dutch gamesector:**

Ratio entertainment games to applied games 50-50.

Revenue generated applied games nationally: 92%

Revenue generated entertainment games internationally: 65%

Average studio size: 5

Most companies located in Amsterdam, Utrecht, Rotterdam, The Hague, Hilversum

High focus on Digital Distribution

Challenge: Funding the next step

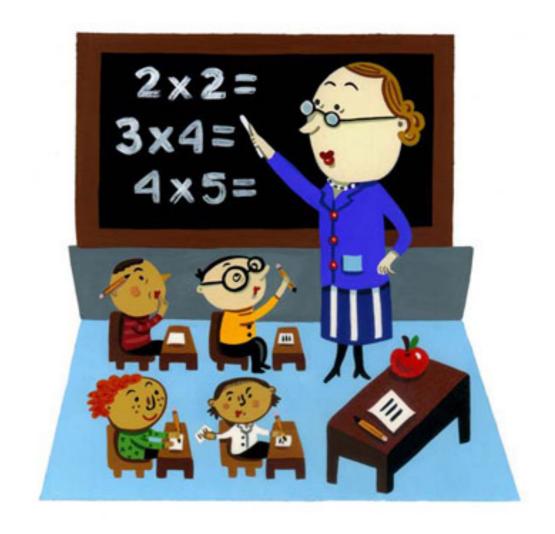


# (M)Indies....



# Universities/Schools







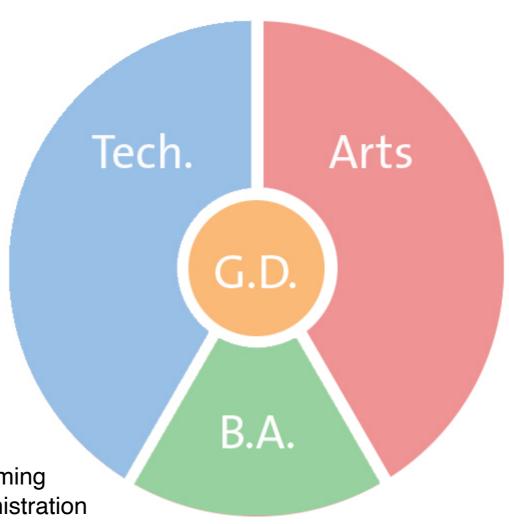








# **Skill DNA**



Tech = Game programming

B.A.= Business Administration

Arts = Graphics, Music, Sound

G.D = Game design, interaction design, storytelling

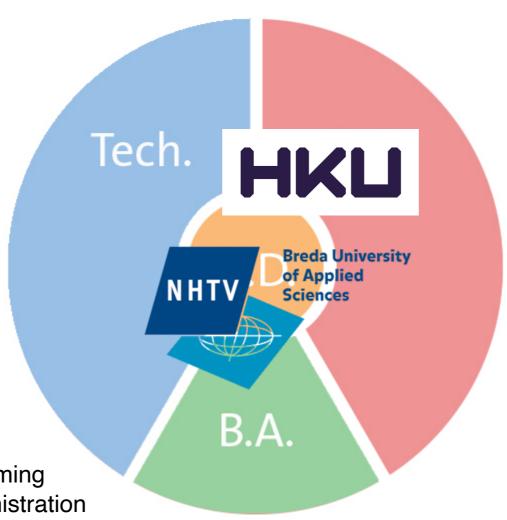
© Copyright: JP van Seventer

Dutch

Game

Garden

# **Skill DNA**



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Dutch

Game

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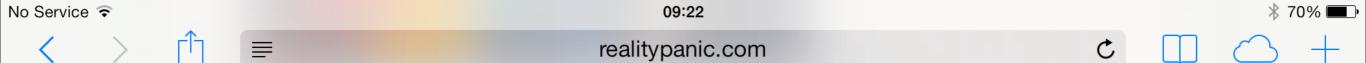
Year	Game	Award	Туре	Company	School
IGF 2007	de Blob	Student Showcase	Nominee	(Ronimo)	HKU
IGF 2008	-				
IGF 2009	-				
IGF 2010	Paper Cakes	Student Showcase	Nominee		HKU
IGF 2011	Super Crate Box	Seumas McNally Grand Prize	Honorable mention	Vlambeer	HKU
	Super Crate Box	Excellence in design	Nominee	Vlambeer	HKU
	Bohm	Nuovo Award	Nominee	Monobanda	HKU
	Dinner Date	Nuovo Award	Nominee	Jeroen Stout	HKU
	EXP	Student Showcase	Honorable mention		NHTV
IGF 2012	Proun	Excellence in visual arts	Honorable mention	Joost van Dongen	HKU/UU
	Ridiculous Fishing	Best mobile game	Nominee	Vlambeer	HKU
	Fingle	Best mobile game	Honorable mention	Game Oven	HKU/UU
	Fingle	Nuovo Award	Nominee	Game Oven	HKU/UU
	Glitchhiker	Nuovo Award	Honorable mention	Vlambeer	HKU
IGF 2013	ATUM	Student Showcase	Nominee		NHTV
	Farsh	Student Showcase	Nominee		NHTV
	SneakSneak	Student Showcase	Honorable mention		HKU
IGF 2014	Westerado	Student Showcase	Nominee	Ostrich Banditos	HKU
	Symmetrain	Student Showcase	Nominee	Phillip Beau and Daniel Goffin	University of Amsterdam
	Engare	Student Showcase	Nominee	Mahdi Bahrami and Moslem Rasouli	NHTV







# Branch organisations







Martin de Ronde (Guerrilla Games) discusses the state of the games business in the Netherlands during the IGDA chapter meeting.



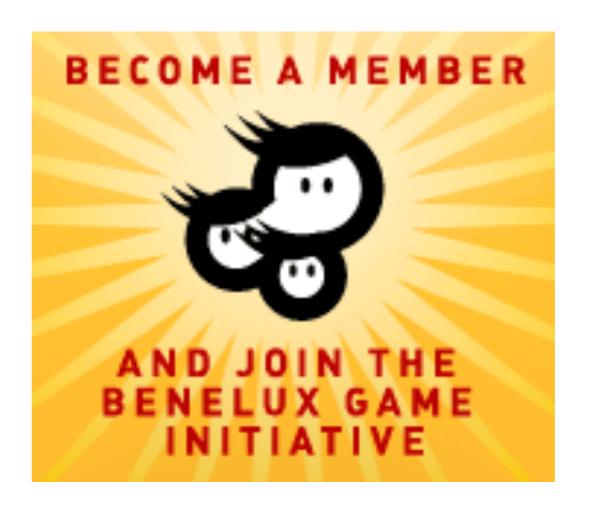
#### 4 RESPONSES TO "LEVEL UP RECAP AND PICS"

grandtextauto.org Says:
 November 10th, 2003 at 5:55 pm

 "What Is a Game" Conference



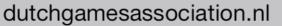










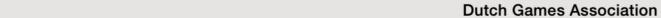














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ZOEKEN...

Q,

HOME

 $\otimes$ 

OVER DGA \ EVENTS \ NIEUWS \ LEDEN \ FOTO'S \ SIGS

Inloggen







17 MEI - 15 JUNI 2014

FREE TO PLAY INDIE EXPO (EN MEER)

LEES MEER...

21 - 23 MEI 2014

NORDIC GAME CONFERENCE (KORTING VOOR DGA LEDEN)

LEES MEER...

13-15 AUGUSTUS 2014

**GAMESCOM MET HOLLAND PAVILJOEN** 

LEES MEER...

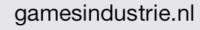
Gamescom met Holland Paviljoen

**LEES MEER...** 



# Company list













#### gamesindustrie.nl | de actuele database voor de Nederlandse gamesindustrie



gamesindustrie.nl wordt gesteund door















# Trade magazine







## JFERS ANDSE INDUSTRIE

Nederlandse ustrie (Control

CONTROL

azine

t met de gegevens over de amenstelling van





**Control Magazine** International - GDC 2014 Edition

Control Magazine



**INDIGO Showguide 2013** 

Control Magazine

CONTROL INDUSTRY AWARD 13 IRRATIONAL **GAMES** 2D-STRIJD GAMESINDUSTRIE IN

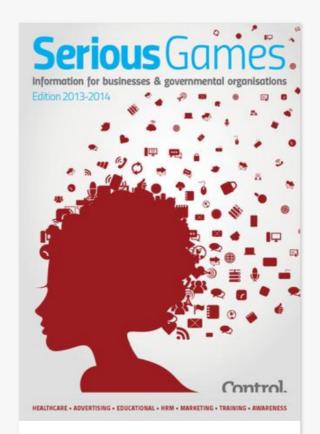
Control 35 Control Magazine



**Control Conference Guide 2013** 

Control Magazine

ITIP • Wayazirie ioi **Game Students Control Magazine** 



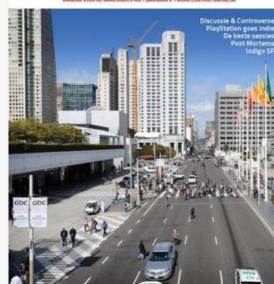
Serious Games 2013-2014 • by Control Magazine

Control Magazine

Magazine to inform companies and organisations on Applied Gaming.







**Control Magazine Extra** Editie: GDC 2013 **Highlights** 

Control Magazine

Extra editie van het vakblad voor de gamesindustrie met de verzamelde verslaggeving van de...



Game

Garden









# Local (In)ternational Events

# FESTIVAL OF GAMES NLGD













#### **Festival of Games**

@NLGD

Festival of Games focusses on matchmaking Talent, Executives and organizes a Game Conference, 24-25 April 2013, Amsterdam Knowledge | Network | Deals

De Overkant, Amsterdam festivalofgames.org

**1,156** TWEETS

**1,956** FOLLOWING

**1,969** FOLLOWERS





#### Festival of Games @NLGD

2 May 13

RT @GFHEU: In case you missed it: use promocode 'NLGD13' until June 1st to get a discount on Games for Health Europe tickets! #GFH13EU



#### Festival of Games @NLGD

2 May 13

JOB ALERT: #Sales manager @TrafficCaptain: young performance network specializes in the online&mobile games industry ow.ly/kCbB8



Festival of Games @NLGD

2 May 13

When left Did the Eastival of Cames | Matmix matmi com/blog/when left





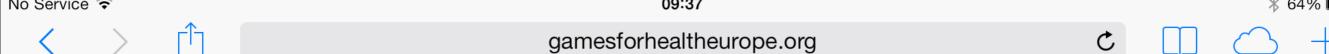














JOIN! Games for Health Europe conference on 27 & 28 October 2014 Utrecht, The Netherlands





**Early Bird Tickets!** 



Great line up of speakers!



Submit!

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SPEAKERS 2014



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CALL FOR SUBMISSION 2014 \*OPEN\*





## Serious Games





#### Games For Health 2010: "Disney-esque" Laparoscopy Game to Train Our Surgeons of Tomorrow... Today!

by JUSTIN BARAD on May 27, 2010 = 11:33 am





Tweet

Games presented a very unique product today at Games for Health: A laparoscopy training game that has almost nothing to do with laparoscopy. To paint a clearer picture, last time we checked there weren't any mad scientists, robots, or goop that turn into monsters in laparoscopic procedures. However, this is exactly the point. The speaker, Tim Laning, boldly proclaimed "This is not a simulator, this is a seriously entertaining game."

expensive and more importantly, they aren't fun. Residents don't seem to train as much on

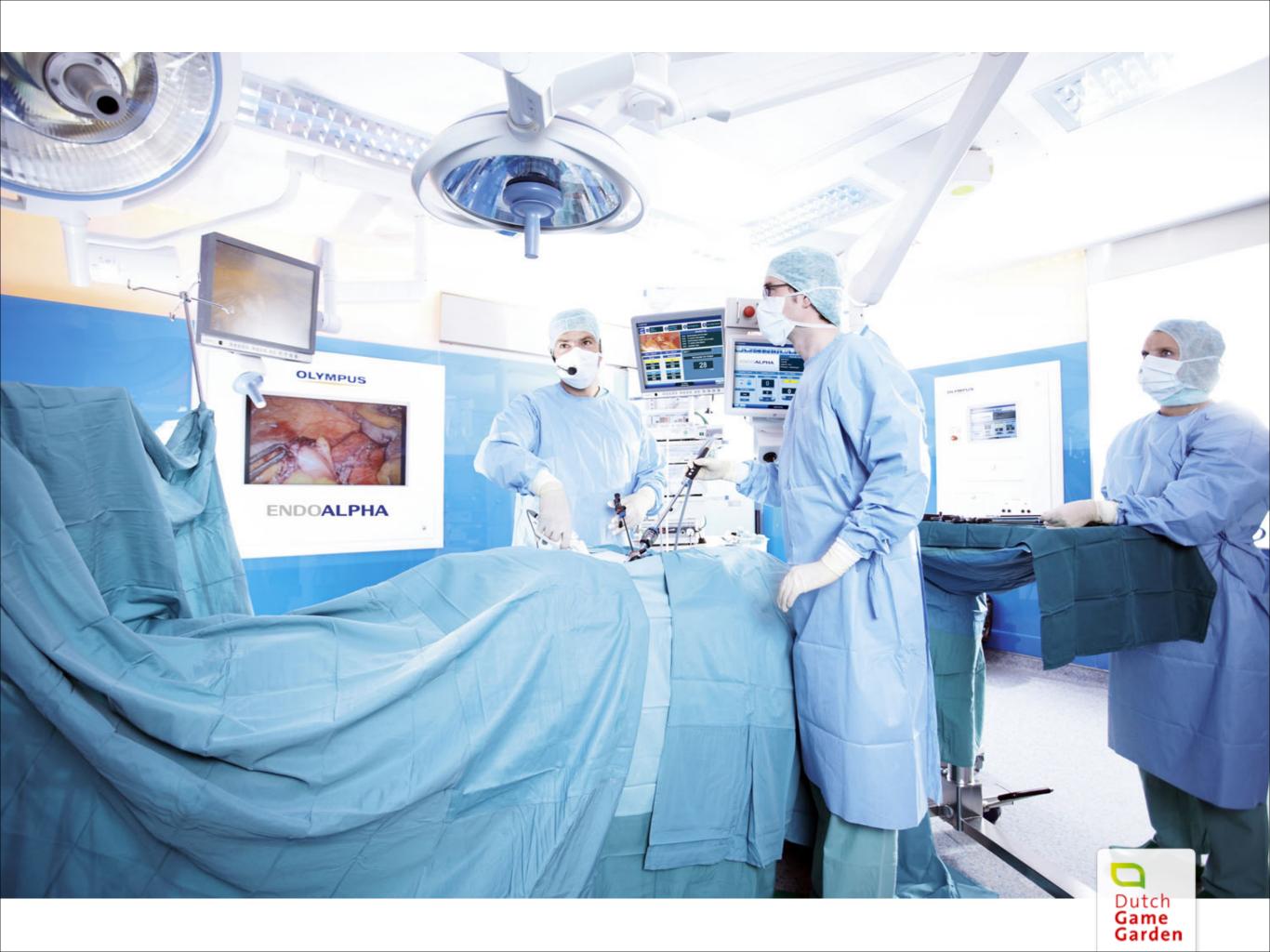


He went on to say while ultra-realistic laparoscopy simulators are effective and impressive pieces of technology, they are

simulators as they should be. His solution is to create a game that gives the user the psychomotor training he needs to be an effective minimally invasive surgeon, while also being fun and interesting. The game is in an early prototype phase, and while it will be available for the Wii and the PS3 Move, only the Wii version was demonstrated. As shown in the picture, the hardware utilizes the Wii controllers to translate the motion of the laparoscopy tools to the game on-screen.









## Game Awards





















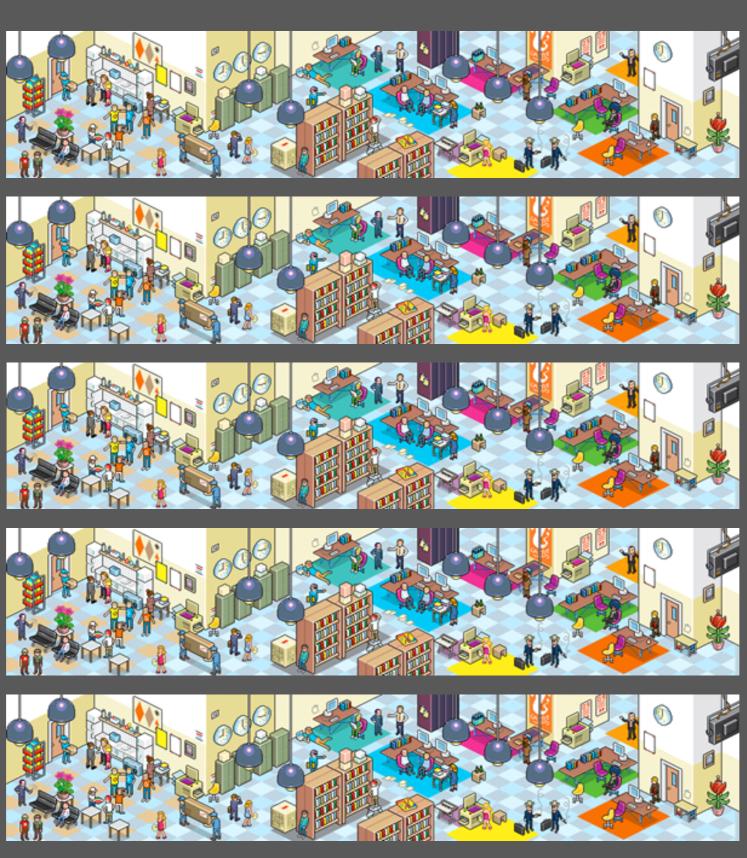


# Incubation/ Accelaration





### Neude 5





#### **Incubation succes stories**





































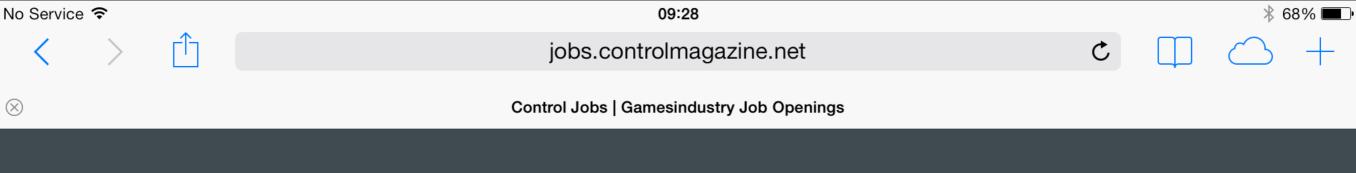








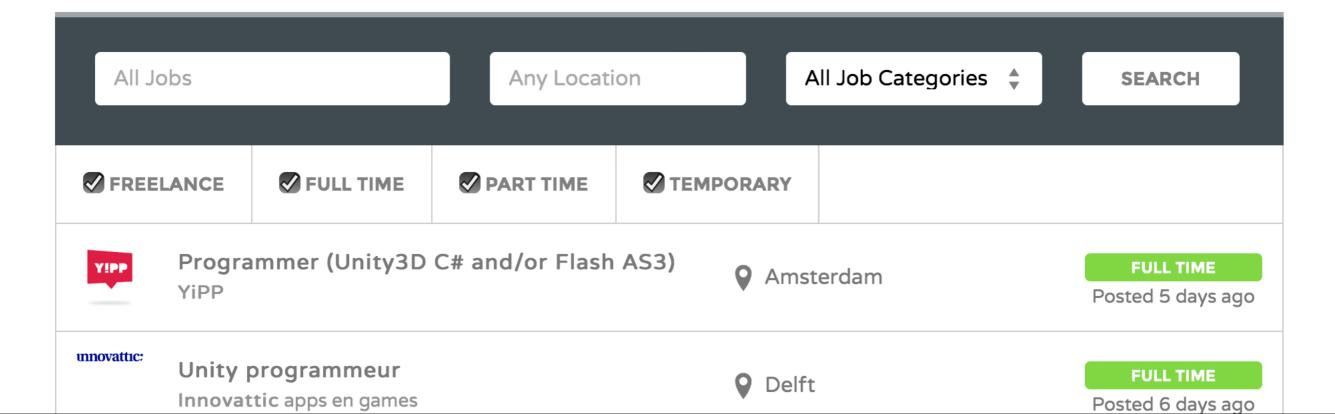
# Free Jobsite

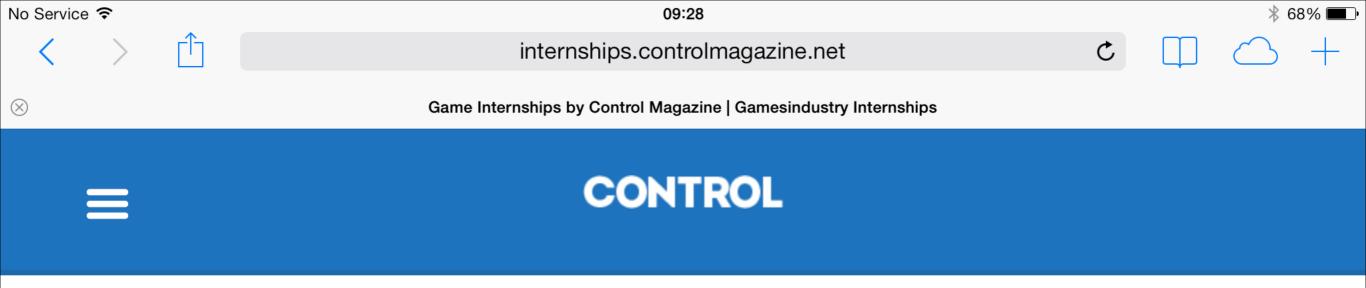




### Jobs for Game Professionals • Powered by Control

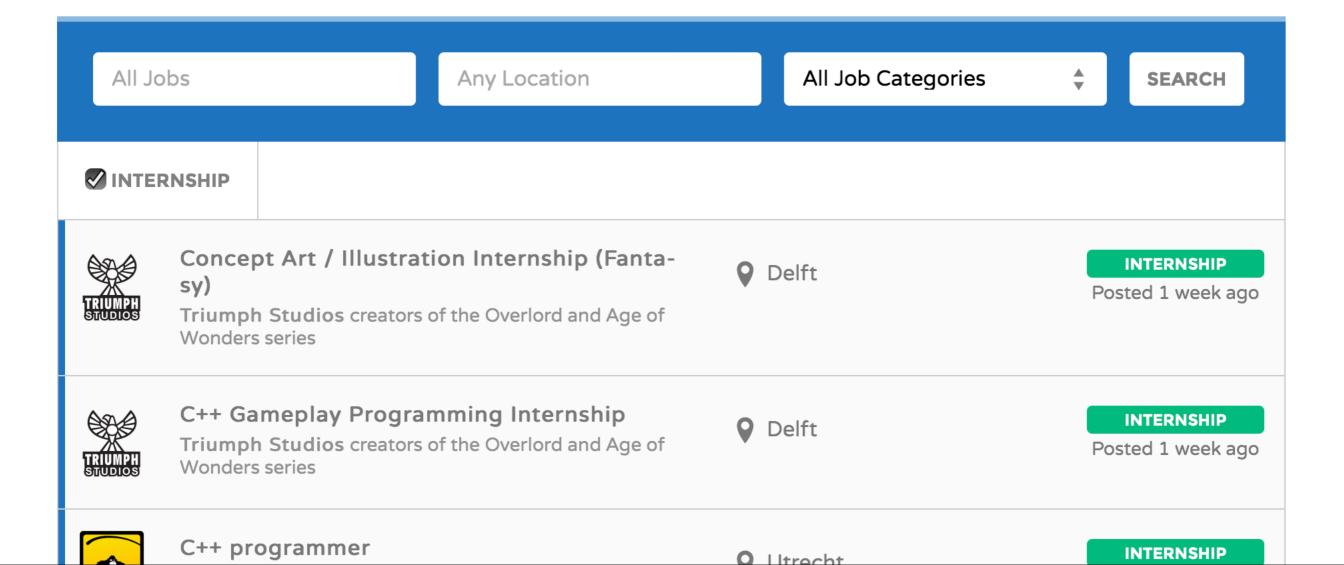
ART • AUDIO & MUSIC • BUSINESS & MANAGEMENT • EDUCATION • GAME DESIGN • MARKETING & COMMUNICATION • PRODUCER • PROGRAM-MING • QA & TESTING • WRITING





### Internships for Game Students • Powered by Control

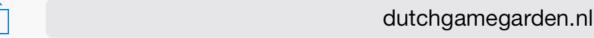
ART • AUDIO & MUSIC • BUSINESS & MANAGEMENT • EDUCATION • GAME DESIGN • MARKETING & COMMUNICATION • PRODUCER • PROGRAM-MING • QA & TESTING • WRITING



# International representation















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Over ons DevClub Incubator Bizz Center Projecten Nieuws Agenda INDIGO Blog

Level Up!

### **OVER LEVEL UP!**



**OVER LEVEL UP!** 

MAKE-A-GAME DAY

LEVEL UP! BORDSPEL

**PARTNERS** 

Het Level Up!-programma liep van 2008 tot en met 2013 en richtte zich op jonge en toekomstige talenten binnen de gamesindustrie. Via het programma werden scholieren en studenten gestimuleerd om een gameopleiding te volgen. Daarnaast onderhielden de deelnemende partijen intensief contact met opleidingen en de industrie om te zorgen voor een optimale aansluiting tussen theorie en praktijk.





# Facts and Figures





# Access to funding







**★** 66% ■



Introductie - Gamefonds



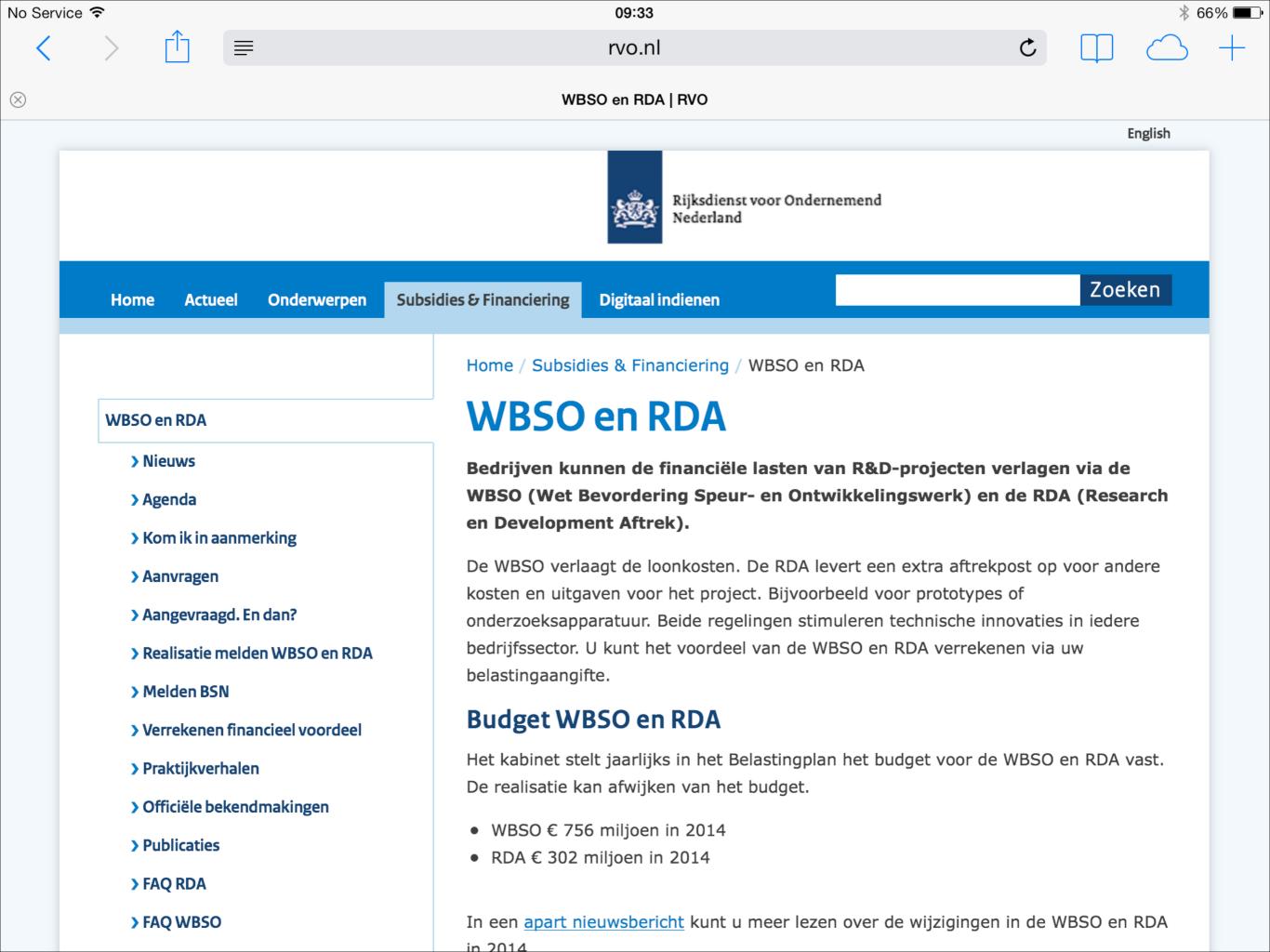
#### Introductie

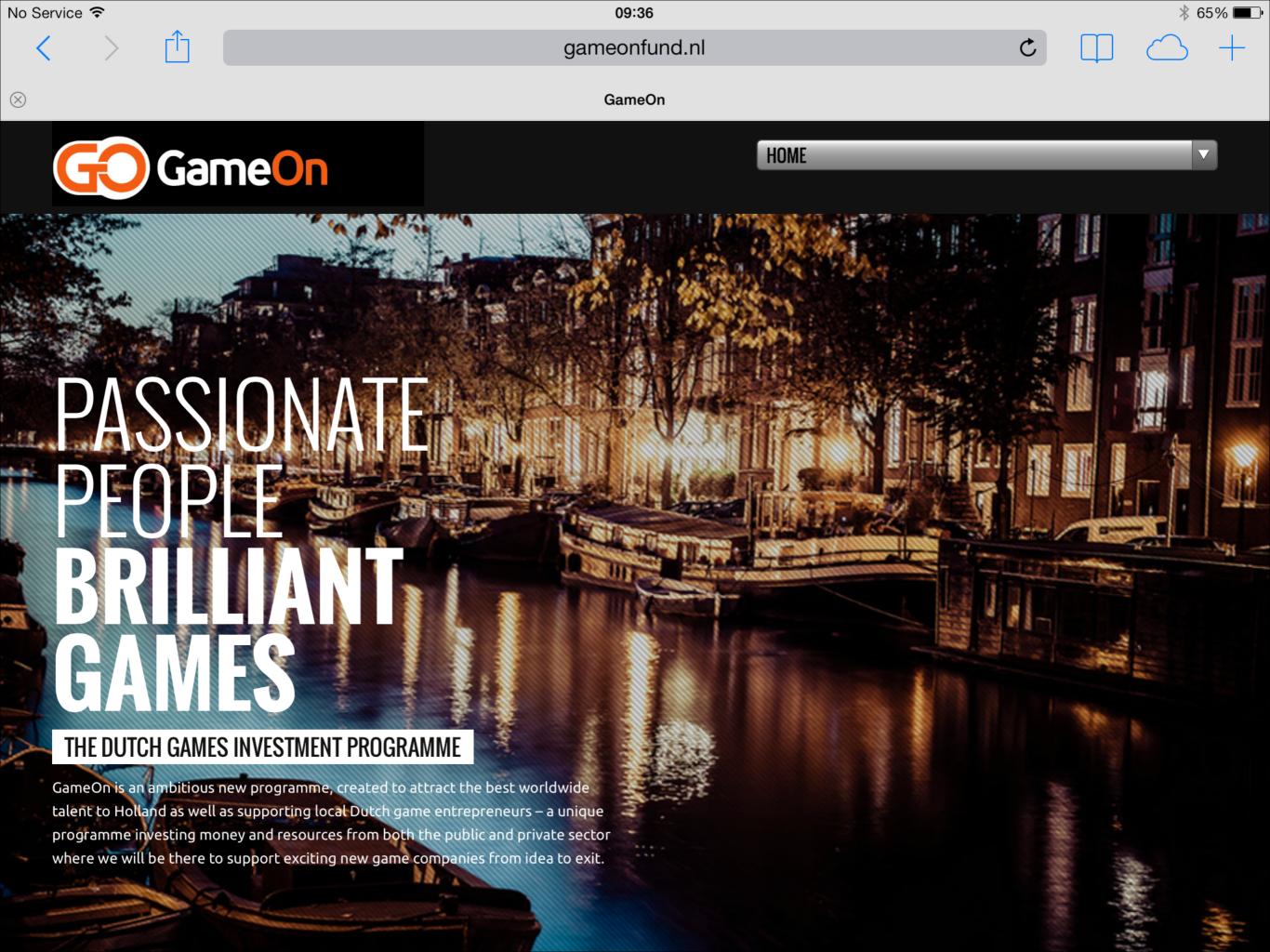
Het Gamefonds geeft een impuls aan de ontwikkeling van artistieke games waarbij wordt gelet op:

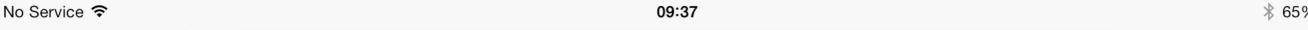
- de vormgeving van de game;
- het innovatieve karakter van de game
- de mate waarin triggers zijn ingebouwd ter bevordering van het spelelement;
   en
- het uitdagende karakter van de speelwereld

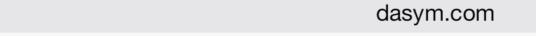
Er moet tevens sprake zijn van een interdisciplinaire samenwerking tussen vormgevers, animatoren, gameontwikkelaars, culturele instellingen of anderszins betrokken disciplines of organisaties bij de ontwikkeling of productie van de game. Aanvragen worden beoordeeld door een commissie die bestaat uit deskundigen op het terrein van de ontwikkeling en productie van games, het terrein van vormgeving en de e-cultuur.

Het Gamefonds is een initiatief van het Stimuleringsfonds Creatieve Industrie en het Mediafonds.







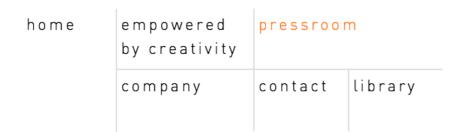














### pressroom

Dasym is about sharing its intelligence and insights with others to generate a better understanding of our zeitgeist. Here are some recent presentations, articles and columns as published in the (social) media.

#### The opening of the Center for Applied Games

Naarden, 14 April 2014

On April 7, the Center for Applied Games was opened by Minister Kamp of Economic Affairs. A video (in Dutch) was made of the official opening, including short clips of interviews on the economic importance of applied gaming for the Dutch economy.



# External factors

## **Events?**

# What we should have done earlier....



Funding?

Awards?





## Questions?

By: JP van Seventer, Development Director





