



**The mission of the Nordic Game Program is to ensure access to quality material with a distinct Nordic element in computer games for children and young people**

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## Background

The people of the Nordic countries have among the highest usages of media and culture in the world. Global influences are very strongly felt – and enjoyed – by these modern, media savvy societies, but Nordic and national culture still has a very significant position. Nordic intellectual properties have historically had a significant impact on global youth and children's culture and media, while computer and video games have become the entertainment medium of choice for the younger generation in Norden.

The Nordic computer and video games market is currently the sixth or seventh largest in the world, though per capita sales are approximately the same as Japan, and approaching UK and US levels. Meanwhile, the Nordic game developers are recognised as a global force, having built a net-export industry clearly in the worlds' top ten in size and sales.

Despite this success, Nordic games still account for less than 1 % of the titles on sale in Norden, and less than 5 % of titles have some Nordic aspect, such as language, production, control, or IP origin.

## The Program

By decision of the Nordic Ministers for Culture, representing Denmark, Finland, Iceland, Norway and Sweden, the Nordic Game Program was launched on 1 January 2006. The program is planned to run until 2012.

## Funding

6 million Danish crowns (MDKK) will be invested in 2006 to establish the program. The projected budget for 2007 is 12 MDKK, and in 2008 is planned to reach 15 MDKK. All funding comes from the long-established Nordic cultural co-operation.

## Activities

*Improved conditions to provide broader, better offerings* - Only a healthy, exporting Nordic game industry can provide quality Nordic computer games for children and young people. To help secure a broad availability of quality Nordic computer games in the future, the Program will:

- Provide improved information to game developers, such as market data, and to consumers, like title and release data. Sales and export activities are also a part of this effort to strengthen the Nordic marketplace
- Help to establish a viable Nordic digital distribution system to guarantee Nordic game developers direct access to consumers, and an effective Nordic localisation system to lower costs of developing and distributing Nordic-language computer games
- Directly support innovative Nordic creative projects, eventually with two thirds of available funds, to generate new Nordic copyrights, as well as make new Nordic games available to consumers

The Nordic Game Program is the driving force behind the strong Nordic presence at world's most important games industry events, such as E3, GDC, GC Leipzig, and Lyon Game Connection, as well as Norden's premier games conference, Nordic Game 2006. In addition, the soon-to-be launched Nordic Game.Net information exchange portal will provide unique access to Nordic production and consumption markets.

*Nordic Game Program is initiated and financed by the Nordic Council of Ministers.*