

Game Developer Index 2009





Medal of Honor, EA DICE

Sweden is at the forefront of game development

Welcome to the fourth edition of the Game Developers Index, the Swedish Games Industry's annual summary of the Swedish game developers' financial statements.

Swedish developed games are by all accounts an international success. In terms of turnover and employment in relation to population, Sweden is a major exporter of high quality games. In last year's Game Developer Index, we illustrated this with weighted average scores from Metacritic, an industry standard which is common in contracts as a bonus clause if a game earns a certain so-called Metascore. This year we are taking an additional step and have collated sales figures of Swedish games that have become global successes.

It is no secret that the economic crisis also left its mark on the Swedish game industry with a series of company closures. One such closure was at Grin, where over 200 employees lost their jobs. As a consequence, this report shows a drop in industry employment for 2009.

But despite a challenging year the industry is in good shape and prepared for the future. The overall positive results for 2009 show that the Swedish game developers are stronger and a lot more stable than in recent years.

The number of companies in this year's survey total 101 in number - only three fewer than last year. Besides bankruptcy, companies that are no longer involved in game development have been removed. Start-up companies have

also been excluded which includes start-ups that have not yet provided any financial statements. All of which leads us to believe figures will be higher in next year's survey.

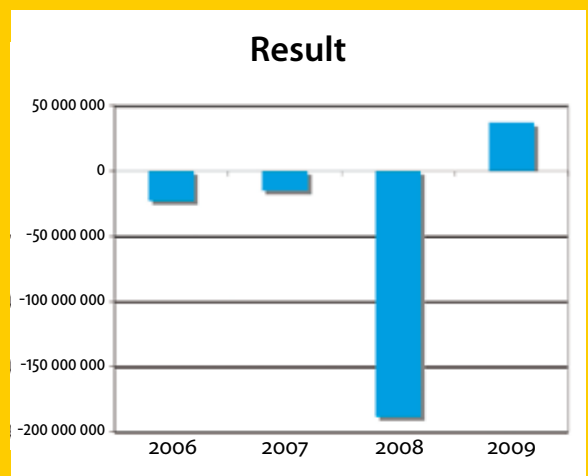
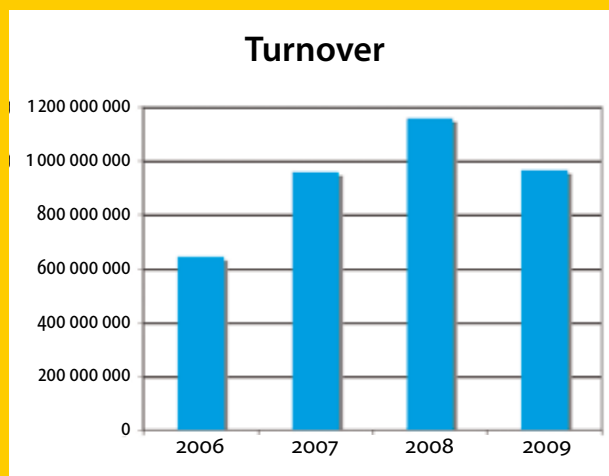
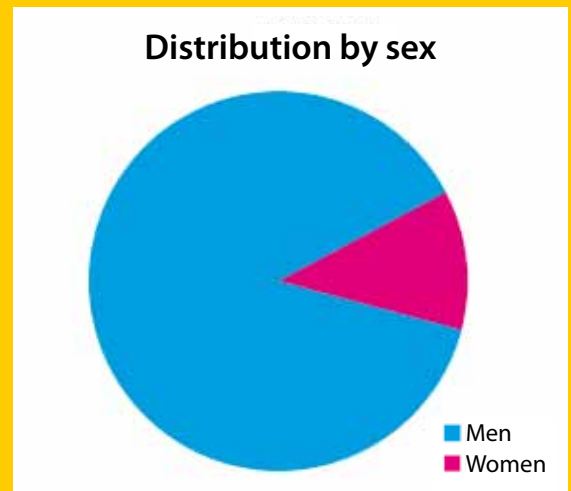
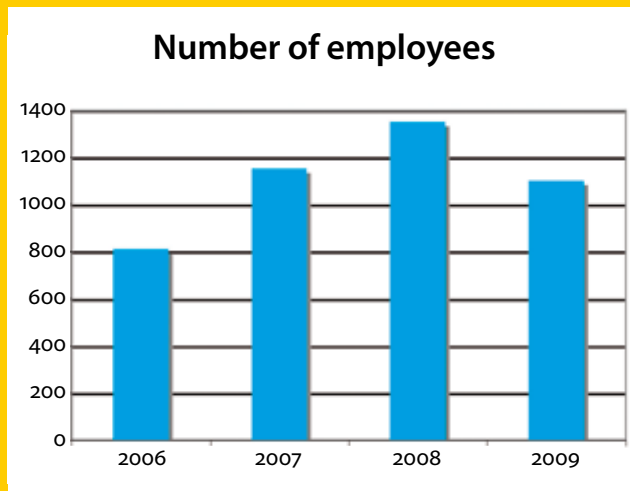
The level of optimism is positive and there is a spirit of enterprise, similar to the 90s boom when the industry began to seriously take shape. As interest in the games continues to grow it opens up more avenues and new business models to reach both new and existing audiences. There are more opportunities in the gaming industry than ever before such as mobile games, online games social networking, digital distribution, advertising games, specialized subcontractors and consultants who have found their niches. A not-so-far fetched comparison is the film industry, which apart from major Hollywood productions has several business forms such as films directly on DVD, streaming and television shows.

Video games have established itself as a global form of entertainment and Sweden is at the forefront of developments!



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Turnover and result in SEK

Bright future for Swedish developers

Despite a clear downturn within the Swedish gaming industry in 2009, there is clear evidence of a positive future.

The number of employed persons in the industry for 2009 fell by 19 percent and the turnover fell by 17 percent compared with 2008. Despite this, majority of the 101 companies researched report figures in the black and the overall the result is positive compared with the previous year's negative results. Even ratio turnover per employee witnessed an increase for the third consecutive year (see next page), which is another health sign. The positive trend is reflected in the fact that most of the

larger companies recruits, and it continues to up many new companies that specialize within new business areas. In terms of gender equality, for the third consecutive year, 10 percent of women work with game development. The number of female gamers has increased and is almost on par with the percentage of male gamers according to a survey conducted by Reflect in January 2010. However, there are few women being recruited into game development courses. Efforts are being made to attract more female students, however it might be a few years before those steps are reflected in employment statistics.



Icy Tower, Muskedunder Interactive



The Fight: Lights Out, Coldwood Interactive

Business Ratio

	2009	2008	2007	2006
Number of companies	101 (-3 %)	104 (+14 %)	91 (+34 %)	68
Turnover	966 631 432 (-17 %)	1 158 070 721 (+21 %)	958 977 633 (+49 %)	642 117 984
Turnover per employee	877 161 (+3 %)	855 675 (+3 %)	831 486 (+5 %)	790 299
Results	37 028 731 (+120 %)	-188 807 573 (-1121 %)	-15 462 761 (+33 %)	-23 232 837
Number of employees	1102 (-19%)	1353,4 (+17 %)	1153,33 (+42 %)	812,5
Comprising men	993 (90%)	1217,7 (90 %)	1034,13 (90 %)	702,25 (85 %)
Comprising women	109 (10%)	135,7 (10 %)	119,2 (10 %)	107,25 (15 %)

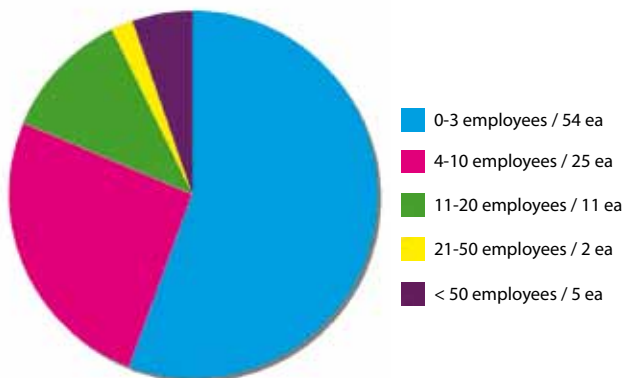
Size of the industry players

In order to give a better and fairer depiction of the Swedish games industry, the 101 companies included in the survey have been divided into segments based on sales and employees.

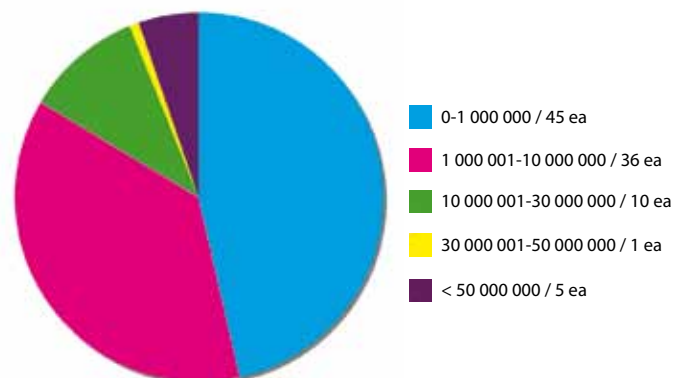
A great number of companies involved with some form of game development are small businesses with up to three employees and a turnover of less than one million dollars. The proportion of companies in the segment 11-20 em-

ployees and 10-30 million in sales has increased compared to 2008. In contrast, this year fewer companies that are classified in the two highest categories, both in terms of number employees and turnover.

Number of employees



Turnover



Tecmo Bowl Throwback, Southend Interactive



Aqua Moto Racing, Resolution

Swedish Industry's Largest Players

A compilation of the Game Developer's Index comprises of 101 companies. There is a degree of polarization against the larger companies. The five companies with the most employees make up 60, 6 percent of employment within the industry. The five companies with the highest turnover account for 61, 2 percent of the industry's combined total turnover.

Biggest companies - turnover

1. EA DICE	310
2. Starbreeze	87
3. Avalanche Studios	82
4. Mindark	66
5. Paradox Interactive	53

millions SEK

Biggest companies - number of employees

1. EA DICE	254
2. Avalanche Studios	129
3. Ubisoft Massive	120
4. Starbreeze	92
5. Mindark	73

no of employees

Notes on the Game Developers Index 2009

The Game Developer Index is based on the Swedish limited company, which means that the data is reviewed by each company's auditor. The limited company has seven months to submit its annual report, which means a delay in compilation. Apart from mainly studios that make commercial games, others that provide their annual reports include suppliers of technology and content,

whose business is focused mainly on games, and even advertising game and serious games. However, e-learning is not included because it must have some game elements to be recognized as part of the gaming fraternity. Companies involved in gambling, casino or money based games are not included. There is a dark spot with regards to companies that develop games but aren't limited

companies, such as partnerships or sole proprietorships. The Swedish games industry is larger than the figures in the report indicate. The industry in Sweden is believed to be greater than figures in the report indicates. Besides game development, there are also numerous individuals employed in publishing, distribution and retail that are not included in the study.

Annual Reports unavailable for:

Game-Hosting GH
Hidden Dinosaur
Managerzone
Power Challenge

Companies submitting their first annual fiscal reports 2010:

AE Interactive Studios
Aikona Games
Localize Direct
Machinegames Studios

Might and Delight
Pixelbite
Spelgrim
Stunlock Studios

Export and education – Engaging the market to secure the future of the industry

For Sweden to maintain its place as one of the best producers of games, we need to train talent that can make the next generation of games.

There are a number of post-secondary education courses focused on computer games: Polytechnics such as Playground Squad in Falun, The Game Assembly in Malmö and Future Games Academy in Stockholm as well as colleges / universities such as the University of Skövde, Chalmers University of Technology and Stockholm University, DSV.

A clear symbiosis between industry and education has increased quality of graduates. A step into the working world in many cases goes through incubators such as Gothia Science Park and the Teknisdalen Foundation, whose role is to merge knowledge-based ideas with growth potential.

Nordic Game Program is a project launched in 2006 and is due to run until 2012. It was initiated by the Nordic Council of Ministers. Its task is to secure games of high quality and a distinctive Nordic content for children and young

people. Nordic Game Program partakes in export activities through a visible presence at trade shows and conferences such as GDC in San Francisco and Game Connection in Lyon. There is also an annual conference – Nordic Game, which attracts more than 1000 delegates from around the world. Game developers can apply for development aid and support for areas such as the creation of new intellectual properties and games for the Nordic market. In 2010, 6 million Danish kroner was shared out to Nordic creators.

Map of Swedish Game Developers

Stockholm

21-0 Media
A Different Game
Active Media Group
Avalanche Studios
Bajour
Bitsquid
Content Garden
Curictus
DDM Agents
EA DICE
Expansive Worlds
Extra Lives
Fabrication Games
Fatshark
Foolish Entertainment
G5 Entertainment
Game and Gain
Game Installations Rinman
Gamefederation
Hidden Dinosaur
Interactive Productline
Liquid Media
Lonely Duck
Might and Delight
Mobile Interaction
Movinto Fun
OnGolf
Paradox Interactive
Pixel Tales
PlayCom Game Design
Play-DO
Polarbit
Raketspel
Reachin
Semionetix
SoGamed International
Spearhead Entertainment
Straycat Studios
Supersledge
YayPlay Games

Luleå

Velcro Interactive

Skellefteå

Arrowhead

Umeå

Coldwood
ICE Game Studios
Oryx Simulations
Resolution Interactive
Two 58 Productions
Zordix

Östersund

Prelusion

Sundsvall

Corncrow Games

Falun

AE Interactive Studios
Megafront
Sim Bin
Tension
Tenstar

Uppsala

Aniware
Doctor Entertainment
Game Hosting
Hansoft
Imagination Studios
Machinegames Studios
Solnaedition
Starbreeze
Stillfront
Verrano

Köping

LS Entertainment

Strängnäs

Funflower

Eskilstuna

Kobolt Media

Nyköping

Pin Interactive

Norrköping

Goes International

Linköping

Donya Labs
Power Challenge

Motala

Onetoofree

Växjö

Play n' Go

Karlshamn

Custom Red
Spelgrim
Tarsier Studios

Karlskrona

Aikona Games
GlobalFun
Managerzone
Power Challenge

Skövde

Colossai Studios
Lockpick Entertainment
Pieces Interactive
Sevenatus
Shortfuse Games
Sim Bin
Stunlock Studios

Örebro

Swedish E-Sport Association

Vara

Sim Bin

Trollhättan

The Bearded Ladies

Göteborg

Curictus
Develant Technologies
EPOS
Illuminate Labs
Image & Form International
Legendo Entertainment
Mindark
Muskedunder Interactive
Outbreak Studios
Sim Bin
Zoink Games

Malmö

Illusions Labs
Junebud
Leripa
Ozma
Planeto
Pushplay
Redikod
Southend Interactive
Starvault
Swedish Game Development
Tarsier Studios
Ubisoft Massive
Wanna Play Productions

Helsingborg

Localize Direct
Pixelbite

Lund

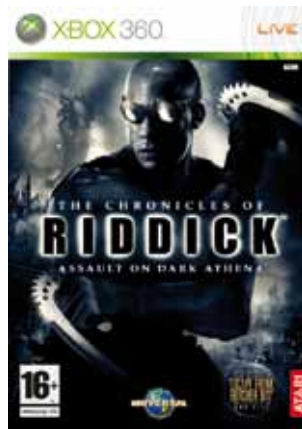
Aescapia

A selection of Swedish developed games

Games published 2009



World in Conflict: Soviet Assault
Ubisoft Massive



Riddick: Assault on Dark Athena
Starbreeze



Race Pro
Sim Bin



Dirk Dagger & Nuclear Zeppelin
Jadestone

Games published 2010



Victoria 2
Paradox Interactive



Lead and Gold
Fatshark



Landit Bandit
The Bearded Ladies Consulting



Tecmo Bowl Throwback
Southend Interactive



Battlefield: Bad Company 2
EA DICE



Medal of Honor
EA DICE



The Fight: Lights Out
Coldwood Interactive



Just Cause 2
Avalanche Studios

Swedish games with triple-A quality

Over the years, numerous bestsellers and international hits have been developed in Sweden. Swedish games are consistently of the highest quality.

The gaming industry uses Metacritic as a barometer for measuring quality. It is common for bonuses to be paid

to game developers, whose titles achieve a certain so-called Metascore, which is a form of weighted average scores.

Metacritic collects scores from a variety of review media and publications across numerous countries. Unlike a traditional average rating,

Metacritic uses a weighted approach for the collective scores, which means some media outlets have a higher influence on the metascore posted by Metacritic.

Listed below is a selection of Swedish games from 2000 onwards, with scores from Metacritic.

Title	Developer	Metascore	Format	Year
Battlefield: Bad Company 2	EA DICE	88	PS3	2010
Just Cause 2	Avalanche Studios	84	PC	2010
Puzzle Dimension	Doctor Entertainment	83	PC	2010
Battlefield 1943	EA DICE	84	Xbox 360	2009
Hearts of Iron 3	Paradox Interactive	77	PC	2009
Lode Runner	Southend Interactive	76	Xbox 360	2009
Mirror's Edge	EA DICE	81	PC	2009
R-Type: Dimensions	Southend Interactive	76	Xbox 360	2009
The Chronicles of Riddick: Assault on Dark Athena	Starbreeze	82	Xbox 360	2009
Battlefield: Bad Company	EA DICE	84	PS3	2008
Bionic Commando: Rearmed	Grin	87	PS3	2008
GTR Evolution	SimBin	83	PC	2008
Europa Universalis 3	Paradox Interactive	83	PC	2007
Race 07 Official WTCC Game	SimBin	83	PC	2007
The Darkness	Starbreeze	82	Xbox 360	2007
World in Conflict	Ubisoft Massive	89	PC	2007
Battlefield 2142	EA DICE	80	PC	2006
GTR 2 FIA GT Racing Game	SimBin	90	PC	2006
Race: The WTCC Game	SimBin	81	PC	2006
Battlefield 2	EA DICE	91	PC	2005
GTR FIA GT Racing Game	SimBin	85	PC	2005
Hearts of Iron 2	Paradox Interactive	83	PC	2005
Battlefield Vietnam	EA DICE	84	PC	2004
Ground Control 2	Ubisoft Massive	80	PC	2004
Rallisport Challenge 2	EA DICE	87	Xbox	2004
The Chronicles of Riddick: Escape from Butcher Bay	Starbreeze	90	PC	2004
Battlefield 1942	EA DICE	89	PC	2002
Rallisport Challenge	EA DICE	87	Xbox	2002
Europa Universalis 2	Paradox Interactive	87	PC	2001
Europa Universalis	Paradox Interactive	86	PC	2001
Ground Control	Ubisoft Massive	86	PC	2000



Metascore in this report have been fetched 16 August 2010. For a complete list of current included media and a description of the process please visit <http://www.metacritic.com>.



Just Cause 2, Avalanche Studios



Europa Universalis 3, Paradox Interactive



World in Conflict, Ubisoft Massive



The Chronicles of Riddick: The Escape from Butcher Bay, Starbreeze

Swedish games that conquered the world

That Swedish games maintain a high standard of quality is widely known. Swedish game is of high quality is widely known. Now we can finally give answers as to how this is reflected in sales.

The list below is partly based on public information disclosed in the reports and partly from data gathered directly from developers and publishers as well as partly from third party information such as analysts and data collec-

tion companies. This means that for example on such titles as Battlefield games, the posted figure is the most recent one received from Electronic Arts. For example, Battlefield 2's figure is from 2006. It is therefore likely that the game has sold more since then. There may also be missing titles from the studios who are unable that sort of information as a result of agreements with publishers not to share sales data or have chosen to share their sales figures. In these cases, we attempted to

collect data from third parties.

Some snippets: Backpacker 2 (and its predecessor, which is not present in the list below) relates only to Nordic sales, the game has also been sold in other countries not included in the list below. Krakel Spectacle games have collectively sold 1,825,106 copies. Sales have been evenly shared amongst the three titles which has led to them being divided equally.

The Battlefield series have collectively now sold more than 30 million copies.

Title	Developer	Sales	Launched	Derived
Battlefield: Bad Company 2	EA DICE	5 000 000	2010	2010
Battlefield 1942	EA DICE	3 000 000	2002	2004
Battlefield: Bad Company	EA DICE	2 320 000	2008	2010
Battlefield 2	EA DICE	2 250 000	2005	2006
Just Cause 2	Avalanche Studios	1 500 000	2010	2010
Battlefield 1943	EA DICE	1 444 000	2009	2010
Battlefield 2: Modern Combat	EA DICE	1 330 000	2005	2010
Just Cause	Avalanche Studios	1 300 000	2006	2010
Battlefield Vietnam	EA DICE	1 000 000	2004	2004
Mirror's Edge	EA DICE	1 000 000	2008	2008
Rallisport Challenge	EA DICE	900 000	2002	2006
Sno-Cross Championship Racing/Sno-Cross Extreme	UDS	900 000	2000	2010
The Darkness	Starbreeze	800 000	2007	2010
World's Scariest Police Chases	UDS	800 000	2001	2010
No-Fear Downhill Mountainbiking	UDS	750 000	1999	2010
Headhunter	Amuze	700 000	2001	2010
Bionic Commando Rearmed	Grin	699 000	2008	2010
World in Conflict	Ubisoft Massive	650 000	2007	2010
Terminator Salvation	Grin	620 000	2009	2010
Krakels ABC: Den galna dammsugaren	Pan Vision	608 369	1998	2010
Krakels ABC: Det magiska äventyret	Pan Vision	608 369	1999	2010
Krakels ABC: Storm över Allemansland	Pan Vision	608 369	1998	2010
Backpacker 2	Aniware	600 000	1997	2010
Bionic Commando	Grin	550 000	2009	2009
Wanted: Weapons of Fate	Grin	550 000	2009	2010
Ground Control	Ubisoft Massive	500 000	2000	2010

Sales are taken from annual reports, information directly from developers and publishers as well as third parties such as research companies likes NPD and VGchartz.

Launched to the years when the game was introduced and provides an indication of which year the sales figure is derived.

Swedish technology in the global bestseller

The Swedish game industry is perhaps best known for the million seller created in Sweden, but Swedish companies are also involved in other international hits.

It is often our major Swedish studios that produce million selling titles and employs over 100 people and in some cases over 200 people that receive a lot of attention. However, there are also numerous Swedish specialists in various areas used by other game creators.

In an industry with high production costs, it has become increasingly common to outsource. This normally involves technologies and so-called middleware or music and graphics. It can be both cost efficient and time saving to use external experts. Many developers

use a game engine under license – This nullifies the need to build an entire engine from start. Instead, they use a proven game engine which is then adjusted for their respective project. Bitsquid with their game engine Stone Giant is an example of a company that doesn't develop games itself, but the technology behind it.

Some studios prefer to build their own game engine with the sole aim of owning it, developing their knowledge base as well as avoiding paying royalties to a subcontractor behind a game engine. For example, EA DICE developed Frostbite which they use in most own games.

Other companies offer software and components that simplify and improve the development process. Donya Labs work with graphic optimization and have customers including BioWare, Crytek and From Software, which is behind global bestsellers. Illuminate Labs

in Gothenburg who work with lighting technology has become so successful that Autodesk company acquired in late July 2010. Illuminate Labs technology is used by among others, Electronic Arts, BioWare, and Sony.

Specific Experts

Some parts of the project occur during a limited period, which makes it costly to manage it internally unless it is a large studio or group with several parallel projects. In some cases, the experts are so skilled that not only is it cheaper but also better. Imagination Studios are experts in motion capture, a technique that means that captures

“Illuminate Labs in Gothenburg that works with lighting technology have become so successful that Autodesk acquired the company.”

the movements of a human and translates them digitally. Through motion capture, one can create much more realistic and credible animations and movements in a

game. They have worked with amongst others Remedy, IO Interactive and in forthcoming games from Epic Games and Nitro Games. A very different example is Localize Direct, which handles localization in games. Through a system that facilitates translation of the strings is the translation process effective. Among their users we will find the likes of Sega Europe, Yager, Reto-Moto, Pixelbite, Junebud and Page 44 Studios.

Traditional Outsourcing

A traditional type of outsourcing is the in-game content. This could be anything from objects, music or interface. An example is Tarsier Studios, who creates content for Little Big Planet, a game where the user can create courses and games; which puts high demands on the existence of a lot of content to choose from. EA DICE, who frequently uses external developers, is also used internally within the group as a sub-

contractor. A team at EA DICE worked on environments such as deserts; mountains, forests and coastal roads for racing game, Need for Speed: Hot Pursuit developed by Criterion.

Other Types of Specialists

It does not only have to be technology based for game development. It can also involve other competencies, such as project management, especially in game development. Hansoft began with the gaming industry, but they have also been able to attract customers outside their core segments. A further step is business development, which DDM Agents focus on. They are creative agents who act like producers and look at the agreement.

It is therefore not only through our big games titles that Sweden makes its mark on the gaming industry. There is also a strong possibility that the next big console game may not necessarily be developed in Sweden, but is likely to feature some level of Swedish competence.



Little Big Planet 2



Spec Ops: The Line

Title	Swedish supplier	Developer	Service/Software
The Sims 3 World Adventures	Illuminate Labs	Electronic Arts	lightning
God of War 3	Illuminate Labs	Sony	lightning
Supreme Commander 2	Illuminate Labs	Gas Powered Games	lightning
Dante's Inferno	Illuminate Labs	Visceral Games	lightning
Tomb Raider: Underworld	Illuminate Labs	Crystal Dynamics	lightning
Killzone 2	Illuminate Labs	Guerrilla	lightning
Heavenly Sword	Illuminate Labs	Ninja Theory	lightning
Little Big Planet: Game of the Year	Tarsier Studios	Media Molecule	content
Little Big Planet 2	Tarsier Studios	Media Molecule	content
Need for Speed: Hot Pursuit	EA DICE	Criterion	content
Alan Wake	Imagination Studios	Remedy	motion capture
Battlefield: Bad Company 2	Imagination Studios	EA DICE	motion capture
Battlefield 3	Imagination Studios	EA DICE	motion capture
Kane & Lynch 2: Dog Days	Imagination Studios	IO Interactive	motion capture
Riddick: Assault on Dark Athena	Imagination Studios	Starbreeze	motion capture
Bulletstorm	Imagination Studios	People Can Fly/Epic	motion capture
Hellion	Imagination Studios	Flying Fish Works	motion capture
Eve Online	Donya Labs	CCP Games	automatic 3D optimization
DUST 514	Donya Labs	CCP Games	automatic 3D optimization
Mabinogi 2	Donya Labs	Nexon	automatic 3D optimization
Split/Second: Velocity	Donya Labs	Black Rock Studios	automatic 3D optimization
Blade & Soul	Donya Labs	NC Soft	automatic 3D optimization
Star Wars: The Old Republic	Donya Labs	Bioware	automatic 3D optimization
Spec Ops: The Line	Localize Direct	2K Games	localization
Project Gotham Racing: Ferrari Edition	Localize Direct	Pixelbite	localization
MilMo	Localize Direct	Junebud	localization

This list shows examples of Swedish companies engaged in other projects. It is not a complete list, there are more examples available.



Star Wars: The Old Republic



Need for Speed: Hot Pursuit



Alan Wake

Denmark (2009)	72
Finland (2010)	65
Iceland (2009)	5
Norway (2010)	45
Sweden (2009)	101
Total Nordic	288

no of companies

Denmark (2009)	51
Finland (2008)	87
Iceland (2009)	24
Norway (2009)	30
Sweden (2009)	103
Total Nordic	295

millions euros

Denmark (2009)	552
Finland (2008)	1147
Iceland (2009)	240
Norway (2010)	200
Sweden (2009)	1102
Total Nordic	3241

no of employees

France (2008)	2500
Germany (2008)	2900
United Kingdom (2008)	9900
Europe (2008)	22000
Canada (2009)	10500
USA (2009)	44806

no of employees

International Outlook

How is the Swedish industry perceived internationally? In order to get a better understanding of this, we compare Sweden to her neighbouring countries and the Nordic region with other successful regions.

Many international bestseller have been created in Sweden, but from an international perspective the Nordic region is sometimes viewed as one cluster within game development. Apart from the Swedish success, our Nordic neighbours have also helped to shine the spotlight on this part of the world thanks to games like *Trials HD* by RedLynx in Finland, *Limbo* created by Danish Playdead, *Age of Conan* developed by Funcom in Norway and Icelandic *Eve Online* by CCP.

In the Nordic region, Sweden and Finland are the largest countries in terms of turnover and employment. While the largest companies in Sweden

focus on large-scale console production, the five largest in Finland (Sulake, Sumea / Digital Chocolate, Gamelion, Apaja and Universomo / THQ) work exclusively with mobile games or online-based games.

Denmark is on the forefront and like Sweden; there is a polarization of the larger companies. In Denmark, the two major players account for 55% of employment, while the smaller companies with 1-9 Employees account for 20% of employment and 11% of sales.

Note that research in the Nordic region is done in different ways thus making it difficult to compare, but as a trend barometer we know there are 288 companies and 3241 employees this year compared to last year's report, which consisted of 246 companies and 3340 employees. The Nordic region employs more people than other major European countries such as France and Germany, but still lags behind the UK.

In terms of industry employees North America with the U.S. and Canada is twice as large as Europe. In North America, the number of people working in the industry went up by three percent in 2009 – with growth occurring primarily in Canada. Overall, Canada and the United States employ more than 55 000 people in game development.

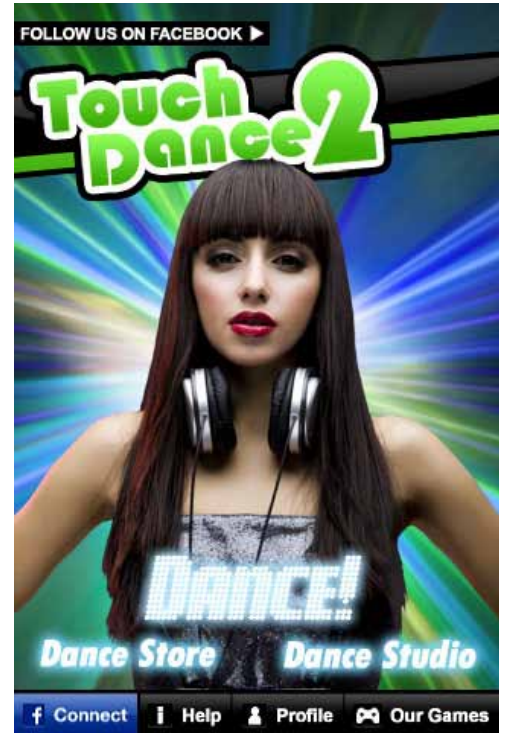
The figures are compiled by the Nordic Game Program and Swedish Games Industry, which in turn compiled facts through interviews and industry experts in their respective countries from reports such as Game Developer Census by Game Developer Research, Innovation Norway and the Norwegian Games Industry by PricewaterhouseCoopers, Finnish Game Business 2008 by Neogames and Danish content producers: Film, TV and computer games in speech - 2009 by Copenhagen Entertainment in association with Aalborg University and the Producer Associations.



ilomilo, Southend Interactive



Magicka, Arrowhead



Touch Dance 2, Yay Play Games



Disc Pool, Raketspel



Hail to the King, Shortfuse Games



Rag Doll Kung Fu: Fists of Plastics, Tarsier Studios



Planeto Quiz, Planeto

Swedish Games Industry is a partnership between MDTs and Spelplan-ASGD. MDTs is the trade association of publishers and distributors, and Spelplan-ASGD for developers and producers.

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