

## PRESS RELEASE

### **European game developers: “European Union has to move into the Digital Era”**

EGDF will present these matters in GamesCom  
at the booth of GAME in the business center on Wednesday at 13.30

The European Games Developer Federation (EGDF), representing over 600 game developers studios in nine European countries, is worried that games, playing an essential role in innovation in Europe, are still not sufficiently present in the new EU funding programmes planned for media and culture as well as research and innovation for years 2013-2020.

At the moment, the European Union is reorganizing funding programmes for the next seven years. “Computer and video games constitute a quickly raising industry in the very crossroads of digital culture, technological and business innovations and economic growth. As the pathfinder of the digital economy, it is one of the most important growth areas within the cultural and creative industries in the Digital Era. Consequently, Europe needs a strong games industry, if it wants to reach its ambitious goals on growth and jobs,” underlined Dr. Malte Behrmann, the secretary general of EGDF.

Other parts of the world, for example Canada, China and numerous states of the USA, are already actively supporting their game industry as a key driver of innovation. At the centre of digital entertainment industry, video games constantly engender new business models, create groundbreaking content and germinate unique services that are driving groundbreaking technological discoveries leading the way for many other sectors. Consequently EGDF reminds European decision makers that innovation and new IP generation is driven principally by SME’s, not by large corporations. However, Horizon 2020, the new EU programme for research and innovation, is introducing only minor changes in order to make the programme more accessible for SME’s operating in the digital market.

“Although game developers are prototypes of content driven high-tech SME’s of the Digital Era only a very few of them qualify for EU support. However, across the value chain, where profits are unequally distributed, games developers do rely on public support mechanisms, because the initiation risks are high and European game developers compete on a worldwide scale against highly subsidised competitors. Unfortunately, their innovative games do not necessarily fall under planned programme,” stressed Dr Behrmann.

Therefore EGDF demands that the European Commission should introduce:

- A new definition of innovation including innovations related to content, services, and business models;
- A SME-quota for EU RTD projects so that at least 50% of the funding goes to SME’s;
- Balanced EU funding schemes for SMEs between loan guarantees and prototype development / IP creation funding;
- A threshold, for example, by placing the maximum EU contribution per project to about five million euro;
- Support for many small projects with about four consortium partners (two at the minimum and five at the maximum);
- Support mechanisms that have a capability to actually identify real innovations behind the formal quality of applications and also otherwise simplifying its funding structures;
- Direct and concrete support and consultation for SMEs, for example by using a network of Media Desks throughout Europe.

Especially EGDF is worried about the new Creative Europe programme combining European support for interactive, audiovisual and textual art and calls for:

- Firm actions securing that a strong variety of content reflects the cultural values and traditions of member states also in the area of interactive content;
- An independent pillar for video games in the programme;
- A substantial game prototype development / IP creation support scheme in the programme.

*The European Games Developer Federation is committed to the stimulation and development of a stable, vibrant and creative European games development sector that is competitive globally and recognized culturally.*

*The EGDF will act to advance the political and economic interests of the European computer and video games industry by providing a platform for collaboration and discussion between European institutions and game developers.*

*The federation represents some 600 studios based in Austria, Denmark, Finland, France, Germany, Italy, Norway, Spain, and the United Kingdom, which together employ about 17,000 people. The European computer and video games industry, including distributors and students in game educations, encompasses almost 100,000 individuals.*

**For further information please visit: [www.egdf.eu](http://www.egdf.eu)  
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