

# ***Standardisation – useful for game industry??***

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# Outline

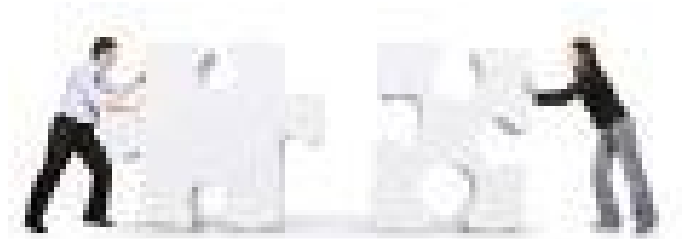
- Advantages of standardisation
- Digital Agenda of Europe
- Standardisation may or may not be successful
- Take away

# Advantages of standardisation

- Makes the development of products more efficient
- Facilitates trade between companies
- Makes life simpler by providing solutions to common problems
- Makes the interfaces between certain products available to anyone and improves competition and therefore innovation
- Improves interoperability
- Creates less dependencies on single vendors/products

Success story: GSM

Is a success like that repeatable for the game industry?



# Game industry

- Many high tech SME's involved
- Possibility for growth
- Europe has a good position in middleware

Born Digital / Grown Digital:  
Assessing the Future  
Competitiveness of the EU  
Video Games Software Industry

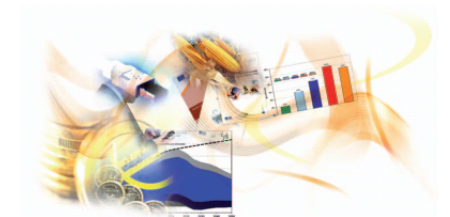
<http://ipts.jrc.ec.europa.eu/publications/pub.cfm?id=3759>

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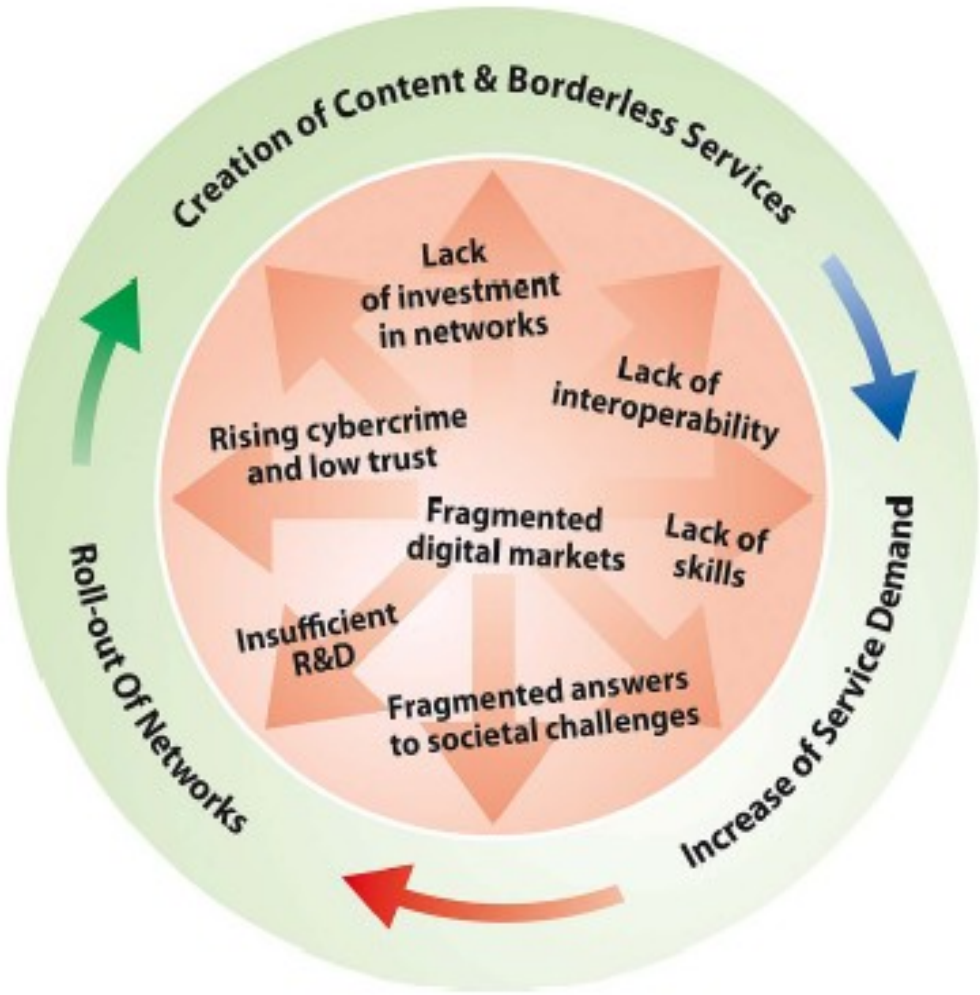
**Born Digital / Grown Digital:**  
Assessing the Future Competitiveness  
of the EU Video Games Software Industry

Authors: G. De Prato, C. Feijóo, D. Nepelski,  
M. Bogdanowicz, J.P. Simon



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# Digital Agenda for Europe



Should remove barriers and create a single digital market in Europe

# Digital Agenda: Interoperability and standards

- Recognise and create more standards
  - Support for standardisation organisations CEN, CENELEC and ETSI
  - For certain policy areas
  - For single market
- Use buying power to ask for certain standards for products that are procured
  - To avoid lock in into proprietary products
  - To achieve more interoperability
  - To create more competition
- Support for research projects that can deliver input to standards bodies (pre-standardisation)

# Industry fora and consortia

- Develop global standards for certain industry sectors through open consensus process
  - Internet: IETF
  - World wide web: W3C
  - Information society: OASISAnd many others

# Standardisation works

- If members of the group need to cooperate in order to maintain their own market share and globalise their business.
  - Roaming for telephone companies
  - Supply chain management
    - EDIFACT and sector specific standards



# Standardisation may not always work

- Dominant player that does not benefit from the development of a standard might develop a competing standard
  - Eg. ODF vs OOXML (open document format)
- Timing issues with immature technologies: New developments make standards quickly out of date
  - for instance Web services (UDDI, SOAP, WSDL) vs mashup technology

# Take away

- Try to identify good candidates for standardisation
- Choose appropriate standards body
- Check how European research projects can help to develop these standards
  - E.g. in the field of games for mobile phones (GameArch\*)

\* still under negotiation

# Contact Information

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[http://ec.europa.eu/information\\_society/digital-agenda/index\\_en.htm](http://ec.europa.eu/information_society/digital-agenda/index_en.htm)