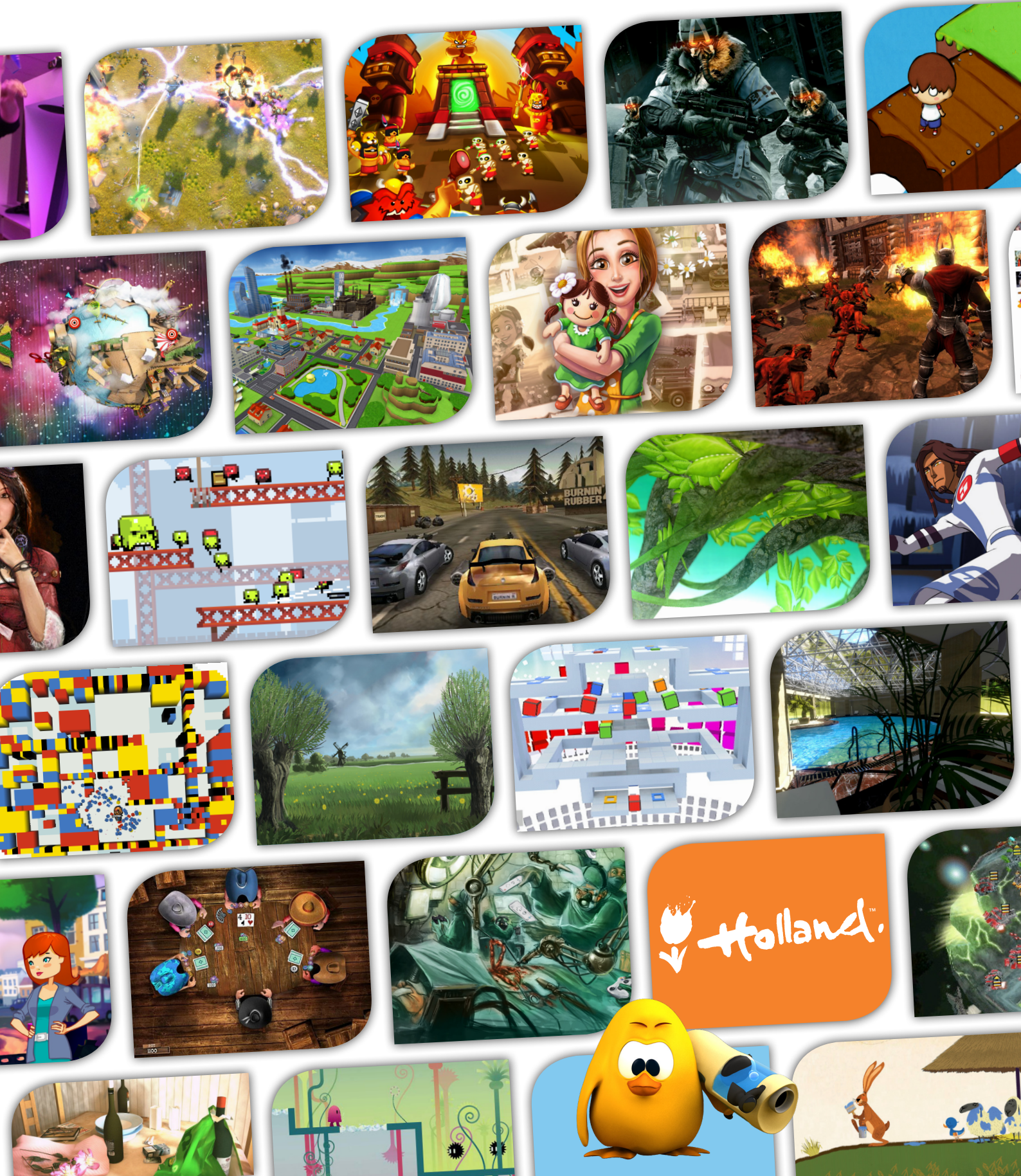


# DUTCH GAMES GO GLOBAL

76

HIGHLIGHTS  
OF THE DUTCH  
GAME INDUSTRY





*“To everyone who thought that the Dutch masters were gone for good: think again!”*

## *Dutch masters*

The Dutch are known around the world for a lot of things. Besides Rembrandt, Van Gogh and Mondri-  
aan, that would be wooden shoes (we don't actually wear them), cheese (we do eat a lot of that to be honest) and our DJs (sorry for the noise). Furthermore, the Netherlands is the only country in the world where it is actually safe to live below sea level!

Throughout our history we have always had a focus abroad and we're glad to see that in a creative and innovative industry as the games business, more and more companies and publishers around the world are discovering the creative power of our country.

The Netherlands has everything that

make it a real all-round game development region. Some of the world's best known studios are Dutch; we have a government that is actively stimulating the industry; many universities participate in high level research

projects and deliver fresh talent, year after year. On top of all

that, the Dutch silently

started to dominate some of the most

interesting

branches

of the game

industry. Dutch

companies have

a significant market

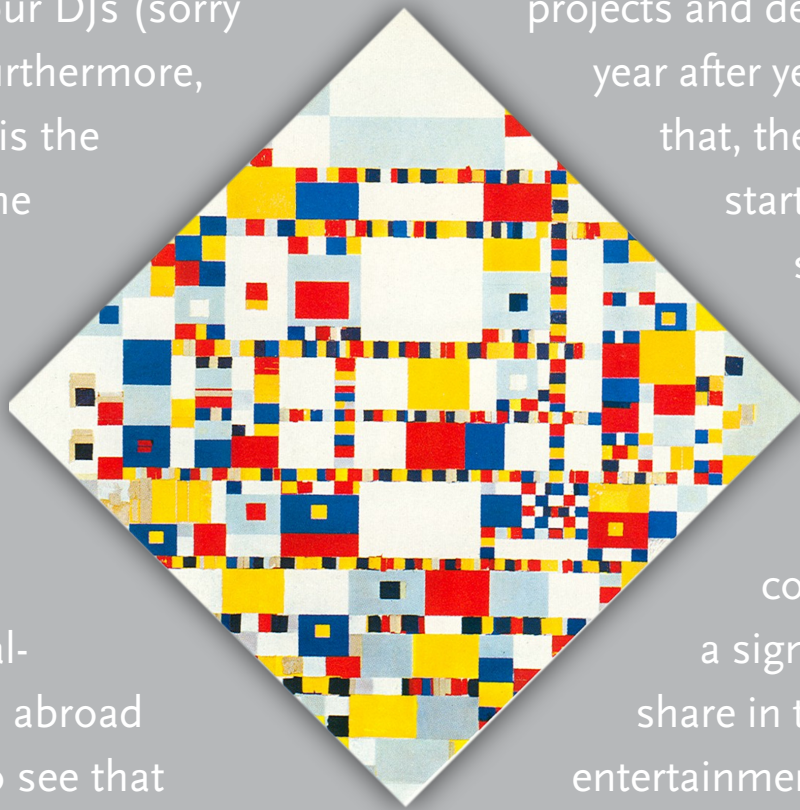
share in the online casual

entertainment market. Next to

that, no other country in the world

is enjoying such a success in the serious game market.

To everyone who thought that the Dutch masters were gone for good: think again!



# THE NETHERLANDS

INNOVATION, ARTS, TECHNOLOGY & GAMES

## GUERRILLA GAMES

Killzone

## GAMEHOUSE

Zylom

## SPIL GAMES

#1 casual online worldwide

## TRIUMPH STUDIOS

Overlord

## ... AND ANOTHER 170 GAME COMPANIES...

See some of them in this brochure, ranging from AAA-entertainment to serious and casual games.

## TOMTOM

GPS-systems

## PHILIPS

Consumer elect. & Health

## HEINEKEN

Beer

## SPYKER (SAAB)

Cars

## ROYAL DUTCH SHELL

Oil & fuel

## ENDEMOL

TV Concepts

## ASML

Technology



## RANKING HOLLAND

Land surface .....	134
Population .....	60
GDP .....	16
GDP per capita.....	8
Value of exports .....	6
FDI abroad.....	5
GDP per capita within EU .....	2
FIFA world soccer ranking.....	2
Per capita broadband connections .....	1
Pension system.....	1

## ECONOMIC PERFORMANCE

Gross Domestic Product.....	EURO 566.5 billion
GDP growth .....	2.4%
GDP per capita .....	EURO 28,000
Consumer Price Inflation .....	1.8%
Unemployment rate.....	4.5% of total labor force
Export of goods & services ..	EURO 463.5 billion
Import of goods & services..	EURO 400.8 billion

## GEOGRAPHY AND DEMOGRAPHY

Area .....	41,543 sq.km (16,033 sq.mi.)
Climate .....	Temperate maritime
Average temperatures.....	16C / 61F (Summer); 3C / 37F (Winter)
Population .....	16.5 million
Density .....	484 persons per km2
Labor force .....	8,0 million
Average life expectancy .....	men: 77,6 years; women: 81,7 years
National language .....	Dutch
English spoken by .....	85% of the population
Major religions .....	Catholic (30%), Protestant (20%)

## WANNA COME?

Find out why companies like Samsung Electronics, Danone, Abbott Laboratories, Tata Consultancy Services, FedEx, Cisco Systems, Nike, and Starbucks Corporation have already invested in the Netherlands .

Contact the Netherlands Foreign Investment Agency (NFIA)

**NFIA Headquarters**  
**Juliana van Stolberglaan 148**  
**2595 CL The Hague**  
**THE NETHERLANDS**  
**T: +31 88 602 8818**  
**E: info@nfia.nl**  
**W: www.nfia.nl**





**ENTERTAINMENT HIGHLIGHT**

**GATLING GEARS BY VANGUARD ENTERTAINMENT GROUP**

Vanguard is the result of a merger between W!Games and Karami, the latter being owned by former Guerrilla Games-founders Martin de Ronde and Michiel Mol. For the release of their new title *Gatling Gears*, Vanguard has partnered with EA. *Gatling Gears* is - after award winning *Greed Corp* - the second title set in the *Mistbound Universe*.

**ENTERTAINMENT GAMES**

**ENTERTAINMENT HIGHLIGHT**

**IRON GRIP BY ISOTX**

Started out as a small group of enthusiasts making MODs and total conversions of popular game series, nowadays ISOTX is a full-on commercial studio. Building on their popular *Iron Grip Universe*-franchise the developer steered away from MODs and created their own universe. This year will be yet a step closer to world domination.



The Dutch are rightfully proud of their ability to design and produce unique and innovative games that are both original in concept and have a broad appeal to a mass market. Dutch products, designed and built using their own technology, have successfully become an integral part of mainstream international gaming. The future is set to show an increasing amount of Dutch originality and influence throughout this thriving industry.



**ENTERTAINMENT HIGHLIGHT**

**ADAM'S VENTURE BY VERTIGO GAMES**

Sometimes the end of one thing is the glorious start of another. After the demise of *Coded Illusions*, a couple of former employees founded Vertigo Games, a small independent game development company. Vertigo Games believes in upholding moral standards, and delivers socially responsible entertainment. Their first release, *Adam's Venture*, provided the player with an Unreal Engine-powered adventure.





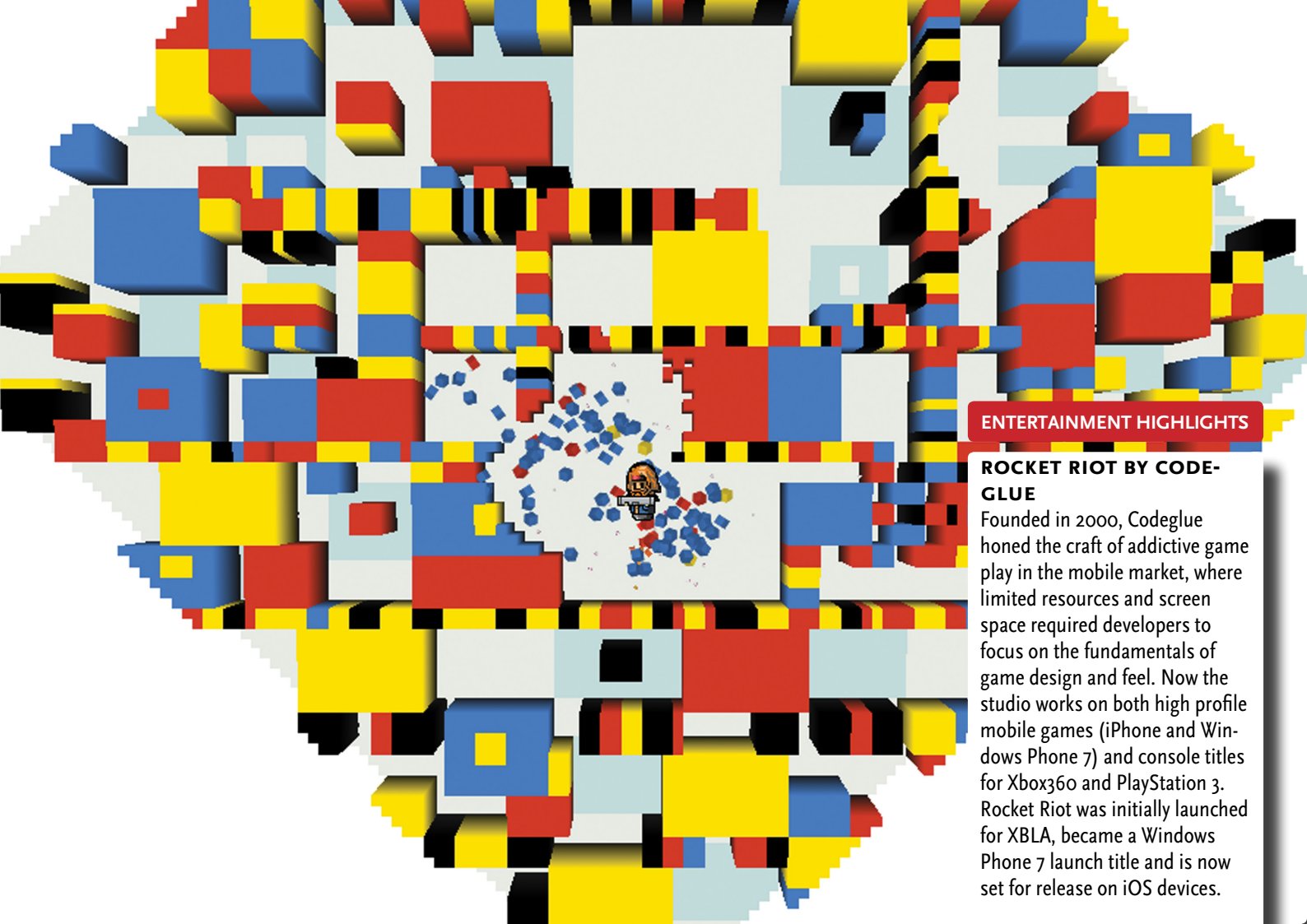
ENTERTAINMENT HIGHLIGHT

**KILLZONE  
BY GUERRILLA GAMES**

The biggest thing in game development and perhaps even in entertainment coming from the Netherlands is Guerrilla Games' Killzone. The combined episodes of this Sony exclusive title have sold millions of copies worldwide.

Killzone 3 is a pivotal instrument for Sony's push of new technologies like Stereoscopic 3D-gaming and the PlayStation Move.





#### ENTERTAINMENT HIGHLIGHTS

##### **ROCKET RIOT BY CODE-GLUE**

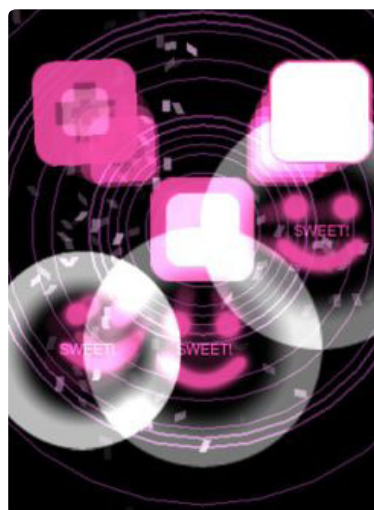
Founded in 2000, Codeglue honed the craft of addictive game play in the mobile market, where limited resources and screen space required developers to focus on the fundamentals of game design and feel. Now the studio works on both high profile mobile games (iPhone and Windows Phone 7) and console titles for Xbox360 and PlayStation 3. Rocket Riot was initially launched for XBLA, became a Windows Phone 7 launch title and is now set for release on iOS devices.

The new online and mobile capabilities of current platforms opened new ways for developers to distribute their games. XBLA, PSN, WiiWare and Apple's App Store are very suitable for creative games that can be produced by small, focused teams. Developers in The Netherlands embraced the opportunity presented by the manufacturers and delivered some of the best examples of easily accessible and highly playable games.



##### **STAR DEFENSE BY ROUGH COOKIE**

It all started out as a one time cooperation between Khaeon and Elements Interactive for a game jam. But Rough Cookie turned into a successful developer of games for handheld devices. So successful that their title Star Defense was used as showcase during the 2009 Apple Worldwide Developers Conference opening keynote.



##### **WINTA BY TRIANGLE STUDIOS & MASAYA MATSUURA FOR ONEBIGGAME**

OneBigGame, the Netherlands-based charity games publisher, brought Dutch Triangle Studios and famous Japanese musician and game developer Masaya Matsuura together for a special project. The result is WINTA, an iPhone-music game with great innovative gameplay. The game includes new tracks from Matsuura-san, specially composed for this game.





**ENTERTAINMENT HIGHLIGHT**

**SWORDS & SOLDIERS  
BY RONIMO GAMES**

Their first fame was won with developing the original idea for De Blob, a title that THQ further developed into a very fun Wii-game. Now Ronimo Games is taking their already very successful WiiWare-game Swords & Soldiers to a whole new level by turning it into a Playstation Move supported 3D experience.



**ENTERTAINMENT HIGHLIGHT**

**FLIPPER  
BY GOODBYE GALAXY  
GAMES**

Lone programmer Hugo Smits is Goodbye Galaxy Games. He created his first commercial game literally in his bedroom. DSiWare puzzle game Flipper was well received by fans and critics alike and earned him a Dutch Game Award for best handheld game.



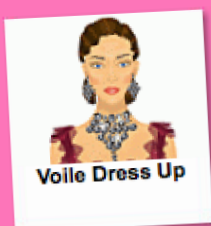
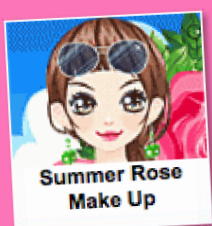
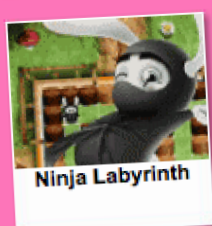
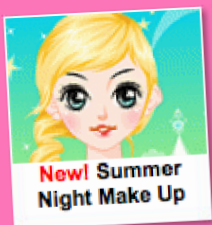
**ENTERTAINMENT HIGHLIGHT**

**SWAP THIS!  
BY TWO TRIBES**

Ever seen the cute little yellow chicken Toki Tori? Since the year 2000 this little bird has had hit games on numerous handhelds and consoles. Two Tribes also handled famous franchises with care such as Worms, Monkeyball and SpongeBob. In 2011 they released their EA-published puzzler Swap This! for iOS-devices.



## Free Online Games on GirlsGoGames.co.uk



### CASUAL HIGHLIGHT

#### SPIL GAMES: #1 WORLDWIDE

Spil Games is the world's number 1 generator of online game traffic. The company produces more than 45 localized online games portals worldwide and attracts 130 million unique visitors every month. The current portfolio contains over 3500 free online games of all genres, including casual, MMO and download games. Spil publishes third party games, but they also have in-house game studios, creating great IP such as the immensely popular Flakboy.

### CASUAL GAMES

*“The Dutch are part of the leading edge in developing the market for casual games”*

The market for casual games has exploded in recent years and the Dutch were part of the leading edge in developing this business. Unlike traditional video games the demographic of casual gamers consists of a large percentage of elderly and female players. The universal popularity of casual gaming has broadened both the appeal and exposure of interactive video games as a whole.

### CASUAL HIGHLIGHT



#### FACEBOOK-GAMES BY GAMEPOINT

GamePoint is a developer of online casual multiplayer games, distributed through GamePoint portals, partners and social networks. GamePoint has taken their games across the ocean and has built a presence in the Anglo-American market through a number of social network (mainly Facebook) applications, racking up to over a million registrations in the last 6 months.





### DELICIOUS BY GAMEHOUSE

As part of Real Networks Dutch-based GameHouse (together with its North American sister studio) is one of the largest developers and publishers of casual games worldwide. And successfully so: one of its portals, Zylom.com was voted the UK's most popular website beating stiff competition from the likes of Google and Play. The development studio GameHouse is part of the worldwide RealGames family. The studio is responsible for everything Emily. Emily is the main character of 'Delicious', a series of extremely successful and fun management games.



### BURNIN' RUBBER-SERIES BY XFORM

Xform is an independent developer of high quality online browser 3D games. They create games for publishers, advertising agencies and game portals. They are well respected around the world for their incredible racing games built in ShockWave. But Xform is no one trick pony. They develop games for platforms like iPhone, Nintendo DS and consoles. However, one of their most successful games series is Burnin' Rubber, of which the fourth iteration made it to the #1 spot on Shockwave.com.



### GOVERNOR OF POKER BY YOUNDA GAMES

The name of this studio is something clever. Youda means 'You are the...' So with titles like Governor of Poker, Survivor, Camper or The Island: Castaway you are put firmly in control of these games. Games are developed in their own internal studio, but the website offers room for games from all around the world.





MMO HIGHLIGHT

**DREAM BEARS  
BY WEBER SG**

Weber is a Dutch digital studio that specializes in the development of websites and online games. They have worked for major clients like MTV Networks, Nickelodeon and Sevengames. Their biggest project to date is Dreambear, a social game for children that can be played on social networks such as Facebook.

CASUAL MMO'S

*“Some create a whole new world of their own, and populate it with bears”*

After saving their own world from the sea, the Dutch seem to have set their minds on creating new ones (just to be sure, we guess). Some create a world using existing and popular IP, like Club Galactik, based on the animated series Galactik Football. Others create a whole new world of their own, and populate it with bears... Free-to-play casual MMO's are a growing genre and the Dutch are making sure they get a piece of the pie.

MMO HIGHLIGHT



**GALACTIK FOOTBALL  
VIRTUAL FAIRGROUND**

Flash-based massively multiplayer online games (MMOs), social games and virtual worlds, that is the expertise of Amsterdam-based Virtual Fairground. With Club Galactik they showcase their in-house developed MMO engine. Club Galactik is the official online game of animation hit series Galactik Football that currently airs in over a 100 countries.





ADVER GAME HIGHLIGHT

**LITTLE CHICKEN GAME COMPANY**  
 Little Chicken works closely together with international advertisement agencies, brands and publishers to produce highly creative, fun online experiences that boost brand awareness for the featured products. The games are original and of high quality and the clients (among others Volkswagen, Gillette and Shell) keep coming back. For glue brand Pritt, they produced an impressive online game world for a younger audience.

ADVER GAME HIGHLIGHT

**STICKY STUDIOS**  
 Sticky Studios develops games used for advertising, education and pure entertainment purposes. Sticky has done projects for various A-brands, such as McDonald's, Red Bull, Warner Bros. and Chevrolet. They recently developed a game for the Dutch Public Prosecutor's Office. This game is used to increase awareness and safety in traffic. For Nickelodeon Sticky Studios created an entertaining racer with some very familiar characters.



Games have become so much more than just entertainment. Nowadays they act as a viable tool to attract consumers to specific products. Games are fun — any advertiser would want to be associated with that! Dutch advertising agencies recognize the power of branded games to realise an awareness of particular products in the consumers' minds. These adver games now are an integral part of any advertising campaign all over the world.

ADVER GAMES

ADVER GAME HIGHLIGHT

**NEED FOR SPEED H.P. BY WEIRDBEARD**  
 One of their first online games was 99 bricks, which has been played more than 5 million times since its release at the end of 2008. Their latest project is a mini game created for Electronic Arts Benelux. This game is part of the promotion of the popular racing title Need for Speed Hot Pursuit.





*“The Dutch have a long history of successfully battling the elements”*

SERIOUS HIGHLIGHT

**ENERCITIES  
BY PALADIN STUDIOS**

The studio motto reads: ‘We make games because we love to make people smile - be it a sweet tinkle, loud laugh or evil grin.’ And that’s exactly what Paladin Studios does. Since 2005, the studio has made both serious and entertainment games and succeeds in giving the player an enjoyable experience. EnerCities was developed to increase the awareness of sustainable energy sources and was co-funded by the European Union.



SERIOUS GAMES



APPLIED HIGHLIGHT

**E-SEMBLE**

Numerous fire and rescue services on the European mainland and in the UK use E-semble’s games to train and test their staff. After the Mont Blanc tunnel fire killed 39 people in 1999, authorities hired E-semble to build a simulator to enable safety personnel to practice all kinds of calamities that could occur in the tunnel.

Serious problems require serious solutions. The Dutch have a long history of successfully battling the elements. This ongoing fight against nature has taught them to expect the unexpected and be prepared for every possible eventuality, leaving the Dutch perfectly positioned to create training games & interactive simulations that are accurate, in-depth and potentially life-saving. But the Dutch use games for many more purposes. Creating awareness, recruitment and education are just some of the fields in which games have proven their worth.



SERIOUS HIGHLIGHT

**EDUCATIONAL SUCCESS**

Mijn naam is Haas (My name is Hare, which is a funny title in Dutch – you'll have to take our word for it) is a charming cross-media concept that teaches young children (age 4-6 years) language in a playful setting. Besides the online serious game, as core of Haas' universe, other media formats are developed. Both for home users as for the educational market a range of products is provided.

*“A charming cross-media concept for children”*



SERIOUS HIGHLIGHT

**TIME TRIPPER  
BY MONKEYBIZNIZ**

How to get young people interested in a museum? By using their most preferred medium: games. Monkeybizniz developed an entertaining puzzler that increased young adults' enthusiasm for the history of their hometown. Hence, it increased the likelihood of them visiting the historical museum.





## SERIOUS HIGHLIGHT

### MEDICAL EXPERTISE

Although this image depicts a somewhat surreal scene, it's less farfetched than you might think. In the Netherlands more than one development studio is involved with games for medical purposes. Whether it be training games for doctors or medical rehabilitation tools, the Dutch are on the forefront.



## SERIOUS HIGHLIGHT

### GRENDL GAMES

Grendel Games is a versatile developer of entertainment and serious games. Their real-time visualization technology is used to drive several high profile simulations that are used for training and medical rehabilitation. The same technology is used in their games for today's popular game consoles. Serious games benefit from both the technology as their strong focus on fun game design. Grendel Games uses Wii-controllers to train surgeons in doing complicated procedures.

## 'TAKING CARE OF TOMORROW' & 'PATIENT SAFETY'

One of the areas where serious gaming offers interesting possibilities is the care industry. Serious gaming offers an opportunity to handle issues surrounding ageing population and rising costs of care in an innovative way.

In 2010, Task Force Innovation (TFI) and Dutch Game Garden (DGG) organized a serious game jam together with experts from a nursing home. The teams' assignment was to develop a gaming concept that motivates elderly people to exercise. The fact that a physical and educational therapist were present the whole weekend to give the teams expert information about the challenges they face when treating the elderly, proved instrumental in the creation of applicable and stimulating gaming concepts.

In another TFI project, focused on patient safety in the ICU or OR of hospitals, TFI, DGG and their partners will organize several gaming boot camps where gaming concepts will be designed that improve team work in these hectic, high-stress environments, as well as the individual skills doctors and nurses need.



## SERIOUS HIGHLIGHT

### VOGELS!

Vogels! (Birds!) is a rehabilitation game that helps patients with a hemiplegia recover.

The game, or rather the red bird in it, is controlled by a gravity-compensating supportive arm of which its position is tracked and 'copied' in-game. In-game, the patient flies, following a path, through various parts of the world and grabbing birds.





## SERIOUS HIGHLIGHT

### SHIPSIM BY VSTEP

Developer VStep in Rotterdam created this training tool for the Port of Rotterdam authorities. Used in a classroom training on incident management. The instructor can configure elements such as size of the fire, wind speed and direction, day/night, fog, and environment. The view can be changed between helicopter point of view or from an incident response ship nearby. After creating the virtual incident, the instructor discusses the best course of action with the class. This tool has become vital in the training of skilled workers. Besides, VStep developed several versions of their ship simulator ShipSim, for entertainment as well as serious goals.



## SERIOUS HIGHLIGHT

### HOUTHOFF BURUMA: THE GAME BY RANJ

Ranj is a serious and applied games development studio. Houthoff Buruma: The Game - a game developed for a top-notch Dutch law firm - won the European Innovative Games Award 2010 in the category Innovative Application Methods and Environments. To illustrate this achievement: one of the other nominees for this award was Kinect from Microsoft. Houthoff Buruma used the Ranj-developed game for recruitment purposes.



*“Houthoff Buruma - a game developed for a top-notch Dutch law firm - won the European Innovative Games Award 2010”*



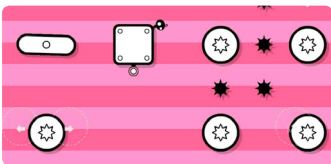


**TECH & TOOLS HIGHLIGHT**

**QUEST 3D**

Quest3D not only delivers an impressive array of realtime 3D-rendering software, it comes with a great toolset as well. The productivity tools focus on easy creation. Recently Quest3D added the Lumion-package to their portfolio, helping to create an even more realistic representation of the artists ideas.

**TECH & TOOLS**



**TECH & TOOLS HIGHLIGHT**

**GAME MAKER**

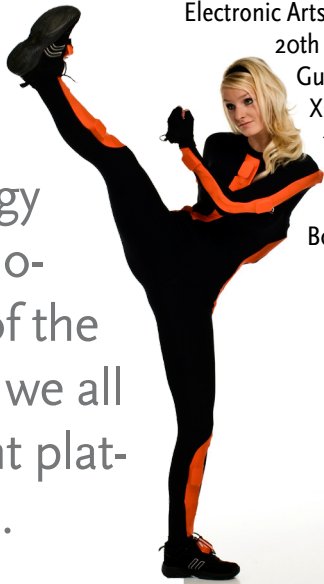
Dutch professor Mark Overmars set out to develop a game engine so easy to use that even his children would be able to make games. He created Game Maker, an incredibly versatile and powerful engine that allows anyone without prior programming skills to create. Nowadays it's a well respected tool for education and professional game making.

**M**usic, technology, tools, the Dutch don't have to look abroad to find these essential ingredients of proper game development. The Netherlands house some of the worlds' most respected technology companies. Even Hollywood uses Dutch technology for location independent motion capturing. And some of the biggest blockbuster games we all know, are ported to different platforms by Dutch companies.

**TECH & TOOLS HIGHLIGHT**

**XSENS: MOTION CAPTURE HAS LEFT THE BUILDING**

Xsens is supplier of 3D motion tracking products. They focus on four business segments: Industrial Applications, Entertainment, Training & Simulation and Movement Science. In the entertainment segment their customers include large companies such as Electronic Arts, THQ, Activision, 20th Century Fox and Guerrilla (using the Xsens technology for Killzone 2) and Gearbox Software for their hit game Borderlands.







TECH & TOOLS HIGHLIGHT

**U-TRAX**

U-trax is a localization studio for many of the highest profile titles in the industry. And not only for Dutch but all relevant languages. A recent project is the Sony PS3 exclusive Heavy Rain, featuring actress Carice van Houten (who co-starred with Tom Cruise in Valkyrie). U-trax worked on over 2000 titles. Besides localization they handle Quality Assurance testing and advertising for multimedia projects.



TECH & TOOLS HIGHLIGHT

**ABSTRACTION GAMES**

Abstraction's first game, Potpourri, got them noticed by Chillingo (the EA-owned mobile publisher). Chillingo asked them to port this Wiiware title to iPhone. Since then Abstraction Games has done many ports for the EA subsidiary. The latest collaboration is the port from iPhone to PSN of Angry Birds, the most successful mobile game ever.



TECH & TOOLS HIGHLIGHT

**CLAYNOTE**

This musical company specialises in adaptive game music. Intense action means intense music. The result is a more immersive experience.

**SONICPICNIC**

Music and sound effects do not require a studio to hire two different companies. Sonic Picnic offers a one stop solution offering high quality music and sound effects.

TECH & TOOLS HIGHLIGHT

**CANNIBAL GAME STUDIOS**

Cannibal Game Studios call themselves a technology catalyst for interactive and visual concepts. What that means is that they take care of the technology mumbo-jumbo of bringing a concept to reality. By creating their own software Cannibal is flexible in offering solutions to a wide range of customers. Whether it's a serious game about learning or the tech that makes trees grow (in Monobanda's Bohm).

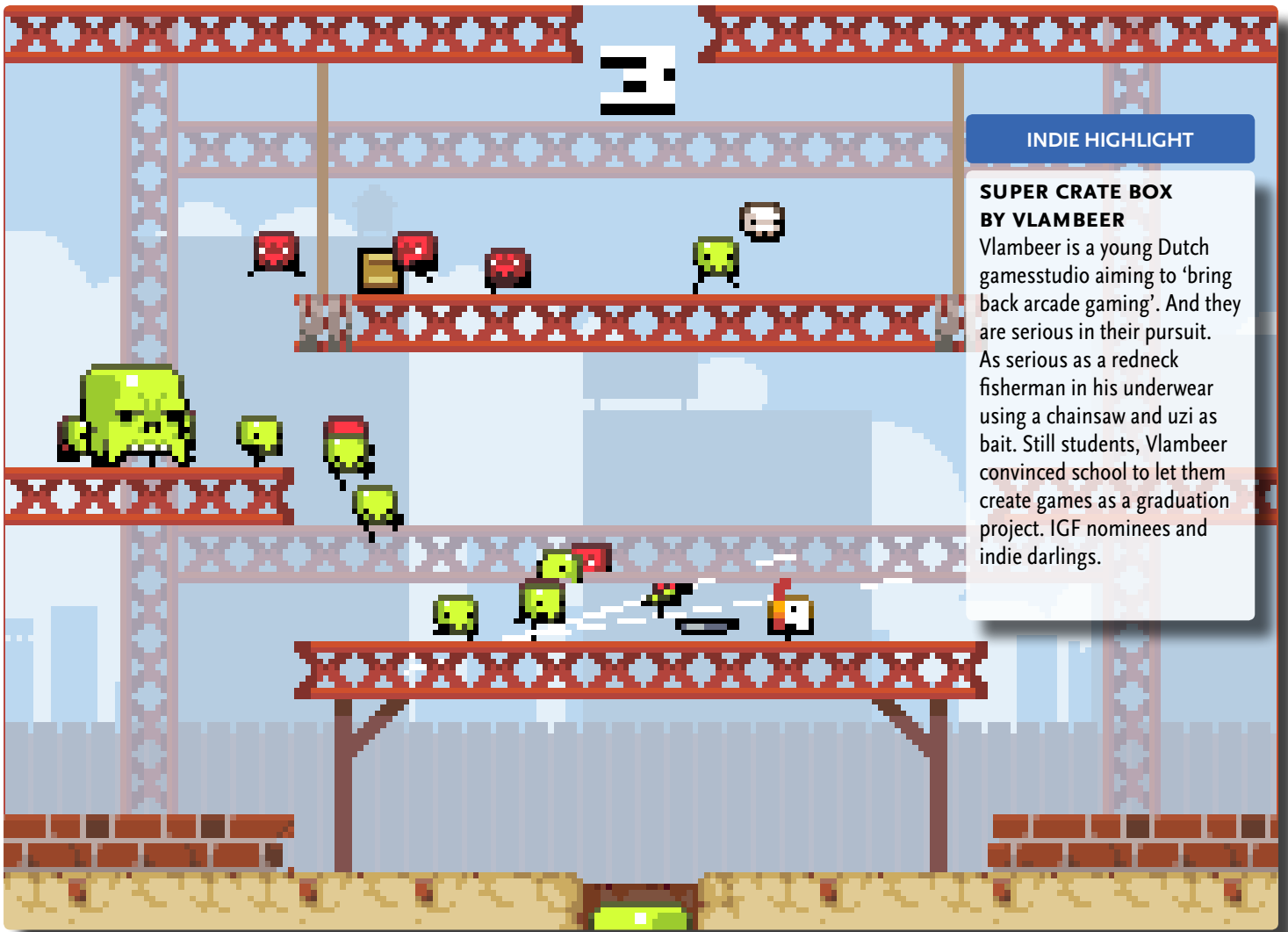


TECH & TOOLS HIGHLIGHT

**NIXXES: HIGH-END DEVELOPMENT**

When a company is entrusted with the tech behind one of gaming's biggest female heroines, they must know their business. Nixxes worked on several Tomb Raider titles for PS2, Xbox, 360 and PS3 and is currently involved with Deus Ex 3. Their work includes full conversions of titles to different platforms, for near simultaneous release, and they have also been called in to save the day on projects that needed some last minute expertise. Any way you look at it, they see it as their job to help other developers getting the best out of their game content.





INDIE HIGHLIGHT

**SUPER CRATE BOX  
BY VLAMBEER**

Vlambeer is a young Dutch gamesstudio aiming to 'bring back arcade gaming'. And they are serious in their pursuit. As serious as a redneck fisherman in his underwear using a chainsaw and uzi as bait. Still students, Vlambeer convinced school to let them create games as a graduation project. IGF nominees and indie darlings.

INDIE GAMES

INDIE HIGHLIGHT

**BOHM  
BY MONOBANDA**

Monobanda is a company founded by five young enthusiasts who view the whole world as their playground. Most of their games combine technology with real life gameplay elements. Their latest project Bohm – made possible by funding from the Dutch Gamefonds- is their first real videogame. Bohm was an IGF 2011 finalist.



To say the Netherlands have a lively indie-scene would be an understatement. In 2011 no less than three IGF-finalists originated in the Netherlands. And the IGF Awards are no strangers to the Dutch with more than one finalist and even winners in the past. It's to no one's surprise that the Dutch have their own fully-fledged indie-event: Indigo - connected by Ziggo. Every year over a thousand visitors attend this showcase of the country's best independent game productions.

INDIE HIGHLIGHT

**DINNER DATE  
BY STOUT GAMES**

Stout Games investigates the other side of games. Not all games have to be about competition, winning or killing. In his debut title Dinner Date, designer Jeroen Stout invented the 'first person consciousness' game, best described as an interactive play. Dinner Date was an IGF 2011 finalist.

INDIE HIGHLIGHT

**PAPER CAKES**

The team: a collaboration between students of the Utrecht School of the Arts and the University of Southern California. The client: Wacom. The goal: create a game for the Bamboo Mini. The result: Paper Cakes, a great puzzle game on a virtual piece of paper. Paper Cakes was an IGF 2010 finalist.





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### WSQUARED

Wsquared Media was founded in 2005 in Enschede by gamers, many of which played at a competitive level. In 2007 Wsquared Media acquired the Electronic Sports League license and organizes the Benelux division of Europe's largest league for eSports and online gaming. Wsquared Media owns the leading e-sports news- and community site in the Benelux: Gamelux.net. Gamelux.net currently has over 55.000 registered members and over 160.000 unique monthly visitors, making it the biggest community site on this topic in the Benelux countries. Its experience in gaming events includes the Dutch Electronic Sports World Cup license in 2006-2007-2008 and the KODE 5 2007 qualifiers.

### DUH EVENTS

DUH Events is organizing two of the biggest LAN events in the Netherlands: The Party in Eindhoven and the famous outdoor lanparty named Campzone. Furthermore they are responsible for the Pack-4Dreamhack qualifiers for the Benelux.

### WZZRD

Two Dutch cities are host to a concept best described as gamepubs. Dozens of people flock to these locations night after night playing each other in several game competitions.

**G**aming is sports at the highest level. In the Netherlands, like all over the world, gamers are competing against each other in offline and online competitions. The Netherlands houses a few of the world's best players and we're proud of them. In some well-organized national finals they battle to become their country's representatives on the international stage. E-sports are gaining popularity all over the world and Holland is no exception.

## E-SPORTS

### GRUBBY: PROFESSIONAL #1

Grubby (Manuel Schenkhuisen, 24)  
Game: Warcraft III  
Highest Ranking: #1 World Cyber-games, #1 ESWC, #1 WSVG, #1 CPL, #1 Blizzcon, #1 SEC, #2 WEG. Prize money: \$200.000 +

Schenkhuisen is one of the three protagonists of the international documentary "Beyond the Game" (2009).





**EVENT HIGHLIGHT**

**FESTIVAL OF GAMES**

Last year the Conference at the Festival of Games had a real stellar line up, featuring David Perry (CEO of Gaikai), Toru Iwatani (creator of Pac-Man), Ian Livingstone (lifetime President of Eidos/SquareEnix Europe), Masaya Matsuura (creator of Parappa da Rapper, Vib Ribbon) and Kellee Santiago (President of Sony's darling That-GameCompany). The Festival, however, is more than the conference, encompassing an expo, a career event, a match-making area and, of course, an industry party.

**EVENTS**

**EVENT HIGHLIGHT**

**G-AMELAND: DEVELOPMENT ON AN ISLAND**

On the beautiful island of Ameland, in the north of the Netherlands every year students and established game development professionals join forces and indulge in a week long game jam. Participants form teams and set out to create a casual game prototype based on a central theme.

They get personal guidance and workshops from well-known and recognized international game developers.

As a result of the growing and increasingly professional game industry in the Netherlands, several high-profile and successful events emerged. By combining regional talent with an international cast of speakers, the Dutch managed to launch a couple of internationally acclaimed events. Due to this success more and even bigger game-related events are on the way for the next couple of years.

**TOP LEFT: DUTCH GAME AWARDS**

One of the highlights of the year, the awards ceremony for game developers, is entering its fourth edition.

**TOP RIGHT: INDIGO - CONNECTED BY ZIGGO**

Yearly expo showcasing the best in independent Dutch game development. Organized by the Dutch Game Garden.

**BOTTOM LEFT: FIRSTLOOK**

In order to give consumers the opportunity to actually play the upcoming games of the Xmas season well in advance, Firstlook provides them with a two-day event in Amsterdam in which gamers can just do that.

**BOTTOM RIGHT: GLOBAL GAME JAM**

The Dutch edition of this global event -- organized by the Dutch Game Garden -- has one of the largest numbers of participants of any territory.







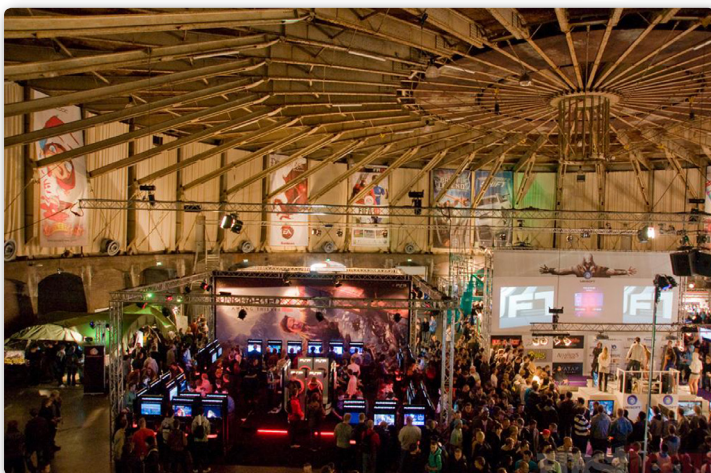
#### EVENT HIGHLIGHT

##### GAME IN THE CITY

Bringing together the game industry and other branches, the Game in the City event appeals to both worlds. At the core it's a high-profile game conference with well known speakers like Peter Molyneux (pictured here) and Keita Takahashi (creator of Katamari and Nobi Nobi Boy).

The Dutch Game Garden organizes a full day of master classes, that attract students as well as professionals.

Another part of Game in the City is the annual Control Industry Dinner. Organized by industry magazine Control with the award ceremony of the Dutch Game Awards as the main attraction (see below).







*“The Dutch have a healthy amount of specialized gaming media”*

## MEDIA

### MEDIA HIGHLIGHTS

#### GAMEKINGS

The most popular TV-show on games. Targeted at the core games audience.  
[www.gamekings.tv](http://www.gamekings.tv)

#### POWER UNLIMITED

The oldest but still relevant gaming magazine in the Netherlands. Power Unlimited reaches out to a younger audience with a very specific style and panache. Editorial staff may have come and gone, but what remained firmly in place is the relentless focus on the latest, greatest game news.

#### TWEAKERS.NET

One of the biggest tech-communities in Europe; half of the content is game-related.

As everywhere in the world, the national press took its time to get to grips with the newest form of entertainment. But nowadays, specialized media aren't the only ones anymore writing knowledgeably about games. National news shows as well as quality papers are starting to take the subject matter seriously as the reports on Dutch-grown Killzone 3 shows. Still, the Dutch do have a very healthy amount of specialized gaming magazines, sites and television programs.

### MEDIA HIGHLIGHTS

#### CONTROL

Control is the Dutch magazine for game developers. Distributed among 2.000 professionals (and students) it's the only medium that reaches the entire Dutch game development community. (Pictured above)

#### GAMER.NL

International publishing powerhouse Sanoma publishes one of the biggest game websites in the Netherlands.

#### BASHERS.NL

One of the more serious websites about games. Bashers does not look away when it's that time of the year and politicians start 'bashing' games over violence.







*“The Dutch government is co-funding several large-scale research projects”*

#### RESEARCH HIGHLIGHT

##### **GATE: GAME RESEARCH FOR TRAINING & ENTERTAINMENT**

To advance the state-of-the-art in gaming, to facilitate knowledge transfer to companies, and to show the potential of gaming in public sectors, the government has funded the GATE project with a total budget of 19 million Euro. The ambition of the GATE project is to develop an international competitive knowledge base with respect to game technology, and to train the talent required to enhance the productivity and competitive edge of small and medium-sized creative companies.

The Dutch government is co-funding several large-scale research projects to discover how to apply advanced gaming techniques effectively in training and simulation products.

The ambition of these projects is to be the most productive and most cited research center in Europe and to be the preferred supplier of knowledge for companies dealing with gaming and simulation for education, training and entertainment.

#### GAME RESEARCH

#### RESEARCH HIGHLIGHT

##### **CENTER FOR ADVANCED GAMING AND SIMULATION (AGS)**

AGS is a leading edge research center that advances the state-of-the-art in gaming, simulation and virtual reality. The goal of AGS is to create technology for highly effective learning and training experiences. For this purpose Utrecht University, Utrecht School of the Arts and TNO combine their creative talents and professional skills in the fields of computer science, information science, psychology and game design.



**GAME  
EDUCATION**

*“The future looks bright with the continuous supply of highly skilled professionals”*

To ensure Holland’s creative and business influence in the international games market, the Dutch have invested in creating courses in over twenty colleges and universities that reflect the technical, design and creative elements needed in the modern international market place. The future looks bright with the continuous supply of highly skilled professionals.

**EDUCATIONAL HIGHLIGHT**

**DE BLOB BY STUDENTS AT THE UTRECHT SCHOOL OF ARTS (HKU) AND UTRECHT UNIVERSITY**

Utrecht’s city council has big plans with the city center. In order to explain those plans to a broad audience, a group of students developed a game called De Blob. Due to its stunning concept and innovative gameplay, US game publisher THQ bought the rights and re-developed the game into a commercial and well received Wii-release (which sold over 700.000 copies to date).





### GRAFISCH LYCEUM UTRECHT



The Grafisch Lyceum Utrecht offers various college programs relating to graphic design, such as game designer and game developer. Recently, they opened their own studio in Dutch Game Garden. In this studio eight of their students will work on assignments from the 30+ game companies that have offices in the same building.

grafisch lyceum utrecht

### GRAFISCH LYCEUM ROTTERDAM



### GRAFISCH LYCEUM ROTTERDAM

Like the Grafisch Lyceum Utrecht, the Grafisch Lyceum Rotterdam also offers college programs relating to graphic design, among which game developer (media technology) and game art (media design). The GLR is driven by their intense ambition to provide quality and innovative vocational education to students, companies and freelance professionals within the creative industry.



Utrecht School of the Arts

### UTRECHT SCHOOL OF ARTS

The Utrecht School of the Arts (HKU) offers preparatory courses, bachelor's and master's programs and research degrees in fine art, design, games and more. It is one of the largest art and culture-oriented institutes in Europe and one of Holland's main supplier of new creative talent. You probably heard of HKU students Ronimo of Sword & Soldiers fame. You will definitely hear more of future HKU students.



Universiteit Utrecht

### UTRECHT UNIVERSITY

The Utrecht University was founded in 1636 and is nowadays one of the world's top universities. In the Shanghai Ranking, the UU is ranked number 11 in Europe and number 50 worldwide. Since 1901, twelve scientist related to the Utrecht University were awarded with a Nobel prize and it has numerous prominent Dutch citizens amongst its alumni. In more recent years, they started offering various bachelor's degree and master's programs in gaming IT.



### NORTHERN UNIVERSITY OF APPLIED SCIENCES OF LEEUWARDEN

With approximately 10,000 students, NHL University is a medium-sized university of applied sciences, offering higher professional education programs. One of the most popular courses is Game Design. On the new campus in Leeuwarden, in the north of the Netherlands, professional game developers prepare students for the real thing.



avans hogeschool

### UNIVERSITY OF APPLIED SCIENCES AVANS

Recently named as the best major university of applied sciences in the Netherlands by a leading Dutch magazine. The course ICT Game Design and Technology offers students an in-depth look into what makes games tick. Based in Eindhoven, home of tech giant Philips.



### UNIVERSITY OF APPLIED SCIENCES OF AMSTERDAM

In September 2009 the Hogeschool van Amsterdam, University of Applied Sciences (HvA) started a study Game Development.

This study is a minor within the Media, Information and Communication interest area of the HvA. The focus of this Game Development program is game technology, game design en game production for both the entertainment and the serious gamesindustry.



### MEDIACOLLEGE AMSTERDAM

The best way to learn is through practice. That's why Mediacollege Amsterdam started Basegames, a real game studio run by students. By taking on assignments and producing games or assets within time and budget, students experience first hand the demands of a professional life in games. Basegames has been around since 2009 and going strong.



### UNIVERSITY OF APPLIED SCIENCES NHTV

One of the bachelor's programs offered by NHTV Breda University of Applied Sciences is International Game Architecture and Design. Part of the four-year program is Game Lab, a fully equipped development studio in which students can work on assignments from real clients, preparing them for the real world of game development.



## SUPPORT

The Dutch know games and the game industry has the future. That's the reason the government as well as other organisations decided to support this dynamic economic player in every way thinkable. From short term project funding to long term support of the game industry, nationally and abroad.

### SMART EXPERIENCE ACTUATOR (SEA)

The project Smart Experience Actuator (SEA) has a focus on implementing games and game/play concepts in the fields of tourism, retail and heritage. In these (relatively traditional) sectors, questions have risen on how to adapt and appeal to younger audiences, as well as on finding ways to innovate user experience to include the exciting possibilities that play and pervasive technologies have to offer. In SEA, knowledge and know-how on innovative applications and smart experiences will be combined with play and games, which will result in multiple examples of new and playful experiences in retail, heritage and tourism. The project will be concluded with a playful conference event in 2013.



TASK FORCE  
INNOVATION  
UTRECHT  
REGION



## PLAY PILOTS

PLAY Pilots is an initiative deployed in the city of Utrecht, in which local activities and festivals are enhanced by playful applications. PLAY is linked to SEA and its initiators (amongst which the Utrecht School of the Arts). The project consists of three live games at cultural festivals in Utrecht, along with an ongoing online game. PLAY Pilots links music, film and game culture, and aims to create 'playful' interaction between different audiences. The PLAY initiative is supported by the local government in Utrecht and is executed by local game companies.



## LEVEL UP!

Level Up! is a collaboration project between several partners in the Dutch games industry as well as knowledge and educational institutes. Level Up! is looking for internships and traineeships for Dutch graduate students in the international game industry. We offer excellent students from research universities, universities of applied sciences and vocational education, with backgrounds in for example game design, game and media technology, media design or computer science at various levels. Students that take their education at Dutch institutions have a clear focus on innovative ways of creating exciting and original games, both in the industry of entertainment games and serious/applied games. If you are looking for new student talent, please let us know and we will gladly introduce you to our network!

**LEVEL UP!**

## EXPERTISE CENTER FOR GAMES & GAME DESIGN (EGG)

The Expertise Center for Games & Game Design (EGG) is a platform where knowledge on design, development and implementation of serious games meets the 'market': organisations that wish to 'do something' with games. This is done by sharing deduced best practices and lessons-learned on serious games amongst a wider audience through an online portal and seminars. EGG hopes to facilitate and stimulate the serious game industry in the Netherlands, both by 'educating' potential stakeholders as well as offering possibilities for designers and researchers to access and share knowledge and know-how.

EGG is a project where TFI works together with knowledge institutions such as Utrecht School of the Arts and TNO Innovation for Life.



## PIEKEN IN DE DELTA

"Pieken in de Delta", which translates to "To excel in the Delta", is the region oriented economical agenda of the Netherlands. This agenda contributes to the Dutch ambition to become a dynamic and competitive economy within a strong and innovative Europe. The focus point of "Pieken in de Delta" is to stimulate economic development that is specific to a certain region, by seizing opportunities of national importance. "Pieken in de Delta" is divided into six programs. In this program the Ministry of Economic Affairs works together with the regional government, the industry, education and research agencies. One of these programs is also targeted at the creative industries and supports the gaming industry in the Netherlands.

This publication is made possible by the 'Pieken in de Delta'-program.

## DUTCH GAMES ASSOCIATION

The Dutch Games Association (DGA) is an umbrella organisation that welcomes every company and individual involved in the game industry. Working closely with existing branche organisations such as NVPI and Saganet, the DGA covers all major area of the industry.



## GAMESHIP

Gameship is a state of the art motion capture and multimedia studio. Their goals are not only commercial, but also innovative and educational. Wherever possible, Gameship works together with students, schools and universities to complete the commercial projects. That way the studio does not only deliver great work, it is also a unique training facility.



[www.gameship.nl](http://www.gameship.nl)





# DUTCH GAME DEVELOPMENT CENTER GARDEN

## CONTACT

All contact information of the mentioned studios and more can be found through our digital version at [www.dutchgamesgoglobal.nl](http://www.dutchgamesgoglobal.nl)

## Nice to meet you. We are Dutch Game garden.

We accelerate the growth of the Dutch game industry by providing wide-ranging support and facilities for students, start-ups and established game companies. We achieve this through our ongoing projects:

### GAME DEV INCUBATOR

The Incubator helps young entrepreneurs setting up and developing new game companies.



### DEVELOPERS CLUB

Our Developers Club stimulates students of various game-related educations to collaborate, innovate and develop new businesses.

### BUSINESS CENTER

Finally, our Business Center provides flexible and affordable housing at top notch locations for existing and growing companies.



Global Game Jam 2009, 2010, 2011 & 2012



Masterclasses



40 gamecompanies under one roof



DGG houses: ISOTX (Iron Grip)



Healthcare & Games projects



Promotion brochures for the game industry



DGG houses: Ronimo Games (Swords & Soldiers)



DGG houses: Vlambeer (Super Crate Box)

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Ministerie van Economische Zaken



provincie :: Utrecht



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