

State of the

Icelandic

Game

Industry



Samtök leikjaframleiðanda
Aðildarsamtök innan Samtaka iðnaðarins



12 leikjafyrirtæki með aðild
94% starfsmanna iðnaðarins

DIMENSIONS

- # TALENT & EDUCATION
- # FUNDING & ACQUISITIONS
- # OPERATIONAL ENVIRONMENT & SUPPORT
- # COMMUNITY GRASSROOTS

STRATEGY
(HOW ARE WE GOING TO GET THERE)

EMU:

BEINN STUDDINGUR UNN
- HA EMIN, HINN VORUR, G
GROAST, GEFUORUNG, STREK
STREK HILFARNA, STREK HILF

ADGENGI AD

STRATEGY - ① - BEINN STUDDINGUR
HUGAUNDIR



STRATEGY - ② - GREIT ADGENGI
STADSFAL



DEMA 1 - H674P HANNT, STUDDINGUR, KUNN, HILF

PROBLEMM	DIAGNOSA	SÖLUN	ÚTLAUS	IMPACT
1				
2				
3				
4				
5				
6				
7				
8				
9				
10				

THEME 2 - GÖ

PROBLEMM	DIAGNOSA	SÖLUN	ÚTLAUS	IMPACT
1				
2				
3				
4				
5				
6				
7				
8				
9				
10				



Funding & Acquisitions

Direct funding of gaming companies in Iceland is derived from two sources: public grants and private investments.

"I haven't seen many funds in terms of cultural contributions, like if there's an artist who uses games in their practice, how do they support them when to contribute to interesting Icelandic culture through video games? If there were grants to support that, that would be amazing."

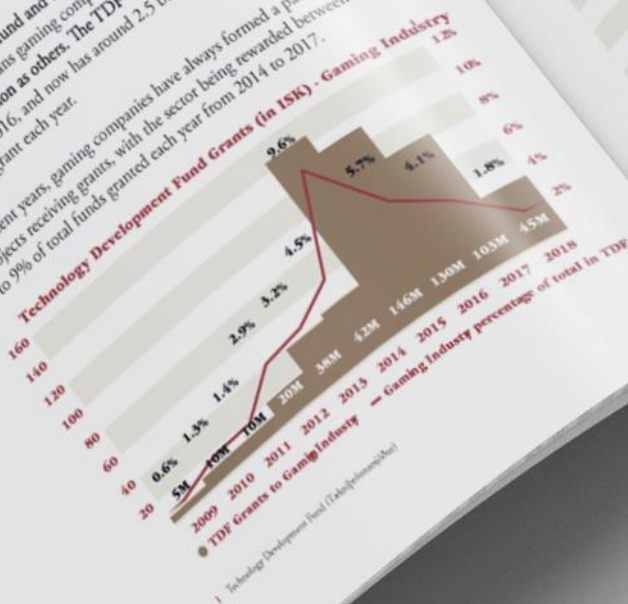
David Thors,
Reykjavik University

Public Grants

The public grants come from the Technology Development Fund (TDF), a public grant institution aimed at supporting companies that are developing technologies. They fund early stage projects with up to 70 million ISK (approximately \$580k) over two years.

The TDF is a general fund and thus does not have a specific gaming division, which means gaming companies and projects go through the same evaluation as others. The TDF was increased significantly in 2016 and now has around 2.5 billion ISK (more than \$20m) to grant each year.

In recent years, gaming companies have always formed a part of the projects receiving grants, with the sector being rewarded between 4 to 9% of total funds granted each year from 2014 to 2017.



Private Investment

Private investment comes mostly from a small number of angel investors and VC (venture capital) funds. In addition to local investors, gaming companies have been relatively successful in attracting international investment.

Every year in the last nine years (2010 through 2018) an Icelandic gaming company has raised angel or venture capital, and in the four years since 2014, at least three companies have raised money this way every year.

In total, twelve companies have raised around \$130m in this 9-year timeframe from a combination of angel, seed and venture investors, both local and international. Eleven of the twelve companies have raised money in more than one round, while two were sold and two have ceased operations.



State of the Icelandic Game Industry 2019



Written by:
NORTHSTACK

Íslenski leikjaiðnaðurinn

LICORICE



Locatify.
Games & Guides Everywhere!

**Dressup
Games**

PARITY
CREATIVE
HOUSE



mainframe



MUSSILA
— MUSIC SCHOOL —



Jooncorp

Lykiltölur leikjaiðnaðar 2019

Fjöldi
fyrirtækja

17

Fjöldi
starfsmanna

345

Fjárfestingar

2,6M USD
/ 325M ISK

Árleg velta

61M USD
/ 8,3B ISK

Fyrirtæki	Stofnár	Platform	Fjöldi starfsmanna
1939 Games	2015	PC, Mobile	11-20
Aldin Dynamics	2013	VR	1-10
Arctic Theory	2020	PC	1-10
CCP	1997	PC, Mobile, VR	250+
Dress Up Games	2007	Browser	1-10
Directive Games North	2015	PC, Mobile, AR/VR	11-20
Gebo Kano	2002	Mobile	1-10
Jooncorp	2017	PC, Mobile	1-10
Licorice	2012	PC, Mobile, Console	1-10
Locatify	2009	Mobile	1-10
Mainframe Industries	2019	PC, Mobile, Console	11-20
Mussila	2015	Mobile	1-10
Myrkur Games	2016	PC, Console	11-20
Parity Games	2017	PC, Mobile	1-10
Porcelain Fortress	2017	PC	1-10
Solid Clouds	2013	PC	11-20
Teatime Games	2017	Mobile	11-20

Brot af leikjum sem eru úti í kosmósínu



Mussila

Mussila



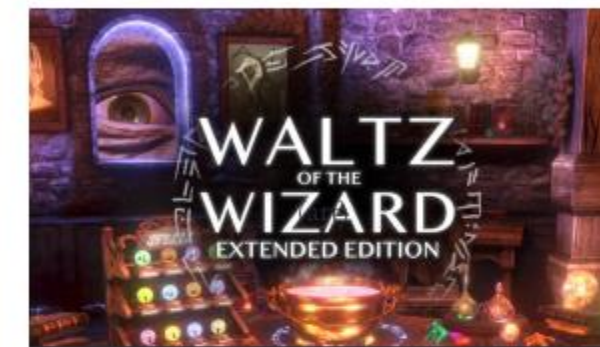
No Time To Relax

Porcelain Fortress



Starborne

Solid Clouds



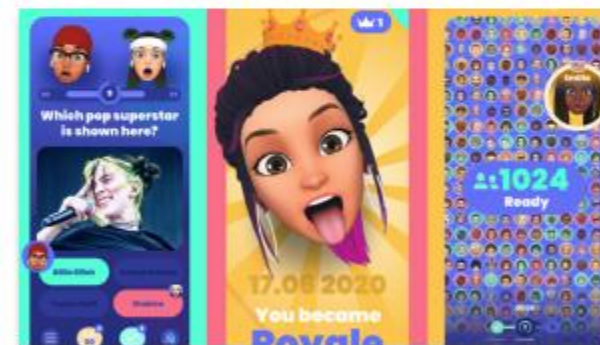
Waltz of the Wizard

Aldin Dynamics



Kards

1939 Games



Trivia Royale

Teatime Games



Project Existence

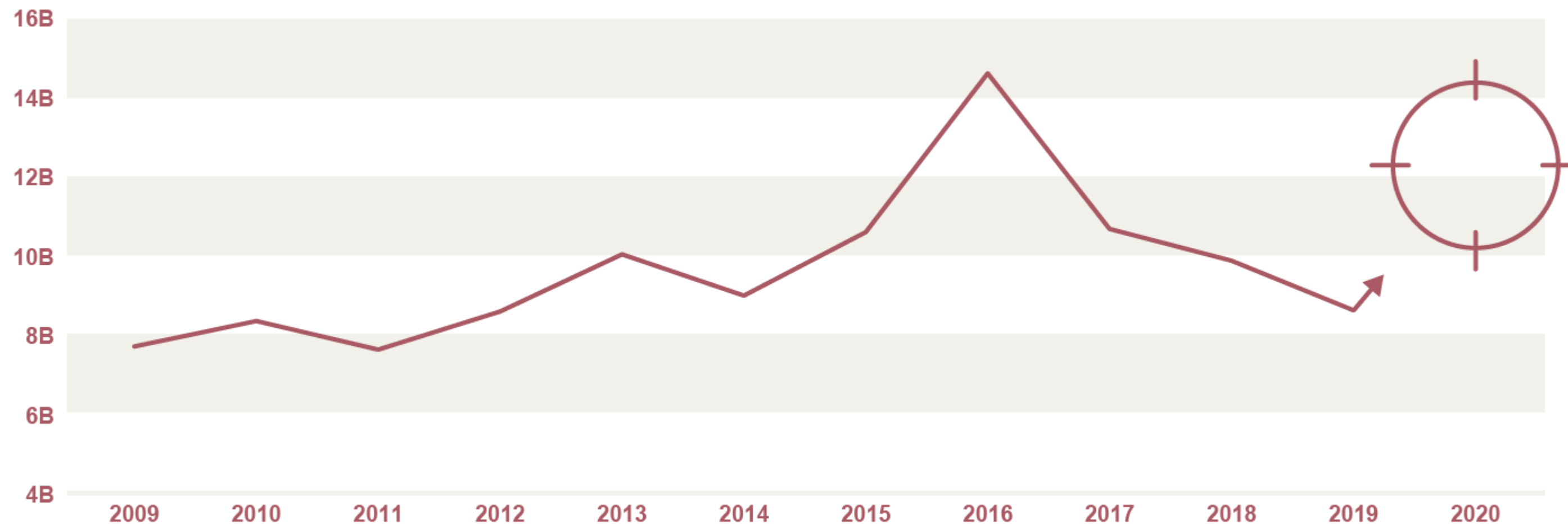
Arctic Theory



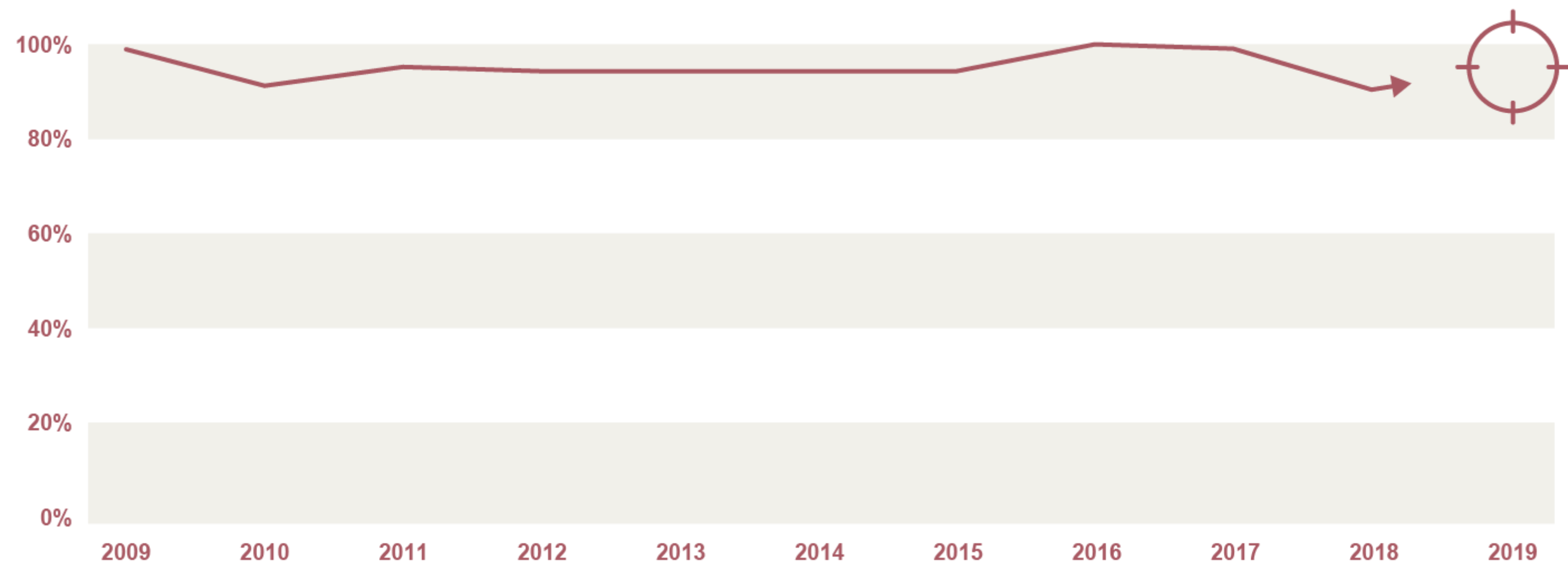
EVE Online

CCP Games

Heildartekjur iðnaðarins hafa lækkað þrjú ár í röð, en búist er við að **2020 verði næststerkasta tekjuár leikjaiðnaðar frá upphafi**



Tekjur leikjaiðnaðar eru að nánast öllu leyti gjaldeyristekjur, eða um 95% að meðaltali síðasta áratuginn



Mannauður leikjaiðnaðar 2020

Fjöldi
starfsmanna

380

Fjöldi
kvenna

86 (23%)

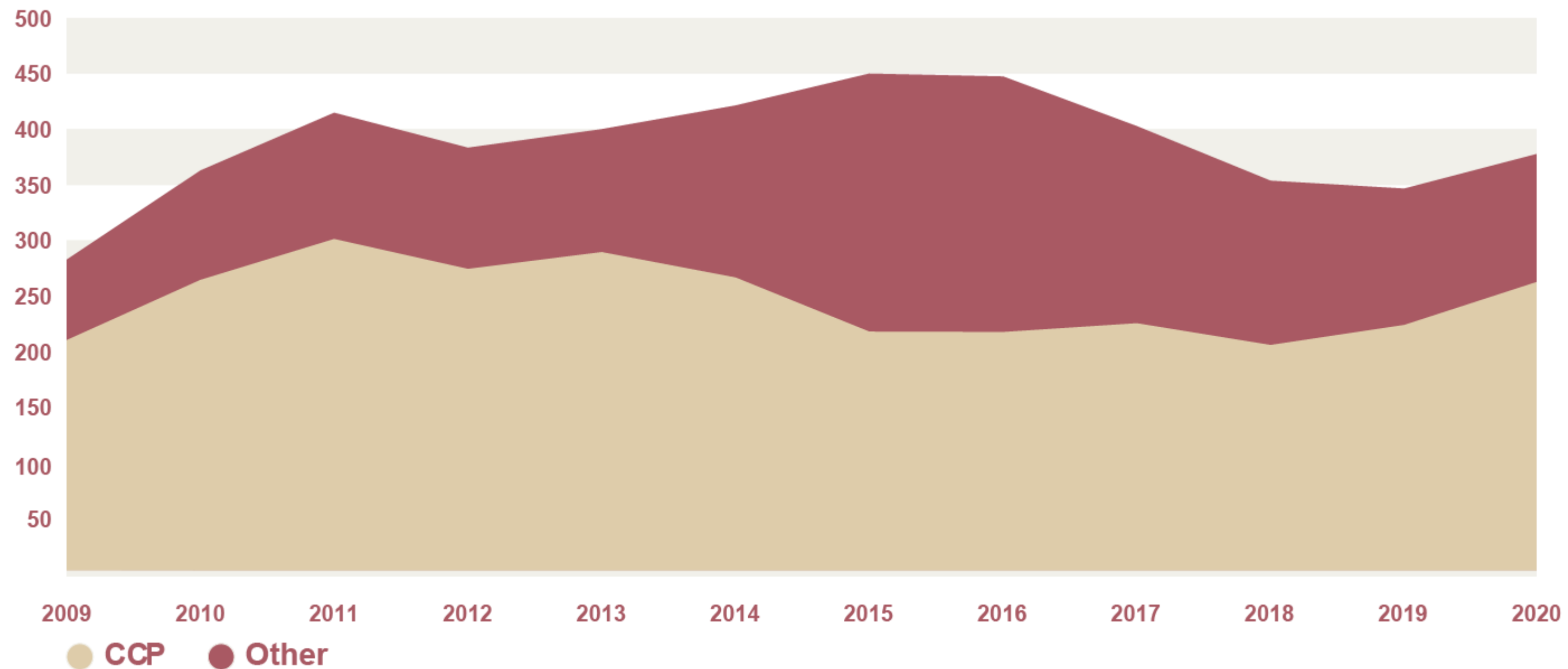
Erlendir
sérfræðingar

109 (29%)

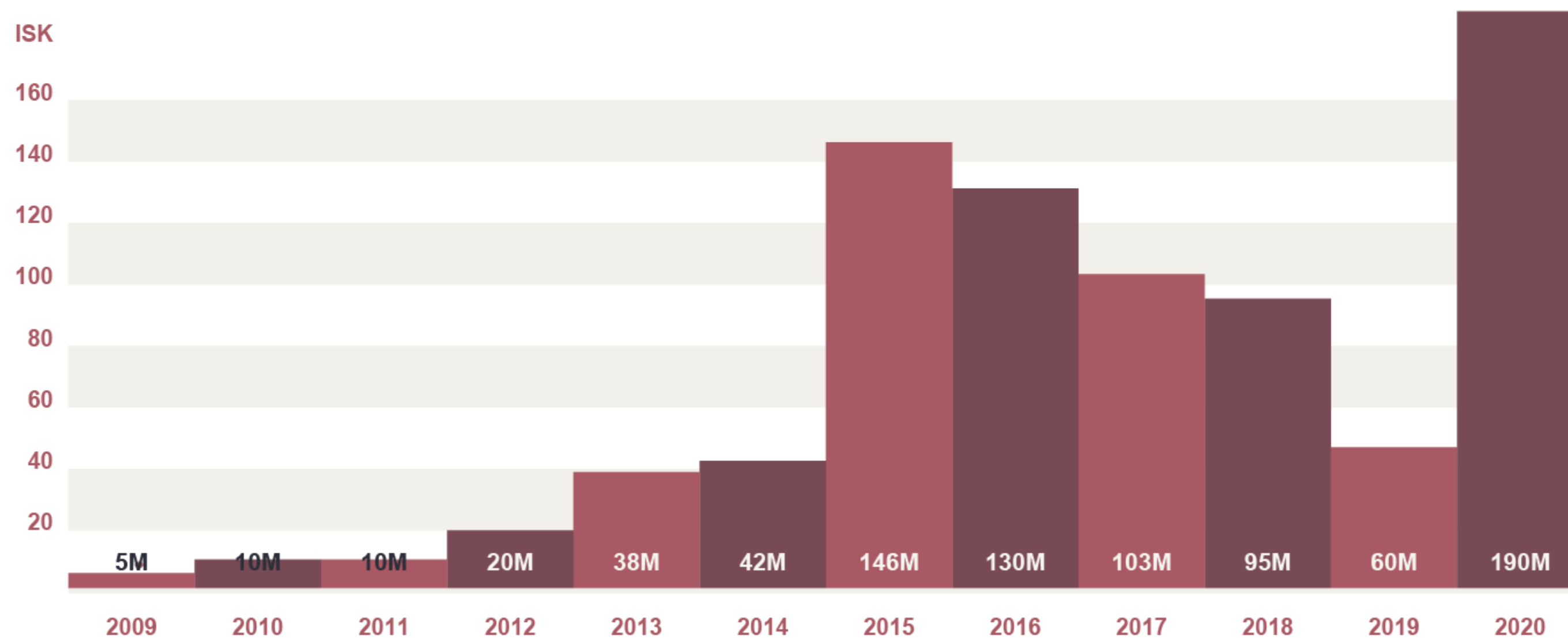
Erl. sérfr.
skattaívilnun

17

Fjöldi starfsmanna hefur aukist í leikjaiðnaði á þessum „fordæmalausum“ tímum

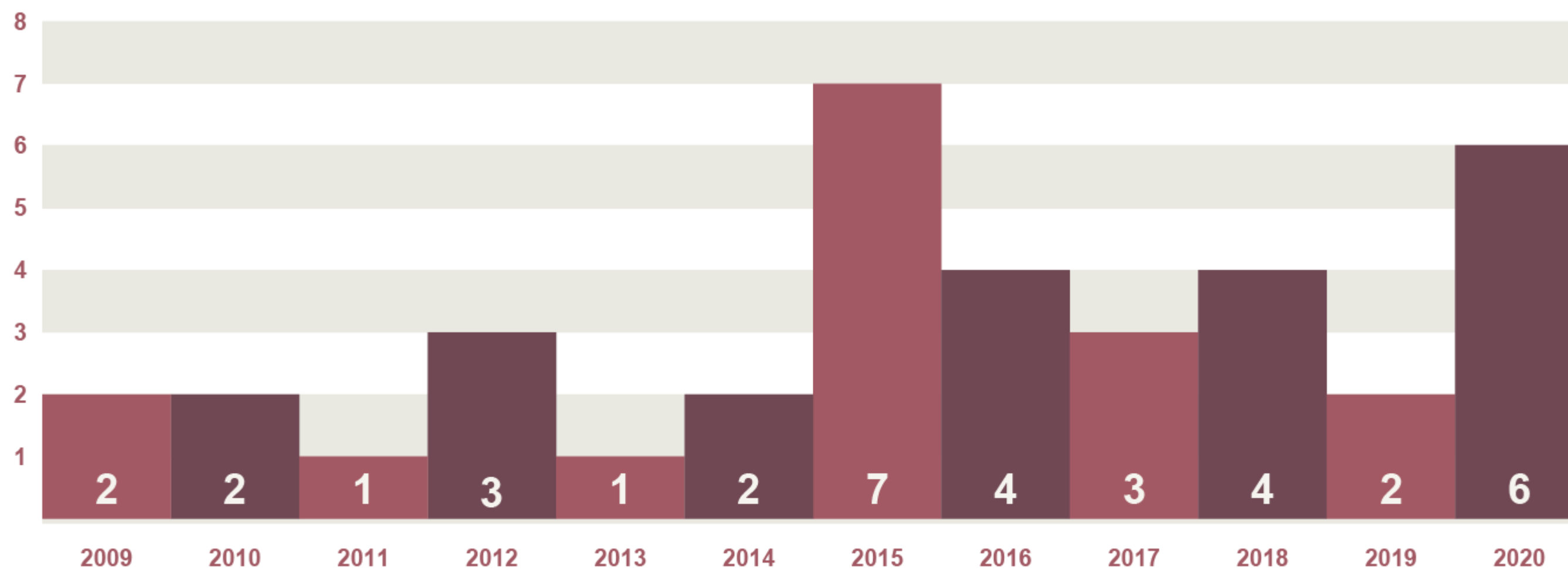


Aldrei hefur meira verið veitt úr Tækniþróunarsjóði til sprota í leikjaiðnaði



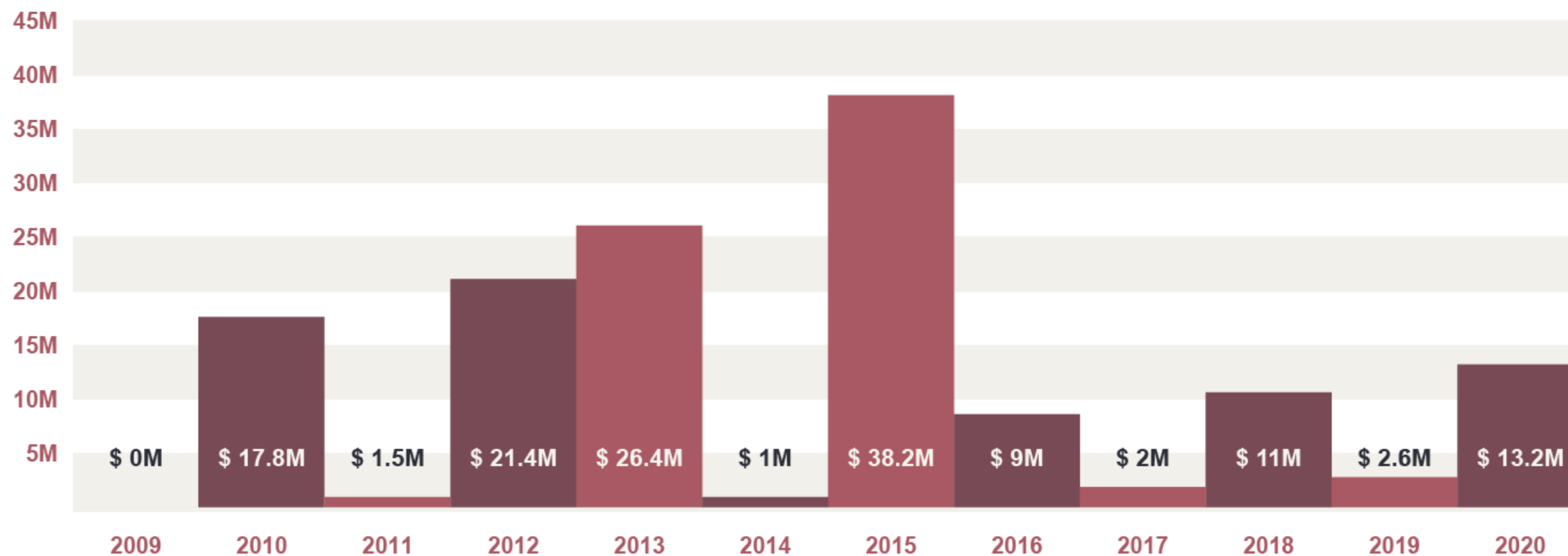
Heildarupphæð styrkja úr Tækniþróunarsjóði

Uppsveifla er í fagfjárfestingum í leikjaiðnaði, en **sex** sprotafyrirtæki fengu nýja fjárfestingu á árinu



Fjöldi fagfjárfestinga

Ekki hefur verið meira fjárfest í leikjaiðnaðinum síðustu 7 ár, að undanskilinni stórri fjárfestingu í CCP árið 2015



Heildarupphæð fagfjárfesta í dollurum

Fjöldi innlendra og erlendra fagfjárfesta, þar af stór og þekkt nöfn, hafa fjárfest í leikjaiðnaði á síðastliðnum áratugi

EYRIR  INVEST

FRUMTAK
VENTURES


NOVATOR


NÝSKÖPUNARSJÓÐUR

VOLTA

 investa


Index Ventures

atomico^o

Tencent 腾讯

NEA[®]

a16z


MAKI.VC

SEQUOIA 

 **RIOT**
GAMES

GENERAL  CATALYST


SSU
GAME VENTURES


INVENTURE



 GREYCROFT


PLAY
VENTURES

Sala CCP til Pearl Abyss árið 2018 staðfesting á því að **þróun tölvuleikja er alvöru „business“**, sem er bragðarefur hátækni og sköpunar



Mynd: RÚV - Bragi Valgeirsson, Ingól - RÚV

Leikjafyrirtæki ekki krútt heldur alvöru virði

© 06.09.2018 - 18:47 Innlent - CCP

Aðgerðir stjórnvalda skipta sköpum og erum við þakklát fyrir þær framfarir sem hafa átt sér stað á þessu ári



Þórdís Kolbrún: “With Kría, we’re providing oxygen” – an interview with the minister of innovation

By Kristinn Árni Lár Hróbjartsson, December 2, 2019



Framlög til rannsóknasjóða aukin um helming

© 01.09.2020 - 17:52 Innlent · Katrín Jakobsdóttir · Spjallinn · Vísinda og tækniráð · vísindi



Þakka stjórnvöldum fyrir stórt skref í þágu nýsköpunar



Samtök sprotafyrirtækja, SSP, þakka stjórn taka stórt skref í þágu nýsköpunar með fjáðgerðum sem samþykktar hafa verið á Alstuðning sem þingið sýndi, þvert á flokka. fram í grein Írísar Ólafsdóttur, formanns SS framkvæmdastjóra Kúlu 3D, sem birt er á endurgreiðsla vegna rannsókna- og þróun hækkaði úr 20% í 35% sem hún segir að s hvati fyrir nýsköpunarfyrirtæki af öllum stærðum og flokkum.



Tækifærið

Íslenskur leikjaiðnaður árið 2030 Sviðsmyndir

1. Iðnaðurinn í fullum blóma
2. Markviss vöxtur iðnaðar
3. Sambærileg þróun iðnaðar

Sviðsmynd 1 - 2030

lönaðurinn í fullum blóma



Sviðsmynd 2 - 2030

Markviss vöxtur iðnaðar

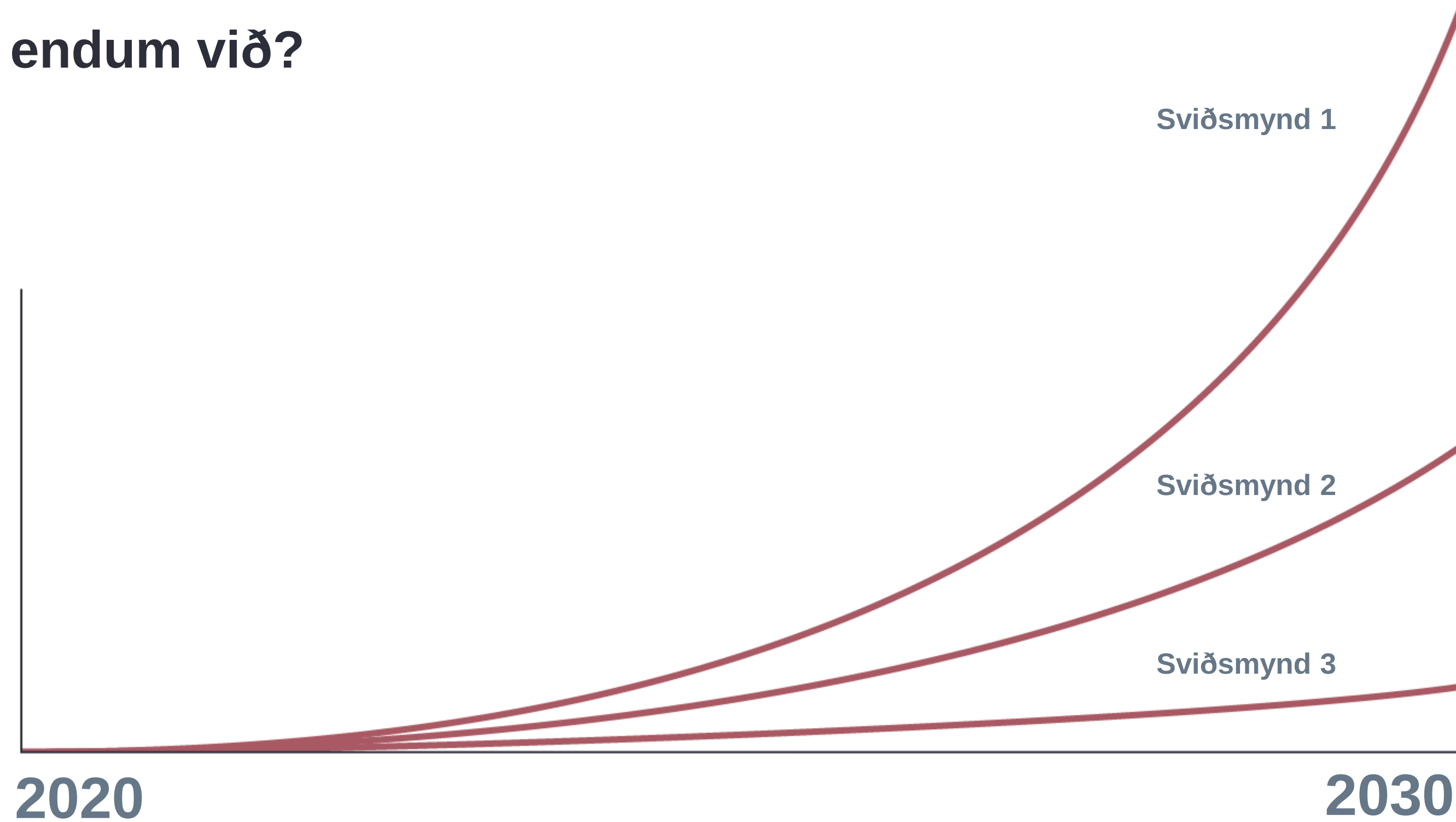


Sviðsmynd 3 - 2030

Sambærileg þróun iðnaðar



Hvar endum við?



State of the

Icelandic

Game

Industry