





# OUR GAME HAS JUST BEGUN

Finland has reinvented itself in just one short century – and we're still at it. Our national character and Northern heritage have boosted us to the top of all kinds of country rankings from quality of life to innovation. We take pride in being a bit quirky, and use our imagination to while away the long winter nights.

What's agile, has a remarkable growth rate, is global by nature and characterised e.g. by mean-looking birds, clashing clan warriors and that writer dude looking for his missing wife in a Twin Peaks-like environment? Answer – the Finnish game industry, a very special part of Finnish knowhow, which turns 20 this year.



# FIRST THERE WAS NOTHING

Then there were games. The first-known Finnish commercial computer game was chess, developed in 1979. The first globally distributed commercial Finnish game was a space-based shoot'em-up launched in 1986. However, the real advent of our game industry as we currently know it happened in 1995. That was the year in which our oldest, still-existing game companies were founded.

It is true that Finland is cold and dark for most of the year. So what is there to do other than sit in front of a computer? Some folks figured out long ago that the answer is 'not much'. They started to develop pieces of software called demos to showcase their skills. Demos soon started coming together from all over the country and abroad, and the foundations of the still lively Assembly event were created.



# THERE IS PROBABLY SOMETHING IN THE WATER

And then there was Nokia, to which our success in the game industry owes a great deal. They had the required phone coverage, international talent and even their own gaming device experiments. In addition, a visible trait of the Finnish game industry is camaraderie. It's true, companies really help each other out over here. Finland has a public funding basis which enables risk sharing and private investment in the game business. All of this has also brought major global players such as EA, Ubisoft and Unity to Finland, to benefit from our knowhow.



# A LOT HAS HAPPENED IN 20 YEARS

Max Payne introduced a new game mechanics called “bullet-time”. Like ballet with combat. We got retro rally-cars and award-winning demolition-derby trucks. Angry Birds rose and Supercell became big, or the biggest. Recently, the classic “city builder” genre received a new champion from Finland. In spring 2016, we should have the biggest entertainment product in Finland’s history from Remedy, the creator of that writer dude Alan Wake and Max Payne. And did you know that Finnish Umbra’s technology keeps the world’s biggest titles such as Destiny, Call of Duty: Ghosts, the Witcher 3, Batman: Arkham Knight and more running smoothly?



In 2014 the 20-year-old history of our game industry was put between covers in both Finnish and English. The story of the sector in Finland is almost, but not quite, about entertainment only. We also have world-class success stories in learning solutions. Maths, business management simulation, tools in the cloud to make learning more interesting. You name it. The Finnish game industry is very active and willing to help anyone who's interested in games on Facebook's Play Finland group. You are invited and most welcome to join us. The last five years have seen the Finnish game industry almost breaking the two billion euro turnover barrier, with over 260 game companies established. Among these we've seen interesting new starts from seasoned industry veterans such as Seriously, Next Games, Small Giant Games, PlayRaven and many more. Game so definitely not over!



# MORE ABOUT THE FINNISH GAME INDUSTRY

<http://www.slideshare.net/Tekesslide/10-years-of-tekes-funding-and-networks-for-the-finnish-game-industry-20042014?ref=http://www.tekes.fi/en/whats-going-on/news-from-tekes/finnish-game-industry-grew-into-a-two-billion-euro-business/>