SWEDEN GAME

ARENA

WELCOME TO SWEDEN GAME ARENA!

Sweden Game Arena offers individuals and companies an opportunity to develop through targeted community events as well as visualization and participation in the global games market. Sweden Game Arena is based in Skövde, and also has operations in Gothenburg.

Photo: Sebastian Bularca

International visibility

In addition to having a close-knit community of professional game developers and aspiring game development students from Sweden's biggest game development education programs, Sweden Game Arena frequently represents the Swedish games industry at international events like Game Developers Conference (GDC) and GamesCom. Over the years, the cluster has created high international visibility by making new contacts and monitoring trends in the industry.

Sweden Game Arena also organize Sweden Game Conference in Skövde every October for startups and students, in order to shine a spotlight on our community and to meet people from the industry and invited media.

Unique opportunity

What makes Sweden Game Arena unique is that it gives you a chance to evolve in game development in different ways – whether you want to start studying or researching computer games, start your own computer game company, establish an existing company in Skövde or start working at one of the companies within the Sweden Game Arena community. Since 2014, Sweden Game Arena has been providing opportunities not found anywhere else in the world, and enabling individuals and companies to develop in a way that allows the Swedish computer games industry to thrive.

Sweden Game Arena is a project funded by Science Park Skövde, University of Skövde, the Municipality of Skövde, Next Skövde and Region Västra Götaland.

SWEDEN, GOTHENBURG AND SKÖVDE

Sweden, with a population of 10 million, is located in the heart of Scandinavia in northern Europe. It is a country characterized by archipelagos, lakes and beautiful nature. Sweden also has a vibrant urban environment, not least of all in the capital of Stockholm and the second largest city Gothenburg, where Sweden Game Arena has part of its operations. Sweden Game Arena's headquarters are located between these big cities, in Skövde.

Photo: Tobias Andersson

Photo: Juana...

Photo: Jesper Anhede

Skövde

Skövde has many of the same amenities as a big city, but with a small town's proximity to everything. Many successful game companies call Skövde home, which also boasts a university offering first-class education and outdoor activities beyond the ordinary. Skövde city center, which offers a wide range of shops, is bordered by the mountain Billingen, where you can enjoy ski trails, fishing lakes, outdoor swimming, a slalom slope and a whole lot more.

Historically known for its automotive industry and military presence, Skövde has undergone significant development in recent years. The city is increasingly being recognized for its work in computer games development and the unique collaboration within Sweden Game Arena.

SWEDISH GAMES INDUSTRY

According to the 2018 Swedish Game Developer Index, one out of ten gamers plays a game that was made in Sweden, which means it's a growing industry. In 2020, the same report showed that Swedish game developers set new records since the year before, two of which related to turnover and gender equality. Sales increased by 27% to SEK 24.3 billion (approximately EUR 2.3 billion) and the number of women employed increased to 22%. This means that one out five positions at a gaming company in the country is held by a woman.

Reinvestment

Factors that point to continued growth, according to a report from the Swedish Games Industry, are investments in clusters with incubators, such as Sweden Game Arena. The report shows that the number of investments and acquisitions by Swedish buyers has increased. This means that successful companies are investing more and more in the industry, and often in the Swedish market. Sweden Game Arena has plenty of examples of studios in the community, such as Coffee Stain Studios, reinvesting in smaller companies within Sweden Game Arena, which has strengthened the community even more.

STRONG COMMUNITY

Sweden Game Arena has a strong community. In order to support the community and create the best possible conditions in the cluster, Sweden Game Arena organizes several activities that contribute to greater solidarity and knowledge in the community.

Photo: Sebastian Bularca

+200
PROFESSIONAL GAME
DEVELOPERS IN SKÖVDE

+100
GAMES RELEASED
IN SKÖVDE

+30
GAME STUDIOS

+30
COMMUNITY ACTIVITIES
PER YEAR

Photo: Sebastian Bularca

Play My Game

Play My Game is a pop-up event where startups within The Game Incubator showcase their games. The startups get an opportunity to promote their studios and games to visitors, with the goal of receiving valuable feedback.

Global Game Jam

Every year, Sweden Game Arena participates in the Global Game Jam. Bringing together more than 100 game dev professionals, students, researchers and hobbyists in Skövde, it is the biggest Global Game Jam site in Scandinavia. Sweden Game Arena also hosts a party, with several of the cluster's local game companies, during which participants can socialize and be inspired.

GAME PROJECTS

As part of their studies at the University of Skövde, game development students team up on three occasions to create games together. During that time, they get to experience game development under similar circumstances to those they will encounter in real life when their careers start.

The third and final game project, which has a larger scope than the first two projects, culminates in an annual presentation and exhibition where the games are showcased for both the industry and general public.

Photo: Sebastian Bularca

DONNA DAY

DONNA is an initiative run by game development students and teachers at the University of Skövde. The initiative focuses on gender equality in the game industry, and aims to inspire, motivate and show women that game development is a job for everyone.

DONNA Day occurs annually in conjunction with Sweden Game Conference, with the purpose of discussing the status of gender equality and diversity in the game industry through talks and workshops.

Photo: University of Skövde

Photo: Sebastian Bularca

Photo: Tobias Andersson

Sweden Game Conference and festival

Every year in October, Sweden Game Arena brings Europe's leading conference for students and startups to Skövde with over 1,000 participants. Since its inception in 2009, the conference has addressed relevant topics and themes through talks, panels and workshops. It also offers an exclusive dinner for members within Sweden Game Arena, along with other fun activities for participants and opportunities to socialize and network.

The large expo floor at the conference is where Sweden Game Arena's researchers, students, startups, partners and associated studios showcase their findings and games.

Sweden Game Festival

The expo floor is opened to the public as Sweden Game Festival the day after the conference concludes. At the festival, we celebrate our thriving games industry in Skövde and game culture in general. Visitors get a chance to try a new or upcoming game, meet game researchers and developers, compete in e-sports, participate in a cosplay competition and much more.

Research

The University of Skövde is the leading game research hub in Sweden, covering a very broad spectrum of perspectives useful for understanding games and game development. Projects include studies of game based learning, cultural heritage and inclusive game development.

The tight integration of research, education, incubator and game companies in Skövde offers a unique environment for fruitful collaboration. The game research in Skövde has a strong emphasis on collaboration with external organizations and companies, and the University of Skövde is always open for new research collaborations.

"The university is close to everything that you may need, and the game development programs are well structured with a good balance between academic and practical work."
Linnea Abrahamsson, Game development – Design, 2020

"The University of Skövde is really good at taking care of its students and making sure to create possibilities once you've completed your education."
Marcus Jacobson, Game Development - Game Writing, 2020

+30
RESEARCH PROJECTS RELATED TO GAME DEVELOPMENT

+500
CURRENT GAME DEV STUDENTS

UNIVERSITY OF SKÖVDE

Founded in 1977, the University of Skövde has a strong foundation in computer science. Since 2002, the University has educated future talents in the gaming industry and offers study programs at Bachelor's and Master's level, as well as research opportunities centered on game development.

Game Development programs

Bachelor's Degrees:
- Game Writing
- Animation
- 3D Art
- 2D Art
- Design
- Music
- Sound
- Programming

Master's Degrees (1 year):
- Serious Games
- Games User Experience
- Digital Narration: Game and Cultural Heritage

Master's Degrees (2 years):
- Game Development

Photo: University of Skövde

SCIENCE PARK SKÖVDE

Science Park Skövde is a meeting place for people, companies and organizations focusing on development, innovation and digitalization. The main target groups for Science Park Skövde are startups with international growth potential and knowledge-based growth companies with a strong profile in IT, tech and computer games. Sweden Game Arena was started by Science Park Skövde in 2014.

Since Science Park Skövde was founded in 1999, it has helped to create a globally unique collaboration in Skövde, which has contributed to an expanded gaming industry and a deeper understanding of computer game development both regionally and nationally.

Photo: Sebastian Bularca

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+100 COMPANIES	**25 000** M² AVAILABLE
+20 000 VISITORS EVERY YEAR	**+800** PEOPLE IN THE PARK

We've been in The Game Incubator program!

"The Game Incubator was the perfect place for us to grow from experimenting with our ideas, to developing and launching our own social gaming platform. Without that early support, the journey would have been much more difficult and we wouldn't be as far as we are today."
– Michael Yngfors, CEO HiberWorld

"The Game Incubator gave us a chance to pursue our dream. Now millions of people across the world enjoy our games."
– Rickard Frisegård, CEO Stunlock Studios

+20 STARTUPS IN THE PROGRAM

+500 JOBS CREATED

THE GAME INCUBATOR

The Game Incubator is one of Science Park Skövde's two startup programs, with a focus on game business development. The goal is to help establish startups and make them grow and become profitable as quickly as possible. By doing so, The Game Incubator will help expand the Swedish games industry.

The program is an in-house developed, accelerated business program specifically designed for game developers. The program offers expertise and knowledge of what it takes to start, run and launch a game studio and games on the global market. The Game Incubator operates from two sites: Science Park Skövde and Lindholmen Science Park in Gothenburg.

Photo: Science Park Skövde

Photo: Science Park Skövde

WHAT WE OFFER

So, let's look at the different ways that you can be a part of Sweden Game Arena.

▶ Do you want to start studying computer game development? Then apply for one of Europe's largest game programs at the University of Skövde.

▶ Do you want to research game development, with a close connection to the industry? Then the University of Skövde may be something for you.

▶ Do you have a really good idea for a game, or have you always dreamed of starting your own game company? Then apply to The Game Incubator, which is located in both Skövde and Gothenburg.

▶ Do you want to work at one of the game studios within Sweden Game Arena's community? See what jobs are available right now on swedengamearena.com.

▶ Do you already have an established game company, but want to be part of something bigger that also contributes to the Swedish games industry? Then Sweden Game Arena and its community might be something for you.

Photo: University of Skövde

Photo: University of Skövde

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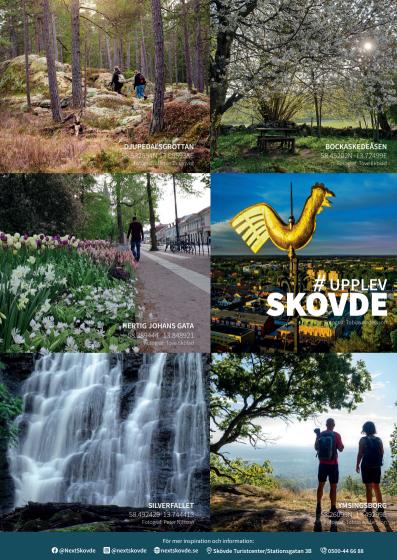E-mail: per.backlund@his.se
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FINANCIERS

SCIENCE PARK
SKÖVDE

UNIVERSITY
OF SKÖVDE

VÄSTRA
GÖTALANDSREGIONEN

SKÖVDE

NEXT SKÖVDE
En del av Skövde kommun

SWEDEN GAME ARENA