

## The federal fund for game development

# agenda

game

1. Introduction to game – the German Games Industry Association
2. Germany's computer game industry – status quo
3. Germany's first federal government funding program for games
4. Overview of the current regional funding programs for game development in Germany
5. Funding for games in UK, France & Canada
6. Effects and results of funding programs



# 1. Introduction to game – the German Games Industry Association

# Introduction



- „game“ is the association of the German games industry.
- Our members include **developers, publishers** and many other games industry actors such as e-sports companies, institutions and service providers.
- As the co-organisier of **gamescom**, we are responsible for the world's biggest event for computer and video games.
- We are shareholder of the German Entertainment Software Self-Regulation Body (USK) and the Digital Games Culture Foundation as well as sponsor of the German Computer Game Award.
- We are an expert partner for media and for political and social institutions, and answer questions relating to market development, games culture and media literacy.

Our games enrich the lives of all people. Therefore, it is our mission to make Germany the best games location.



## 2. Germany's computer game industry – status quo

## status quo

Germany is the biggest consumer market for games in Europe and ranks number 5 globally.

(3 times bigger as music industry, 5 times bigger as the film industry)

high export rate: 46 %

game

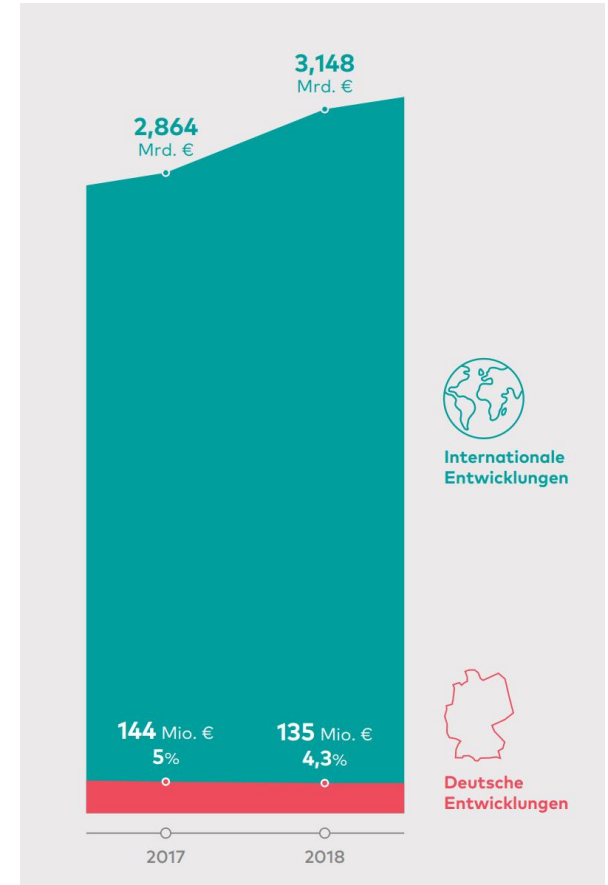
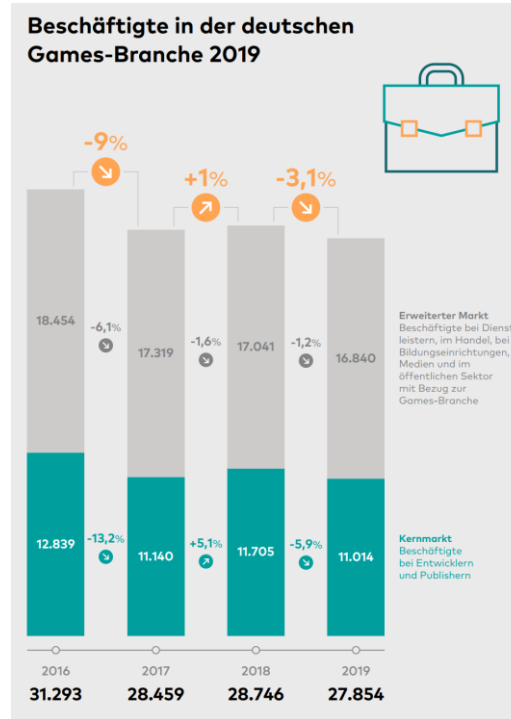


## status quo

Decreasing amount of employees by 5,9%.

Decreasing ratio of Games made in Germany being consumed in Germany.

Game production about 30% more expensive than in other countries.



### **3. Germany's first federal government funding program for games**



# „Computerspieleförderung des Bundes“

game

federal funding for games: 50.000.000,-€ annually

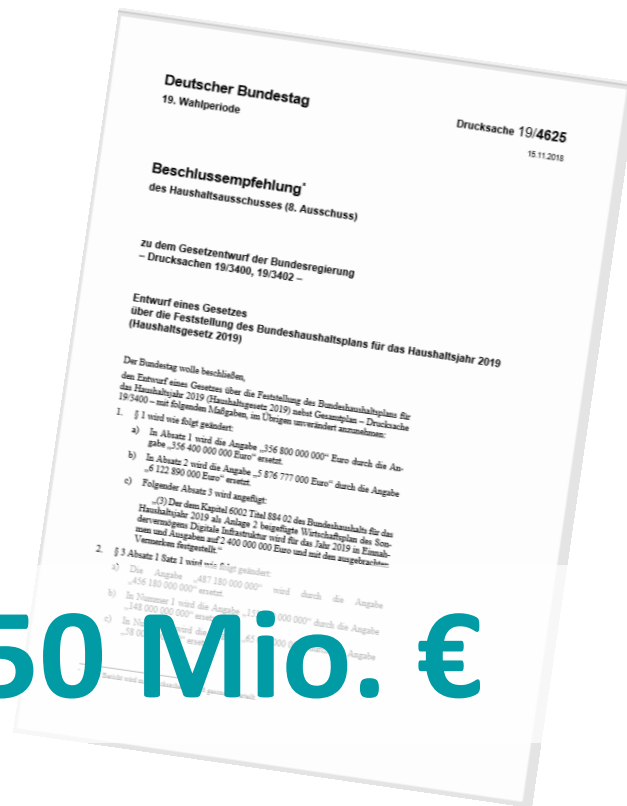
budget located at Ministry for Transport and digital  
Infrastructure (BMVI)

secured until 2023



Bundesministerium  
für Verkehr und  
digitale Infrastruktur

50 Mio. €



# federal fund for computer games

game

## 2 main goals

1. strengthen Germany as a game-developer location
2. expand international competitiveness



## guidelines

1. intermediate pilot program 2019: „De-minimis“ call (cap at 200k €/3 years) - no active call
2. work-in-progress: „no-cap“ funding, being notified with EU, starting next year

## next steps



in progress: notification of high-volume funding with EU  
finished by winter 2019/2020 (?)  
next call with new guidelines expected Q1 of 2020 (?)

We expect:

- no cap or high cap
- automatic funding
- cultural test (re: content and developers)
- quotas of 25-50 %
- longer project periods



## 4. overview of the current *regional* funding programs

## regional funding programs in Germany



- 8 institutions offer funding for 11 federal states
- in 5 federal states there is no funding for games (Hamburg, Schleswig-Holstein, Mecklenburg-Vorpommern, Bremen, Rheinland-Pfalz)
- NRW offers currently the best framework for developers: regarding volume of available funding, further support (networking events, travel costs coverage and coaching for conferences like Tokyo Game Show „How to...“, Cologne Game Haus)

## general rules for regional funds



- funding for projects - not companies
- selective decisions (jury or director), not automatic
- loans (& grants)
- regional spent
- many times funding not only for games, but interactive & digital content

## 5. funding for games in UK, France & Canada

## comparison: Germany, France, UK, Canada



	Germany	France	UK	Canada
<b>tax credit (automatic)</b>	no	30%	20%	25-60%

UK: Video Game Tax Relief (since 2014 over 1000 claims for  
358,2 million EURO)

	Germany	France	UK	Canada
<b>project funding (selective) only nation-wide programs</b>	50 mio. (BMVI)	2,9 mio. (CNC)	4,4 mio. (UK Games Fund)	13,6 mio. (CMF)



## 6. effects and results of funding programs

## effects and results of funding



facts:

- global competition of state-aided games industries exists since the late 90s
- most funding instruments in the global competition are grants
- automatic funding helps to secure business plans

effects:

- more investments, production activity, project volumes, tax revenue
- secure talent and experts in Germany, create jobs
- spill-over effects in other industries, innovation and culture
- increases international competitiveness

Thank you very much.  
Keep in touch!



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## Jahresreport der deutschen Games-Branche 2019



[jahresreport.game.de](http://jahresreport.game.de)

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