# Game Education in Sweden

Game Initiative Meetup

May 13th 2014

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**DATASPELSBRANSCHEN**
SWEDISH GAMES INDUSTRY

# Johanna Nylander



- Policy Affairs at the Swedish Games Industry organization – partnership organization for game developers in Sweden
- Background in Mobile Games, most recently marketing manager at Gameloft
- Studied game development at the University of Skövde

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BATTLEFIELD 4

SteamWorld DIG
~ A Fistful of Dirt ~

MAD MAX

STAR WARS
BATTLEFRONT

Target: 310000

paradox
INTERACTIVE

EUROPA
UNIVERSALIS IV

1

TOCA BOCA

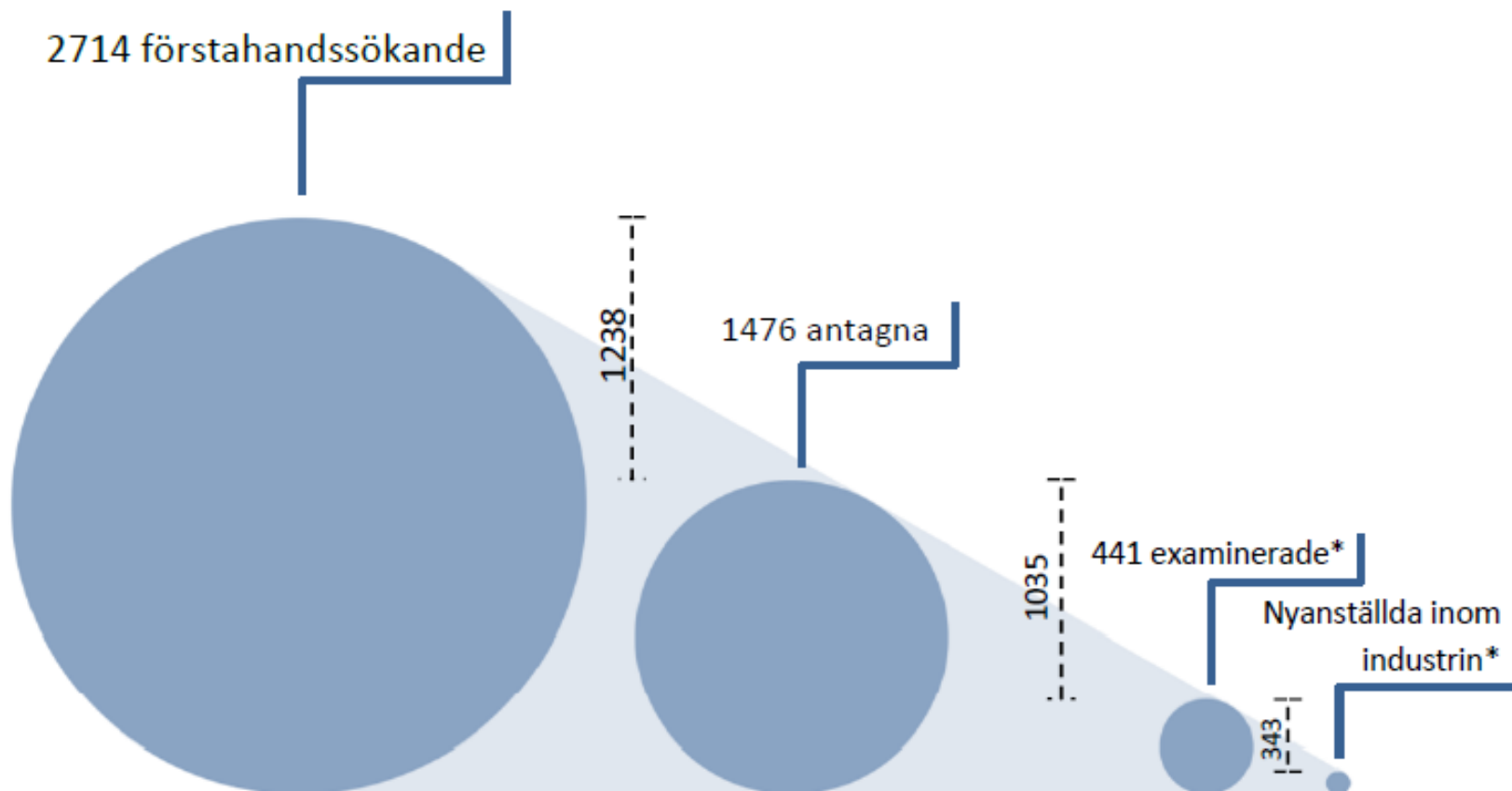| KEY FIGURES | 2012 | 2011 | 2010 |
| --- | --- | --- | --- |
| **Companies** | 145 (+24%) | 117 (+10%) | 106 (+5%) |
| **Turnover** | 3715mkr (+60%) | 2317mkr (+96%) | 1181mkr (+22%) |
| **T.O/Employee** | 1888tkr (+23%) | 1532tkr (+56%) | 982tkr (+12%) |
| **Profit** | 338mkr (+164%) | 128mkr (+747%) | 15mkr (-59%) |
| **Employees** | 1967 (+30%) | 1512 (+26%) | 1203 (+9,2%) |
| Men | 1674 (85%) | 1300 (86%) | 1082 (90%) |
| Women | 293 (15%) | 212 (14%) | 121 (10%) |

# The Swedish School system

- 9 years of Primary School
  - Kids ages 6-15. Mandatory education.
  - One of the goals: Learn children how to communicate and express themselves with technology

- 3 years of Gymnasium (High School)
  - Ages 16-19
  - Specialized programs in games development, graphics, programming etc.
  - Preparing for higher education

- Higher Vocational Education
  - Strong connection to the industry
  - Main goal: get a job

- University/College
  - Academics
  - Job in the industry, research etc.



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# Academic Education

- 21 programs at 8 universities/colleges around the country
- Bachelor degrees in Science and Art

- Programming, Game Design & Graphic Design
- Sound & Production

- Opportunity for research and graduate studies
- Financial aid, grants + loan guaranteed by the government

# Bortfall från ansökan till potentiell anställning 2011

2714 förstahandssökande

1238

1476 antagna

1035

441 examinerade*

Nyanställda inom industrin*

343

# Higher Vocational Education

- 3 schools in the country, founded with the help from the industry

- Playgroundsquad, The Game Assembly & Futuregames

- 80% of the students needs to have a job 6 months after examination – reality is more around 86%

- 2,5-3 years, 1/3 of the time = internship in the industry

- Students apply with their grades from Gymnasium/High School, portfolio + interviews

- Financial aid = same system as for Universities/College

# Projects

- Students usually do 1-3 games during their years at a gaming education
- Swedish Games Awards
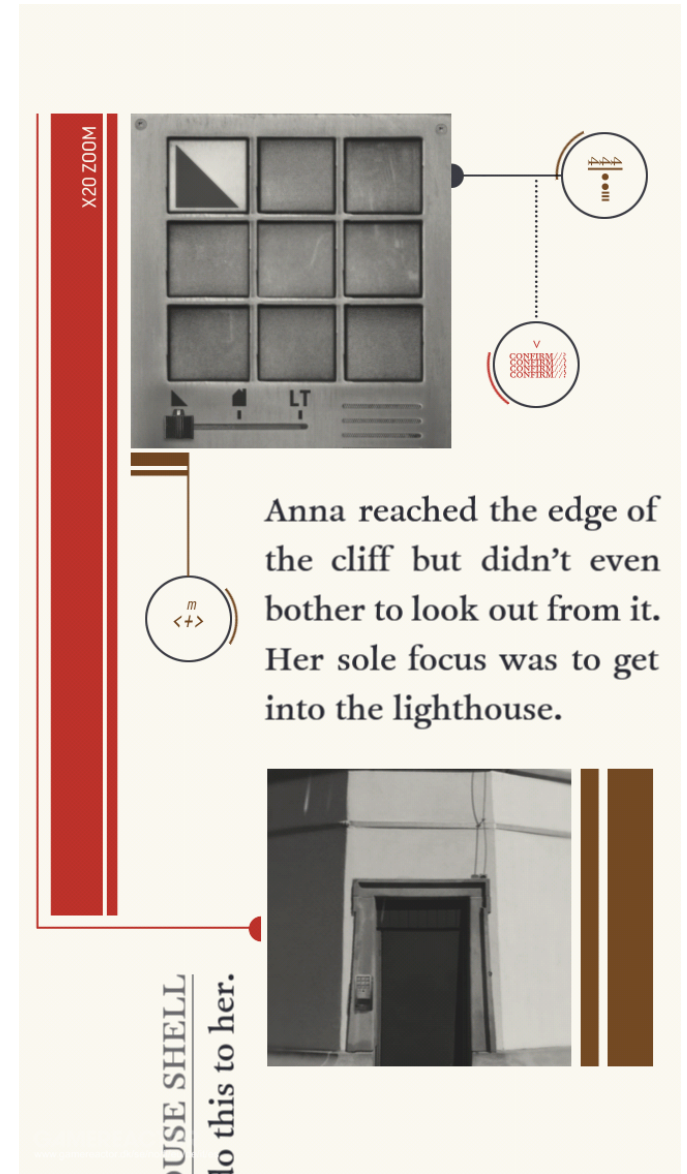- Meet & Greet
- Hackatons & Game Jams

# Incubators

- University of Skövde

- GSP: Gothia Science Park

- Student projects becomes startups

- Minc in Malmö

# Strengths & Challenges

- Popular education = the industry gets the best students

- Strong Indie Scene thanks to student projects

- We need more women to apply to get more women in the industry

- We need more connection between the industry and the academic life



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# Questions?