



Digital Entertainment Cluster

Digital Dragons Conference



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Krakov Technology Park

www.kpt.krakow.pl

- Organiser of Digital Dragons
- Leader of the Digital Entertainment Cluster
- Accelerator for 30 start-ups
- 60 companies in the Special Economic Zone
- 15 years on the market
- Most modern IT park in Poland

Polish Games Industry

Quick overview

- **250 game developer studios** producing about 200 games per year
- **Triple-A developers including:** CD Projekt RED, Techland, City Interactive, Reality Pump (TopWare Interactive)
- **Blockbusters including:** The Witcher, Dead Island, Call of Juarez, Sniper, Two Worlds
- **Top mobile developers:** 11 bit studios, Vivid Games, Infinite Dreams
- **Top casual games developers:** Artifex Mundi, Ganymede



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European Games Centre

Learn on your mistakes

- Established in 2008
- Associated 22 companies and institutions
- Aimed to promote Polish game industry in the world and to support cooperation between industry and academia
- Why it failed?
- Lack of direct contact
- Lack of impartial administration



There is always a bright side

Digital Dragons

What is it?

The biggest game industry meeting in Poland that includes:

- Panel discussions
- Workshops
- B2B meetings
- Expo hall
- Indie showcase
- Award ceremony

Digital Entertainment Cluster

Game Industry in Southern Poland

- Established on March 20th 2013
- **7 founding entities:**
Krakow Technology Park,
GRY-OnLine S.A.,
Artifex Mundi, Future
Reality Games,
Nimbi Studio, Tap It
Games, Dardanele Studio
- **Currently associates 15 entities**
- **Area of operation - southern Poland**





DEC members:

GRYOnline.pl



TEYON



**TATE
INTERACTIVE**

GameLab

Digital Entertainment Cluster

Goals and objectives

- **Bringing together** the game developers and their collaborators
- **Promotion** of the gaming industry in Poland and abroad
- **Enhancing cooperation** between the industry and scientific institutions
- **Creating favorable conditions** for new video games related investments in southern Poland





Actions and tools

- „Big can do more” - the scale effect
- Joint promotion of companies under one brand
- Networking - sharing contacts
- Obtaining public funds

Success story #1 influencing the external entities

- meeting of games industry representatives with Prime Minister Waldemar Pawlak
- Initiating the Game Industry Promotion Programme - "Let's play" by the Ministry of Economy in 2013
- DEC recommendations for the promotion programme in 2014



Success story case #2

Joint promotion

- Participation of representatives of the cluster in Game Connection Asia
- Joint booth at the event
- Participation of representatives of the cluster in the Casual Connect USA
- Promotion of cluster's activities and it's developers during local events: Techcamp, Internet Beta Game Industry Trends



Success Story Case # 3 - undertaking projects under a common brand, gaining interest of large providers and publishers:

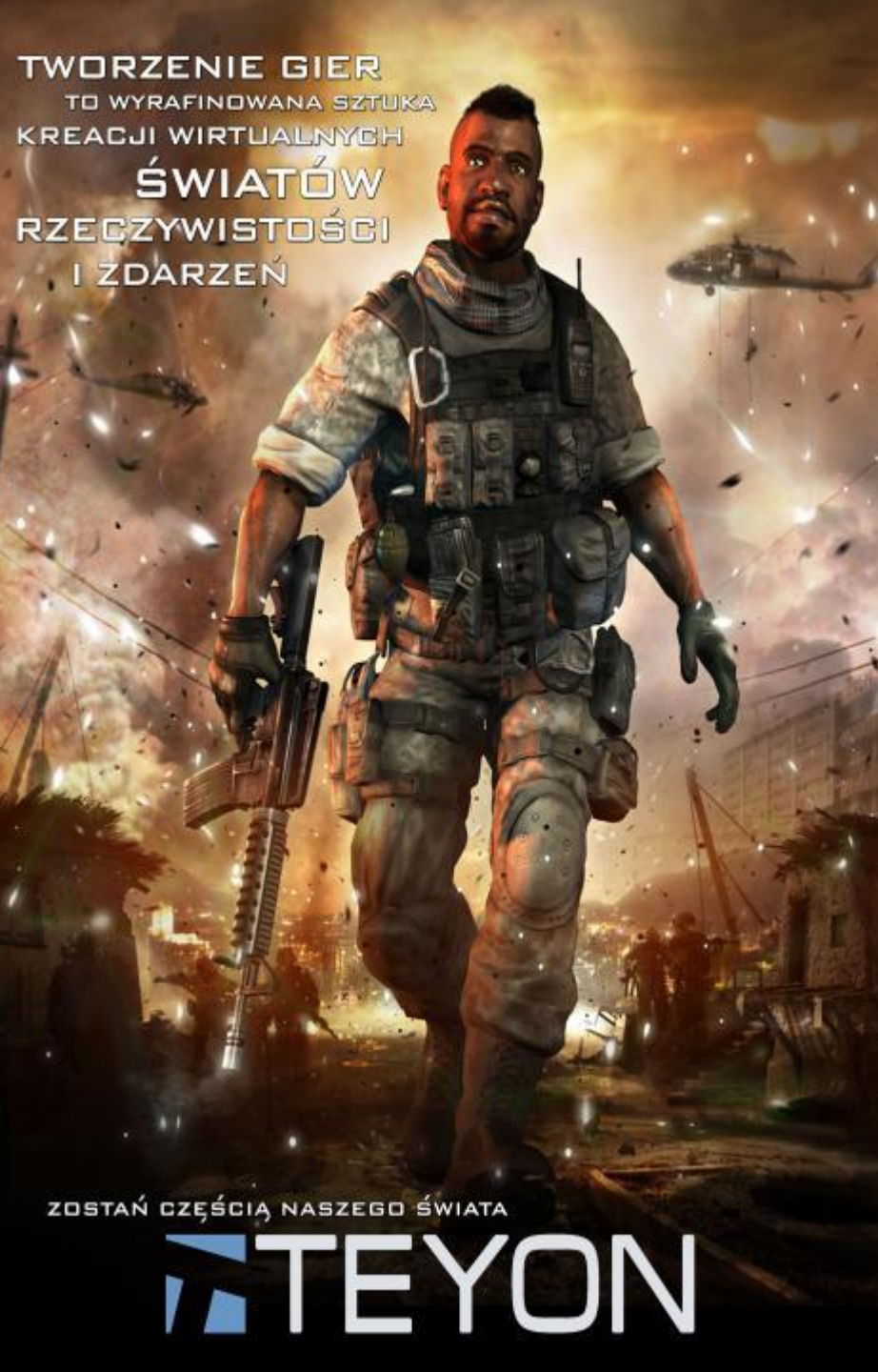




Succes story #4

Digital Dragons 2014

- 3rd edition
- Over 800 participants
- Most recognizable faces in the industry
- Over 300 developers from 25 countries
- Worldwide publishers
- Indie developers
- Polish and international industry and business media



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Thank you for your attention



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