

IGDA Denmark

by Thomas Rued

IGDA in general



- IGDA – International Game Developers Association
- International union/association, but..
 - ..with a local angle through "chapters"
- Students
- Professional game-developers
- Price: 100\$, students: 35\$
 - 10% discount on renewal
- Benefits
 - Game Developer Magazine
 - Discount for GDC, etc.

- Denmark "chapter" started in february 2001
 - Check: <http://www.gamereactor.net/article/article.asp?ArticleID=232>
- Jacob Buck and Thomas Rued works for free and share the coordination between them
- Approx. 60 official members
- Good connection with other chapters:
 - Malmö – Erik Robertson, Redikod
 - Oslo – Bendik Stang, DTU
 - Switzerland – Samuel Nova, InterActiVision, Brainbug, SoftGold, FunCom

IGDA activities



- Networking
 - Bar meetings
 - Last Thursday in every second month
 - Come 26 June 2003 - Temple Bar kl. 19:30! ☺
 - Approx. 10 participate
 - Theme nights
 - Company visits - VR-C, MoCap Copenhagen, Lego
 - Roundtables - Gameplay, animationstechnique
 - Game related presentations
 - Approx. 25 participate
 - Events
 - 3D Festival
 - Shaderday / Visionday
 - Pres Play On Tape - concert

IGDA problem



- *“What is interesting is that there is a massive gap in our membership. We've got the students and newbies covered as they are desperate for any little edge to help them break in, etc. Also, we got the grizzled industry veterans covered, as they seem to have maturity and perspective on the importance of the work that the IGDA is doing. **However, for the most part, the average developer (ie, all the thousands of programmers, artists, designers, producers, etc, etc) are just not interested. I am slightly exaggerating, but it maps out pretty much like that.**”*
Jason Della Rocca, IGDA Program Director
- Same in Denmark!
 - Established game-developers doesn't want to get involved since they don't meet any other established developers!
 - The chicken and the egg

Short-term solution



- Commercial participation
 - IOI, Media Mobsters, Lego, etc. – Com'on guys!
 - ITE, Bitmonks, Deadline – keep up the good work!
- Educational participation
 - DTU, TrueMax, KTS
 - Vision- & Shaderdag in cooperation with IGDA
- This is where IGDA Denmark is now

Long-term solution



- "Interface" for professional partners:
 - Publishers
 - EA, Infogrames, Nintendo, UbiSoft are represented in Denmark!
 - Financial
 - Venture capitalists
 - Innovation companies (Symbion, Tek. Innovation, etc.)
 - Political
 - Financial aid, tax-benefits, etc.
 - Press
 - Public awareness, information, etc.

Conclusion



- Be interested
 - Do we need a Danish game-developer community?
- Be a member
 - Discount to Conferences
 - Free Game Developer Magazine
 - More to come?
- Be active
 - IGDA is *by* you, *for* you!
 - Form it the way you want..
 - ..don't just blame us!
 - More tech? Art? Gameplay? Bar? Visits? Publishers? Etc?

Whats up..



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