



EUROPEAN UNION

European Regional Development Fund

Senate Department  
for Economics, Energy  
and Public Enterprises



# "MAN IS ONLY FULLY A HUMAN BEING WHEN HE PLAYS"

**LONG AFTER FRIEDRICH SCHILLER - FROM WHOM THIS QUOTE RIGINATES FROM - BUT ALREADY MORE THAN SIXTY YEARS AGO**, in 1952, the first video game was developed. Since then, people's fascination with alternative, digital forms of entertainment has grown steadily. More and more people are enthusiastic about console and computer games and exploring new digital worlds with their avatars. Berlin is an outstanding location for the games industry, which is constantly gaining in importance. Gamers and game developers from all over the world, but above all from the Baltic Sea region, meet here: Finland, the Baltic States, Sweden and Poland. The competition is fierce and supra-regional cooperation is in demand.

**"THE GAMES INDUSTRY IS BOOMING ALL OVER THE WORLD. THEREFORE IT IS A GREAT SUCCESS FOR US AS A BERLIN COMPANY, EVEN IF EVEN PEOPLE FROM THE NORTHERN FINLAND WANT TO COOPERATE WITH US "**

*Andrea Peters, Chairperson of the Board of media:net e.V.*

**SO THAT BERLIN'S GAME STUDIOS CAN SURVIVE INTERNATIONALLY**, the *media:net berlinbrandenburg e.V.* has set itself the task to establish networks between the German, Nordic and Baltic game industries. *Media:net* is one of the largest and most successful regional networks of media and digital industry in Germany.

**IT IS SUPPORTED BY THE EUROPEAN REGIONAL DEVELOPMENT FUND (ERDF)** with the Berlin *Internationalisation Programme* (Pfl). The ERDF supports networking projects within and outside the region that particularly help small and medium-sized enterprises from Berlin to establish and develop long-term international co-operations.



## GAMES ARE THE NEW MEDIA

*media:net's new project* is called *BerlinBalticNordic.net*. It is a platform that brings the Berlin games, digital media and **start-up industries** together with Nordic countries and countries bordering the Baltic Sea. It concerns the initiation of business relations, which are to be followed by **permanent co-operations**. Already in 2012, a similar initiative was launched - with *Berlin meets Poland* the Polish and Berlin games industry **had been successfully networked**. Poland will also be a particularly strong partner for *BerlinBalticNordic.net*. The offers for mediation between and **cooperation with partners** of the corresponding **countries** support the participating Berlin companies in identifying new sales opportunities and finding targeted **markets and promotion opportunities**. The project also enables publishers, developers and investors to network and collaborate with university and research institutions and improve the knowledge transfer among themselves. *Media:net* has many years of experience in location development, networking and as a contact for film and media professionals.

## GROWING PARTNERSHIPS THANKS TO THE ERDF

The European Regional Development Fund (ERDF) has funded the *BerlinBalticNordic* project of the *media: net berlinbrandenburg e.V.* With the funding, the ERDF supports both young and experienced companies from the private sector to cooperate **with other institutions** such as universities, start-ups and innovation and youth centres, but also with companies and providers **from other countries and regions**. The **network** enables lasting and productive partnerships for the Berlin companies and participants. Thus the **competitiveness** of the Berlin game developer scene will be **strengthened**. The total amount of funding for the project *BerlinBalticNordic.net* is more than 600,000 Euros. Half of which is provided by the ERDF.

## ERDF HAS AN IMPACT ON BERLIN

In project's first year, over 100 companies in Berlin's and Poland's interactive media and games industry became part of the network. During this time, almost 30 measures were taken to connect Berlin companies with potential partners from Poland. These measures include delegation trips, mediation, trade fair visits, symposia, panels and round tables. The project is to be continued until 2018 and expanded to selected regions in Sweden, Finland and Estonia. The ideas and concept of the project also include the active participation of many Berlin start-ups.

### In concrete terms, the ERDF is ensuring that...

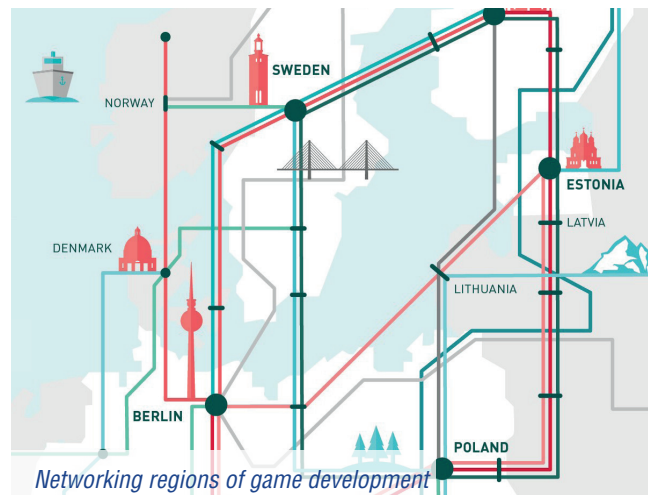
- good, ambitious and knowledge-based business concepts enrich Berlin's economy.
- new and creative products and services are created.
- people with innovative ideas are promoted and supported in Berlin.
- Berlin companies can achieve and also celebrate international success.
- industries and branches of the economy can be strengthened by internationalisation.



Software presentation



Test of Virtual Reality Headsets



Networking regions of game development

### FUNDING: CONTACT:

**FUNDING PRIORITY 2**  
Productivity of the economy,  
Internationalisation  
Programme (Pfl)

**SENATE ADMINISTRATION FOR  
ECONOMICS, ENERGY AND PUBLIC  
ENTERPRISES**

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### FUNDING AMOUNT

€602,276; 50% from ERDF

### PROJECT TERM

29/09/2015 – 31/12/2018

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