RGDA

ROMANIAN GAME DEVELOPERS ASSOCIATION

ROMANIAN GAMES INDUSTRY REPORT

2019

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ROMANIAN GAMES RELEASED IN THE PERIOD 2017 - 2019

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Executive Summary

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ARTWORK

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$188.5 Mn	total revenue
19.2%	YoY growth
100+	active studios
6000+	employees
77%	of studios Bucharest based
74%	Development studios
80%	of studios used internal funds only
67%	of studios have less than 10 employees
69%	of studios expect revenue growth in 2019
36%	studios have a multiplatform approach

Romanian Gaming Industry is flourishing. In 2018, the consolidated revenue of the gaming industry in Romania reached USD 188.5 million, according to data reported to the tax authorities. Compared to 2017, the overall market growth was 19.2%, most of the active studios registering higher turnover during last year. The 2018 growth is net superior to the 2017 growth evaluated at 11.08%.

According to the RDGA analysis, the footprint of the local gaming industry enlarged to overs 103 studios and more than 6.000 employees. The national ecosystem that includes freelancers, training providers, educational institutions and authorities expanded during the last two years. Nevertheless, the majority of the Romanian studios are included in the small and medium size companies, 67% having less than 10 employees.

In terms of revenue and geographical location the Romanian industry is highly concentrated.

The top 10 Romanian gaming companies accumulating 87.8% of the total local industry revenue, while the companies in the Top 5 concentrate 79.2% of this revenue.

As for geographical distribution, the industry is concentrated around Bucharest, but during the last couple of years, Cluj-Napoca and Timișoara have attracted a growing number of gaming companies, thanks to the quality of the univerisity graduates and the openness to the digital economy.

Romania is a market of game developers, the studios that have as main activity game development (both original or licensed IP),count for 74.2% of the companies. Most of the studios are funding their projects with their own money and only 15.8% of the surveyed companies accessed external funding, with Angel Investors and Publisher funding as main sources. During 2018, at least 6 studios have managed to attract the attention of Angel Investors and Venture Capital, with over 2.5 million USD capital involved in these transactions.

The year 2019 exhibits a good economical projection for the local gaming industry. Based on partial financial data and economic forecasts, 69% of local studios are expecting an increase in turnover this year. Aligned to the global trends, the Romanian game development market offers plenty of opportunities.

RGDA

Introduction

The role of the Romanian Game Developers Association is to represent and promote the game development industry in Romania and to create opportunities for the local companies in this sector. One of the most important things that we can do as an independent third party organization is to keep track of the activity and development of the industry throughout the years and present such information to the public.

We started such a monitoring process two years ago, when we released the first infographic on our industry. We continued the following year, iterating on the concept and adding more data, but not going much further in scope. But in 2019, we're turning the page.

The Romanian games industry is at a turning point. The number of companies has doubled in just a few years and we're now past the 100 studios threshold. The first formal educational initiatives have appeared, public institutions have acknowledged the industry's presence, and we have more and more Romanian and international investors looking at game startups. We now have all the prerequisites of a full-fledged game dev ecosystem in place. And so, we felt a need to upgrade the way we present ourselves as an industry.

This document aims to be the most comprehensive overview of the game development industry in Romania, to date. With the support of most Romanian companies, we've conducted a thorough industry survey to extract an accurate state of how game development is done in Romania. The report includes also a history of game development in Romania and general information about the global industry, for context. Last but not least, we've included a catalogue of games and companies, which should be helpful for anyone looking to understand and connect with local studios.

We're fully committed to our organization's mission and we'll continue to improve and update this report in the coming years, as a key tool for the continued promotion and support of our industry.

Catalin Butnariu,
President of the Romanian Game Developers Association

RGDA

The Global Games Market

$68.5Bn

Mobile game revenues in 2019 will account for 45% of the global market

2019 total

$152.1Bn

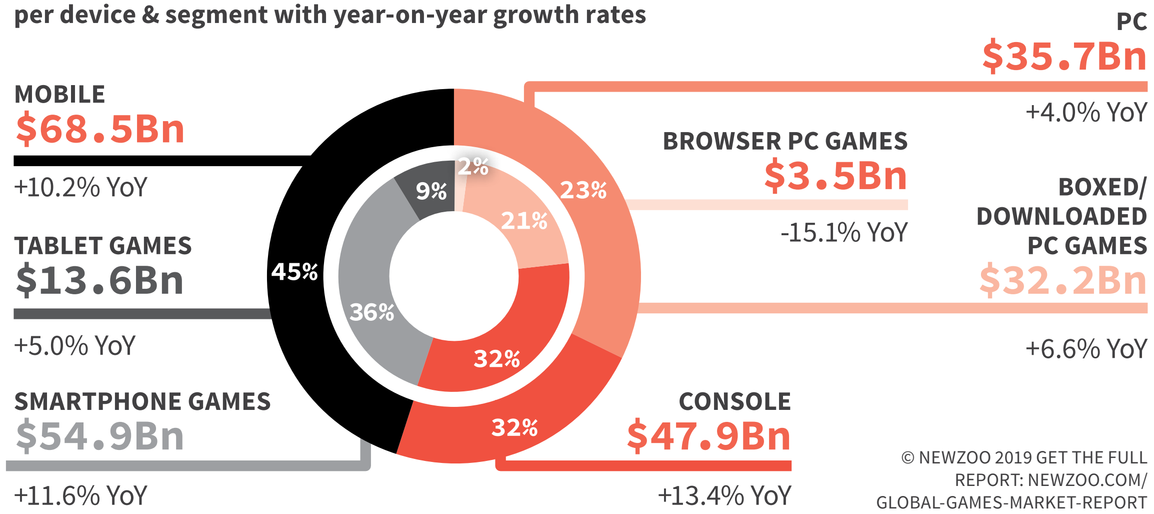
+9.6 YoY

Market View From The Top Of The World

Gaming has become the dominant cultural environment of our times and the spearhead of digitalization as one of the most important digital industries worldwide, with a revenue exceeding 152.1 billion in 2019 (this value excludes revenue generated from hardware sales), and an almost double digits annual growth (9.6% growth compared to last year). On the global scale, 2019 various reports show + 2.5 billion gamers and a constant growing average revenue per user (ARPU). A +8% growth for 2018-2019 is also projected by Superdata Research, with consolidated market revenue slightly different due to overlapping earnings in different game segments. By comparison with other creative fields, The Entertainment Retailers Association (ERA) said the gaming has become a larger market than video and music combined for the first time ever. Moreover, according to Newzoo's yearly report, consumer spending on games will grow to USD 196 billion by 2022. Games are available to more and more consumers all over the world, through a variety of channels including mobile phones, consoles, PCs, browsers and cloud streaming. According to GlobalData, a leading data and analytics company, the video games market will be a plus 300 billion industry by 2025, with the appearance of some innovative technology like cloud gaming and VR gaming, both empowered by new 5G broadband services.

2019 GLOBAL GAMES MARKET

per device & segment with year-on-year growth rates

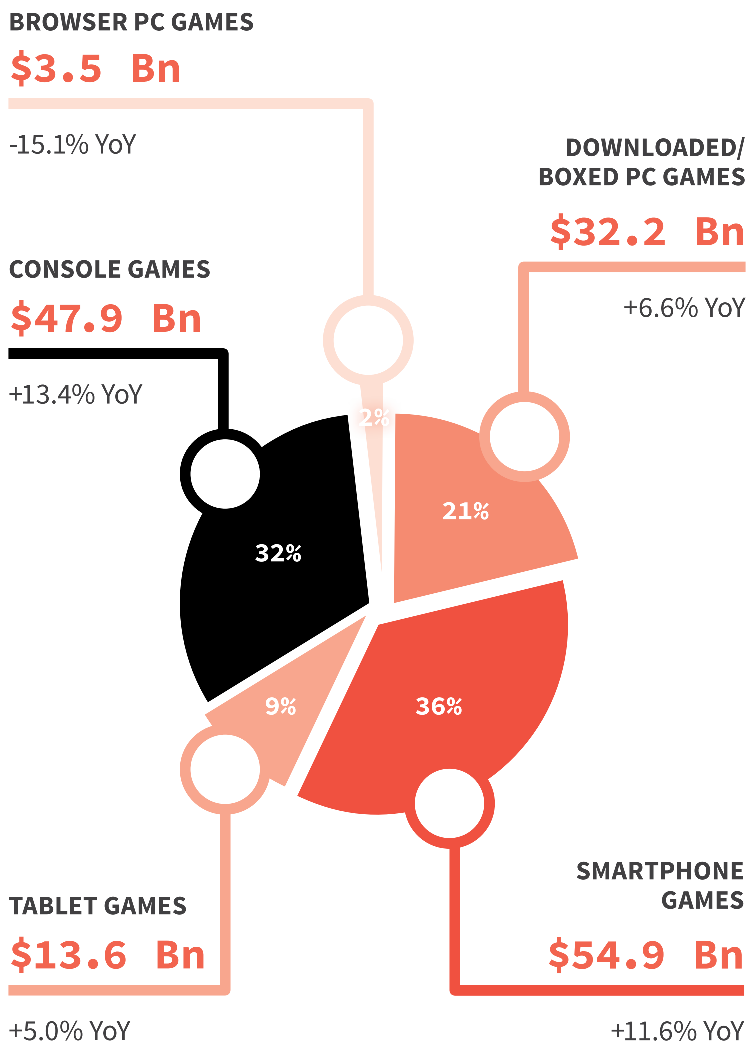


What does the Gaming Landscape Currently Look Like And What Are The Trends Driving These Developments?

- Mobile gaming is booming with 63.2 billion USD revenue and expected growth of 59%. Currently, all the forecasts show that mobile gaming will account for almost half of the entire market until 2022.
- Console gaming revenues reached 38.3 billion and are growing.
- PC gaming remained a relevant business with 33.4 billion earnings
- Global exports attract a bigger audience, expected to overcome 1 billion in 2019. Micro-segmentation of fans is becoming a key element.
- The industry is marked by “phenomenon” games such as Red Dead Redemption 2 with 17 million copies sold in the first 12 days and Fortnite, which gained 150+ million users worldwide in 2018.
- Along with the exponential growth of gamers, competition at storefront level is increasing, so developers are expecting to get higher revenue shares and better deals.
- 5G and new WiFi 6 standards will clear cloud gaming for takeoff
- Cross-device will become the new standard and, thanks partially to Fortnite’s successful implementation, consumers will expect to have access to the same games across PC, mobile and console.
- Technologies like Artificial Intelligence and Machine Learning are more and more used for in-game analytics, customer acquisition and retention, classify player behaviour etc.
- Cloud Gaming services are growing at an exponential rate, sustained also by low cost micro-payment systems.

2019 GLOBAL GAMES MARKET

per segment



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Consumer Markets Around The World

From a regional perspective, the 2019 Newzoo report stated that for the first time since 2015, the U.S. will be the largest gaming market in terms of revenues (36.9 billion USD in 2019). Nevertheless, China is not far behind with revenues reaching 36.5 billion. Overall, Asia-Pacific is the biggest segment (47% market share), followed by North America with a 26.1% share of global revenues. Game revenue growth in Europe, the Middle East, and Africa region (EMEA) will be slightly lower than North America’s. With a year-on-year growth of +11.5%, EMEA will generate revenues of 34.7 billion USD this year, representing 23% of the total global games market.

Europe And The Gaming Industry

The European Consumer Market

Europe is an important game consumer region but it is struggling to reach the level of enthusiasm of the Asian markets. In Newzoo's Top 10 Countries by Game Revenue List, there are five European countries, consumer market revenues in France and UK together reach 9.7 billion USD, far less than Japan, which boasts with an 18.9 billion USD market, in both cases population with internet access being similar (120-125 million).

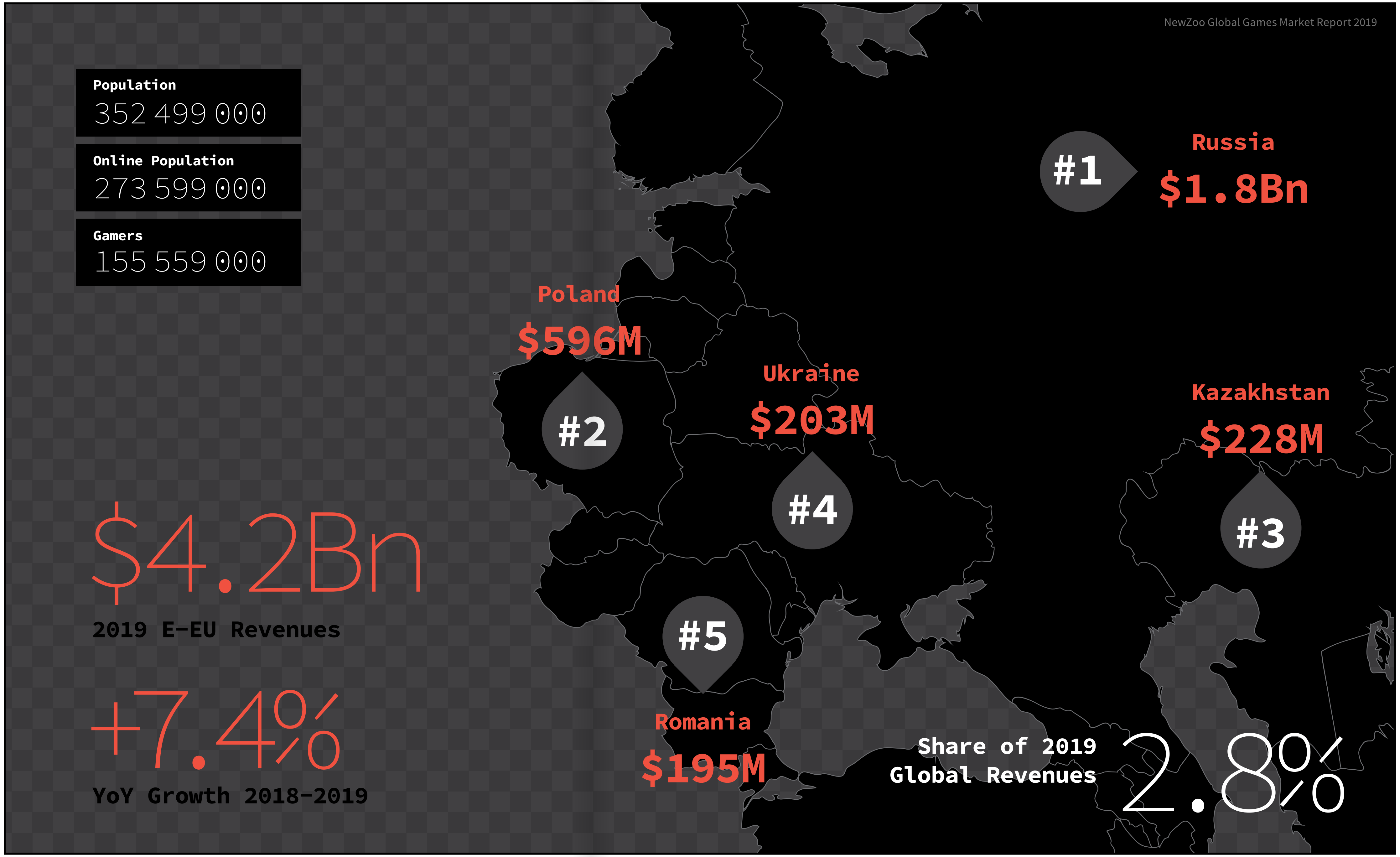
Also, Europe has one of the highest smartphone penetrations in the world, so, naturally, more than 30% of Europeans play mobile games, according to Goldstein Research Europe Games Market Outlook. That situation conducted on an increase in micro-studios that are developing games for the mobile market. Due to the smartphone revolution, more than 60% of all registered gaming companies in Europe are registered in the last five years, according to Goldstein Research.

In Europe, there are huge differences between the West and the East, both in terms of markets revenue and gaming industry profile. According to the Newzoo report, and supported also by EGDF's (European Game Developers Federation) figures, Western countries accounted for 25.7 billion in consumer market revenue in 2019, with a 12.3% year over year growth. Going further, Central and Eastern Europe generate 4.2 billion USD and +7.4% YoY growth in 2019. Football passionate countries like UK, France, and Germany dominate the European market and skyrocket FIFA and PS4 sales.

At the consumer level, there are 29 western European nations in Newzoo's Top 50 Countries by Game Revenue List, and only two from East, with Poland ranking 23 (570 mil EUR) and Romania 47 (approximately 190 mil EUR).

Eastern Europe

2019 Game Revenues

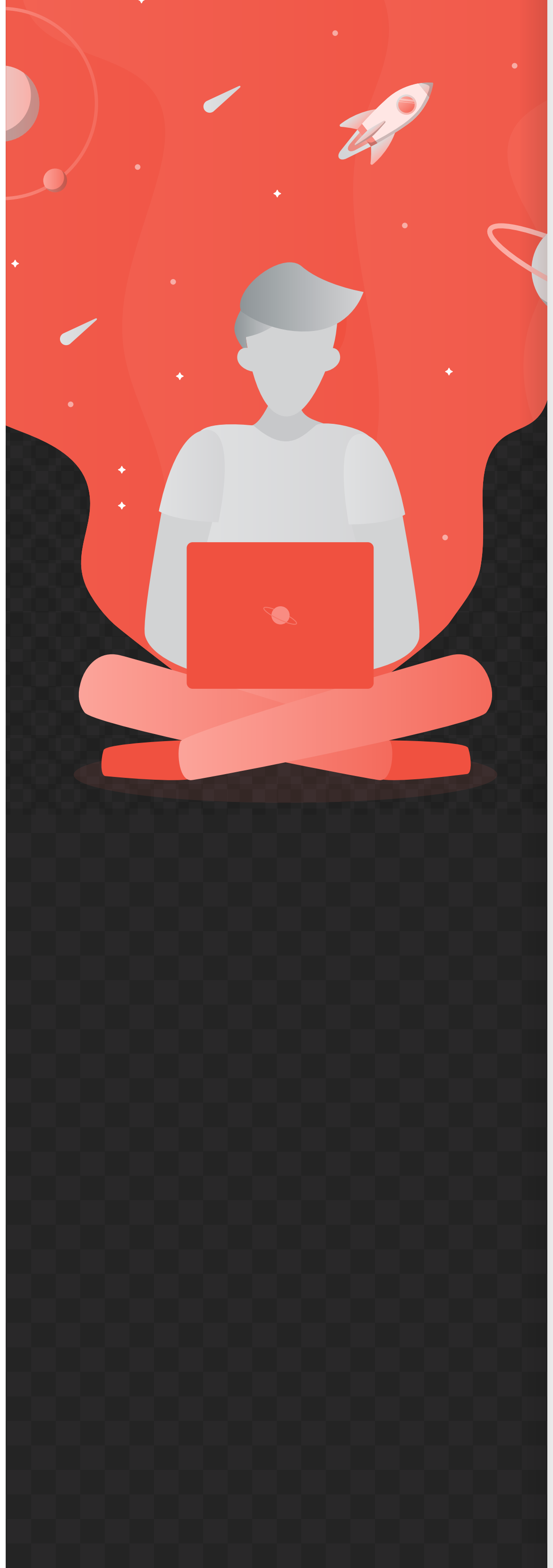


The European Game Development Industry

The EGDF consolidated data for 2018 show that the top 3 countries in terms of industry revenue were Germany with 2.8 billion EUR, Finland with 2.1 billion EUR and Sweden with 1.9 billion EUR (Disclaimer: this is a top three based on the data collected by EGDF, which does not include all European countries. The UK is probably in top three but no relevant data has been collected by EGDF for the country).

When it comes to the number of employees, the largest market is the UK with over 15,000 employees followed by Germany with 11,000 employees in the industry.

Overall, Europe is dynamic and somehow competitive in the gaming industry but more needs to be done in order for Europe to be able to outrun regions like Asia and North America in terms of revenue in game development. In the last 10-15 years more than a quarter of world gaming unicorns were born in Europe names such as Supercell (Finland), King (Sweden/UK), Rovio (Finland), Mojang (Sweden) and Unity (Denmark) being just a few examples.



In Central and Eastern Europe, even if the consumer market revenue is still low, the region exhibits a vibrant video game development industry. Countries like Poland, Romania and the Czech Republic are hosting a relevant number of studios, both global leaders (Electronic Arts, Sony Interactive Entertainment, Ubisoft) and indie developers. The studios from CEE region employ +20.000 people and work on some of the world's most famous games. One specific aspect is that, in almost all countries from Central and Eastern Europe, the biggest part of sales (90-95%) are generated from international consumers and not on domestic markets.

In Poland, the local game development industry has been declared one of the National Intelligent Specializations and a series of dedicated assistance programs were initiated with the goal of further improving the competitiveness of this sector. According to 2017 Polish Game Association data, in Poland there were 331 active gaming studios, which generated 1.14 billion PLN (around 284 million USD), with 95% of income coming from exports. On the other hand, Poles' spending on video games amounted to 489 million USD (2017 Newzoo) or even PLN 2.5bn (622 million USD) in 2018, according to PMR estimates. So, there is a considerable gap between the combined revenues generated in Poland by gaming companies and consumer market value.

The situation is similar also in Romania but the gap is lower. Bulgaria is another example of fast growth in the games industry. A recent study on the game development sector in Bulgaria, conducted by the local organization Game Dev Summit, shows that there are around 50 studios, half of which have teams of up to 5 people. 70% of the game dev studios are concentrated in Sofia, followed by Plovdiv and Varna. Big international players are also interested in Bulgaria, SEGA and Stillfront Group (its most recent acquisition in being the Bulgarian company Imperia Online) having already operation on the local market.

The Romanian Game Development Industry

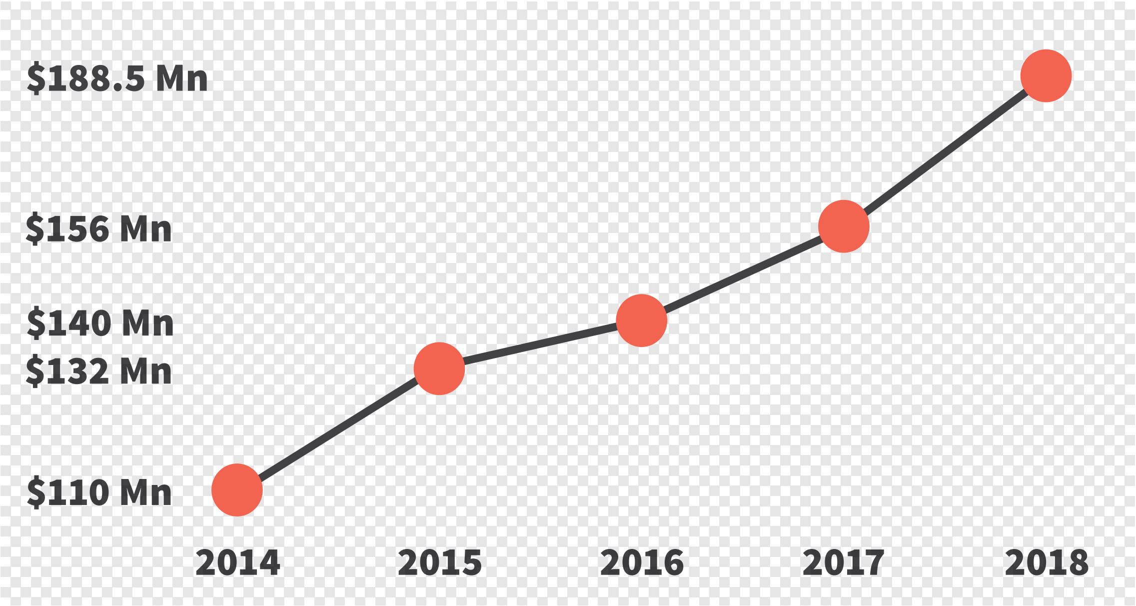
Short History & Timeline

Introduction

The video games industry in Romania currently comprises over 100 companies and some 6000 people working in this field, which places the country within the top 10 in Europe. But the road to these figures was rather special – it does not exhibit the situation of one or more local companies reaching international success and then the industry being built around those firms. Instead, Romania features an interesting mix of top multinational companies with a significant presence and an active, growing, energetic community of independent creators.

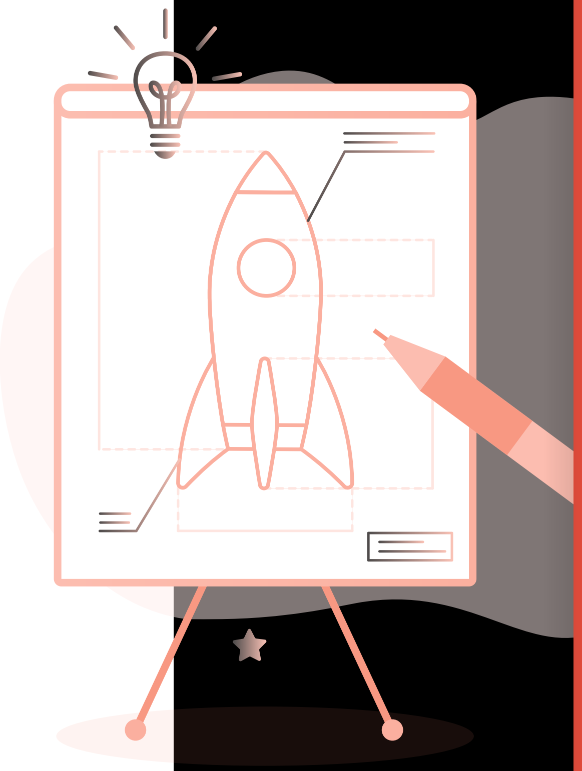
Looking back at the history of video game development in the country, we can identify three major periods of time, mostly corresponding with the last three decades, with some partial overlap.

Total revenue growth



The Starting Years (1991 – 1999)

It is commonly agreed that the Romanian games industry was kick-started by the arrival of **Ubisoft**, in 1991. Despite the country's political and economic instability at the time (communism had ended just 2 year before), the French company saw an opportunity and opened up a small development studio – an investment that would be considered bold by others, but it eventually paid off, with Ubisoft eventually reaching a staff of over 1000 people in two cities over the next couple of decades.



As Ubisoft was settling in, several other local pioneers were planting some early seeds as well. Two of the longest running Romanian game companies were founded during this time as well: **AMC Pixel Factory** – an art outsourcing company, working in games since 1998, rebranded to AMC Romania in 2018, and **Fun Labs** – founded in 1999, one of the first independent full-fledged game companies.

The mid-90's also witnessed the birth of the first Romanian major gaming magazines, Game Over (1996) and Level (1997). Those two (along with others that followed) were active for several years, with some of their senior staff usually transitioning to the game development industry themselves.

The Growth Stage (1999 – 2010)

In 1999, **Gameloft Bucharest** was founded, led by former Ubisoft employees. Following a few early successes developed by the Bucharest studio, the company expanded fast, employing a few hundred people by the mid-2000s and eventually launching a second studio in Cluj.

Following in the footsteps of Ubisoft and Gameloft, major mobile publisher **Jamdat Mobile** opened a Bucharest office in 2005. The company became **Electronic Arts Romania** in 2006 and quickly established itself as one of the top three companies on the local market.

Later on, in 2007 another notable publisher to create a studio in Bucharest was Vivendi Games Mobile; the studio was later acquired by **Namco Bandai**, in 2008.

During this period, these major publishers have released multiple titles which had been fully developed in the Romanian studios, across franchises such as Red Alert, Harry Potter, Silent Hunter, Blazing Angels, King Kong, Mission Impossible, and more.

On the independent front, new start-ups included Cluj-based studios **Angry Mob Games** (2007) and **Idea Studios** (2007).

Dawn of the Indies (2010 – 2019)

At this point the local industry was well established and already including thousands of people working in games. The big publishers had navigated through the global economic crisis and maintained a strong presence in Romania. As the staff become more experienced, the local teams became more and more involved in the full production or co-production of top international AAA franchises (such as FIFA, Assassin's Creed, Ghost Recon, Modern Combat and others). A fifth major publisher, **King**, also opened a studio in Bucharest in 2013, but later downsized following internal restructuring and eventually closed down in 2019.

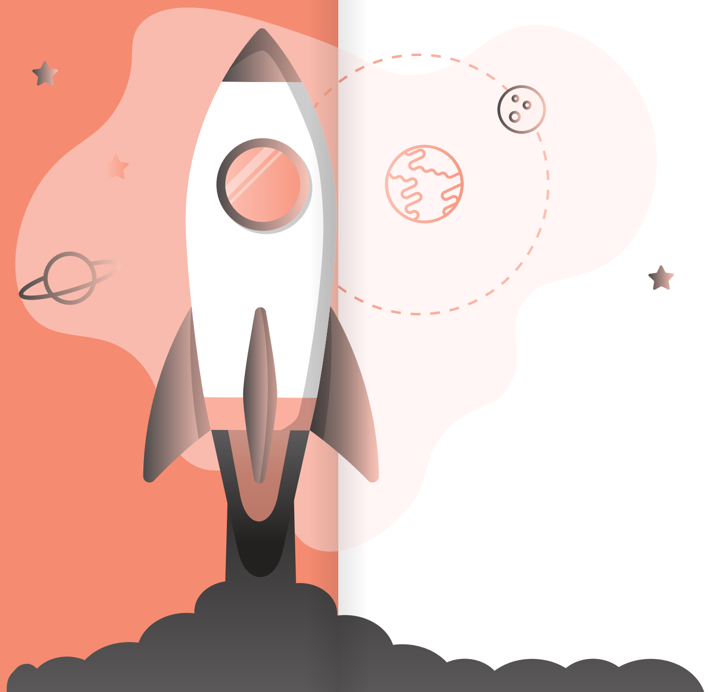
However, the biggest shift of this decade happened in the independent sector. Several important independent studios were founded in the early 2010s, such as **Atypical Games** (2011), **Mavenhut** (2012), Those **Awesome Guys** (2012), **Killhouse Games** (2013), **Greenhorse Games** (2013), **Mobility Games** (2013) and **Amber** (2013). The interest in the sector grew at an accelerated pace – over 75 new companies were founded between 2011 and 2019. Amber saw the fastest internal growth, reaching almost 300 people by the end of 2018.

As a natural expansion of the sector, some of these start-ups chose to operate in games-related fields (as opposed to games for entertainment) such as, educational games, serious gaming, gamification, etc.

During this period, some of the independent studios also recorded important commercial releases, such as **Solitaire Arena** (by MavenHut), **Door Kickers** (by Killhouse Games), **Move or Die** (by Those Awesome Guys) and **Frozen Free Fall** (Mobility Games), to name just a few.

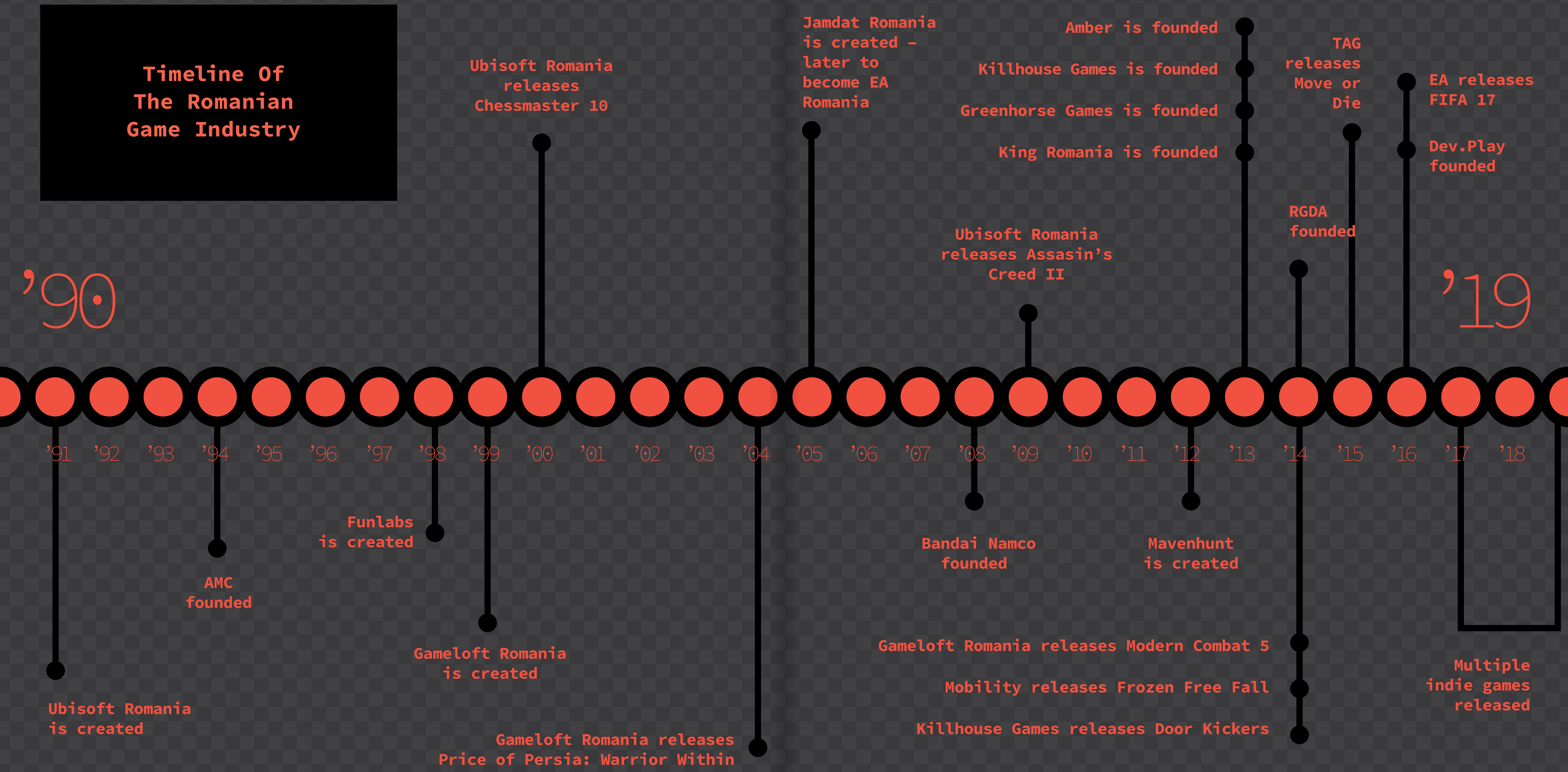
In 2014, the local industry gained a voice, by collectively supporting the creation of **RGDA – The Romanian Game Developers Association.** Later on, RGDA launched the regional games conference **Dev.Play** (in 2016), as a means to promote the local industry at an international level.

The second half of the decade saw the emergence of several educational programs, both through public universities and private initiatives (such as Game Dev Academy), along with business / start-up incubation or support programs (Carbon Incubator and Gamelab being two notable initiatives).



Present Day

With 2020 on the horizon, the games industry in Romania is in a healthy position. The sector has started a clear shift towards full product development and moving away from services / outsourcing. The fast growth in the independent sector, an organizing body and educational opportunities all indicated a full-fledged game dev ecosystem starting to take form, laying the foundation for the first major Romanian original IP products.



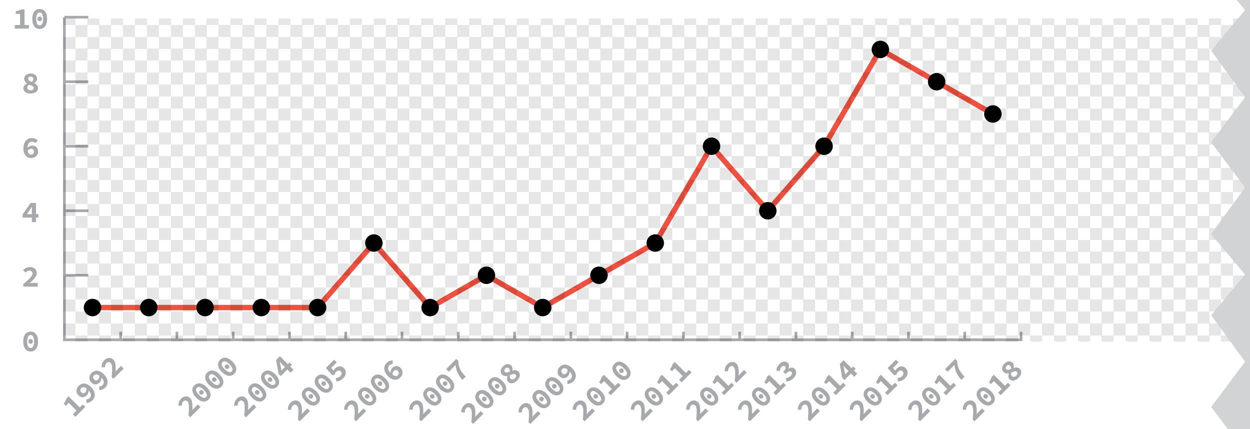
Timeline Of The Romanian Game Industry
'90
'19
'91 '92 '93 '94 '95 '96 '97 '98 '99 '00 '01 '02 '03 '04 '05 '06 '07 '08 '09 '10 '11 '12 '13 '14 '15 '16 '17 '18
Ubisoft Romania is created
AMC founded
Funlabs is created
Gameloft Romania is created
Ubisoft Romania releases Chessmaster 10
Gameloft Romania releases Price of Persia: Warrior Within
Jamdat Romania is created - later to become EA Romania
Bandai Namco founded
Ubisoft Romania releases Assasin's Creed II
Mavenhunt is created
Amber is founded
Killhouse Games is founded
Greenhorse Games is founded
King Romania is founded
RGDA founded
Gameloft Romania releases Modern Combat 5
Mobility releases Frozen Free Fall
Killhouse Games releases Door Kickers
TAG releases Move or Die
EA releases FIFA 17
Dev.Play founded
Multiple indie games released

Local Industry In Figures

The history of the Romanian games industry shows a very dynamic and diverse sector. According to the RGDA studies corroborated with the data available in the National Trade Register, in 2018 Romania had 103 entities with activities in the field of gaming, spanning from big multinational companies (EA, Ubisoft, Gameloft, Bandai Namco) to Romanian indie studios. 12% of the active companies in the gaming field were set up in 2018, indicating a healthy and fresh infusion of energy and creativity. Nevertheless, 20% of industry players are over 10 years old and 6% over 15 years old; so, with more than a quarter of the companies having a more than 10 years of history, the Romanian games industry shows a high level of business maturity.

In the past 15 years, the industry has recorded a relatively constant organic growth rate, with the notable exception of the year 2013, when the number of new companies set up was significantly above the average of the interval.

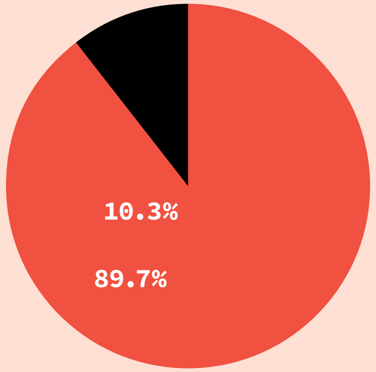
Growth in terms of number of studios born per year in Romania (1992–2018)



Game Developers Dominate The Industry

The Romanian gaming industry is well established, with a large majority (89.7%)) of the active companies being involved with full game development / co-development activities or in the publishing / distribution of games. A smaller share of companies (10.3%) are focused on related activities, but not including actual development or publishing of games.

Involvement in full game development / co-development activities, or in the publishing / distribution of games

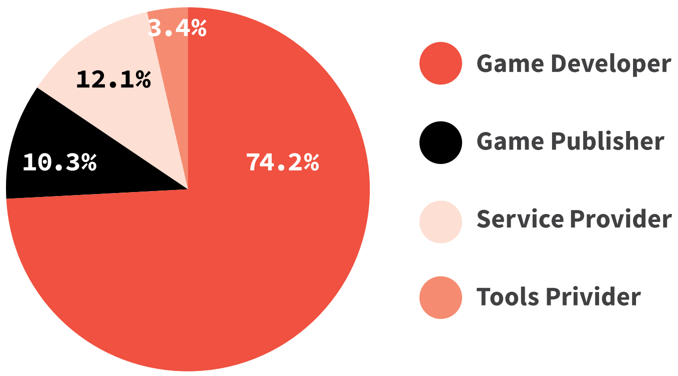


Yes full game development / co-development activities, or in the publishing / distribution of games

No Other related industry activities (QA, art outsourcing etc).

The analysis of the specific activity and declared focus of the studios in Romania shows that 74.2% of them are Game Developers, with the main activity of the company being game development (both original or licensed IP), while 12.1% fall within the category of Service Providers with specialized services in QA, localization, arts and development outsourcing. Also, 10.3% are Publishers focusing on game distribution. Only few (3.4%) the local studies are involved in providing tools and infrastructure related support. The local gaming industry is mainly concentrated around Bucharest, (a detailed insight on the geographical distribution is presented in the dedicated section, further below).

Main activity of Romanian Studios

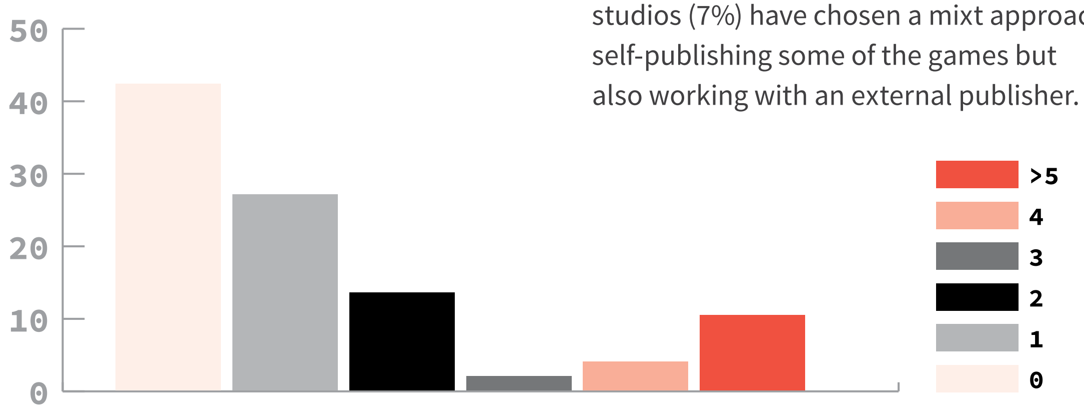


Percentage of companies involved in full Game development/ co-development activities, or in the publishing /distribution of games vs. Percentage of companies focused on related industry activities (QA services, tech, art services outsourcing).

Games Launched

The analysis of the activity carried out in 2018 shows that the local studios were involved in the launch of about 100 new games, as developers, co-developers and publishers. A significant number of studios have multi-year production cycles or are involved in complex projects and thus do not report annual game launches. The figures show that 10.4% of the local studios launched more than 5 new games in 2018, the majority, 40.4% launched 1-2 games, but 42.3% did not launch any game in 2018, being involved in multi-annual projects.

The number of games published per company in 2018

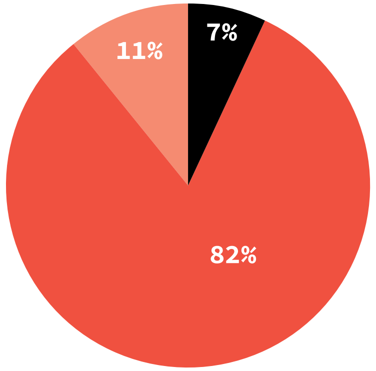


Note: this specific result does not include mini-games for social media, the main motivation being their simplicity and the rapid validation and launch processes. For example, one company which focuses exclusively on minigames for social media had in 2018 no less than 140 launches.

From the market success viewpoint, FIFA 2019 is the only game which involved Romanian teams in its development (EA Romania) and reached the TOP 20 global best-selling games with over 20 million units sold. Among the games developed in Romania and appreciated by consumers are: Far Cry 5 Assassin's Creed: Odyssey, FIFA 19 (all three in global Top 20 best sold games) but also NHL 2019, FIFA Mobile.

From a go to market perspective, 82% of the studios that launched at least one game in 2018 preferred to self-publish their titles, while only 11% worked exclusively with an external publisher. A smaller number of studios (7%) have chosen a mixt approach, self-publishing some of the games but also working with an external publisher.

Self published games by Romanian developers vs. Games developed in Romania published by external publishers

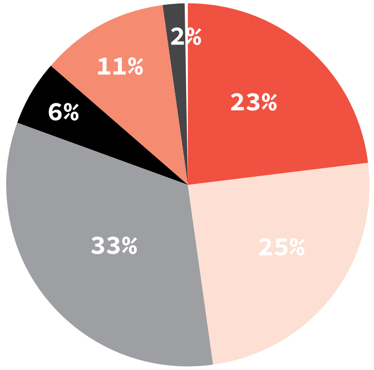


- Exclusively self-published
- Some games self-published, some through an external publisher
- Exclusively used an external publisher

Based on the data collected over the past 4 years, the RDGA industry study can conclude that 2018 has not been an atypical year, and this structure of new games launches is specific for the local industry, the consolidated figures showing similar throughout the period 2016-2018.

Looking at future intentions, the forecast for the period 2019-2020 shows the same pattern, 48.1% of the studios already launching or going to launch one or more games in 2019 and 32.7% having concrete plans for 2020.

Plans to release a new game in 2019 or 2020 (either self-published or through an external publisher)



- Yes, already release one or more in 2019
- Yes, planning to release one or more in 2019
- Yes, planning to release one or more in 2020
- No planning to release any game before end of 2020
- Prefer not to answer
- No, but planning to release one or more in 2020

Platforms And Technologies

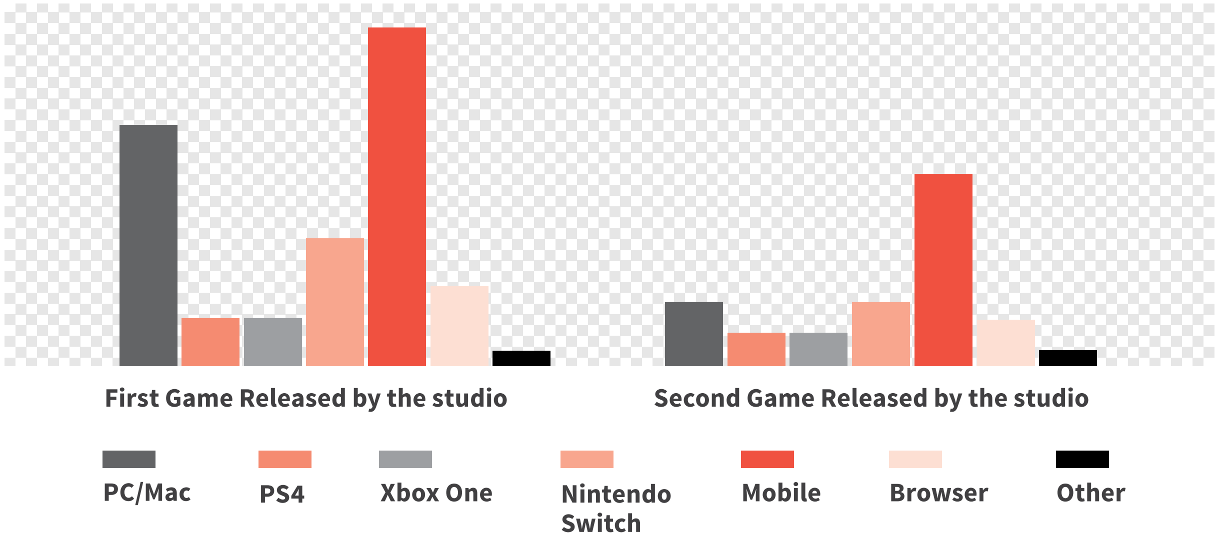
36% of the Romanian studios that launched games in 2018, had a multiplatform approach, but overall around 60% of the answers included mobile and 45% PC/Mac. Only a small number of studios focused exclusively on a single platform. Consoles, like PS4 and Xbox, have raised an equal level of interest both in 2018 and in previous years. Also, local studios that launched games last year developed an increased interest in Nintendo Switch, 24% adding this platform in 2018. As a nuance, in 2018, for the local studios that launched more games, the second and third product were mainly dedicated to mobile platforms.

The survey also analyzed the intention of using certain platforms for the next games released (first and second games released during 2018). Thus, in sync with global trends, 49% of the Romanian studios are open to work with any platform available on the market. Data show also that PC/Mac is the target for the upcoming game in almost 60% of cases, but only 12% of the studios are focusing exclusively on this platform. Mobile devices such as smartphones and tablets represent a target for the 54% of the surveyed companies, with 23% choosing only mobile as the development platform.

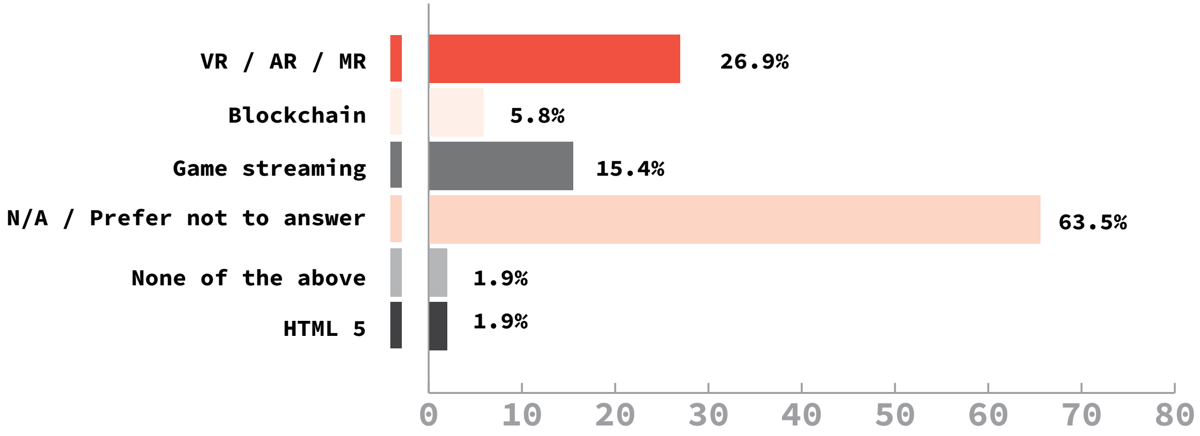
One important aspect is that more than 30 games intended to be launched in 2019 will be multiplatform. The trend highlighted in survey is that studios with experience on mobile will stay focused on mobile, but studios with experience on PC will go multiplatform. This seems to be a global trend, following the continued growth of mobile, multiple distribution options on PC and the somewhat reduced entry barrier for indie developers to release games on consoles (especially the Nintendo Switch).

In terms of emerging technologies, there is an interest within Romanian studios to follow some of the new industry trends (though perhaps this is moving at a slower pace than in other western countries). Virtual Reality, Augmented Reality and Mixed Reality are the more popular new technologies, with 26.9% of studios planning to use these for future games. Blockchain (5.8%) and game streaming (15.4%) are also among the options.

The platforms Romanian studios published their games on in 2018



New technologies that Romanian studios are considering adopting for their new games



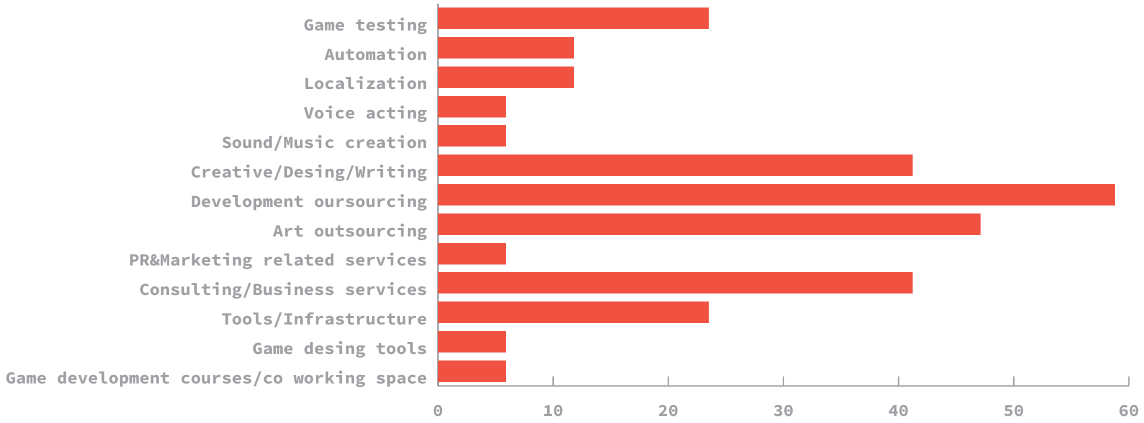
Services and Support

As stated earlier, the local market includes multinational companies but also small indie studios and freelancers. This diversity is also reflected in the profile of the companies analyzed. While 70.7% of companies are involved in making games, some 29.3% provide tools and services for game development.

In terms of services delivered, outsourcing development accounts for 58.8% of cases (overall, 29.3% of the surveyed studios offer Services and Tools), followed by art outsourcing (47.1%) and creative design / writing (40.2%). However, the range of services delivered from Romania is much wider and includes game testing, automation, localization, voice acting, consulting, according to the chart.

For half of the studios that provide tools and services, this revenue represents the main source of income. In 88% of cases, most clients come from Europe, but 47% of the studios indicated strong business relationships with North America. Asian customers remain a rarity for local service providers.

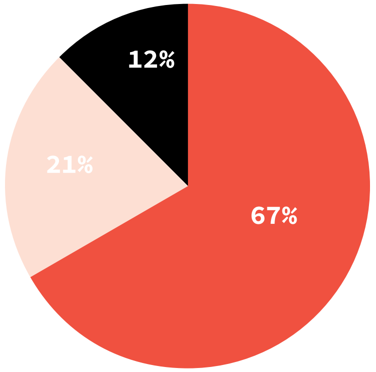
The game development services and support market in Romania



The Gaming Industry And The Labor Market

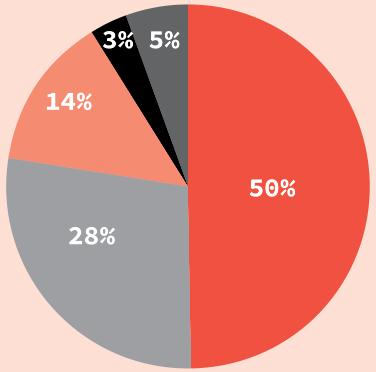
With two companies entering the Top 100 most desired employers in Romania (a report created by Catalyst in 2019), the gaming industry is a very attractive work field. These companies are seen in social media as offering a very dynamic and modern workplace. Based on data reported to the Ministry of Labour, correlated with the information collected by its own survey, RGDA estimates that at least 6000 people are working in game development or related activities in Romania. This includes employees but also a large number of freelancers, involved both in small individual projects but also as external contractors for large studios. For example, on www.upwork.com, a well-known international platform for hiring freelancers, there are at least 200 individuals with specific skills and experience in gaming industry. The situation is similar to other fields of activity: web development, graphics and design, digital marketing, etc were the number of active freelancers is relatively high. As a fact, one of the most used freelancers' platforms from Romania has no less than 6138 individuals available for collaboration.

Romanian Studios: Changes expected by studios in staff numbers for 2019



- 0-10
- 11-50
- Over 51

Romanian Studios: Increase/decrease in staffing 2018 vs 2017



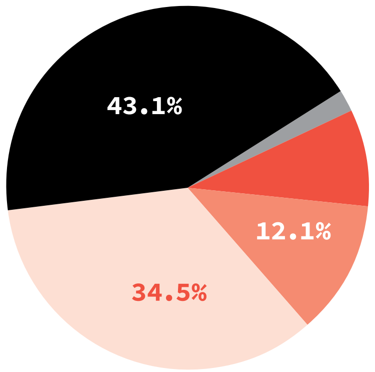
- More or less constant
- Mild increase
- Significat increase
- Mild decrease
- Significant decrease

The number of people employed by the Romanian gaming industry has a slight increase in 2018 compared to 2017, 50% of companies having a similar number of employees, while 27.6% reported a moderate increase in personnel and 13.8% a significant increase. Only 8.6% of companies reported a decrease in the number of employees, the reductions being moderate in most cases and being recorded by small studios.

Therefore, in net figures the impact of these cases on the labour force employed in the gaming industry is insignificant. 2019 brought about an increase in employment, 46.6% of companies having concrete plans in this regard and reporting an increase in the workforce. For 2019, the cases of staff reduction (1%) are only conjunctural or short-term.

On BestJobs and LinkedIn, two of the most used public recruitment platforms, there are +100 open positions permanently within companies with a gaming profile. The specifics of these jobs range from graphic designer, lead artist and front-end developer to anticheating and test automation specialists. This shows that the industry is dynamic, there are always new projects and HR departments are forced to use any available channel to reach potential candidates.

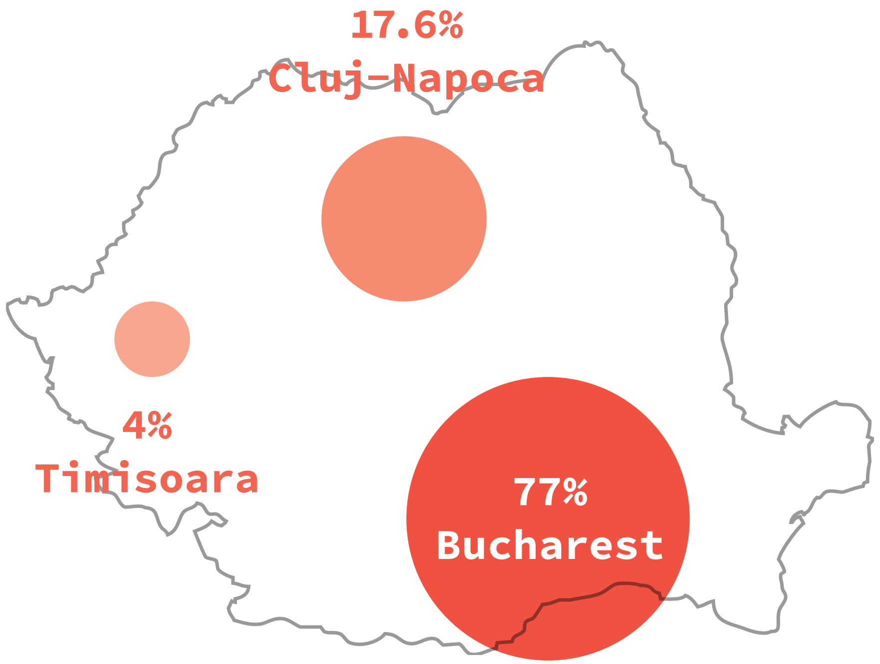
Number of people working per studio in Romania



- Significant increase
- Mild increase
- More or less constant
- Significant decrease
- Cannot answer at the moment

Geographic Distribution

The gaming industry follows the patterns already tailored to areas such as IT and BPO (Business Process Outsourcing), which concentrate their forces in Romania's capital city and major university centres. This distribution is dictated by the access to qualified resources, both in tech specializations and in other creative fields. In Bucharest and Ilfov one finds the offices of not less than 77% of the studios, including the big ones, which have the largest number of employees and implicitly generate the highest incomes. The trend of recent years, however, reflected the orientation of the studios towards Cluj Napoca (17.6%) and Timişoara (4%), which together are beginning to gain a representative share. Surprisingly, cities like Iasi and Brasov, quite active in the field of IT outsourcing, are still not chosen as the headquarters of newly established studios and also there aren't any gaming start-ups spawning from these cities. The small studios, which do not depend on the resources of the big university centres, also work in smaller cities such as: Alexandria, Braila, Arad, Turda. Therefore, Romania follows the patterns of the region (Poland, for example) which indicate a concentration of industry players at the capital level and a subsequent migration to the major university centres.



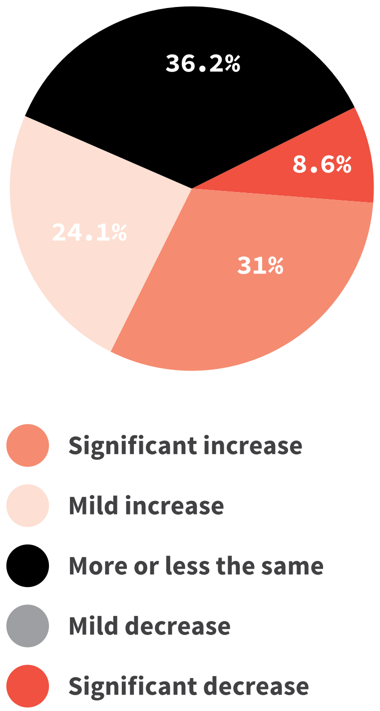
Revenues

For 2018, the consolidated revenues of the gaming industry in Romania reached USD 182.4 million, according to data reported to the tax authorities. The overall market growth was 16%, most of the active studios registering higher turnover in 2018 compared to 2017. Only 6 companies with gaming activity were closed in 2018, but their share in the consolidated figure of the local industry is insignificant.
At the revenue level, the market is heavily concentrated; the top 10 companies accumulate 87.8% of the total local industry revenue, while the companies in the Top 5 concentrate 79.2% of the revenues. According to the Major Companies in Romania, 2018 Edition, three companies with gaming activity are ranked in the Top 25 largest Software companies on the local market. These three companies exceed a turnover of EUR 128.3 million and employ a workforce exceeding 4,000 people, so a strong footprint in the local digital economy.

From the global perspective, out of the top 20 Game companies by revenue made by Newzoo, Electronic Arts, Ubisoft and Bandai Namco are present on the local market, with Microsoft not running activities related to gaming development in Romania. Also, Gameloft, a key player in global industry with over 4.600 people throughout the globe, has a strong local presence, ranking 3rd in Top 10 of the gaming companies in Romania, by revenue.

31% of the companies reported a significant increase in turnover in 2018, and for 21.4% of the companies participating in the study the growth was moderate. 36.2% of the companies recorded a constant flow of income in 2018 compared to 2017 evolution and only 8.6% declared poorer financial results in 2018.

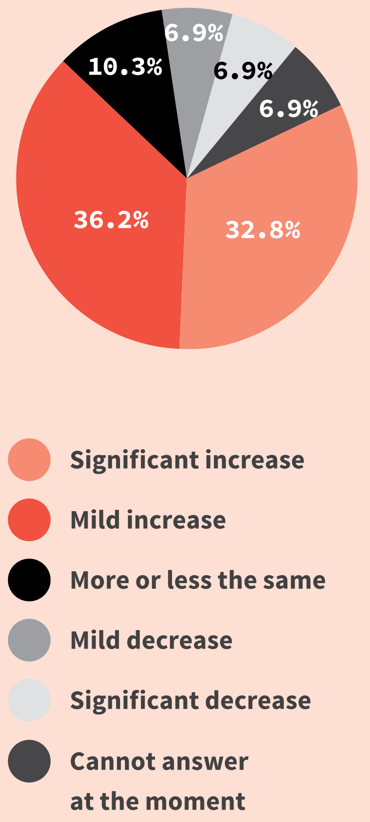
Romanian studios: Increase/decrease of total revenue per studio in 2018 vs 2017.



Top 25 Companies By Revenue in 2018

1	Ubisoft Romania
2	Electronic Arts Romania
3	Gameloft Romania
4	Ati Studios
5	Amber Studio
6	Super Hippo Games / Nutaku Publishing
7	Bandai Namco
8	King Games Studio
9	Quantic Lab
10	Mavenhut
11	Fun Labs Romania
12	Those Awesome Guys
13	Whyttest
14	Angry Mob Games
15	eRepublik
16	AMC Pixel Factory
17	Green Horse Games
18	Holotech Studios
19	PlayWing
20	Atypical Games
21	Idea Studios
22	Greenlink Group
23	Dream Primer
24	WitchHut Games
25	Killhouse Games

Romanian studios: Expected change in total revenue in 2019 vs 2018

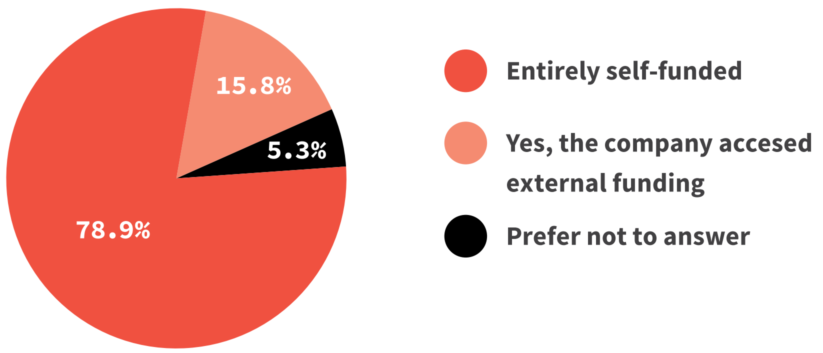


The year 2019 exhibits a good economical projection for the local gaming industry. Based on partial financial data and economic forecasts, 69% of local studios are expecting an increase in turnover this year. The forecasted growth is significant in 32.8% of cases and moderate for 36.2%. Only a small number (13.6%) of studio expect some revenue decrease for 2019.

Funding The Projects

The RGDA industry survey also attempts to highlight the sources of capital when it comes to new project funding, an important aspect due to the multiannual game release cycles and ambitious developments plans. Nearly 80% of the companies surveyed used only internal resources for funding projects in 2018, as was the situation in the 2015-2017 period. Only 15.8% of the surveyed companies accessed external funding, with Angel Investors and Publisher funding as main sources. During 2018, at least 6 studios have managed to attract attention of Angel Investors and Venture Capital, with over 2.5 million USD capital involved in these transactions.

Romanian studios: Source of funding in the last three years



Funding the projects continued...

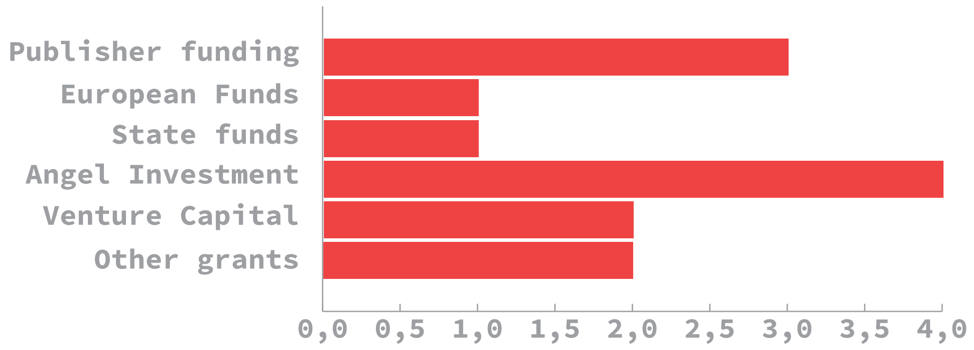
The most relevant case is Holotech which has raised 2 million USD in Series A funding led by SignalFire, a Californian VC firm that backs early stage start-ups. Another example is Critique Gaming, with a seed funding of 120,000 euros from TechAngels, investment used to launch their first game.

According to the data provided by Dealroom.com, in the CEE region, studios from the Czech Republic managed to attract similar investments in 2018, but, in Poland, for example, the level of capital is by far higher, overpassing 45 million USD in 2017, according to the same source.

Furthermore, a small number of studios accessed European (SME funding Instruments) or Romanian State Grants (Startup Nation). Only one Romanian gaming company is listed at the Bucharest Stock Exchange (BVB AERO), a rare approach for the entire local digital industry (not only gaming but software and IT services also). By comparison, in Poland 19 different gaming companies have made a debut on the Warsaw Stock Exchange between 2015 and 2018, according to information published by PolandIn.com.

Lending instruments offered by traditional financial institutions are still unattractive for local gaming industry. According to the survey, in 2018 no studio accessed bank loans for funding projects. The situation is normal for Romania, a country where data from the National Credit Guarantee Fund for SMBs shows that only 15-20% of the total number of small and medium businesses manage to secure financing from banks. By comparison, in the European Union, 77% of SMEs use bank loans to finance their business.

Type of external funds accessed by Romanian studios in the last three years



The predominant use of in-house funding sources may be an indication of several things. Romania's capital market and entrepreneurship ecosystem are still under development, so funding options are scarce and/or may be difficult to access for companies at a very early stage. As a consequence, there is also some reluctance for start-up owners to make use of such options, which in some cases leads to extending the development cycles in order to control costs and maintain control over the company.

RGDA

Legislative Environment Influencing the Game Dev Industry

The Industry and the Legislative Environment

In Romania, the ITC industry has benefited from a series of incentive measures: the exemption of the income tax for developers (2004), the state aid scheme for large investments in IT (2012), the Startup nation program (2016). These measures have contributed to the development of the IT industry, which currently employs over 100,000 people and generates about 6% of Romania's GDP. In 2018, software and services exports exceeded EUR 4.5 billion, placing Romania in second place in the region after Poland.

These measures were also reflected in the gaming industry. The tax exemption that applies to programmers and other adjacent specialties contributed to the development of the domain, but also generated a certain orientation to outsourcing. The gaming industry does not just need software developers, the development of a game involves many creative disciplines such as game designers or game artists, which are covered by the tax exemption. As a result, the authorities have stimulated the outsourcing area, as it is the case of the entire IT industry, and less so the creative one of developing new products. Balanced and sustainable development of the sector needs wider support from the authorities, as it happens in other countries where this sector is well developed.

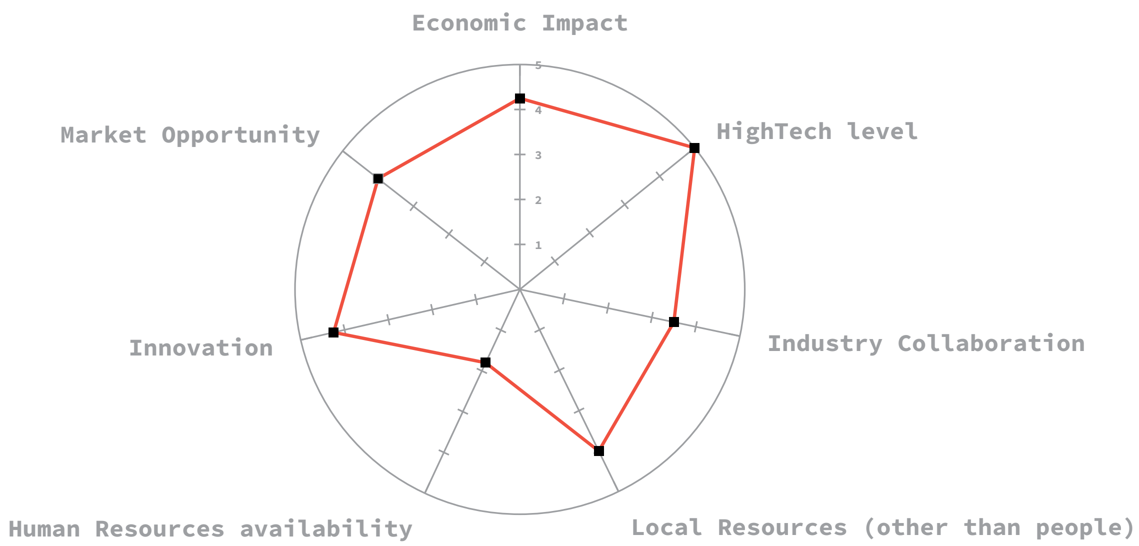
RGDA, as representative of the industry, carries out a constant and transparent dialogue with the relevant authorities (such as the Ministry for Business Environment, Commerce and Entrepreneurship, Ministry of Communication and Information Society, Ministry of Culture, etc.) to present the opportunities and challenges in the field. The main directions of action would be:

- **Development of the Educational System and the introduction of specific specializations for the development of video games. Rewarding companies that invest in education.**
- **Extension of financing options. Grants for concept and prototype would stimulate entrepreneurship, research, and innovation, as well as the development of 100% Romanian original products.**
- **Continuous promotion of Romanian products and services on the global profile market.**
- **Fiscal benefits and incentives for companies, adapted to their growth stage, taking reference from other countries in Europe which have implemented such measures for the game development sector.**

The approval by the government in 2017 of the Memorandum of support for creative industries (championed by MMACA and the Ministry of Culture) laid the basis of a legal framework conducting to the development of new initiatives for video games industry. In the same year, a Working Group for the economic promotion of cultural and creative sectors was set up, to develop strategies and programs for financial and legislative support. Also, in the classification of the Romanian National Institute for Cultural Research and Training, the development of „software and electronic games „is one of the 11 creative sub-domains.

The industry has benefited in the last several years from the support of the Department of Commerce (MMACA), with Romanian studios being able to exhibit and visit some of the most important global events of the industry such as Gamescom in Koln, Germany and GDC in San Francisco, USA.

According to the analyzes carried out by the Executive Unit for Financing Higher Education, Research, Development and Innovation (UEFISCDI), the gaming field has a high potential to become an intelligent and strategic specialization for Romania. The gaming industry obtained good and very good scores on the seven analysis criteria: importance in the economy, degree of technological sophistication, collaboration at the industry level, capitalization of local resources, the intensity of innovation. Only the availability of human resources scored under average, mainly due to the lack of formal education in this field.



Education System for Game Development

At the European level, Finland and Sweden are the most well-known and appreciated countries for studies in the field of game design. However, in recent years more and more universities are conducting study programs adjacent to the gaming industry: Oxford Royale Academy UK, Istituto Europeo Di Design, Madrid Spain, Infopulse University Kyiv Ukraine, Academy of Media Arts Koln Germany etc.

In Romania however, at the level of formal education, there was no structured framework, nor were there specific elements in the national curriculum to support the development of skills associated with the HR needs of the gaming industry.

In recent years, specific initiatives have emerged that respond to real market demands:

State University Degrees and Courses:

THE POLITEHNICA UNIVERSITY OF BUCHAREST

The Faculty of Automation and Computers runs a Master in Graphics, Multimedia and Virtual Reality with a focus on video game creation.

THE UNIVERSITY OF URBANISM AND ARCHITECTURE ION MINCU

It offers a “Game Design” course within the Faculty of Interior Architecture, the Department of Form and Ambient Studies. The course aims to familiarize students with the gaming industry and game design techniques. It is aimed at students in the final years and lasts one semester.

THE NATIONAL UNIVERSITY OF THEATRE ARTS AND CINEMATOGRAPHY / THE FACULTY OF FILM

It provides a Master Program in the Art of Game Design (day course, 2 years, in English) and is working on introducing the first bachelor’s Degree on Game Design in the country.

Industry Initiatives

The scarcity of formal education opportunities has led private companies to take the initiative to train the workforce in the field and to help young people interested in a career in gaming. Some of the most popular free-access programs organized by companies in the industry are:

AMC RO STUDIO
A pioneer in creating educational schemes aiming to shape the next generation of 3D digital artists (high-school and university students).

AMBER ACADEMY
Various short-term educational initiatives for high-school and university students in Bucharest, including crash-courses in game development and summer bootcamp programs.

GAMELOFT LEARNING CENTER
A lab launched together with the Politehnica University of Bucharest, within the university which offers 3D Engine, Advanced Debugging, Design Patterns, Memory management, Shaders, Cool Effects, Rendering Techniques and many more courses for students interested in game development.

UBISOFT
Various educational schemes, two of the most well-known ones being the Ubisoft Coding Campus (a six-month accelerated learning program for future game programmers) and the Ubisoft Gamecelerator for high-school students which is organized together with Junior Achievement Romania.

Private Academies

A number of private academies – many of them with industry's help – have created a number of paid courses were those interested to get a certification can do it in order to further pursue a career in the industry:

GAME DEV ACADEMY
The main educational center in Romania that offers professional courses on game development and the only accredited Unity center in the country. The academy has been created by industry professionals with considerable experience in the field.

NOBLEPROG
An international training and consulting group.
Courses for Blender, Unity and Unreal Engine

MEDIA ACADEMY
The academy offers a wide range of audio and visual media courses such as: 3D Unreal engine course, intro to Maya, intro to 3DSMax, 3D modelling etc.

EDUKUBE
A specific 3D modelling courses for game development

LINK ACADEMY
Android Animation and Game Development courses

PIXELLAB TRAINING CENTER
It offers a range of graphic design courses, 3D gaming and character design courses and motion graphics courses.

Challenges and Opportunities for the Romanian Game Development Ecosystem

As one of the fastest-growing field, the global gaming industry has to cope with many changes and challenges. On the global scale, players are always seeking new exciting experiences, technology and regulations change, and new markets open. With 2.5 billion gamers around the world and 152.1 billion USD spent on games in 2019 (NewZoo forecast), a lot of opportunities are open for the entire industry. Moreover, the predictions show a constant growth, with a 196 billion market value (revenue for all platforms) for 2021.

From a local perspective, the industry faces a number of challenges that put pressure on the growth of the industry but also many opportunities that – if act upon- can position the local game development industry as one of the top local industries in Europe.

Let's take a closer look at the challenges and opportunities the industry faces:

Opportunities:

With globally renowned high-speed internet and the growth of cutting edge easily accessible new technology in the field (engines like Unity and Unreal come to mind) creating great games here has become easier than ever before.

With the launch of gaming streaming services and a new number of platforms to sell their games on, local game developers can reach an increasingly large number of gamers worldwide.

With one of Europe's highest number of people employed in the industry (around 6000 people), Romania has a good number of experienced professionals that could take the industry to the next level in terms of popular franchises or globally successful original products developed here.

Due to its educational system and its IT industry tax exemptions Romania's IT sector has grown considerably and employs a good number of skilled IT professionals with European mentality, and a general English fluency who are -and can be also in the future if the pool of professionals expands- a good resource for the growth of the gaming industry.

The number of investors and investment funds interested to tap into the gaming industry (and its huge potential) has notably increased in the past few years and many of them just started looking at the still untapped but very promising potential of Eastern Europe.

As opposed to the local IT industry which is heavily focused on services, the game development industry is heavily product focused and can generate a large number of 100% original products developed here in Romania.

In recent years, the industry as a whole has become more collaborative, working together for a sustainable growth and facing structural challenges and harnessing general opportunities together. The role of the Romanian Game Developers Association is unquestionable in this effort that has created many opportunities: public funds for industry fairs participation and international economic missions, raising awareness about the industry locally and internationally, organizing one of the largest annual game dev conferences in Eastern Europe - Dev.Play, etc.

Challenges:

Lack of funding.

Despite the development of different funding opportunities in recent years, Start-ups in Romania have access to less funding sources and significantly lower figures than similar companies in Western Europe. This is also the reason why many Romanian entrepreneurs are moving to other economic centres of the world.

Lack of qualified human resources.

Although the number of IT professionals has been steadily growing for many years now, a recent study conducted by the recruitment agency Brainspotting and CodeCool shows that Romania has an annual deficit of over 15,000 programmers. Complementary, and even more dramatically, the gaming industry lacks many specializations in the creative field. This is one of the main limitations in the development of local studios. A success in the gaming industry relies as much on game designers and artists as on programmers thus having a large pool of experienced and talented game designers and artists is crucial. This cannot become a reality without educational programs dedicated to these creative fields

Absence of entrepreneurial and business education.

For many experienced, passionate and talented Romanian game developers, starting a studio and especially keeping it alive for more than 3 years (a global norm) is not always easy due to the lack of business education and connections with the international business networks which are crucial to ensure the success of a global product in a very interconnected industry (global publishers, platforms, marketeers, media, influencers etc).

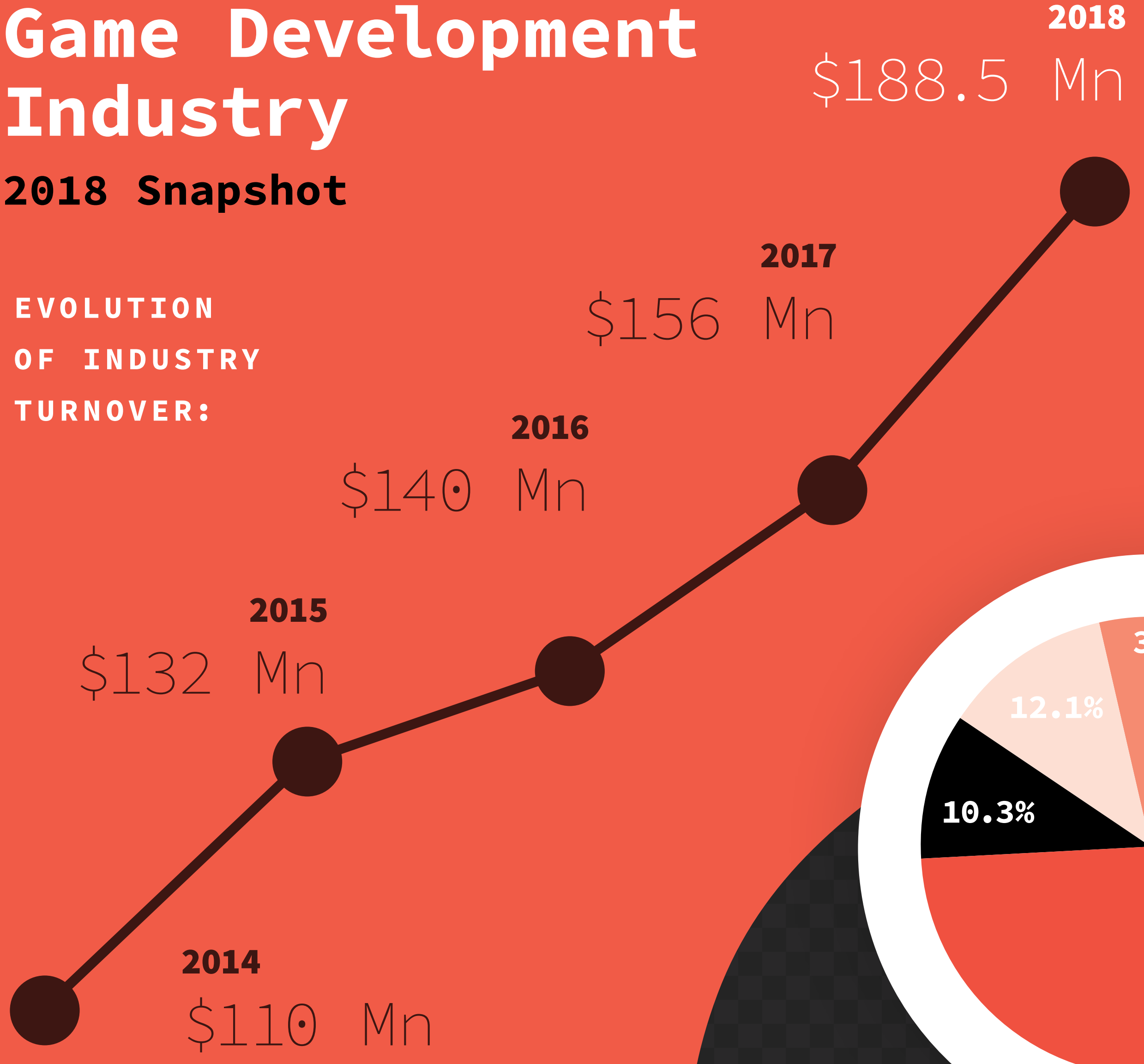
Increased competition in the region.

In Eastern Europe there are countries that are becoming increasingly attractive both to strategic and capital investors. The Ukraine, for example, has a huge pool of tech resources, and according to a research of Unit.City and Achievers Hub at least 80 companies (including 5 Global Video Game Companies) and +20,000 software engineers are fully involved in game development, with 40% of them residing in Kyiv.

The Romanian Game Development Industry

2018 Snapshot

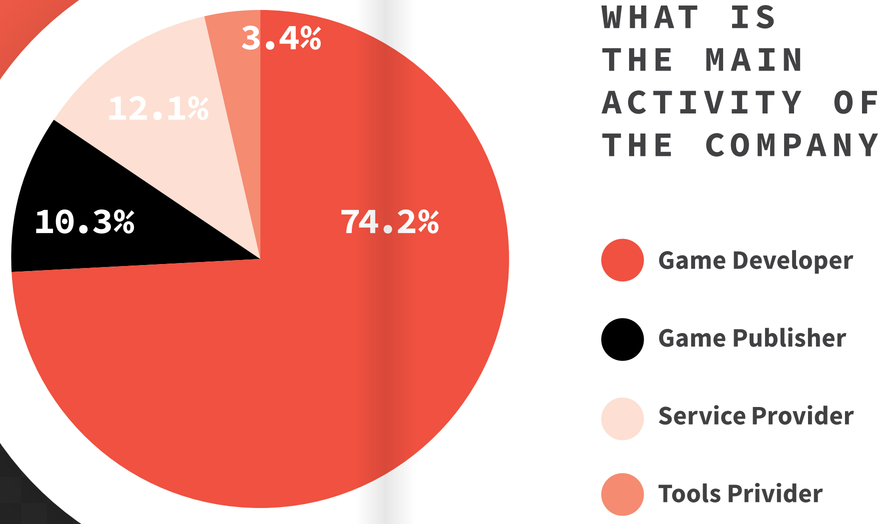
EVOLUTION OF INDUSTRY TURNOVER:



NUMBER OF PEOPLE WORKING THE SECTOR

6000
people

WHAT IS THE MAIN ACTIVITY OF THE COMPANY?



TOP 25 COMPANIES BY REVENUE

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21 Idea Studios
22 Greenlink Group
23 Dream Primer
24 WitchHut Games
25 Killhouse Games

RGDA

Romanian Games Released In The Period 2017 - 2019

2019

date	name	platforms	developer	publisher
18/04/19	BOSSGARD		Sand Sailor Studio	Sand Sailor Studio
01/05/19	Puzzle Herder		Tiny Trinket Games	Tiny Trinket Games
14/05/19	Forgive Me, Father...	iOS	Liberty Field	Liberty Field
31/05/19	Second Hand: Frankie's Revenge		Rikodu	Rikodu
01/09/19	Gibbous - A Cthulhu Adventure		Stuck In Attic	Stuck In Attic
07/09/19	Raiders Of The Lost Island		Last Tales	Last Tales
12/11/19	Yaga		Breadcrumbs Interactive	Versus Evil
05/12/19	Interrogation		Critique Gaming	Critique Gaming
02/08/2019	Space Mercs		Bearded Giant Games	bearded Giant Games
17/07/2019	Sea King		Interactive Stone	Interactive Stone
30/09/2019	Swordrite		WolflandGames	WolflandGames
04/11/2019	Vecter		Taranasus	Taranasus

2018

date	name	platforms	developer	publisher
04/01/18	Ironbound		Secret Level	Making Fun, Inc.
15/03/18	The Adventures of Elena Temple		GrimTalin	GrimTalin
18/05/18	Civitatem		LW Games	LW Games
01/06/18	Azuran Tales: Trials		Tiny Trinket Games	Tiny Trinket Games, Phangd
07/06/18	Gray Dawn		Interactive Stone	Interactive Stone
04/09/18	Rumble Heroes	iOS	Amber	Rogue Games
10/09/18	Door Kickers: Action Squad		KillHouse Games	KillHouse Games
28/09/18	Blink: Rogues		Fox Dive Studio	Fox Dive Studio
09/11/18	Breakout		FinalBit	FinalBit
20/12/18	Cake Laboratory		Square Heads Games	GrimTalin

2017

date	name	platforms	developer	publisher
08/02/17	Link Twin	iOS	Amber	Carbon Incubator
22/04/17	Idle Space Race	iOS	Profane Studios	Hippo Tap
26/04/17	Battle Riders	iOS	OneManTeam	OneManTeam
05/06/17	Don't Tax Me Bro!		Tibith	Tibith
15/06/17	Gorescript		Sergiu Bucur	AmusedSloth
25/06/17	Solitaire Chronicles: Wild Guns		Big Blue Studios	Big Blue Studios
11/07/17	Black The Fall		Sand Sailor Studio	Square Enix
04/08/17	TAURONOS		cavalie/ro & 16bit Nights	16-Bit Nights
04/08/17	MINDNIGHT		No Moon	No Moon
01/09/17	Radiation City	iOS	Atypical Games	Atypical Games
02/11/17	Ebony Spire: Heresy		Bearded Giant Games	Bearded Giant Games
09/11/17	Tap Busters: Galaxy Heroes	iOS	Metagame	Tilting Point
11/11/17	Sky Gamblers - Infinite Jets	iOS	Atypical Games	Atypical Games
07/12/17	Marble Land		Devious Technologies	Devious Technologies
19/12/17	Brawlout		Angry Mob Games	Angry Mob Games

Romanian Game Development Studios Listing

16 bit nights
1913 Studios
ADN Software
Alien Pixel
Amber Studio
AMC Pixel Factory
Amused Sloth
Angry Mob Games
Ascendia
Ati Studios
Atypical Games
Bandai Namco
BigBlue Studios
Black Bear Studios
Carbon Incubator
Cartea Daliei
Critique Gaming
DAAATS Engineering
Deep Byte Studios
Devious Technologies
DPS Games (Devpros Software)
Dream Primer
Electronic Arts Romania
eRepublik
Evolve Media
Exosyphen Studios
FaeryDust Games
(pond star gmt)
Firebyte
Fun Labs Romania
Gameloft Romania
Ganalogics
Gley
Gravity Pixels
Green Horse Games
Greenlink Group
Holotech Studios
Idea Studios
Interactive Stone
Kappsule Studio
Killhouse Games
King Games Studio
LW Games
Marionette Studio
Mavenhut
Metagame Studio
Mind Treat Studios
Mobility
Nanobit
Notic Games
Omnidream Creations
ORKAAN
Otinsoft
Ovilex
PixelRam
Playtika
PlayWing
PVP Studio
Pyrognomic Software
Quantic Lab
Rikodu
Sand Sailor Studio
Scorpius Games
Secret Level
Splinter Games
Spooky Star
Square Heads Games
Stuck In Attick
Super Hippo Games /
Nutaku Publishing
Those Awesome Guys
Tiny Trinket Games
TractorSetGo
Transylgamia
Twoodoor Games
Ubisoft
Very simple Idea Studios
watercolor Games
White Pond Games
Whyttest
WitchHut
Zuper Games (BMD
BETTER WORLD)
Phenomenon Games
Studio Firefly
XSA Software
Gali Interactive
Pizza Games
Zamolxis Entertainment
Pronetis Games
(Part of Pronetis SRL)
Deadlime Games
Edgeflow
GameDev Academy
Meow Studios
Quantic Beans
Liberty Field
Grimtalin
Dreambuilders Studio
Last Tales
Fox Dive Studio
EvilStar Studios
Cappucino Brew Studio
LCC Studio
Breadcrumbs Interactive

ADN Software

ADN Software is a Romanian-based company focused on creating games, augmented reality apps, websites, web apps, custom made apps and custom software for their clients. No matter what you're building and how complex the project is, they are there to help and deliver quality content.

Alien Pixel

A small team of young and dedicated professionals, AlienPixel is a game development studio created in 2016 in Bucharest, Romania. Their main game title, Unbound: Worlds Apart is set to release in 2020 and is one of the most promising games developed in Romania.

Amber Studio

Created in 2014, Amber Studio is the place where games go mobile. They delivered complex projects on all major mobile platforms, such as iOS, Android, Windows Phone 8, Windows Store 8/8.1, Blackberry/QNX, Samsung & LG Smart TV platforms. They employed development frameworks and utilities such as Unity3D, Cocos2D, Marmalade, FMOD. Amber Studio are the ones behind the well known Disney mobile game Cinderella Free Fall.

AMC Romania

AMC is a leading & innovative art boutique studio for the games industry, operating in Romania for more than 20 years. A pioneer in the industry of graphic design for video games, AMC has earned the reputation of a vibrant graphic design and creation, enabling long-lasting partnerships with major worldwide video games and media producers such as: Warner Brothers, Sony, Walt Disney, Activision, Trion Worlds and others.

Angry Mob Games

Angry Mob Games is a game development company. Originally focused on mobile game development, and having worked with I.P.s like Alien vs Predator, the team is now focused on defying genre boundaries to deliver next-generation gaming experiences on console platforms. The studio was founded in 2007, when they started by doing various work-for-hire projects on titles for consoles and PC. After gaining valuable experience with high-end titles, they took the next step and moved to working exclusively on their in-house game projects, ever since 2009.

Bandai Namco

BANDAI NAMCO Entertainment Romania is a developer of mobile content for all major Smartphone and tablet platforms. The company has been around for 8 years now and is known for developing titles such as Digimon Heroes!™, PAC-MAN™, PAC-MAN Championship Edition DX™, Bird Zapper™, Bug Assault™, Buccaneer Blitz™, Duck, Duck, Quack!™, Fossil Feast™, Knights Arena™, No Red T-Shirts™, and Bird Zapper: Seasons™. The BANDAI-NAMCO Group will constantly strive to be a pioneer, aiming to become the "World's Most Inspiring Entertainment Group" capable of consistently offering Dreams, Fun and Inspiration to people of all ages around the world.

Breadcrumbs Interactive

Breadcrumbs is a games studio focused on creating worlds that you can get lost in. They are a team of game developers who spent some years in the mobile field and found that they wanted to create a more meaningful gaming experience. Ideas were thrown around, heads were banged on walls, pencil heads were chewed and ultimately they decided to mix the love for roguelikes with the love for narrative and choice based games.

Bulky Brains

BulkyBrains is a game development studio with a team that focuses on transparent and open communication, strong team spirit and most importantly, great flexibility. They developed casual and hyper-casual mobile games that are unique, addictive and fun like “Bubble Bunch”, “Ramped Up”, “Dunker.io” and “Hammer Smash”.

Cappuccino Brew Studios

Cappuccino Brew studios is an indie game developer studio born in 2019 working on their first title “Project Kofie” a game they are developing in Unreal Engine

Critique Gaming

The Critique Gaming team is an eclectic squad of people with very different social educational backgrounds, from law and economy to art and programming, with very diverse skillsets. They have gathered with the mission of making pointful games that explore important contemporary questions

Deep Byte Studios

Based in Timisoara, Romania, Deep Byte Studios is a game development studio that developed and released two games - Vertigo Racing and Abyss Attack. Their games ammassed over 10 million downloads and an average of more than 4 stars rating so give them a try!

Devious Technologies

Devious Technologies is a Bucharest-based independent game development studio based in Bucharest, Romania. It was founded in 2016 and its main focus is on the development of virtual reality games and applications, in collaboration with other local and international indie developers. Their first game is Marble Land, the first Romanian virtual reality puzzle game.

Dream Builders

Dream Builders is a game development studio formed back in 2007 by professionals of the industry, focusing on bringing good, premium games to the market. Their initial title Strike Wing: Raptor Rising is a mission based space simulator was published in 2013 while their second game, Stellar Wanderer, a space simulator/open world RPG was published in 2016.

Edgeflow

Edgeflow is an art production studio from Timisoara, Romania that is committed to creating high quality digital art content, specializing in assets for games and other real time applications. The team is focused on producing high quality services with an efficient and reliable pipeline set up through multiple years of working together. They worked on projects like “Future Field Lab” and “Office safety Training”.

Electronic Arts

Electronic Arts Inc. is the world’s largest video game publisher and it delivers games, content and online services for Internet-connected consoles, personal computers, mobile phones and tablets. It is famous for many blockbuster games such as The Sims™, Madden NFL, EA SPORTS™ FIFA, Battlefield™, Dragon Age™ and Plants vs. Zombies™. EA Romania was created in 2006 proudly hosts teams that worked on creating games such as EA SPORTS FIFA, Need for Speed and UFC. The EA Romania Testing Division is dedicated to testing most of EA’s key franchises on a range of platforms.

EvilStar Studios

EvilStar Studios is a small indie game development team from Romania, mainly focusing on getting themselves out there. Since 2014, they participated in several competitions and developed titles like “The Equinox Hunt”, “Shape Rivals”, “Mexico Escape” and “Platform of Survival”

FaeryDust Games

FaeryDust Games is a passionate group of techs, creatives and geeks which form the Romanian-based indie studio since 2013. Their team covers all aspects of development for PC, mobile and consoles. They value personal growth, technical mastery and continuous learning, but most importantly, they love their players.

Firebyte Games

Firebyte Games is a mobile games development start-up studio located in Cluj-Napoca, Romania. They make games through passion and dedication for everyone. Their vision reflects in a world where people interact with one another in a fun way through technology. Their mission is to deliver the finest quality strategy games that people will play for ages. Believing that good ideas come from great people with an outside-the-box mindset and continuous thirst for knowledge, they gather the best team in order to make the best games.

Firefly Studios

Firefly Studios is a company based in Cluj, Romania, full of passionate, talented people that are focused on creating amazing experiences through mobile games. They enable some of the world's foremost mobile game companies to bring amazing experiences to their players.

Fox Dive

Fox Dive Studios is mainly made out of game industry veterans with a sprinkle of new blood from other experienced software developers. The team has the same dream - to make games that matter and that is how "Blink: Rogues" appeared - a nostalgia driven shoot em up combining classic arcade elements with modern day arena style combat

GameDev Academy

GameDev Academy are the only training center in Romania that offers professional courses on game development. There is already a community of more than 6000 people working in this industry. However, few people have had access to courses and trainings in this area which until now has been completely foreign to anyone interested in a career as a game developer. GameDev Academy is also the first Unity authorized training center in Romania.

Gameloft

Established early 2000, Gameloft Romania has always been one of the frontrunners and standard bearers in the industry. Gameloft Romania creates and tests games developing at the same time, through Gameloft Enterprise Solutions, apps, tools and platforms for our entire worldwide network.
With 750 employees located in Bucharest & Cluj, the studios created & developed successful titles such as Modern Combat 5, Sniper Fury, Iron Blade, Asphalt Street Storm, NOVA 1, 2 & 3, Backstab, The Dark Knight Rises, Starfront: Collision, Ferrari GT, Asphalt 5, Asphalt 6, Brothers in Arms 2: Global Front and many more.

Greenhorse

Greenhorse Games is a company dedicated in building online games comprised of a small but talented group of people that share the same passion for delivering great gaming experiences that reach and connect users all around the world. They are results oriented, responsible and interested in growth.

GrimTalin

GrimTalin, based in Iasi, Romania are embracing the indie life, one quirky game at a time. They first title, "The Adventures of Elena Temple" was released for Nintendo Switch and PC and they are currently working on "Long Ago: A Puzzle Tale". They are also the publisher of Rollin' Eggz, a popular Switch game developed by Square Heads Games.

Holotech Studios

Holotech Studios SRL is a Romanian Indie start-up, created by a few game development veterans. Its maiden product is FaceRig. FaceRig is a software that allows anyone to embody and animate outstanding real time CG character portraits via motion capture from a webcam stream or via direct puppeteering controls. It is meant to become a cross-platform, open, accessible real time digital actor framework for home or business use. The program has launched on the Steam digital distribution service on the 7th of July 2015.

Idea Studios

Idea Studios amasses over 10 years of experience in the industry with passionate, creative and experienced people dedicated to deliver top-rated games. Their main focus, games for kids have amassed over 3.5 billion web and mobile gameplays.

Interactive Stone

Interactive Stone is a game development studio from Iasi, Romania and the developers of Gray Dawn, a first-person religious Horror game that was launched in June 2018. Since then, the game attracted a lot of attention and is currently sitting on very positive reviews on steam

Kappsule

Kappsule Studios is a team of creative and free thinking game developers and enthusiasts from Romania. They combine their skills and ideas to create products really worth people's attention and eventually change the way people think about games.

Killhouse Games

KillHouse Games was founded in late 2012 by veterans of the local games industry. Having worked for Ubisoft, EA, King etc, they decided to go indie and do great games. They are focused on hardcore strategy titles but try to bring them to the masses with very polished and accesible gameplay and interface. Their first title – Door Kickers – is a prime example of "Early Access done right, and was critically acclaimed on both PC and tablets. It was named "Tactical Game of the Year 2014" by Rock Paper Shotgun and has sold over 500.000 on all platforms combined.

Last Tales

If you're looking for an adventure party game where you need to work together AND follow your own interest at the same time, "Raiders of The Lost Island" is the game for you. The title, created by Last Tales studio was released for early access in August 2019 and it brings together four explorers on a sinking island where the rising water threatens to swallow them all. Win alone, or die together!

MavenHut

The MavenHut story began in 2012 when they challenged the nature of play and turned classic games into imaginative social experiences. Their first innovation was to bring the social into the unsocial Solitaire. They're developing Solitaire games with a casual flavor, where you can compete against other players in real time. They are fully dedicated to creating entertainment for others, so it is only fair they should also work in a great place, with a fun working environment. They strongly believe that happiness is the trigger for success. "If we love what we're doing, we'll be successful!" – is their motto

Meow Studios

Meow Studios is a young tech company specialized in creating games for the main mobile markets (Google Play, App Store, Windows Apps, etc.). Their team has a vast experience of over 10 years in creating graphical assets and more than 5 years with creating full projects for a variety of platforms and their work has paid off, being in the top 5% app developers on Google Play with over 3 million of downloads.

Metagame Studio

Metagame Studio are the proud creators of the awesome action RPG Tap Busters, where you can finally become a galaxy bounty hunter, traveling across the universe to hunt down all kinds of creatures and monsters.

Mind Treat Studios

Mind Treat Studios is an award winning design studio with 63 prizes in 2015. Ad agencies and brands collaborate with this studio to create and implement top-notch projects on a variety of platforms including Kinect, iOS, Augmented Reality, Facebook, Android or everything new.

Omnidream Creations

Omnidream Creations is a small independent studio from Bucharest, Romania, started in 2015 by two game developers. During the first three years, they managed to release 3 games on Steam, namely an Sci-Fi RTS called "Nightside", and two arcade shooters "Vector Strain" and "AWA". Currently the studio is down to one member and is working on the top-down shooter "Heavy Crime"

Ovilex Software

Ovilex Software is one of the top global developers for phone simulators. Ever since 2013, their titles like Bus Simulator, Truck Simulator, Flight Simulator, Train Driver and many more other have attracted over 500 million installs and hundreds of thousands of daily players. Their next goal is to bring their titles to even more players by extending to platforms like Nintendo Switch and Steam.

Phenomenon Games

Phenomenon Games was founded by a small, but experienced team of industry professionals with a solid track-record of producing top-rated games and successful IPs. As a team, they are driven by creativity and a great passion for creating compelling content that lives up to every gamer's expectations. They are committed to their ambition of establishing Phenomenon Games as a premier developer and publisher of high-quality games. Backed by their extensive expertise in game design and development, they specialize in crafting engaging titles aimed at enhancing player involvement across an expanding base of platforms including iOS, Android, MAC and PC.

PixelRam

PixelRam is a young and very talented team of people that offer a wide variety of services for the gaming industry. From Monetisation, Analytics and Publishing to UI&UX and Development, they make sure their clients only receive what's best. Some of the titles they worked with are "McTapper", "Lost in Space" and "Tarneeb Masters"

Playwing

Playwing is publisher founded in 2017 focused on multiplayer, cross-platform and crossplay games. They are setting a high-standards mobile game development program and team up with developers and IP owners to create new distribution channels to generate both value and revenue streams.

Pyrognomic

Pyrognomic Software is an independent game development studio powered by Teodor Catalin and Popescu Vlad, two passionate, technology hungry beasts who will do their best to provide players with the most fun and enjoyable gaming experience. Teodor Catalin: "It's all just going to take retrospection, diligence and persistence and we've got plenty of that."

Pronetis

If you ever found yourself playing one of the Gyrosphere games like an addict at some point, then you must know that Pronetis Games are the ones responsible for that. They are a small and passionate team from Bucharest that use their skills and knowledge to create some of the most fun mobile games.

Quantic Beans

AMC Games is a new branch of the popular company AMC Studio Romania. Their motto "We Shape Worlds. Literally" is a statement of the dedication and proficiency which now takes on to conquer new lands - game development. Their upcoming title - x - will be the first game in their portfolio and is set out to launch in y.

Quantic Lab

Established in 2006, Quantic Lab is an outsourcing company specialized in all-platform high quality testing solutions. With a decade of experience, Quantic Lab is one of the leading European outsourcing companies, contributing to the release of thousands of projects worldwide (websites, games, entertainment software, business application and more). They are known as a trustworthy QA Business partner and maintaining our good reputation is a lifelong company goal.

Rikodu

Rikodu is a small team of veterans, with diverse backgrounds and a common mission: to make high quality games that are tuned for maximum fun. Their first game, Second Hand: Frankie's Revenge, a 1-4 player co-op game where players cobble robots together from junkyard parts, was just released in Early Access. Rikodu is looking to meet media interested in Frankie's Revenge as well as publishers and investors interested in future collaboration

Sand Sailor

Sand Sailor Studio is a Bucharest-based independent game development founded in 2014 in Bucharest, Romania. After releasing their first title, Black The Fall on PC, PS4, Xbox One and Nintendo Switch, Sand Sailor Studio is currently a fizzy team of eight working hard to deliver the latest mischief called Bossgard, a game about vikings fighting a Giant Loaf Of Bread

Scorpius Games

Founded in 2009, Scorpius Games is following the dream of a few people and their burning desire to share their visions and creations with the world. They are a small team of passionate game developers based in Bucharest, specialized on RPG and RTS game development in particular but other game types as well. The team's professional history goes back 8 years from the time spent working on gaming technology and client projects to time dedicated helping others and guide them to achieve their visionary goals

Splinter Games

Splinter Games is a small studio with veteran developers, who love making games. They've been playing games since they were kids. So they got this idea that they could also make them. After over 25 years of combined professional game development they've decided to put it all on the line and seek it out on their own in the game development world, away from the safety net of the big companies

Square Heads Games

Square Heads Games is an independent game studio near Bucharest Romania, founded in 2015, focusing on casual mobile and console games. Since their launch, they developed several titles like High on Cake, Cake Laboratory and Rollin' Eggz and also have helped their clients with completing their projects

Stuck In Attic

Stuck in Attic are the creative minds behind "Gibbous: A Cthulhu Adventure" a comedy cosmic horror adventure released in August 2019. Follow the story of three main characters exploring a mysterious world and unveil ancient conspiracies. Also, they have a talking cat!

Superhippo

A leader in the adult gaming freemium, Super Hippo has managed to establish itself on the market as both a successful development house, as well as a much sought-after publisher. For the past two years, their passionate team of developers, marketers, designers and artists has been working towards building, localizing and publishing exceptional mobile, browser and downloadable content, successfully publishing over 40 titles across multiple channels of distribution. Their involvement with mainstream gaming platforms gives them the competitive advantage developers are looking for, while their experience in the adult gaming industry puts us ahead of our competitors.

Tiny Trinket

Tiny Trinket's story began in 2010 under the name Goob Games Studio creating hidden object games and a few mobile titles. Later on in 2016 they decided to return to their roots and create more complex, story driven games and that's how a full blown RPG with base management elements appeared - Azuran Tales: The Outpost

Those Awesome Guys

THOSE AWESOME GUYS is a small independent video game developing "studio" formed out of people from around the world with the purpose of being the developers and publishers we'd support as gamers. They made Move or Die and published Monster Prom.

Tractor Set Go

Tractor Set Go! produces games and mobile apps for third party clients. They deeply enjoy these projects as a source of inspiration and as an opportunity to do greater things through collaboration. They're also long time friends and our aspiration is to create beautiful and original gaming experiences. They learned a lot through their projects and challenges and now they are confident they can deliver a great game with creative and addictive mechanics. They are efficient in adding player oriented features and implementing solutions for revenue improvement

Twodoor Games

TwoDoor games is a small indie studio from Romania focused on creating titles for mobile devices. Try out "Don't Get Wet", "Cave Swing", "Dashing Knight" and their latest game "Sculpting by Numbers".

Ubisoft

UBISOFT

Ubisoft Entertainment SA is a French multinational video game publisher, headquartered in Montreuil, France. The company's portfolio includes several acclaimed video game franchises like Assassin's Creed, Far Cry, Tom Clancy's Ghost Recon, Just Dance, Tom Clancy's Rainbow Six, Prince of Persia, Rayman, Watch Dogs or Tom Clancy's Splinter Cell. Ubisoft Romania proudly worked on successful franchises such as Assassin's Creed, Watch Dogs, Tom Clancy's Ghost Recon, and other titles, which were co-developed and / or tested in the Romanian studios

White Pond Games

White Pond Games is a studio based in Bucharest, created by two veterans of the industry, both with experience from AAA titles. They are a small studio, but that doesn't stop them from dreaming big. Their title "Urban Strife" is a turn-based, role-playing and zombie apocalypse survival game that you need to try ASAP!

Whyttest

whyttest

Whyttest is a QA outsourcing studio, with a friendly culture and testing sites in Eastern Europe: Bucharest, Romania and Belgrade, Serbia. Since 2014, here you can find the perfect mix between "young bloods" and veterans of the industry. The teams consist of highly experienced QA professionals (10+ – 15+ years in different gaming companies) and young people, with great potential and fresh ideas. Forged in the fires of complex projects, their teams have deep expertise on all gaming platforms.They adapt to any partner framework or recommend their bulletproof standards, tools and pipelines, making them the perfect partner for any development team!

XSA Software

XSA Software is a start-up project/indie game dev studio from Romania that focuses on car games for Android and iOS attracting over 1 million players monthly.

ROMANIAN GAME DEVELOPERS ASSOCIATION

ROMANIAN GAMES INDUSTRY REPORT

2019

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