

GAMES, A PAIN IN THE ASS

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vlaams
audiovisueel
fonds.

WHO AM I?

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FLANDERS AUDIOVISUAL FUND (VAF)



< Het Vlaams Audiovisueel Fonds ondersteunt de professionele audiovisuele en gamesector in Vlaanderen. >

Over het VAF →



FLANDERS AUDIOVISUAL FUND (VAF)

- The Flanders Audiovisual Fund (VAF) is a public, non-profit body supported by the Flemish Community and government.
- We support films, series, podcasts and games from idea to experience.
- We allocate 1,7 million EUR / year towards game development in Flanders.



FILM

Julie Keeps Quiet (2024)

By Leonardo Van Dijn

14.621 tickets



SERIES

Chantal S2 (2024)

By Eyeworks

1,55m viewers

GAME

Big Shots (2024)

By AlterEyes

??? EUR



AGREEMENTS WITH INDUSTRY

Film

Regularly, all films
FCB, Film Matters

Series

Regularly, all tv
VRT, DPG, PM

Games

Yearly, VAF only
No sources

- 1 -

VAF invests in the industry and helps studios grow. It's common sense that we'd like to follow up on these investments.

- 2 -

We work with independent experts who advise our board on which projects should receive funding. This shouldn't solely be based on gut feeling.

- 3 -

We need data to convince policy makers to invest more in games.

- 4 -

Why not?

STUDIO SCAN 2023

49

studios surveyed

37

games covered

In Q1 2024 VAF surveyed every video game developer that received production related support (vertical slice or production support).

GAME STATS



6 games with VAF
support released in
2023

37 VAF games with
actual engagement

11 million EUR
revenue on engaged
games



Breachers VR Multiplayer Shooter

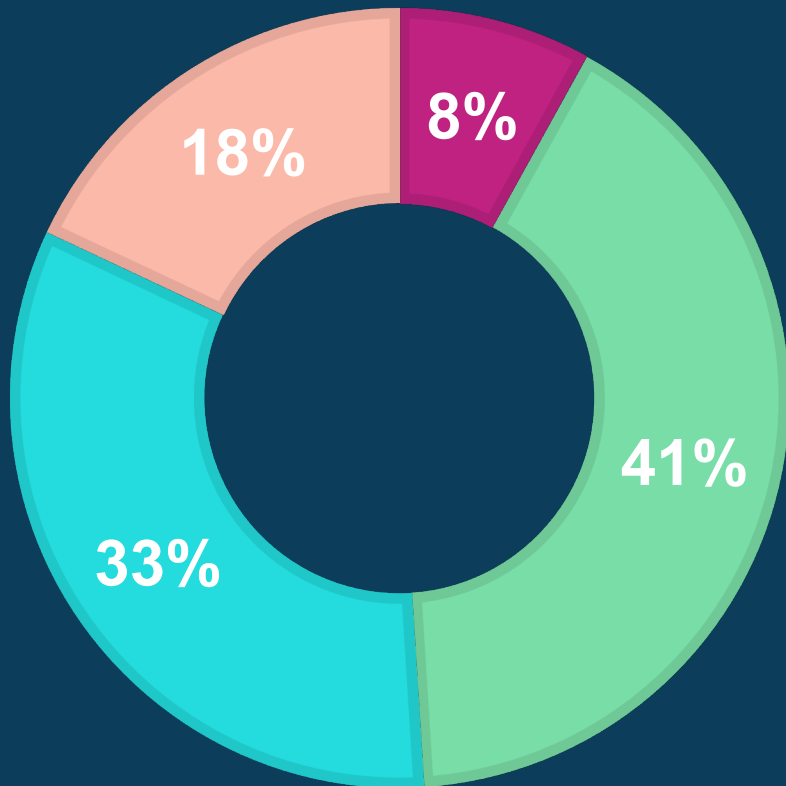
By Triangle Factory

2023

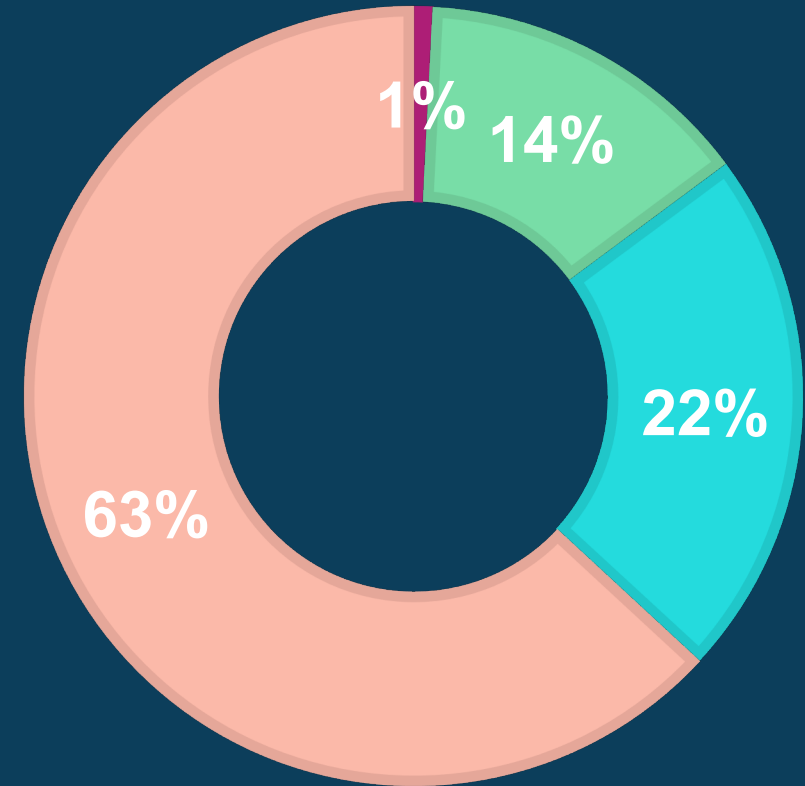
xxx EUR

COMPANY AGE (COUNT VS REVENUE)

■ <1 y ■ 1-5 y ■ 5-10 y ■ 10+ y

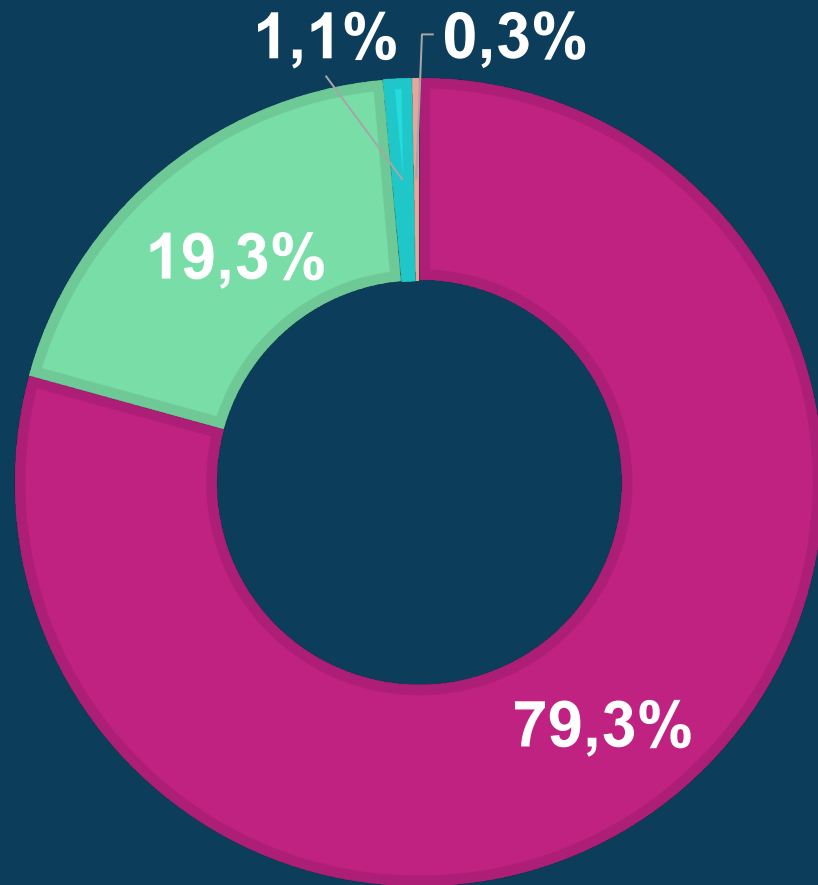


■ <1 y ■ 1-5 y ■ 5-10 y ■ 10+ y

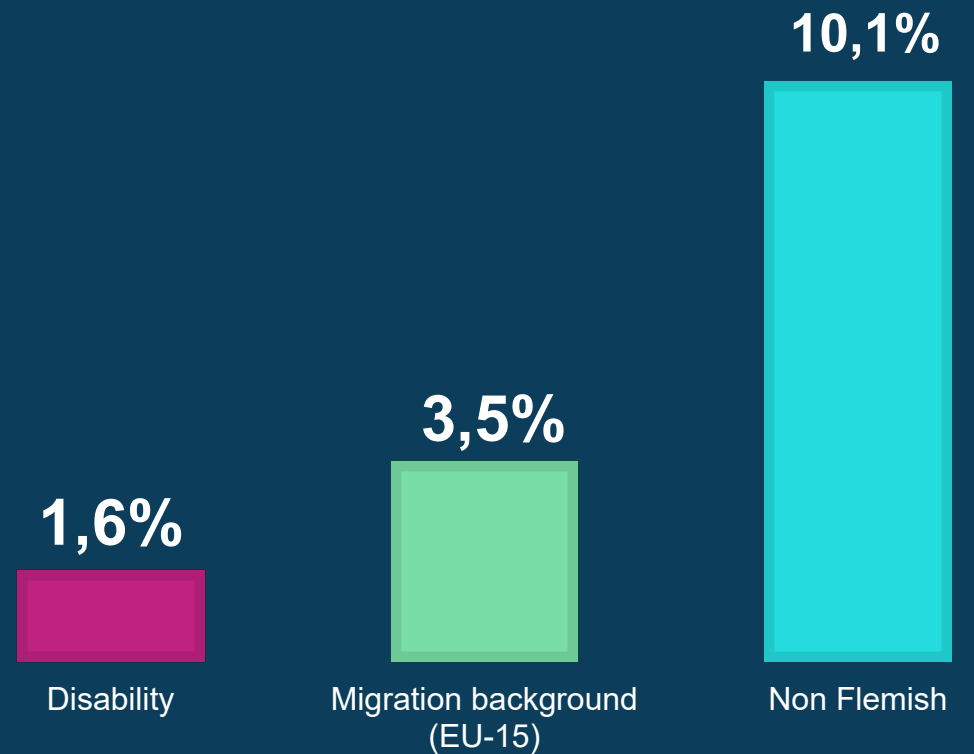


DIVERSITY

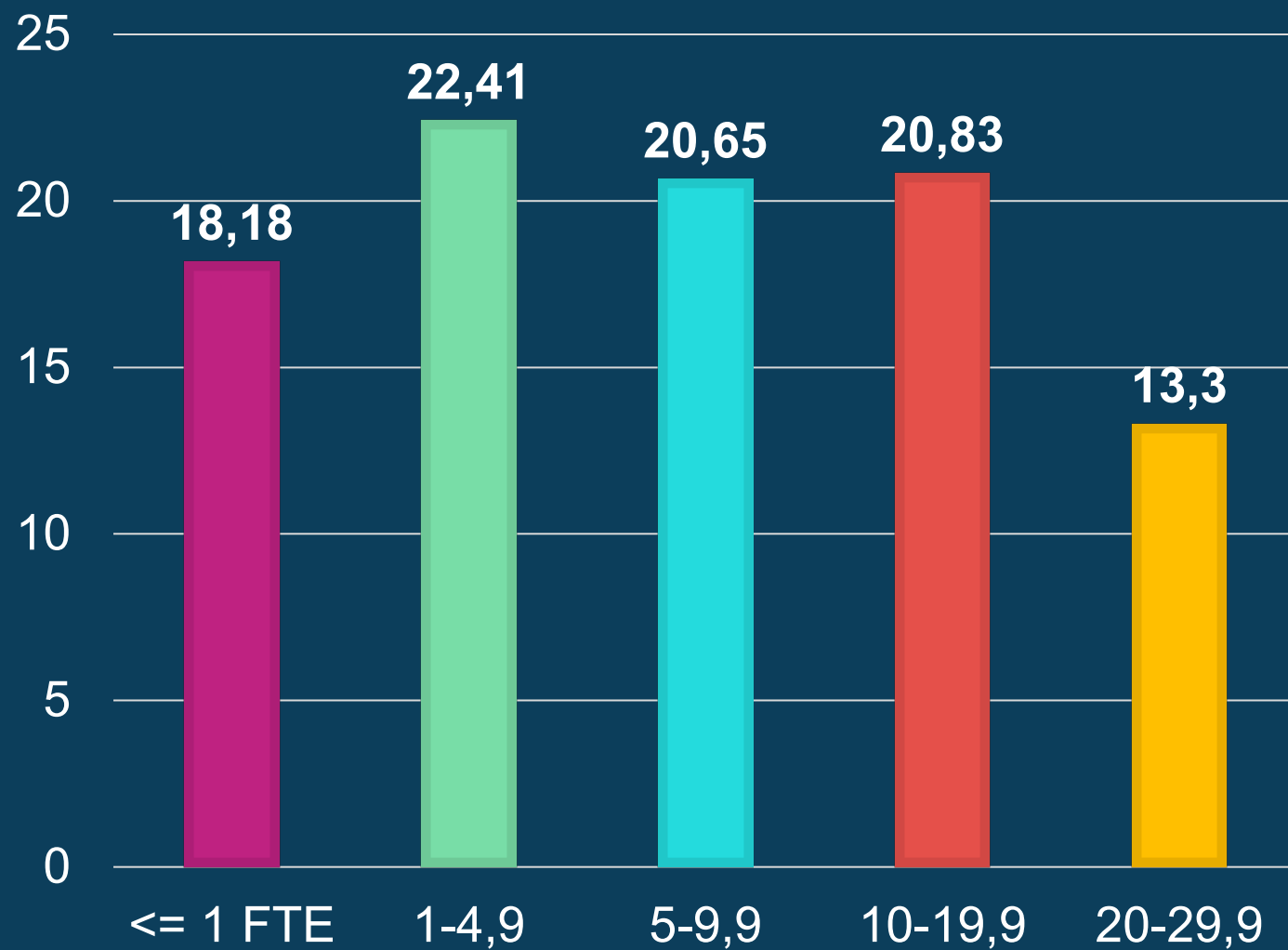
Men Women Non-binary Other



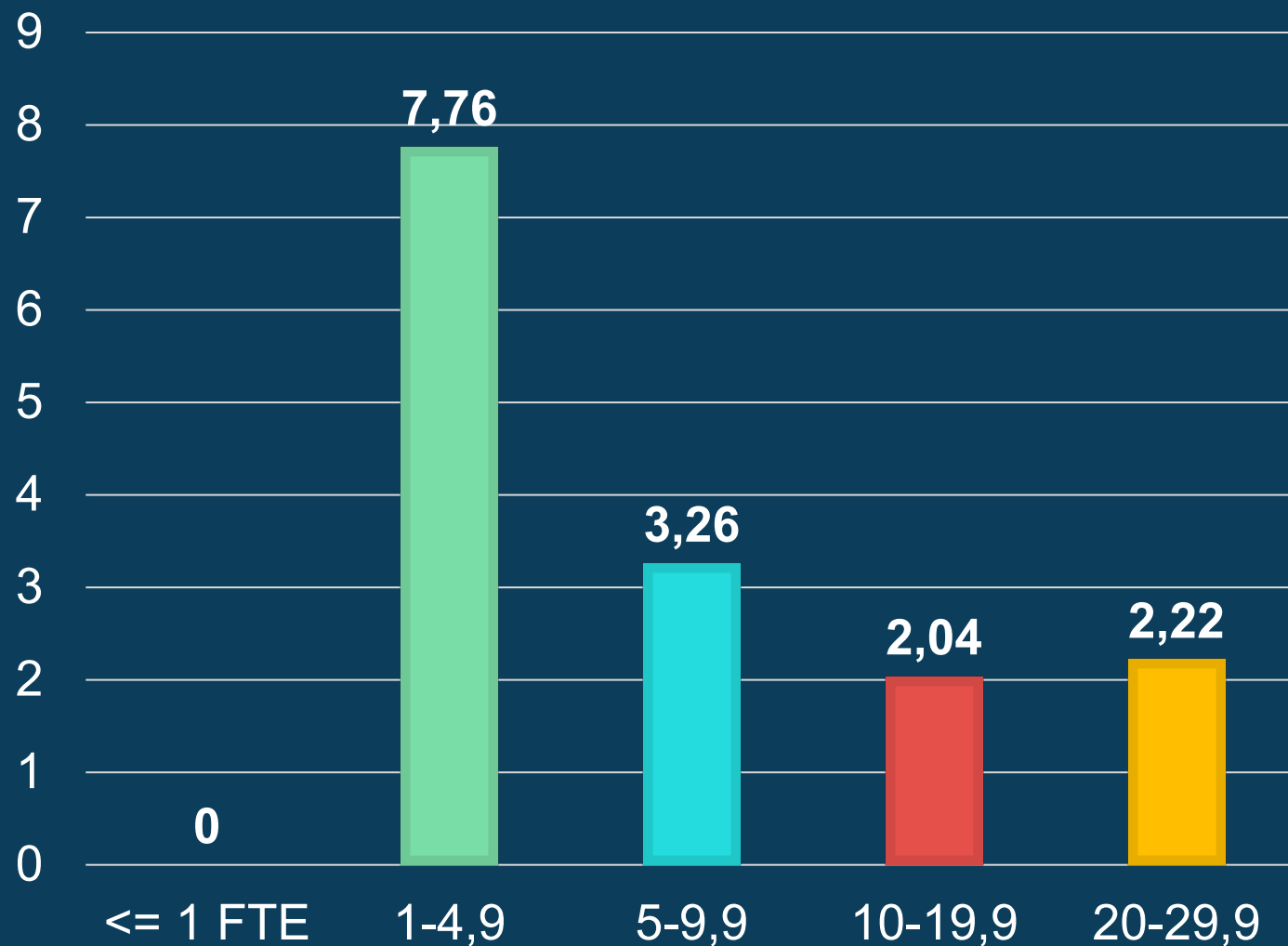
Disability
Migration background (EU-15)
Non Flemish



WOMEN IN GAMES (AVG: 19,3%)



MIGRATION BACKGROUND (AVG: 3,3%)



There are many reasons why we only require a
yearly declaration.

Data collection is hard work. We don't have the
manpower to motivate everyone.

It requires a lot of effort from the studios to send in data. They lack the manpower as well.

We are not the sole stakeholder. Publishers take over certain responsibilities and usually decline data requests.

PARTIES WHO HAVE DATA

**Analyst agencies
Data resellers**

**Federations
Associations**

**Publishers
Distributors
Storefronts**

Creators

Our yearly declaration is currently the best way to collect data without straining the relationship with all parties.

It's the best bottom-up solution we have.
But we need a top-down solution.

REQUIREMENTS FOR DATA

Independent

Verified

Frequent

Automated

We have the **same goals and ambitions**. We want our local studios to create amazing games, and for everyone to enjoy them.

So let's stop playing games,
and work together instead.

QUESTIONS?

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