



**GAMES,  
A PAIN IN THE ASS**

MATTHEW DEBOYSERE

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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)

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- 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

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## 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 advice 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

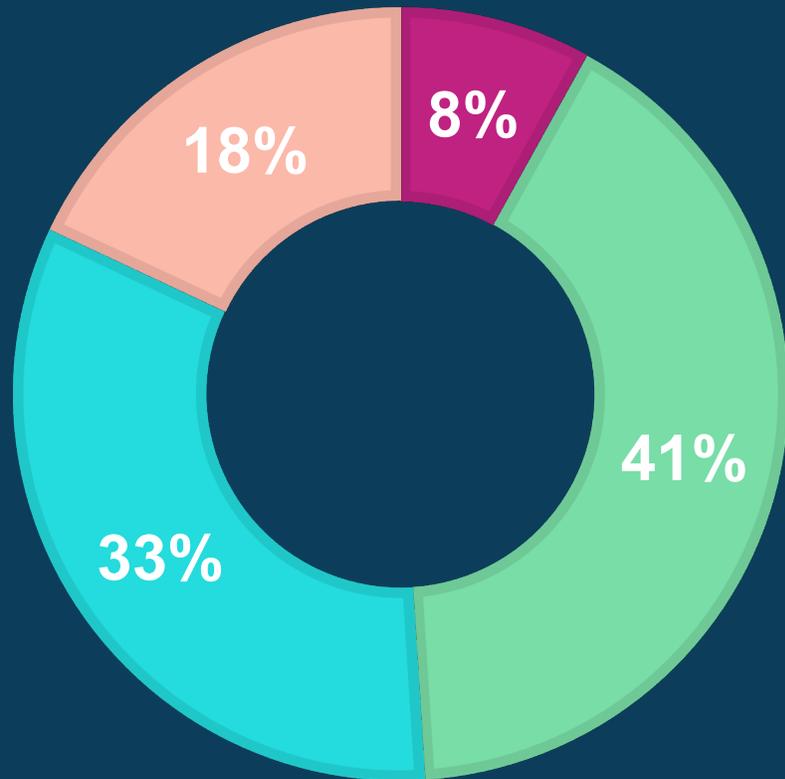
By Triangle Factory

2023

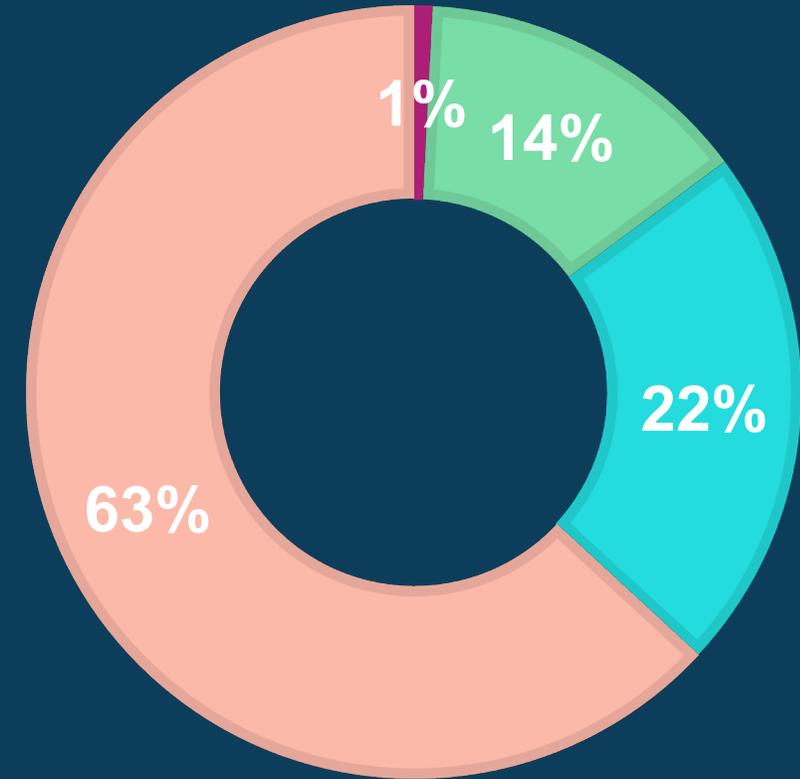
XXX EUR

# COMPANY AGE (COUNT VS REVENUE)

■ <1 y ■ 1-5 y ■ 5-10 y ■ 10+ y

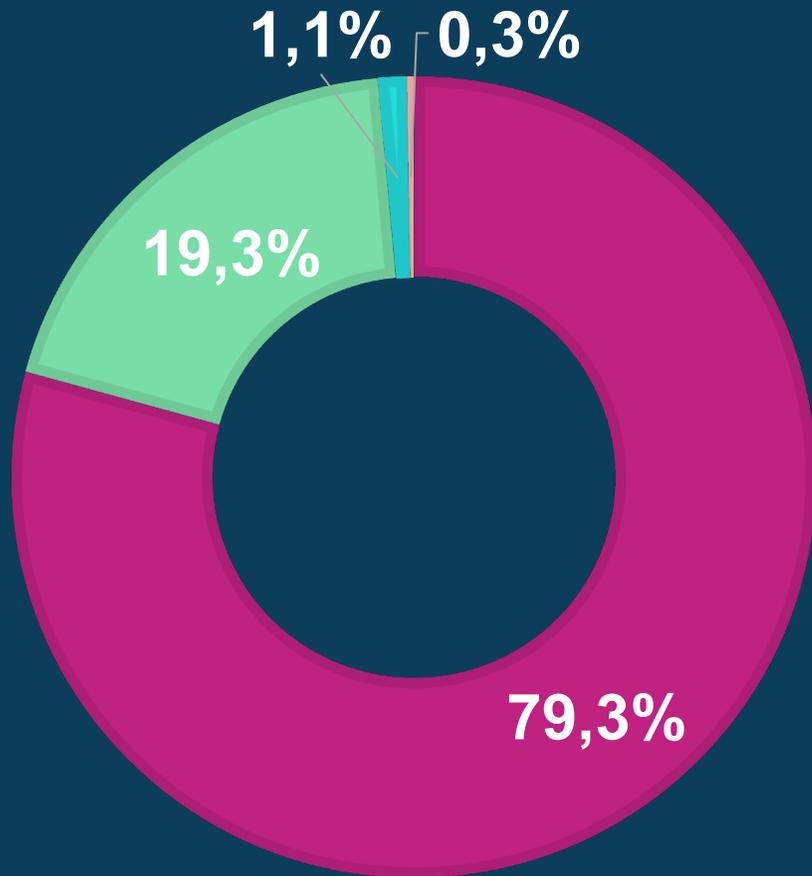


■ <1 y ■ 1-5 y ■ 5-10 y ■ 10+ y

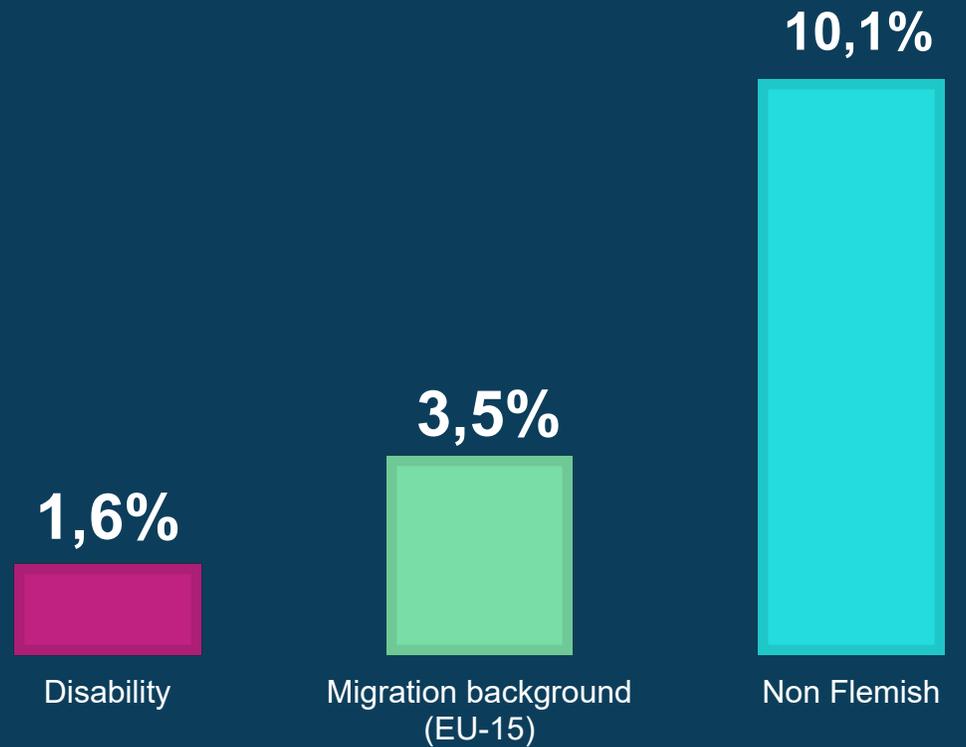


# DIVERSITY

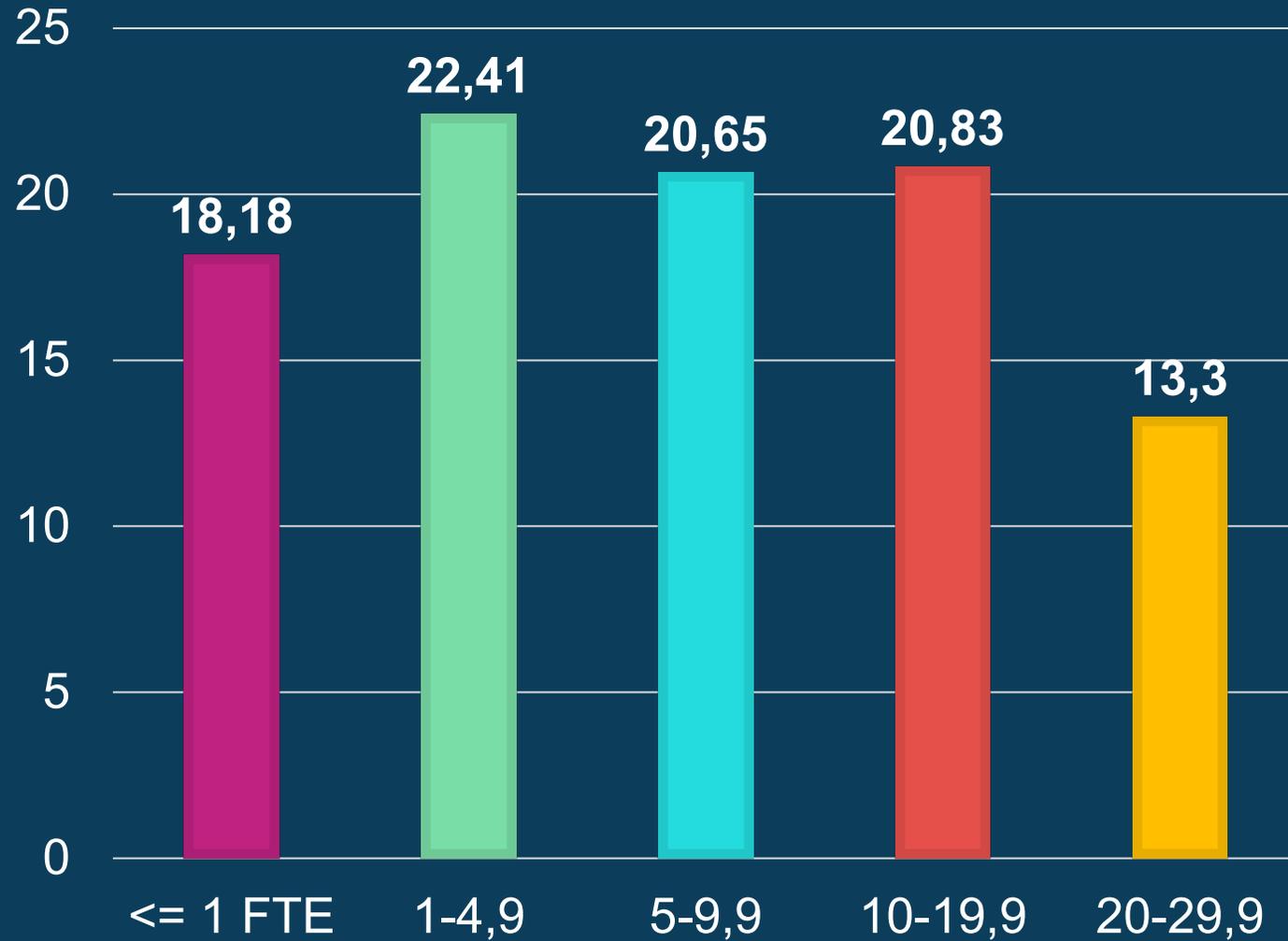
Men Women Non-binary Other



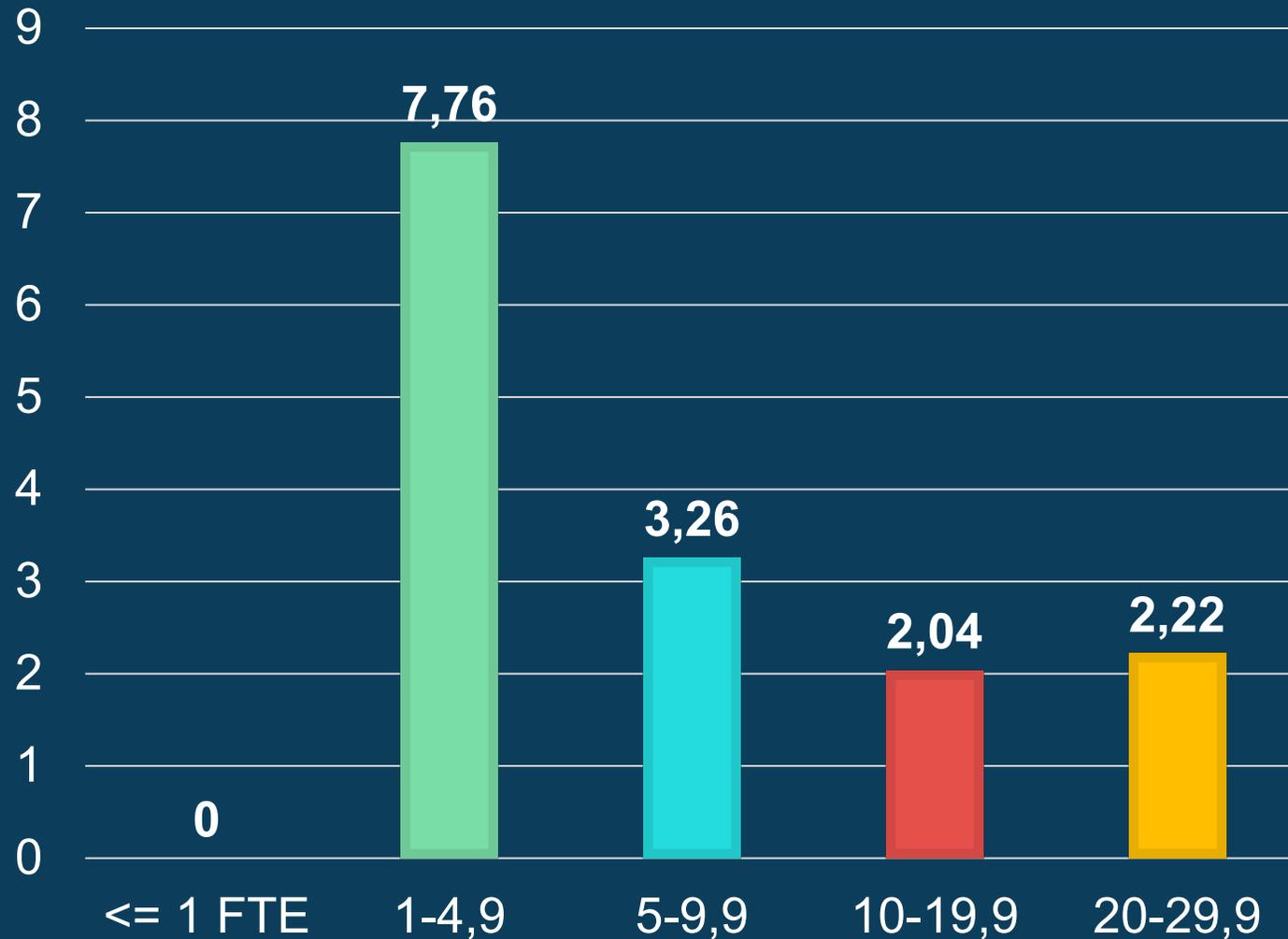
Disability  
Migration background (EU-15)  
Non Flemish



# 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**

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**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

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**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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