

Video games & XR

Digital craftsmanship

The video games & XR industry is on a rapid growth trajectory. In Denmark, the creative environment has a ‘born international’ approach in both hiring and sales. And the working culture is defined by a high level of trust and self-management. Combined with playful workplaces and work-life balance, this has attracted many international talents to the Danish video games industry.



The Danish video games industry has produced international smash hits such as ‘Subway Surfers’ co-developed by SYBO and Kiloo that has been downloaded more than 3 billion times. ‘Hitman’ by IO Interactive reached high sales numbers in the UK, Japan, and the US. Unity has created a democratic technical platform that allows other developers to create games without having to build the entire engine. ‘What the Golf’ has become another hit in the more niche-oriented market and exemplifies the Danish gaming industry’s knack for being somewhat quirky and anti-authoritarian and putting the good idea front and centre.

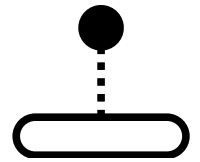
The industry increasingly crosscuts professional disciplines, contributing to digital transformation in other industries. VR and AR technologies are poignant examples of that. Vestas Wind Systems, the world’s largest wind turbine manufacturer, uses VR technology for training their staff, who interact with the huge wind turbines in the virtual dimension. The company KHORA has developed several VR solutions for healthcare, among them a VR-based tool for



exposure therapy, helping people struggling with phobias and anxiety. And in a project in the children’s department of the Copenhagen University Hospital, ‘My Thunder Buddy’, has explored how the hospital experience can be made less stressful for children using a combination of an electronic wristband, a teddy bear, and an app.

On top of entertaining, educating, and facilitating everything from learning experiences to therapeutic objectives in other fields, the industry is also grappling with the challenges that face the planet. For example, in a special edition of ‘Subway Surfers’ (World Tour Bali Edition), SYBO used the game as a platform for drawing attention to plastic pollution and the need to act. In addition, VR and AR technology also promises to reduce the need to travel for product demonstrations and training sessions.

Explore cases from the Danish video games & XR industry at www.creativedenmark.com



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Danish video games & XR in numbers

WORKFORCE
10,360

EXPORT
€3.55m

REVENUE
€7.94m

Export growth
in m EUR

