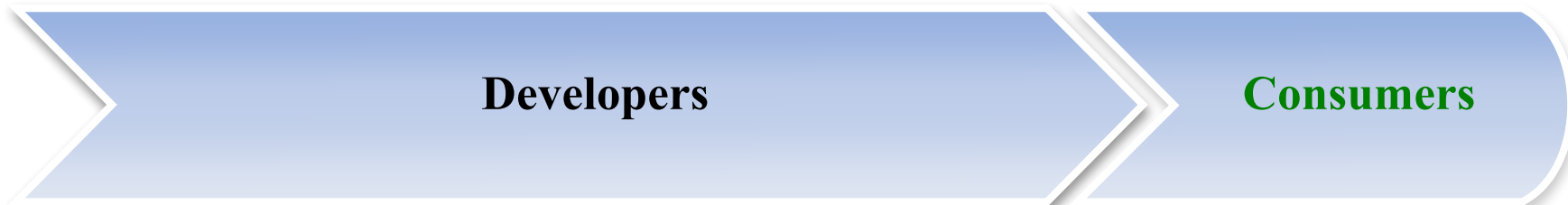


Traditional Value Chain Games Industry



- Many parties between developer and consumer (mainly non-European)
- Each party takes a share of the revenue

Online Value Chain today



- Fewer parties means more revenue for the European developers



European
Games Developer
Federation

Dr. Malte Behrmann Secretary General

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