

Stockholm 2013

Press information

Stockholm - A scene for creativity

Stockholm is the innovative and economic engine of Scandinavia. But as opposed to the creator of dynamite Alfred Nobel and the father of the pacemaker Rune Elmqvist, the new, Swedish trailblazers come from completely different sectors – among them Niklas Zennström, the man behind Skype and Daniel Eks who gave us Spotify just to name a few. The creative industry with its fashion, design, music, computer games, film, literature and advertising has utterly exploded and continues to grow. Seen internationally, Stockholm is behind a disproportionately large portion of global development.

Stockholm is literally boiling over with creativity and the power of innovation. Artists, authors, film makers, actors, game developers and designers all gather here in what can without a doubt be called one enormous, creative melting-pot. Many talented people have used Stockholm as their spring board to careers that made them internationally famous. There was Ingmar Bergman and Abba followed by Robyn and now Swedish House Mafia and Avicii. Among the new stars we find many in the computer game and fashion industries. Battlefield and Minecraft are two widely recognized global successes. In the world of fashion we find H&M, Acne, Whyred and Filippa K just to mention a few of the brands that were born in the head offices of Stockholm. And then there are the actors who include the Skarsgård family, Lena Olin and Noomi Rapace.

A boundless creative melting-pot with unexpected cross-collaborations

There are probably many reasons why Stockholm has become a magnet for creativity, but perhaps it's as simple as the principle of creativity attracting creativity just the way retail trade attracts more retail trade in a shopping mall. A number of talented people find their way here, attract others who attract others and so on.

What is unique about Stockholm's creative scene is its limitless potential for collaboration. It is not uncommon for a computer game to evolve after a game developer, film maker, musician and artist meeting and throwing around ideas. Distances are short in Stockholm. This intimacy gives rise to a creative incubator where talented people

from different sectors meet and then decide to work together, often resulting in unexpected modes of creative expression.

Acne and Millennium, two collaborative ideas

An example of how an idea expands through collaboration on the creative scene is the company Acne which began as a clothing company in Stockholm in 1996. The founder manufactured a hundred pairs of jeans and gave them away to family and friends. Today Acne is a creative studio which now includes clothing, design, advertising, film and publishing.

The Millennium Trilogy is another example. It started as a book, became first a Swedish film and then an American one. Now it has expanded into a platform which includes city tours and an app in which the user can walk in the footsteps of the main character Lisbeth Salander's and discover the Millennium universe.

Stockholm's creative scene is unpredictable and just keeps growing!

Stockholm's creative scene in figures

About half of all of those employed in the Swedish creative scene are found in the Stockholm region which in its turn accounts for close to 60% of the nation's total sales. The trend is clear - the creative industry continues to grow - especially in Stockholm.

The figures in the tables below are from 2011 (employees) and 2010 (sales).

	Amount	Percent of nation	Four-year change
Employees	46 698	49%	7%
Sales (MSEK)	100 430	57%	18%

	Employees	Sales		
	Amount		MSEK	
Computer Games	744		2 079	
Advertising	5 779		12 675	
Music	2 001		6 462	
Design	16 588		30 853	
Film	3 671		13 120	
TOTAL	28 783		65 189	

The innovative Sweden

Sweden is number one in the world in regard to inventions per capita.¹

Sweden is number one in Europe in the Innovation Capacity Index.²

Sweden is number two in the world in the Global Innovation Index.³

For more information

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¹ World Intellectual Property Organization (WIPO)

² European Business Schools, www.innovationfordevelopmentreport.org

³ INSEAD

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The Stockholm movie scene

The Swedish movie industry is capturing the world, and Stockholm is at its heart. Ingmar Bergman is often the first association made when talking about Swedish movies, but in Bergman's footsteps new stars have been born - both in front of, and behind the camera.

Stockholm draws millions

Stockholm is at the heart of the Swedish movie industry. It accounts for more than 90% of the Swedish movie industry's revenues and contains a great amount of competence in movie production. Big movie producers are also attracted by the unique proximity of different environments including the modern city, middle age towns, forest and fields, castles and parks, varying seasons and the archipelago to name a few. The Stockholm region also offers the best in safety and security. Language knowledge among the residents of Stockholm is high and it is easy to get the permits needed for making movies. Stockholm's international reputation as a movie metropolis is spreading and interest in making movies in the region is intense.

International movie productions

A new and interesting trend is that a number of foreign movie companies have begun to make their own versions of Swedish movies. An American version of the first movie in the successful Millennium Trilogy, *The Girl with the Dragon Tattoo*, was for the most part made in Stockholm and released to theaters around the world in December 2011. This movie was directed by David Fincher and had Daniel Craig and Rooney Mara in the lead roles.

Tomas Alfredsson's movie, *Let the Right One In* based upon John Ajvide Lindqvist's book of the same name was made into a movie in 2010 by the American director Matt Reeves under the title, *Let Me In*. Internationally acclaimed actors such as the Skarsgård family, Noomi Rapace, Lena Olin, Mikael Persbrandt and Joel Kinnaman all started their paths to stardom in Stockholm.

One of the world's oldest movie industries

A part of the reason that Stockholm has succeeded in producing both successful directors as well as actors, resulting in successful movies, is that the Swedish Government took an early interest in the movie industry. Sweden is one of the first nations in the world to have established a domestic movie industry. Svensk Filmindustri, SF was established in Stockholm in 1919 and is today the largest distributor of movies and videos in Scandinavia.

And the winner is... Stockholm!

During 2011, Swedish movies won 170 international awards around the world - all of which were linked to Stockholm. Directors such as Tomas Alfredsson (Tinker, Tailor, Soldier, Spy), Ruben Östlund (Play), Daniél Espinosa (Easy Money), Lasse Hallström (Cider House Rules, Chocolat), Daniel Alfredsson (Millennium) are just a few of the names of people who have taken home awards and as well as profits in the international arena.

Stockholm's movie scene in figures (2010/11)

The Swedish movie industry is growing rapidly, but Stockholm's rate of growth within this industry is even more pronounced.

	Number/Sum	Percent of Nation	Change over four years
Employed	4.170	80%	+7%
Sales (msek)	14.079	89%	+17%

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The Stockholm gaming scene

The island of Södermalm in central Stockholm has become one of the world's hottest arenas for computer game development. The computer game industry has utterly exploded here, and is where everyone wants to be. The only challenge is the continuous need of more skilled personnel.

Hundreds of people need to be recruited. A digital game revolution is underway!

The global game trend has never been more robust, and in 2011 the industry enjoyed sales of about SEK 470bn. It is primarily the digital games that have accounted for this growth, i.e. online games that are downloaded to a computer, cell phone, e-reader, or played directly from a game or social networking site.

The development of smart-phones and e-readers has opened an entirely new arena for games. Now anyone can use the time spent on busses or while standing in a line for playing their favorite game - and this is just what they do. Sweden in general, and Stockholm in particular has one of the world's highest ratios of smart-phones per capita. This trend is especially clear in Stockholm.

Hot off the press! More women than men

A historical event recently occurred when women for the first time overtook men among the online game users - even if men do spend more hours playing. Of the online games, it is the so called casual games, e.g. Farmville that has downright exploded in recent years. And it is women who account for this explosion.

Stockholm in the world - the world in Stockholm

Stockholm has a special standing in the computer game arena in Scandinavia and accounts for almost 90% of the total sales for the sector in Sweden. And it is the island of Södermalm that is hottest! On Södermalm, we find Dice (now called Electronic Arts), Mojang, Avalanche Studios and Paradox Interactive - all computer game companies that in a short time have grown from young upstarts to big players in the world's arena. Rovio, the originator of Angry Birds, has also recently opened a studio in Stockholm.

The need of personnel is great. Electronic Arts, EA Easy and Play4Free alone need to expand from 80 to over 400 employees over the coming years. Since Sweden is a comparatively small country the game companies are looking for personnel beyond Sweden's borders. Those who visit these companies can count on hearing many different languages spoken in the corridors. Employees are from all over Europe, USA, Asia - yes, the entire world.

Why Stockholm? Here's the elevator pitch

So why has Stockholm become a stronghold for the game industry? A number of factors have contributed. Early in the 90s, the personal computer was as common in Swedish homes as the TV. Thanks to a special program supported by the Swedish Government, companies could supply their employees with subsidized home computers. Stockholm was also quick to get its citizens connected to the Internet with permanent access and now has the world's largest open fiber network. These prerequisites, especially in combination with an open and tolerant society have proven to be a powder magazine for development and an international playground for digital games.

Minecraft builds billions with stone blocks

Mojang one of the game development companies in Stockholm, who has released the game Minecraft, has become a success the world over. Minecraft began as a hobby project by Markus Persson who had been involved with the game development company King.com. previously. Simply explained, the player builds different structures out of stone blocks in a 3D world. Very simple - and a lot of fun as soon became evident.

Since the first test version was released in 2009, Minecraft has sold over nine million copies. Just during the first 15 months Mojang earned SEK 541m. Now it is an important contributing factor to the Swedish computer game sector's 50% growth during 2011 to sales of about SEK 4bn.

Sweden top ten in world

Sweden has become one of the centers in the world for game development and is now in the top-ten among the world's game exporters. Last year, the game sector grew by 22% and the pace is increasing. The game Battlefield is among one of the most significant cultural exports since ABBA.

At the same time, the flow is moving in the opposite direction. Thanks to their acknowledged competence and creativity the Swedish game studios handle foreign multi-million SEK productions such as Far

Cry3 and Syndicate. Five to six game productions are ongoing at any one time in Sweden - each with a budget of SEK 100m or more.

Stockholm's gaming scene in figures (2010)

The Swedish game industry grew by 22% during 2010 and the pace is picking up. Growth is driven by the increasingly large demand in which Sweden has a very strong position in the international market. About half of the games developed in Sweden are exported. A bit more than half of the Swedish computer game companies are located in Stockholm.

	Number/Sum	Percent of Sweden	Change 2006-2010
Employed	973	72%	+14%
Sales (msek)	2.220	89%	+101%

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The Stockholm music scene. A springboard for superstars

Stockholm is a springboard for Swedish music, and artists based in Stockholm are famous in music circles the world over. In Stockholm, you can find everything from ABBA of the 70s to Robyn - and now the world famous DJ Avicii. Song-writers from Denniz Pop to Redone have filled the hit-lists with smash hits for Madonna and company for the last three decades. How can it be that such a sparsely populated country in northern Europe has taken such a prominent place on the world music scene and why, in particular - Stockholm?

Music - a natural part of growing up

Perhaps one of the explanations is Swedish society itself. Music is a natural part of children's lives. Aside from the fact that music is included in the school curriculum, there are also a large number of clubs and organizations - most of them non-profit - that make it possible for those who are interested in music to pursue their interests. In Sweden, there is a long and profound musical tradition with celebrated world stars such as opera singer Jenny Lind and Jussi Björling and jazz musicians such as the Esbjörn Svensson Trio and Monica Zetterlund. Swedish choirs are world-class and director Eric Ericsson with his Kammarkör (Chamber choir) is considered to be one of the best choirs in the world.

It all starts at the school bench

The municipal music schools are one of the most important contributing factors. These music schools provide voluntary training in music that is operated in co-operation with the municipal schools. Many feel that it is thanks to these schools that groups and artists such as ABBA, Roxette and Robyn as well as other artists had the opportunity to develop as musicians. Many other bands have also played their first chords in the many premises that the municipalities make available.

Stockholm is the hub of the Swedish music scene

Stockholm accounts for by far the greatest portion of music industry sales - approximately 70%. Even if Stockholm is Sweden's largest city

and also its capital, these factors alone are not enough to explain Stockholm's dominance. More likely it is because of Stockholm's position as a creative hub that attracts musicians; just as others are attracted to the creative industry. Music attracts music quite simply! The creative industry in Stockholm is tightly interwoven and this makes it intimate. New types of co-operation emerge among not only musicians but also talented people from other creative disciplines. This is unique to Stockholm.

Avicii and new kids on the block

One of Stockholm's most recent young stars is the DJ Avicii who underscores a new and interesting trend in music. He hasn't released a single album but has in any case filled Ericsson Globe Arena in Stockholm three days in a row - something only the truly big, world famous artists can do. Perhaps Avicii has his eyes on his predecessor Swedish House Mafia otherwise called by Rolling Stone Magazine, a "super dance-group". Swedish House Mafia managed to sell out Madison Square Garden in N.Y.C. within nine minutes.

Did Spotify save the record industry?

Surely, it can be said that Spotify, in some form is streamed into the ears of millions. The service, which was launched in Stockholm in 2006 by Daniel Ek and Martin Lorentzon, streams the music of the world via computers, mobile telephones and e-readers. Spotify is currently used by 10 million people in 10 different countries where each and every user has access to 15 million songs - a pretty large collection of music to say the least.

Spotify was a trailblazer when it was launched. The service changed the way people listen to music and made possible an entirely new type of revenue for a music industry hard pressed by illegal downloading. The magazine Forbes says that Daniel Ek is one of the most important people in the music world.

The music industry no longer sells albums, they rent out the music and again earn money. They know when, where and by whom their music is played - invaluable information for their purchasing and sales departments. The popularity of artists and albums are extended over a longer period of time and the revenues are more long-term.

All this thanks to the idea and the drive among a number of people from Stockholm - the music pirates previous promised land. Spotify is just one of many examples of how Stockholm's creative scene gives birth to artists, products and services by co-operating across artistic borders.

Britney Spears, Robyn, Katy Perry - Stockholm is behind them all

Stockholm is not just an incubator and springboard for artists but is also a center for other segments of the music sector such as song writers, producers and production companies. Max Martin, one of the most successful song writers and producers during the 1990s and the first decade of 2000 is from Stockholm and created his hit songs here. Britney Spears, Justin Bieber, Céline Dion, Robyn, Kesha, Christina Aguilera, Pink and Katy Perry are just a few of the world famous artists that Martin has written and produced songs for.

A person who has worked closely with Martin is Andreas Carlsson whose recordings have sold over 150 million copies the world over. It is also not possible to overlook ABBA's song-writer and manager Stikkan Andersson, the legend who would eventually institute the world famous Polar Prize. Stockholm is a haven for music production companies and recording studios thanks to the recognized high competence and technical levels which attract many among the music elite to Stockholm to record their music.

The Stockholm region contains large arenas, and concerts are the most important source of revenue for the music industry. In Sweden, concerts account for 55% of the total music revenue. During 2012/2013 two new arenas will be opened in the Stockholm region. Together, the new Friends Arena and Tele 2 Arena will be able to seat 100 000 fans and listeners.

Swedish Music Hall of Fame

During the spring of 2013 the new Swedish Music Hall of Fame will open on the Royal inland of Djurgården in Stockholm. Swedish popular music will have its own building and it will innovatively display current Swedish popular music as well as the golden oldies.

Stockholm's music scene in figures (2010/11)

Music is the largest source of income in the Swedish creative industry. In total, the Swedish music sector earns just under SEK 6bn annually. Stockholm accounts for 70% of this revenue and more than half of the number of people working in the industry.

	Number/Sum	Percent of Sweden	Changes four years
Employed	3.266	53%	+23%
Sales (msek)	7.841	73%	+33%

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