



Eldar Astthorsson

CCP Games, PR Manager

CARIFORUM-EU BUSINESS FORUM

April 15, 2015 - Montego Bay, Jamaica





CCP GAMES OVERVIEW

Company

Founded in 1997

Privately held

Approx. 300 employees worldwide

Headquarters: Reykjavik, Iceland

Games

EVE Online (PC)

DUST 514 (PlayStation)

EVE: Valkyrie (PC/PlayStation – Oculus Rift/Morpheus VR gear)

Core values

Fearless, Transparent, Excellence, Unity

Locations

Reykjavik, Atlanta, Shanghai and Newcastle





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CCP OVERVIEW

IGI - Iceland Gaming Industry

Founded in 2009

Mission

- Raise awareness
- Provide support
- Share best practices and knowledge

Members

- CCP
- Plain Vanilla
- Betware
- Lumenox
- Fancy Pants Global
- Alter Ego Studios
- + more











Iceland Airwaves

- Established in 1999
- Icelandair founding sponsor
- Reykjavik city sponsor since 2001

Aim

- Bring the international music media and industry to Iceland
- Give Icelandic bands a chance to play on their home field
- Promote Icelandic music and artists
- Increase tourism in Reykjavik and Iceland

Main results

- Advanced the careers of countless artists
Including; Sigur Rós and Of Monsters and Men
- Increased tourism in Iceland
- Put Reykjavik on the map as music city
- Created a network of ambassadors for Icelandic music
- Empowered the local music scene



“The hippest long weekend on the annual music-festival calendar.” - **David Fricke**, editor of **Rolling Stone** magazine

- The biggest annual cultural event in Iceland
- Held annually in November (off season)
- Over 300 shows in 8-10 main venues
- Off venue concerts in book shops, record shops, café's etc.
- and nature wonders like the Blue Lagoon
- Embraced by the local community (took a while)
- Dictates releases of new Icelandic music
- Empowered and changed the music scene for the better.



“Jamaica is per capita one of the most musically influential nations in the world.”

An aerial photograph of the island of Jamaica, showing its rugged terrain with green hills and white buildings, surrounded by deep blue water. The island is oriented horizontally, with the western coast on the left and the eastern coast on the right.

“In fact, there’s a lot more to jamaican music than just reggae, as Jamaica’s relentlessly busy studio attest. Per capita, **Jamaica is the world’s most prolific creator of recorded music. As the patious proverbs put it, *“We likkle but we talawah”*, **“We’re small, but we’re powerful”**”**



OVERVIEW

CCP Games

PR Manager – Europe

Also worked as Marketing Project Lead and Cinematic Manager.
Work ur events, including EVE Vegas and EVE Fanfest
Board member of IGI

Ýlir – Harpa Music Fund

Chairman of the board

Supports various music projects & concerts that take place in Harpa, Reykjavik Concert House.

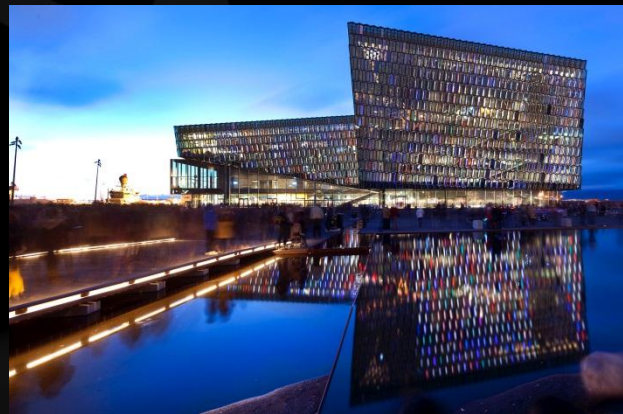
Kraumur Music Fund

Board member

Works with supporting Icelandic musicians in advancing their careers locally and internationally. Advisory board members include **Björk** and member of **Sigur rós**.

Past

Iceland Airwaves festival director





CCP GAMES & MUSIC

Soundtracks for our games

Music for our games (mainly composed by our in-house artists)
- The soundtracks are made available via iTunes and other platforms

Video trailers

We license original music for our video trailers
YouTube is main distribution platform for our trailers
Video trailers get between 500k to well over 2m+ views

EVE TV & Live broadcasts

We produce TV episodes for players of EVE Online as EVE TV
We do live broadcast from some of events
- Including EVE Fanfest and EVE Vegas

Events

EVE Fanfest: Long tradition of live music (Reykjavik, Iceland)
EVE Vegas (Las Vegas, USA)
Trade show parties (E3, gamescom etc.)
EVE player gatherings around the world





EVE FANFEST

Annual **festival** taking place in Reykjavik, Iceland

Venue: **Harpa**

Launched: **2004**

Next event: **April 21-23, 2016**

Attendees:

- EVE Online players from all over the world
- Press
- Gaming and tech industry
- CCP partners

An arena for CCP to present latest its latest **developments** and products
Brings together players for talks, decision making and massive **celebration**
Main music event is **Party at the top of the World** on the Saturday
(features international and local live artists and DJs)





Eldar Ástþórsson

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CCP Games

www.ccpgames.com

Games

www.eveonline.com

www.evevalkyrie.com

www.dust514.com

Events

Fanfest.eveonline.com

www.evevegas.com

Channels

Youtube.com/ccpgames

Twitch.com/ccp

Soundcloud.com/ccpgames

Twitter.com/ccpgames

Facebook.com/ccpgames