



Brazil is elected for the second year in a row as one of the main players in the external development (XD) of games

Report was released by XDS (External Development Summit), a global event held annually in Canada and a benchmark in the segment; Atragames (Brazilian Association of Electronic Game Developers), which for years has been organizing delegations to take Brazilian studios to the main foreign events, celebrates the result and highlights cases

São Paulo, May 19, 2022 – The Brazilian participation in the international gaming scene has been growing every year, whether in consumption, number of players or development and production of games. The largest game market in Latin America, the country is expected to have a turnover of US\$ 2.3 billion in 2021 and to



Call of Duty: Black Ops Cold War, developed by Activision in a partnership with Kokku – picture/ disclosure Kokku

increase this revenue by approximately 6% in 2022, according to consulting company Newzoo. In this scenario, attention is drawn to the increasing demand of large global developers for national studios, which are hired to produce or assist in specific parts of their games, in a practice known as XD (external development). The highlight of Brazil in the segment has just become even more evident with the publication of the XDS (External Development Summit) report, a global event that is a reference in XD, which places the country for the second consecutive year as the main emerging market in the segment.

[Atragames \(Brazilian Association of Videogame Developers\)](#), which has been working for almost twenty years to strengthen the national game development industry, celebrates the result, also the result of the association's own efforts to provide visibility to the quality and competence of the country's studios. Since the first edition of XDS in 2013, Atragames has participated in the event and organized the [Brazil Games](#) delegations, an export sector project carried out by the association in partnership with the [Brazilian Export and Investment Promotion Agency \(ApexBrasil\)](#), which supports the Brazilian development companies that participate in the event, giving full support to the dissemination of projects and stimulation of business generation.

“The big moment of the global XD industry takes place in September during XDS, and Atragames' mission is to coordinate, strengthen and promote the Brazilian digital games industry, being its representative and interlocutor



within this international ecosystem. It is a pride to see the prominence that Brazil has had in XD and to recognize the role of our Brazilian delegation”, says Rodrigo Terra, president of Abragames. In addition to XDS, Brazil Games also works with Brazilian studios in other major events, such as GDC, Gamescom and BIG Festival, which brings the big names in the industry to Brazil to do business with national developers.

Eliana Russi, international director of Abragames, corroborates the speech and highlights the importance of the Brazilian presence in international events. “We know that partnerships for the development of a AAA project require a relationship of trust between the parties and Brazilian companies have built this by participating in global events, such as XDS”.

For Terra, among the qualities that give national studios such a leading role are the creativity of Brazilians, the open and flexible culture, the ability to adapt and communicate, the balanced time zone for both the United States and Europe and the technical aptitude of the professionals. “When we talk about XD, we talk about developing a series of activities, such as art, animation, cinematics, audio, engineering, portability, motion capture, quality control, visual effects, UX (user experience) and UI (user interface), among others. Today, Brazilian studios are fully prepared to meet all these demands with great competence and commitment”.

Brazilian cases of success in XD work

Among the various Brazilian studios that participate in person at XDS and other important international events through the Abragames’ Brazil Games entourage, there are different and complementary profiles. While some specialize and are references exclusively in external development work, others also do hybrid work – that is, in addition to XD, they develop their own games.



Looney Tunes: World of Mayhem, which counted on a partnership with PUGA Studios – picture/ disclosure PUGA Studios

PUGA Studios from Recife has been working with external development since 2017 and has in its portfolio a partnership with Aquiris for the game Looney Tunes World of Mayhem, among other projects. “There are large companies in Brazil that develop top-notch games for the market. Working directly with international publishers and developers attracts foreign eyes to the Brazilian industry, for sure”, says Rodrigo Carneiro, CEO of PUGA Studios.

He also says that national studios saw an increase in demand from foreign developers to carry out XD work during the pandemic, which made many of them grow not only in revenue and quality, but in team size. “We had 30 employees in March 2020, and today we have 140 talented professionals”. Among the



differentials for winning new jobs, Carneiro highlights the importance of being at the events. “It’s the famous handshake, eye to eye. Feeling the glow at the time of conversation, exchange of experiences, is fundamental to start this relationship”.

Another studio that has been working with external development for a long time is Flux Games, from São Paulo, which has already collaborated, for example, with Garena in a spin off of the Free Fire game, and which has noticed major changes in the posture of foreign companies in last years. “Both people and companies have come to rely more on remote work, and large foreign players have been looking for solid and



Free Fire - Craque da Porrada, Garena’s game that feature collaboration from Flux Games – picture/ disclosure Garena

reliable Brazilian studios to work on part of the development of their games”, says Paulo Luis Santos, founder and head of the São Paulo studio. “Such a movement generates a qualification of our studios, matures the national market and prevents the evasion of talents to other countries”.

Kokku, another studio in Recife whose operations in the games market go beyond external development and export of services and arts, started working in the area in 2015 through contacts established with international companies that came to Brazil for the BIG Festival. The studio has worked with major companies such as Activision on Call of Duty: Black Ops Cold War, Guerrilla Games on Horizon Zero Dawn and Horizon Forbidden West, and Netflix on Stranger Things: Starcourt Mall. Thiago Freitas, CEO of Kokku, reinforces that the transfer of acquired knowledge is the main gain for the Brazilian market, in addition to generating income and employment.

“Brazilian professionals continue to be developed to work in major international titles, and this acquired knowledge stays here in Brazil even when the work ends, being reverberated within the company and, later, for the birth of new studios and projects”, explains Freitas. For the executive, what drives Kokku to work on important games is the capacity and quality of delivery. “Having a good portfolio means having the chance to present yourself, but it does not guarantee that you will be hired for the project. What really matters most is the capacity and quality of delivery. After putting together a portfolio with well-finished projects, especially in AAA games, the doors open wider.”

After a two-year hiatus due to the pandemic, XDS will again take place in person in September 2022, in Vancouver, Canada, and Atragames will be present with several Brazilian studios, through the Brazil Games entourage. The association's expectation is that this year the number of partnerships will increase even more and continue to strengthen the Brazilian game development market.



More information on Abragames can be seen on the [website](#).

About Abragames

The Brazilian Game Companies Association, ABRAGAMES was founded in 2004 and represents Brazilian studios developing games in various platforms such as PC, consoles, mobile phones and Internet.

Besides catalyzing the game production in the country by training and promoting expertise, Abragames aims at making Brazilian creativity and technology available to the main players of the international game industry.

About Brazil Games

The Brazil Games Export Program is the export program created by the Brazilian Game Companies Association, ABRAGAMES, in partnership with ApexBrasil, the Brazilian Trade and Investment Promotion Agency.

Our goal is to promote the Brazilian Game industry internationally, developing new business opportunities for our companies.

About ApexBrasil

The Brazilian Trade and Investment Promotion Agency (ApexBrasil) works to promote Brazilian products and services abroad, and to attract foreign investment to strategic sectors of the Brazilian economy. The Agency supports more than 15,000 companies from 80 different industries, which in turn export to 230 markets.

ApexBrasil also plays a key role in attracting foreign direct investment to Brazil, working to detect business opportunities, promoting strategic events and providing support to foreign investors interested in allocating resources in Brazil.

[Click here to learn more about ApexBrasil.](#)

Press information:



Caio Matta

+55 11 3672.3531

caio@agenciadrone.com.br



+55 11 97594.7802

Julia Carmona

+55 11 97167.3513

julia@agenciadrone.com.br



+55 11 3672.3531

Victor Ribeiro

+55 11 3672.3531

victor@agenciadrone.com.br



+55 11 98209.0070