

\$480,000 in the kitty to launch on US game market



ALL GO: Mighty Kingdom's Dan Thorsland and Kim Forrest.

ERIN JONES

SOUTH Australian app developer Mighty Kingdom will launch its latest digital game on the American market and create 16 jobs in SA, thanks to a State Government grant.

Mighty Kingdom yesterday received \$480,000 from the government's Future Jobs Fund to complete its Kitty Keeper mobile phone game, targeted at the "pet parent" market.

General manager Dan Thorsland said the game was more than 18 months in the making and he believed it would be "the next big hit" when it launches on the America market.

"This is by far the largest independent game ever made in SA, potentially in the country, with a \$1.4 million budget all up," Mr Thorsland said.

"Cats are all over the internet at the moment and people who are really into cats, particularly in north America, will love this story which has almost 100 days of content.

"It's not violent, it's not addictive, it's very much about the delightful, cute story that supports about 20 fantastic developers and is all made in SA."

The game will be launched in 60 days and follows on from a successful year for the company which signed what was believed to be an Australian first deal with Lego.

Mr Thorsland thanked the government and Manufacturing and Innovation Minister Kyam Maher for supporting the digital technology sector.

“With more than 200 applicants responding to Mighty Kingdom graduate jobs, we know that young South Australians are passionate about this industry,” he said.

“An industry that grows year on year, and will employ thousands of them.

“Minister Maher has really come to the table and consulted a lot of people in the industry to get policy that supports the vital digital technology sector.”

The grant coincided with yesterday’s release of a new \$2 million game development industry strategy created to support SA’s burgeoning gaming sector. Mr Maher launched the strategy at the Government’s Innovation Showcase at Adelaide Convention Centre last night, offering grants of up to \$50,000 from a game development fund.

The grants are to help game development companies produce globally competitive content, execute marketing plans for their games in target markets, and create original, South Australian-owned intellectual property.

The fund was expected to create up to 500 local jobs and position SA as a national leader in the growing industry.

The government last year committed to a Game Plus hub, on Pirie St, for digital entrepreneurs to co-locate and share knowledge, resources and opportunities.