



## **“The Italian videogame market is still too timid” [Massimo Gentili]**

[04/01/2010][by **Lucio Bernesi**]

During our meeting with **Palzoun Entertainment** – one of the youngest and most remarkable videogame companies in Italy – we had a brief chat with its CEO, Mr. **Massimo Gentili** – with whom we discussed the videogame market as a whole as well as the possibilities of investing in it. “From our point of view, what could be termed the ‘Italian videogame production market,’ is still too timid. It needs investors-producers that are strong, so that it can achieve a worldwide diffusion similar to those seen in the most developed nations, such as France and Great Britain. Nonetheless, there are artistic, project design and production skills here that are at the forefront. We believe it to be market that is undergoing strong growth, as long as multiplatform games are being developed with an eye to top international publishers. Furthermore, the possibility of bringing together further co-producers, which is something Palzoun is pursuing, also exists. Attracting capital is difficult, since there are no standards. Furthermore, there are no solid references or examples of successful products on some of the leading distribution platforms. As such, developing business models and economic-financial plans becomes very risky. In addition, the difficulties of obtaining funding from banking and financial establishments are well known, given that Italian producers such as Palzoun are SMEs and not large companies, which face fewer hurdles in this respect.”

Source. [www.gamesushi.it](http://www.gamesushi.it)

---

**PALZOUN SRL**

Head office: Via Po,102-00198, Rome  
+39 06 85 55 42 4 Fax: +39 06 85 83 16 90  
info@palzoun.com  
WWW.PALZOUN.COM