

Serbia

Topic:
Intellectual Property

Achievement:
Resilience through Intellectual Property

Sector:
Video Games & Multi-media

Demagog Studio: Building a Universe Where IP Connects Everything

Demagog Studio has transformed a single game concept into a transmedia universe spanning games, music, and beyond. By retaining ownership of its intellectual property (IP) and structuring IP exploitation in their collaborations strategically, the studio can connect creative outputs, build communities, and drive long-term growth.

Challenge

Managing IP, originating from multiple sources, e.g., games, music, publishing, and physical outputs, creates complexity in ownership, licensing, and coordination. Independent studios must balance creative expansion with legal clarity while operating with limited resources. At the same time, collaborations with multiple contributors increase the risk of fragmented rights, making it harder to maintain long-term control over a unified creative universe.

Solution

Demagog built its strategy around retaining ownership of its core IP while selectively using licensing for certain formats. By centralising ownership, the studio simplifies negotiations and ensures consistent control across all media. At the same time, it structures collaborations to allow contributors to share in value creation, creating a balanced ecosystem where creative freedom and IP governance coexist; in other words, having a "skin" for all IP contributors in the game.

Impact

Building IP across multiple media formats requires a clear central ownership structure
Retaining IP simplifies partnerships and negotiations, and collaboration models can combine shared value with retained control
Lack of IP awareness might have a big impact on the business. In case of a (potential) dispute, it is important to act wisely.
Building a community around IP becomes a strategic asset.

Milestones & Learnings

The IP approach of Demagog Studio has enabled the company to turn a single creative concept into a scalable transmedia universe. Strong IP ownership has strengthened its position in negotiations, facilitated partnerships, and increased the company's valuation. It has also allowed the studio to build a loyal community, making future projects easier to finance and launch, even in a challenging market environment.

Key Takeaways

- Intellectual property (IP) should be managed in parallel with creative output, within a coherent and scalable system.
- Retaining ownership of core IP simplifies discussions with potential partners, strengthens negotiating power, and ensures control over future exploitation especially for smaller companies.
- Well-structured collaboration models can allow contributors to share in value creation while preserving the integrity and unity of the underlying IP.

Learn more about Demagog Studio on their official website.