

## PRESS RELEASE

# ROCKVAST

Indie Today. Iconic Tomorrow.

## Europe builds world-class games. It barely keeps any of the money. A new EU-first label is about to change that.

*Sebastiaan Reinartz, former EA Director, and Geoff van den Ouden, former executive producer and studio lead of the We Were Here series, launch ROCKVAST, a Dutch-based, EU-focused publishing label.*

**Rotterdam, The Netherlands — June 1st, 2026 — ROCKVAST, a new EU-first game publishing label, launches today with a mission to help European game developers become sustainable and independent. The label is founded by a small team of veteran game and tech developers who have built studios themselves and is independently funded by its founders.**

“On a €20 game, around €15 leaves the EU. Non-EU distribution platforms take 30% before tax. Non-EU publishers take a typical 50/50 split after recoupment. The EU-developer keeps about €5 at best. European studios are building some of the best games in the world, but at least three quarters of the value is leaving Europe. EGDF’s own data shows Europe has 5,300 studios and very few domestic publishers and platforms at scale. There’s no lack of game development talent here. There’s a lack of someone fighting for the eco-system. At ROCKVAST we are going to do our part to change that!” says Geoff van den Ouden of ROCKVAST. EU-first isn’t an afterthought for ROCKVAST, it’s part of the vision why a new publishing label in the EU matters.

ROCKVAST is not your typical game publisher. Marketing isn’t the only focus, and it offers more than just support in the final stage of development. “Making games is hard, and getting a publishing deal, let alone a fair one, is even harder,” says ROCKVAST co-founder and EU-based Canadian Sebastiaan Reinartz. “We see a ton of developers with real talent, who just need some extra support and guidance to get them over the line.

ROCKVAST is a publishing label that genuinely cares about the games and the teams it works with. Thanks to our backgrounds and connections, we can help shape the games into better experiences that genuinely connect with their audience.”

ROCKVAST gets in early. Most publishers wait for a proven concept with traction before they’ll talk; ROCKVAST gets in while the concept is still being shaped to validate earlier. Because the founders have built studios themselves, they can read a project and the people behind it in those early stages and offer real guidance on areas like game design, art, and production. That opens doors for young studios finding their footing and for established teams hitting walls on development, funding, or growth.

ROCKVAST was founded by people who've spent careers making games and building studios. They believe Europe produces world-class talent, and they are here to make sure more of the value it creates stays here; reinvested into sustainable teams, built to last.

If you’re building something in Europe and you believe games are still worth fighting for, ROCKVAST wants to hear from you. *Indie Today. Iconic Tomorrow.*

As of today, EU-based game studios can submit their pitches or concepts, at any stage, at: <https://rockvast.com/pitch>

ROCKVAST is also hiring! Game producers and publishing marketers can find current openings at: <https://rockvast.com/jobs>

Press kit, founder photos, and brand assets: <https://rockvast.com/press>

## Press contact

Sebastiaan Reinarz  
Co-founder & Creative Director

E-mail: [sebastiaan@rockvast.com](mailto:sebastiaan@rockvast.com)

Tel. +31657830978

## About ROCKVAST

ROCKVAST is a team of experienced game and tech developers who never got over their love of building games. The kind crafted with care and consideration by real people, fighting to preserve their vision against the hordes of data orcs, social dragons and publishing overlords.

So the developer inside us asked: could we build a better model? An Indie publishing model that actually hits truer; one that treats games, and the people who make them, as the actual mission.

Games are hard enough to build. We know it, and we can help.

We work closely with creators as partners and advisors; not publishers in the traditional sense. Independently funded, we get in early to help shape and fund awesome indie projects; giving their teams the stability and insight they need to make their mark last.

We know what it takes to build and get to market. We care about the games, the people creating them, and the players who eagerly await them.

ROCKVAST wants to help fund, support, and publish your games for everyone to play.

**Indie Today. Iconic Tomorrow.**

## About Sebastiaan Reinarz

Sebastiaan Reinarz is a creative and production executive with over thirty years of experience in interactive entertainment, creative direction, and game development. His career began at Electronic Arts Canada in 1993, working across EA Sports studio titles including NBA Live, NHL, Need for Speed, FIFA and PGA Tour — a formative studio grounding in the creative, technical and business sides of game-making that shaped everything that followed. Over the years he has co-founded and led studios, contributed to well-loved franchises, and worked alongside talented teams across North America and Europe, with work spanning Medal of Honor, Command & Conquer, Lord of the Rings, Company of Heroes, and titles developed as creative director with partners including THQ, FOX, Red Bull, Bandai Namco, Games Workshop, UFC, and WWE.

Beyond the studio, Reinarz has contributed to broader industry conversations as an industry expert and mentor at Indigo Showcase, speaker for Saudi Arabia's General Commission for Audiovisual Media elevating Saudi women in gaming, and contributor to the Interactive Industry KSA Vision 2030 initiative.

His work has always been driven by curiosity, collaboration, and a genuine love for the craft.

## About Geoff van den Ouden

Geoff van den Ouden is a Dutch executive producer, entrepreneur, software architect, and creative industry leader with more than 25 years of experience across games, technology, education, location-based VR, and custom software development. He is most known for his work as the former Executive Producer and Studio Lead of Total Mayhem Games, where he guided the award-winning *We Were Here* co-op puzzle adventure series and grew the studio from a small student-origin team into a professional game studio of more than 50 people. His work on *We Were Here* combined production leadership, business strategy, team building, creative direction, and launch strategy across PC and consoles.

Beyond Total Mayhem Games, Geoff is the Founder and CEO of ThinkSharp, a custom software company focused on innovative business solutions. He is also Chairman of the Benelux Games Promotional Initiative, where he helps promote the Benelux games industry internationally and supports the continued development of INDIGO as a leading international game business event.

Earlier in his career, he spent 15 years at Rotterdam University of Applied Sciences as a part-time lecturer in Creative Media & Game Technologies and co-founder of the Game Design & Development minor, helping shape a new generation of game makers.

His wider experience includes producing immersive multiplayer VR experiences for VR Arcade Amsterdam, advising on game funding as a committee member for the Flanders Audiovisual Fund, and mentoring studios in the Benelux on production, leadership, business strategy, and sustainable growth.