

Press Release

More Than 2,000 Jobs In “Gamecity” Hamburg

227 new jobs created in Hamburg last year, 378 to follow by the end of 2010

Hamburg, 18 August 2010: The Free and Hanseatic City of Hamburg is continuously expanding its lead as Germany’s top digital games industry location. With 2,127 people employed full-time, the local games industry has for the first time exceeded the 2,000 mark. The number of positions with social security benefits is expected to grow by 17.8 percent until the end of 2010, which is a 4.6-percent increase over the previous year (13.2 percent). In addition to then 2,505 salaried employees, 495 freelancers will be active in the “games value chain”, as shown by the current job market data which the industry network gamecity:Hamburg collects annually.

“The games industry in Hamburg is showing continuous growth and taking on an increasingly significant role in the local media business. We recognized this trend early on and have given the sector targeted support since 2006”, as Dr. Nikolas Hill, State Secretary at the Hamburg State Ministry of Culture, Sports and Media, explained with reference to the large number of new jobs currently being created.

The first survey in 2004 counted approximately 800 employees in the games business; at present, there are 2,127 employees with permanent contracts. Add to that 425 freelancers and 529 employees of Hamburg-based companies working at branch offices outside the Hanseatic city.

In total, close to 150 companies in Hamburg are active in the “games value chain”. Achim Quinke, gamecity:Hamburg project director: “In 2009, we still counted 190 companies. The main reason for the lower figure is that this year’s survey includes only businesses that generate at least half their revenue in the games segment.” As in the previous year, the 63 developers and publishers account for the largest portion of the value created.

The industry’s growth is also reflected in the number of gamecity:Hamburg members. The regional industry network welcomes 200 new members this year. Now comprising 1,800 stakeholders from 1,000 different companies, gamecity:Hamburg remains Germany’s No.1 games industry network.

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Detailed job market figures available for downloading at www.quinke-networks.com/employment-market2010.pdf.

Additional information:

Find out more about gamecity:Hamburg at www.gamecity-hamburg.de. Additional information about the industry initiative Hamburg@work is provided at www.hamburg-media.net.

About gamecity:Hamburg

gamecity:Hamburg has approximately 1,800 members and is Germany's largest regional network of the games industry. As a division of the Hamburg@work initiative for media, IT and telecommunication, gamecity:Hamburg is concerned with creating optimal local conditions for the digital entertainment industry. Its target groups are computer, console and mobile game developers and producers, as well as related industries such as advertising, technical service providers, online agencies, and music and film production companies from Hamburg and Europe. The network helps companies to establish cooperation agreements and to break into new markets. In addition, gamecity:Hamburg supports local businesses by providing a broad range of services including workshops, industry meetings, joint trade show appearances in Germany and abroad, affordable office space, start-up consulting, qualification programmes and funding for prototype production. To provide demand-oriented training of junior staff, a Games master's degree programme was created in cooperation with the Hamburg University of Applied Sciences (HAW Hamburg) which began in the 2010 summer term. Gamecity:Hamburg is a public-private partnership headed by Stefan Klein (Hamburg@work) and Achim Quinke (Quinke Networks). Detailed information is available at www.gamecity-hamburg.de.

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