



Application start for the Games Germany Steam Sale for computer games "Made in Germany" 2024

Hamburg, March 18, 2024: Following the success of the "Made in Germany" Steam Sales organized by Games Germany with more than 200 games each in 2022 and 2023, the alliance of German games funding and network institutions is organizing a new sale for the end of June 2024. The aim is to present the great diversity of German games on Steam, the most popular online distribution platform for computer games, and to enable the participating games companies to increase their sales.

Therefore, Games Germany is looking for German developers, studios and publishers who would like to submit their games for the sale. Any company headquartered in Germany can participate.

The deadline for submissions is April 18, 2024 at 11:59 pm.

Click here for the application form:

<https://forms.gle/vLgN5ERrCxQoKRfj7>

According to the provider, Steam registers over 62 million active users every day. The Games Germany Steam Sale creates visibility for computer games from Germany, leading to more sales and generating attention for upcoming releases.

Gamecity Hamburg is part of Games Germany as location initiative for the games industry within the Hanseatic city.

Further information about the Steam Sale and the conditions of participation can be found at: <https://www.games-germany.de/>

Games Germany - Regional Funds and Networks offers all parties involved in the games industry information on funding and financing as well as development, and production conditions and publishing in Germany. In addition, Games Germany - Regional Funds and Networks supports the German games industry with their presence at major national and international industry trade fairs. The underlying model is based on Focus Germany, the umbrella organization of the eight regional film foundations in Germany.

For further information and questions please contact:

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About Gamecity Hamburg

Gamecity Hamburg supports, connects and makes the gaming hub Hamburg visible. The aim is to improve the general conditions for companies and founders of the games value chain in the city, to support them in their further development and to anchor Hamburg in the public perception as one of the leading games locations in Germany. Gamecity Hamburg is the contact point for Hamburg's games funding as well as the Games Lift Incubator and also offers programs, events, and services in close cooperation with the games industry to strengthen local developers. At the same time, the exchange of knowledge within the sector and with other industries is promoted. The promotion of young talent, the development of new formats that activate the strong network of games companies in the city, and internationalization are the focus of the location initiative's activities. Gamecity Hamburg is part of Hamburg Kreativ Gesellschaft.

About the Hamburg Kreativ Gesellschaft

Since its foundation in 2010, Hamburg Kreativ Gesellschaft has seen itself as a central contact point for all players in Hamburg's creative industries from the eleven sub-markets of architecture, visual arts, design, film, literature, music, press, radio, software/games, theatre/dance, and advertising. It supports creative professionals with contemporary services and promotes innovation within the framework of the "Cross-Innovation Hub" project. Since 2017 the industry-specific initiatives Gamecity Hamburg, nextMedia.Hamburg and Design Zentrum are part of the Hamburg Kreativ Gesellschaft mbH.