



**Press Information:**

# **Games Industry Location Hamburg & Initiative Gamecity Hamburg**

August 2021

**Hamburg Kreativ Gesellschaft mbH**

Hongkongstraße 5  
20457 Hamburg

T +49 40 87 97 986-0  
F +49 40 87 97 986-20  
kreativgesellschaft.org

**The key facts:**

- Hamburg as a games industry location: facts and figures
- 200 games companies, including four of the ten largest German games companies are located in Hamburg, as well as numerous indie studios. 2,900 people are employed in Hamburg's games sector
- Extensive Games ecosystem with numerous universities, and German branch offices of international media, tech and digital corporations such as Google, Facebook, or Twitch
- **Gamecity Hamburg:**
- Location initiative to promote the games industry in Hamburg, supported by the Free and Hanseatic City of Hamburg
- Funding programs: Prototype funding and Games Lift incubator
- Networking and knowledge exchange through (digital) events: Games Lift Impulse, Gamecity Treff, Game Starter, and many more
- Visibility of the region's games industry: Hamburg Games Conference, Gamecity Online Hub as the virtual home of the Hamburg games industry (<https://hub.gamecity-hamburg.de/>), industry events, and other programs

## **Hamburg as a games location: A vibrant industry hub and extensive games ecosystem**

Hamburg is the economic center of Northern Germany and one of the most active games locations in Germany and Europe. More than **200 companies** in the city belong to the games value chain, from studios to publishers to games-related service providers.

In addition to being **home to four of the ten largest German games companies** by employee count (Bigpoint, gamigo, Goodgame Studios, Innogames), each with up to 400 employees, **numerous medium-sized and small indie studios and publishers** contribute to the diversity and innovative strength of the games industry in Hamburg. For example, the Hamburg-based company Super Crowd Entertainment is responsible for the concept and implementation of the Indie Arena Booth at gamescom, as well as the digital version "Indie Arena Booth Online", which was developed within a few months last year



and was awarded a special prize by the jury of the German Computer Game Award (Deutscher Computerspielpreis).

A total of **2,900 people are employed in the games industry in Hamburg**. Already **31 projects** from Hamburg companies have received public funding through the **federal games funding program** ("Bundesförderung") – this illustrates the creativity and quality that exists in Hamburg's games industry.

New talent for the industry is also being trained directly in Hamburg: **Numerous public and private educational institutions**, including for example the HAW - University of Applied Sciences, the University of Applied Sciences Europe, the SAE Institute or the HTK Academy offer games-related programs, preparing students with the knowledge and practical skills for entering the games industry.

The tightly woven games ecosystem in the Hanseatic city also benefits from its **proximity to international media, tech, and digital companies**. For example, Google, Facebook, Adobe Systems Engineering, Twitch, and others have chosen Hamburg as their headquarters in Germany.

## **Gamecity Hamburg: Tailored support for the Hamburg games industry**

The location initiative Gamecity Hamburg is part of the city's creative industries development agency Hamburg Kreativ Gesellschaft, providing targeted support for the regional games industry. Gamecity Hamburg's mission is to **promote** the games industry and the wide-ranging games ecosystem in Hamburg, to build and strengthen **networks**, and to make the industry **visible** both within and outside of Hamburg.

***Promote:*** Gamecity Hamburg offers two funding and support programs with different focuses for established games companies and founders in Hamburg: The **Hamburg Prototype Funding** and the **Games Lift Incubator**.

Through the **Hamburg Prototype Funding** program, the Free and Hanseatic City of Hamburg provides 400,000 euros per year to support the development of prototypes for digital games. Up to 80,000 euros can be applied for per project to cover up to 80% of the costs through non-repayable funding. Since the prototype funding was reactivated with a new concept in 2020, 12 projects have already been supported with a total of 682,122 euros. In 2021, there will be two funding rounds for the first time. Developers, studios and SMEs can apply for the second funding round from August 30, 2021.

More information on prototype funding: <https://www.gamecity-hamburg.de/funding>

The **Games Lift Incubator** prepares five teams of developers per year for the challenges of developing and marketing their own games. In addition to the financial support of up to 15,000 euros per team and slots in a co-working space, participants receive an



extensive workshop, mentoring and coaching program by international industry experts, such as this year's games consultant Simon Carless and senior producer and consultant Heather Chandler. After a three-month intensive phase, the teams will receive 12 months of follow-up support from coaches, mentors and an international PR agency specializing in games. On September 09, the incubator program will start for the five teams selected to participate in 2021.

More information about the Games Lift Incubator: <https://www.gamecity-hamburg.de/incubator/>

**Network:** Gamecity Hamburg organizes numerous events for the games industry in Hamburg and beyond. These include, for example, the "**Gamecity Impulse**" series, in which guest experts address the topic of equality, diversity and inclusion in relation to games, the games industry and gaming communities from various perspectives, and the "**Game Starter**" series, in which professionals from the industry provide insights into their jobs. In addition, Gamecity regularly organizes the "**Gamecity Treff**", a casual networking event for the regional industry with up to 250 participants, various thematic events such as roundtables and the program "**Gamecity@School**", in which students learn more about career opportunities in the games industry.

**Visibility:** Gamecity Hamburg conducts public relations for the regional games industry and the location. Gamecity Hamburg also co-organizes the annual industry conference **Hamburg Games Conference**, which took place for the 12th time in 2021 - for the first time as a purely digital event due to the Corona pandemic. With 650 participants from 27 nations, the Hamburg Games Conference strengthened the international visibility and network of the location and Hamburg-based games companies. The 13th Hamburg Games Conference is planned as a hybrid event for March 02 and 03, 2022.

More information about the Hamburg Games Conference: <https://www.gamesconference.com/>

With the **Gamecity Online Hub**, Gamecity Hamburg also makes the games industry in Hamburg accessible for everyone, everywhere: On the freely accessible, playable online platform, visitors can explore the Hamburg games ecosystem, find information on companies and games from Hamburg, and interact with each other. The platform is also available for digital events, such as the recent final presentations of the HAW Hamburg Games Master study program.

More information about the Gamecity Online Hub: <https://www.gamecity-hamburg.de/gamecity-online-hub/>

In order to boost the international visibility of games companies from Hamburg, Gamecity Hamburg also supports the participation of members of the Hamburg games industry in international industry events through its "**Games Transfer**" and "**Road to**" programs. Through the "**Road to gamescom 2021**" program, Gamecity Hamburg enables



five indie studios from Hamburg to present themselves to the international trade and consumer audience on the Indie Arena Booth Online platform at gamescom 2021. Part of the virtual joint booth of Gamecity Hamburg are these studios: Tiny Roar with their project "XEL", Mooneye Studios with their publishing label "Mooneye Indies" and their first publishing project "Haven Park", OneManOnMars with the project "Leif's Adventure: Netherworld Hero", Radioactive Dreams with their project "Turbo Shell" and Klickaffen Studio with the mobile game "Unbuild".

More information about the "Games Transfer" and "Road to" programs:

<https://www.gamecity-hamburg.de/programs/>.

More information on the companies and games Gamecity Hamburg presents at gamescom 2021 can be found in our supplementary press material.

## Further Information and Contact

All information about Gamecity Hamburg, as well as current events and news, can be found on our website: [www.gamecity-hamburg.de](http://www.gamecity-hamburg.de)

In our press area, you will also find press releases, images, and logos for download:

<https://www.gamecity-hamburg.de/press/>

Do you have further questions or need additional material? Please feel free to contact us:

Anna Jäger  
Gamecity Hamburg  
PR Manager

T +49 40-23 72 435- 78

[anna.jaeger@gamecity-hamburg.de](mailto:anna.jaeger@gamecity-hamburg.de)

Johannes Klockenbring  
Gamecity Hamburg  
PR Manager

T +49 40 23 72 435- 74

[johannes.klockenbring@gamecity-hamburg.de](mailto:johannes.klockenbring@gamecity-hamburg.de)

We are also happy to establish contacts with companies and persons in the Hamburg games industry, for example for interviews.

### **Gamecity Hamburg is Part of 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 designxport are part of the Hamburg Kreativ Gesellschaft mbH.