



Press Information:

Games Industry Location Hamburg & Initiative Gamecity Hamburg

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The key facts:

- **Hamburg as a games industry location: facts and figures**
- More than 190 games companies, including several of the largest German games companies are located in Hamburg, as well as numerous indie studios. 2,500 people are employed in Hamburg's games sector
- Extensive Games ecosystem with numerous universities, service providers, and German branch offices of international media, tech and digital corporations such as Google, Facebook, Twitch or Snap

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- **Gamecity Hamburg:**
- Location initiative to promote the games industry in Hamburg, funded by the Free and Hanseatic City of Hamburg
- Main funding programs: Games Lift Incubator and Prototype Funding
- Activities for networking and knowledge exchange: Hamburg Games Conference, plus numerous event series like Gamecity Impulse, Gamecity Treff, Game Starter, Gamecity Forecast and more
- Visibility of the region's games industry: marketing and PR efforts for the games industry, e.g., Hamburg delegations to trade fairs and industry events, Gamecity Online Hub as the virtual home of the Hamburg games industry (<https://hub.gamecity-hamburg.de/>), and other programs

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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 industry locations in Germany and Europe. More than **190 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 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. A total of **2,500 people are employed in the games industry in Hamburg.**

Hamburg-based games companies prove to be attractive for investment. Exit Games with its Photon Engine, which is used in around 600,000 multiplayer games, the internationally successful indie studio and publisher Daedalic Entertainment, and the Applike Group, comprising several companies in the mobile sector, announced investments or takeover bids in the range of 50 to 100 million euros in the past two years.

Also, numerous projects from Hamburg companies have received public funding through the federal games funding program. So far, more than **19 million euros** have been granted to game projects from Hamburg. This illustrates the creativity and quality that exists in Hamburg's games industry. **The Free and Hanseatic City of Hamburg actively supports games companies** as well, providing **520,000 euros per year** for the public funding and support programs carried out by Gamecity Hamburg: The **Games Lift Incubator** that supports founders in the games industry with the development of knowledge and skills as well as financial grants – a concept that is unique in the public games funding landscape in Germany – and the **Prototype Funding** program which aims to support Hamburg-based companies realizing complex projects of high quality.

New talent for the industry is also being trained directly in Hamburg: **Twelve 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. A unique opportunity is the Games-Master program at HAW Hamburg, which is one of the few master's programs in the field of games in Germany. Numerous companies founded by student teams have already emerged from this program, which have been awarded prizes such as the German Developer Award.

The tightly woven games ecosystem in Hamburg also benefits from its **proximity to international media, tech, and digital companies.** Next to international big players from the games industry like Capcom, Square Enix or Niantic, global tech companies like Google, Facebook, Adobe Systems Engineering, Twitch, Snap and others have chosen Hamburg as their headquarters for the German market.

E-sports and gaming continue to gain more public visibility in Hamburg, especially with the opening of RCADIA, Europe's biggest gaming house and e-sports training centers such as Play Bay in 2022. With the **Polaris Convention** at the Hamburg trade fair halls,



Hamburg is also home to a **major new public event for the gaming scene**, that managed to draw in more than 10,000 visitors for its premiere in October 2022 already.

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** Hamburg's games industry and the wide-ranging games ecosystem, 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 Games Lift Incubator and the Gamecity Hamburg Prototype Funding.

The **Games Lift Incubator** prepares five teams of developers per year for the challenges of developing and marketing their own games. The participating teams receive an extensive workshop, mentoring and coaching program by international industry experts over the course of three months, helping them to reach the first big milestones in the development of their games as well as building the foundations of successful game studios. In addition, they receive financial support of 15,000 euros per team and desks in a co-working space. Afterwards, the teams profit from 12 months of follow-up support from coaches, mentors and an international PR agency specializing in games. So far, fifteen teams successfully graduated from the Games Lift Incubator and further developed their concepts towards promising, marketable products. After their participation in the Games Lift Incubator, five of the projects have already succeeded in convincing the Gamecity Hamburg Prototype Funding award committee to support the further development of their projects with substantial financial support. The next application phase for the incubator program is scheduled to start around May 2023.

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

Through the **Gamecity 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, suitable to attract further investors or funding. Up to 120,000 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, 21 projects have already been supported with a total of 1.12 million euros. Studios and developers from Hamburg can apply for the next funding round in early 2023.

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



With the annual "**Pitch Level Up**" events, Gamecity Hamburg also supports studios and game developers in presenting their projects in the best possible way to potential investors, funders or publishers. Here, teams receive valuable 1:1 feedback on their pitches from various industry experts.

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 and tips how to start a career. 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 with political decision makers** and the program "**Gamecity@School**", in which school students learn more about career opportunities in the games industry. Gamecity Hamburg also supports the **School Internship Games**, in which the Initiative Creative Gaming, the HAW Hamburg, the regional association game Hamburg and local game studios organized a three-week internship program for 9th grade students for the third time in early 2023. Since the start of the project in 2021, the studios InnoGames, Fishlabs, Goodgame Studios and Tivola Games supported the project by hosting the school interns and providing the program's financing.

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 will take for the 14th time in 2023 - for the first time since 2020 as an exclusive on-site event in its new location Altonaer Museum and under the main topic "Invest in Games". With more than 600 participants, the Hamburg Games Conference is one of the leading B2B games conferences in Europe and strengthens the international visibility and network of the location and Hamburg-based games companies.

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.

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 2022**" program, Gamecity Hamburg enables



six indie studios from Hamburg to present themselves to the international trade and consumer audience on the Indie Arena Booth. Additionally, visitors of the brand new **Polaris Convention** were able to test out games from Hamburg-based studios at the Gamecity joint booth.

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

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

More information on the companies and games presented by Gamecity Hamburg at gamescom 2022 can be found in our supplementary press material:

<https://my.hidrive.com/share/9.1hwsje-b>

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

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:

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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 Design Zentrum Hamburg are part of the Hamburg Kreativ Gesellschaft mbH.