



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**
- 190 games companies, including several of the largest German games companies are located in Hamburg, as well as numerous indie studios. 2,450 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:**
- **Founded in 2003: Watch the anniversary video:** <https://youtu.be/fBS5eF7Xelc>
- 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: Numerous event series like the Hamburg Games Conference, Gamecity Treff, Gamecity Impulse, XP Boost, 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 and more

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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. About **190 companies** in the city belong to the games value chain, from studios to publishers to games-related service providers.

In addition to being **some of the largest German games companies** by employee count (Bigpoint, Twin Harbour Interactive, gamigo, Goodgame Studios, InnoGames), each with up to 350 employees, **numerous medium-sized and small indie studios and publishers** contribute to



the diversity and innovative strength of the games industry in Hamburg. **2,450 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 established Indie Studio Tiny Roar, and the Applike Group, comprising several companies in the mobile sector, announced investments or takeover bids in the range of up to 100 million euros in the past years.

The Free and Hanseatic City of Hamburg actively supports games companies, providing **520,000 euros per year** for the public funding and support programs carried out by Gamecity Hamburg: The **Games Lift Incubator** supports with the development of knowledge and skills as well as financial grants – an unique concept that Gamecity Hamburg was first to launch 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: **Ten public and private educational institutions,** including for example the HAW, 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 former student teams have already emerged from this program, which have been awarded prizes such as the German Computer Games Award and 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.

Games and gaming culture continue to gain more public visibility in Hamburg. With the **Polaris Convention** at the Hamburg trade fair halls, Hamburg is home to a **major public event for the gaming scene,** that managed to draw in 40,000 visitors for its **third round** in October 2024.

The next Polaris will open its doors from October 10 to 12, 2025: <https://polaris-con.de/en/>

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. Since 2003, 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. Founded in **2003,** Gamecity Hamburg is the longest existing public funding institution for the games industry at the state level in



Germany. Further information on the 20th anniversary: <https://gamecity-hamburg.de/20years/>

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 one-year long workshop, mentoring and coaching program by international industry experts, 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 space for collaboration and exchange with the other participating teams. And the teams receive further support from selected mentors, who will accompany them throughout the incubator period.

So far, 25 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, nine 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 teams for this year's round of the Games Lift Incubator have already been determined and will start the exciting first phase with intensive workshops in September.

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 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, 37 projects have already been supported with over 2 million euros. Studios and developers from Hamburg can apply for the next funding round in early 2026. In 2024, Gamecity Hamburg introduced a diversity checklist as part of the application process to help increase diversity.

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

Knowledge exchange/transfer: Portside Game Assembly

On June 26 and 27, 2025, our **Portside Game Assembly** premiered in Hamburg. A B2B conference for indie studios with selected studio managers on a conference ship sailing through the port of Hamburg.

With a carefully curated program of keynotes, short talks, and roundtables, the conference offers a unique opportunity for studio directors and decision-makers to engage in focused and collaborative discussions. In addition to the conference, three other Portside Game Assembly events allow the local industry and international guests to interact with conference participants, publishers, and game studios.



Following a successful premiere and very positive feedback from participants, the second Portside Game Assembly in Hamburg is already scheduled for June 25 and 26, 2026! For more information, visit: www.portsideassembly.com.

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 Hamburg has regularly organized the **Gamecity Treff** for 20 years, 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 five times since 2021.

The companies InnoGames, Fishlabs, Goodgame Studios, and Tivola Games have participated in the various editions of the School Internship Games in Hamburg so far.

Visibility: Gamecity Hamburg conducts public relations for the regional games industry and the location.

To boost the international visibility of games companies from Hamburg, Gamecity Hamburg supports the participation of members of the Hamburg games industry in international industry events through its "**Road to**" programs. Through the "**Road to gamescom 2025**" program, Gamecity Hamburg enables four indie studios from Hamburg to present themselves to the international trade and consumer audience on the Indie Arena Booth. Additionally, visitors of the **Polaris Convention 2025** will be 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 2024 can be found in our supplementary press material: https://gamecity-hamburg.de/press/#Press_kit

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 people 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.