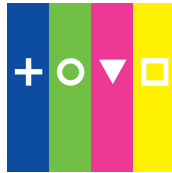




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# GAMES MADE IN

Berlin-Brandenburg  
@ gamescom 2019



**GAMES – made in  
Berlin Brandenburg organized by**



games:net berlinbrandenburg is one of the initiatives of the media business network media:net berlinbrandenburg. The initiative represents, supports and connects companies of the fast growing regional games industry by means of a variety of content related collaborations and events. By promoting the interests of the game branch and connecting the members with politics, science and industry, we ensure the ideal breeding ground for business and creativity in Berlin and Brandenburg.

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gamescapital.berlin is the new brand for the most vibrant game industry location in Germany. Our game branch consists of a busy indie scene, successful German AAA studios, international state of the art developers, service companies and a growing number of eSport businesses.

Moreover, Berlin's game ecosystem is home to key institutions, federal associations, regional and international business networks, university and educational institutes, as well as business and networking events throughout the whole year.

Aligned by the support of Berlin's Senate Department for Economics with a variety of

financial instruments for business development like venture capital, subsidies, loans, R&D project funding, business coaching and internationalization programs – games capital.berlin is offering unique conditions for a growing and increasingly internationalizing game industry.

I invite you to experience the vibrant game scene of Germany's capital region at the gamescom joint presentation booth »GAMES – made in Berlin-Brandenburg«. 12 game companies will present the diversity, creativity and innovative potential of our game branch.

#### **Ramona Pop**

Berlin Mayor and Senator for Economics, Energy and Public Enterprises



Today, »GAMES – made in Berlin-Brandenburg« is a well-established brand. For the seventh consecutive time, the capital region presents itself at one of the most important industry events of the year. The exhibiting companies stand for the capital region's innovative potential, which is driven by established companies as well as a rapidly growing start-up scene.

Brandenburg and Berlin support the games industry as part of a comprehensive innovation strategy in the cluster for information and telecommunication technologies (ICT), media and creative industries. Moreover,

Medienboard Berlin-Brandenburg provides diverse funding programmes for the digital economy in the German capital region.

Due to this close connection between IT and media, the gaming sector in Brandenburg can draw from a large pool of well-trained specialists and a vibrant environment for research and development of future media technologies, which also drive innovations in other industries. These advantages provide excellent preconditions to establish »GAMES – made in Berlin-Brandenburg« also internationally.

#### **Prof. Dr.-Ing. Jörg Steinbach**

Minister for Economic Affairs and Energy of the Federal State of Brandenburg

## Games Capital Berlin-Brandenburg

### Creative, Innovative, International, Cost-Efficient

Berlin-Brandenburg is known for setting new trends and putting innovative ideas into practice. The region is home of highly successful game developers for PC, mobile, web and consoles, as well as a hotbed for start-ups in the fields of design, technology and social media. With more than 200 companies related to the game industry, around 255 million euros in annual revenues, and more than 2.100 employees working on related projects, the capital region is the most dynamic game-development location in Germany.

Berlin-Brandenburg hosts a wide range of industry services, including in-game advertising, payment systems, sound recording, localization, quality assurance and concept artwork. Not only thanks to games:net, the region is well networked and a wide range of advisory services, financing and subsidies ensures a strong business environment.

The industry association GAME has its headquarters here. The sector's leading players gather regularly here for the gamesweek-berlin. No other location in Germany offers such a comprehensive infrastructure in the field of games.



### Funding and Financing

The federal states of Berlin and Brandenburg extensively support start-ups, relocating companies and expanding businesses. For example via grants of up to 40% for labor costs and capital investment in fixed assets; grants for tech-oriented r&d projects; via backing for infrastructure projects, competitions, public-private partnerships and trade fair appearances.

Medienboard funds the development of games and offers a number of networking events and conferences.

The region's two business development companies, Berlin Partner for Business and Technology and the Economic Development Agency Brandenburg (WFBB) provide information and support on all of the financing opportunities.

**medienboard**  
BerlinBrandenburg

Medienboard is the main funding institution for the media industry in the German capital region.

#### Medienboard Berlin-Brandenburg GmbH

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Credit: Berlin Partner/Monique Wüstenhagen; figures: Wooga, King, Mad about Pandas

**Berlin** Partner  
for Business and Technology

Berlin Partner – economic development on behalf of the state of Berlin. Advice and assistance for investors in establishing operations in Berlin.

#### Berlin Partner for Business and Technology

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Economic Development  
Agency | **Brandenburg**

The Economic Development Agency Brandenburg (WFBB) guarantees comprehensive support in all questions about investment plans in Brandenburg.

#### Economic Development Agency Brandenburg

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## Altagram – Your Ultimate Partner for Game Localization

Altagram is an innovative multinational video game localization and audio production agency with offices in Berlin, Seoul and Montréal. Our talented, hardworking and—most importantly—passionate team of linguists has given more than 4500 games the high-quality, individually-tailored localization they deserve. We provide top-notch localization for every type of game in over 50 languages. Our in-house translators, coordinators, project managers, testers and engineers will help your games cross all borders, no matter the level of complexity.

- **Text localization:** In-game, UI, marketing texts, packaging, app store texts, manuals
- **Audio:** Multilingual voice-over, casting, pre/post-production, SFX

- **LQA:** Linguistic and functional testing
- **Localization Quality Evaluation**
- **Game Culturalization**
- **Multimedia Localization**
- **Graphics Adaptation**



### Altagram Group

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## App Annie – The Mobile Performance Standard

### CONSUMERS LOVE MOBILE GAMES

One-third of all worldwide downloads are games and 74 cents of every dollar going through the app store are driven by games. On average, we have 8 mobile games installed per device and we play an average of 2 to 5 per month.

App Annie created the mobile app data market and is the industry's most trusted mobile data and analytics platform. With App Annie, game publishers can confidently navigate the entire app lifecycle, from app launch to expansion strategy.

More than 1,000 enterprise clients and 1 million registered users across the globe and spanning all industries rely on App Annie as the gold standard to revolutionize their mobile business.

The company is headquartered in San Francisco with 11 offices worldwide.



### App Annie

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jdetzel@appannie.com  
www.appannie.com

### WITH APP ANNIE, GAME PUBLISHERS

**CAN:** access download and revenue mobile data, prioritize features, improve usage, explore demographics, track and monitor competitor market share, optimize ASO.



## BoomByte Games – Action on Epic Scale

With over 2 million active players from PC to Mobile and more than 100 employees in 3 locations, InGame Group launched its development studio, BoomByte Games, in Berlin. Founded in 2017, BoomByte Games will serve as a hub for InGame Group's global expansion and Mobile Development focusing on hardcore mobile game projects.

BoomByte Games is currently working on Zula Mobile, the mobile version of InGame Group's hit MMOFPS Zula. Planning to be released globally later this year, Zula Mobile is bringing fast-paced action, competitive gameplay and visual quality of a PC game to all mobile devices. Even with high quality graphics, Zula Mobile is optimized to the extreme and can run smoothly on

low-end mobile devices, enjoying an unparalleled market reach.



### BoomByte Games

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## Creative Mobile – Commitment to Excellence

### OUR MISSION

Our goal is to be a leader in the gaming industry, to be a perfect home for great talent and to enrich people's lives with magical moments.

### CAREERS

We are always looking for those who share our passion for games, as well as our key values of ownership, excellence and transparency.

### TRACK RECORD

Creative Mobile is proud to have served more than 400 million players, winning multiple awards, being recognized as the Start-up of the Year and a TOP30 best employer nationally.

We are actively contributing to education and ecosystem development by partnering with industry accelerators and NPOs, as well as being a key partner of the Game-Dev Days conference.



### Creative Mobile

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## DCMN Grows Gaming Business into Market Leaders

DCMN is the growth marketing partner for digital businesses & startups – with a track record of successful partnerships in the gaming industry. The company's creative & data-driven approach to marketing combines tech solutions with expert knowledge to help companies unlock the next levels of their growth journey. From its headquarters in Berlin and international offices on four continents, DCMN equips its clients to scale efficiently in their own markets or internationally – whether they need a growth strategy, creatives, media plans, or a tool to measure and optimize offline media themselves. All of this is supported by technologies DCMN designs and builds – based on nearly 10 years of experience helping digital brands grow and

data points from thousands of client campaigns. DCMN was launched in 2010 by Andreas Dengler and Matthias Riedl and is owner-operated to this day. DCMN has helped more than 270 digital brands worldwide to scale their businesses, such as Com2uS, Wargaming and Gameloft.



### DCMN

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[www.dcmn.com](http://www.dcmn.com)



## Korean Mobile Gaming Powered by Berlin

GAMEVIL COM2US Europe GmbH provides localization, community management and marketing services for mobile games like Summoners War, Skylanders™:

Ring of Heroes or Talion. Initially set up as GAMEVIL Europe in 2015, the company has grown to almost 50 employees and has since extended its scope to include the global top-5-grossing mobile title Summoners War.

In 2017 and 2018, GAMEVIL COM2US Europe hosted various offline events, including the Summoners War World Arena Championship (SWC) in Paris and Berlin. These events have also been streamed to hundreds of thousands of viewers on Twitch and Youtube. This year, GAMEVIL COM2US Europe will host the first ever European World Finals for SWC in Paris.

GAMEVIL COM2US Europe is looking forward to launch further games such as Elune, Project CARS GO and the upcoming Summoners War game Lost Centuria soon.



### GAMEVIL COM2US Europe GmbH

Torstraße 33/35 / 10119 Berlin

[www.gamevilcom2us.com](http://www.gamevilcom2us.com)



## Pay-What-You-Want + Charity Digital Distribution of Games, eBooks and Software

Humble Bundle sells games, eBooks, software, and other digital content through pay-what-you-want bundle promotions, the Humble Store, and the Humble Monthly curated subscription service.

When buying a bundle, customers not only choose how much to pay, but also how their payment is divided between the content creators, charity, and Humble Bundle. Purchases from the Humble Store and subscriptions to Humble Monthly also help support charity.

In 2017, Humble Bundle announced the launch of a multi-platform funding and creative initiative to publish games »Presented by Humble Bundle.«

Since the company's launch in 2010, Humble Bundle and its community have raised more than \$150 million for a wide range of charities across the world. We have offices in San Francisco, California and Berlin, Germany.



### Humble Bundle

San Francisco & Berlin  
gamescom@humble.com  
www.humble.com



## Industry-Leading Digital Solutions for Video, Audio, Photo, Web and VR

Every day, across the world, millions of inspiring multimedia projects are created with MAGIX desktop and mobile apps. For more than 25 years, MAGIX has pushed the boundaries of new technology in the digital media world. Driven by a passion for innovation, MAGIX releases high-performance, intuitively designed products to the delight of an ever-growing community of loyal users, firing the imagination of beginners and creative professionals alike.

Germany, other European countries, China and the US. According to sales figures, MAGIX ranks No. 5 worldwide in its sector (Gartner). The company currently employs more than 350 people.



### MAGIX Software GmbH

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www.magix.com

With the acquisition of the popular product lines *VEGAS Pro*, *VEGAS Movie Studio*, *SOUND FORGE*, and *ACID*, the company has further established its presence in the market. MAGIX operates internationally from its headquarters in Berlin and branches in



## Grow Your Game with Intelligent Influencer Marketing

The time for performance-driven influencer marketing is here. Matchmade is an easy-to-use platform that brings advertisers and influencers together for targeted and measured campaigns. We analyze all influencer-made content and match your game with best and most relevant influencers.

The real-time campaign dashboard and advanced analytics offer a new standard in measuring and analyzing influencer and video performance. The platform has a reach of over 750M gamers and has run over 200 campaigns for game companies around the world.

Founded in Helsinki in 2014, the company also has offices in Berlin and Los Angeles.

Matchmade is founded by games industry veterans Jiri Kupiainen (CEO) and Leo Lännenmäki (CTO) who have over 25 years of experience in gaming.



### Matchmade

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www.matchmade.tv



## Smash, Crash and Stunt in Real-Time PVP Racing with Hot Wheels™ Infinite Loop

Mattel is a leading global children's entertainment company that specializes in design and production of quality toys and consumer products. We create innovative products and experiences that inspire, entertain and develop children through play.

We engage consumers through our portfolio of iconic franchises, including Barbie®, Hot Wheels®, American Girl®, Fisher-Price®, Thomas & Friends® and MEGA®, as well as other popular brands that we own or license in partnership with global entertainment companies. Our offerings include film and television content, gaming, music and live events. We operate in 40 locations and sell products in more than 150 countries in collaboration with the world's leading retail and technology companies. Since its

founding in 1945, Mattel is proud to be a trusted partner in exploring the wonder of childhood and empowering kids to reach their full potential.

Visit us online at [www.mattel.com](http://www.mattel.com).



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Join the Berlin-Brandenburg

# GET-TOGETHER CURRYWURST & BEER

@gamescom 2019  
Tuesday, 20 August 2019  
5–7 pm

Join us at our annual Berlin-Brandenburg Get-Together and network and socialize over CURRYWURST AND BEER at our booth.

Find us in: Hall 4.1 // C-021-D-030  
Games – Made in Berlin-Brandenburg

#GamesCapitalBerlin



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excellence in icT • media • creative industries

MOTHERSHIP

Marketing Agency for the Digital Culture.

## Marketing Agency for the Digital Culture

MOTHERSHIP is one of Europe's leading full-service marketing agencies for video games and digital entertainment, with years of experience in accompanying the global release of desktop, console and mobile games.

Our services cover the full range of integrated digital marketing and we drive business growth across paid, owned, and earned media channels. Europe-wide and across all gaming and publishing platforms.

MOTHERSHIP's team consists of 17 marketing professionals and gaming enthusiasts from all over Europe. Together, we enable brands to reach new audiences, monetize users, or raise the level of commitment. Each employee is an expert in their field – whether it is influencer marketing, social media, search, performance, public relations, native advertising or programmatic.

MOTHERSHIP

MOTHERSHIP Marketing GmbH

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sh@mothersh1p.de / www.mothersh1p.de

We strongly believe that the user experience in advertising matters and is essential in contemporary marketing and brand building. Our attention-grabbing campaigns for international market leaders such as Riot Games, Funcom, or THQ Nordic establish long-lasting connections between customers and products.



# Berlin represents digitalisation

**Berlin provides an unique ecosystem for digital innovations: in culture, business, society and science.**

To grow this ecosystem, Projekt Zukunft – the initiative of the federal state of Berlin for the digital, media and creative industry – supports the innovative power, growth and international competitiveness of Berlin-based companies. Projekt Zukunft develops

strategies and tailor-made funding tools, facilitates cross-industry innovations, creates awards/contests on future key sectors, organises networking events among companies, and provides industry information through studies, reports and campaigns. The goal is sustainable development. Berlin is a centre for the digital transformation of all industries. We heartly welcome you to join.

Learn more about project future on  
[www.projektzukunft.berlin.de](http://www.projektzukunft.berlin.de)



*Game Based Training for Emergency Relief Forces*

## Serious Games Solutions – The Gamification Experts

Serious Games Solutions is your partner for Gamification and game based learning. Since we started developing serious games in 1993, we successfully realized more than 220 products. Some of Germany's and Europe's top companies and organizations are among our customers, but also smaller enterprises ask for our advice.

In our team we involve digital artists, programmers, and, of course, top game designers. One of our most important plus factors is the fact that we work in a close co-operation with our sister company Sixteen Tons Entertainment, a reputable consumer game development studio in Berlin. Our company provides the whole bunch of experience even for high end game development requirements.

For more information please talk directly to

Ralph Stock. With his game development history starting as a professional in 1984, he is one of Europe's top games experts. He will help you to find out how developing a serious game will make sense for you and how you avoid the most common mistakes.

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**SERIOUS GAMES SOLUTIONS**  
*The Gamification Experts*

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### Serious Games Solutions

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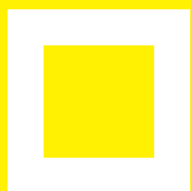
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**Games Capital Berlin** is an umbrella brand and also a network for all the players within the Berlin games industry and beyond. The website and the hashtag serve as important information tools, and the online platform offers assistance to companies and professionals, to those locally present and also for those planning to move to Berlin.

**[www.GamesCapital.Berlin](http://www.GamesCapital.Berlin)**

**#GamesCapitalBerlin**



## velia.net Internetdienste GmbH Offers Dedicated Servers Worldwide

One of the fastest growing, dedicated server hosting companies in Germany.

Since 2003, velia.net Internetdienste GmbH has developed from a small specialist hosting provider into a 30+ people strong international team that provides impeccable service to its more than 5.000 business customers worldwide.

We're specialists for dedicated server solutions and large-scale infrastructure deployments.

Since 2017, velia.net has been part of the GoDaddy™ group. We offer dedicated servers in 6 data center locations worldwide. As specialists for highly flexible, scalable server solutions, velia.net offers all customers 24/7 support and reliable hosting ser-

vices in state-of-the-art, secure data centers.

velia.net is the perfect server provider for start-ups and established businesses who want to simplify their IT infrastructure while keeping the flexibility they need to adapt to an ever-changing IT landscape.

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Our initiatives for the  
gaming industry  
in Berlin and beyond.  
Become part of our  
network!

## CELEBRATING THE 20<sup>TH</sup> YEAR OF GAME EDUCATION IN GERMANY

Games Academy was the first college in any German-speaking country to specialize in computer and video production.

Directly connected to game industry, our training projects created by hundreds of enthusiastic students have earned a great deal of recognition since the beginning.

This huge qualitative advantage has helped our graduates find employment in Europe's most renowned games studios.

We thank our lecturers for the encouraging and tremendous work in the past years ...and we really look forward to the next ones!

Would you like to support game developers offspring? Make dreams come true and work as a lecturer – **WE ARE HIRING!**

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