

Multiplayer engaged



media:net berlinbrandenburg is widening its efforts of the network's game segment and announcing the start of the new initiative games:net Berlin Europe.

Berlin, October 26, 2020

With Florian Masuth and Selina Zimmermann, the media:net berlinbrandenburg gains additional personnel for the games team. Both will join the games:net and work on the newly founded initiative games:net Berlin Europe, with the goal to extend the established network throughout Europe and to facilitate sustainable growth for the existing and future members and partners.

To achieve the goals of the initiative and to scale up the presence of the gaming industry network, games:net Berlin Europe will gradually roll out in the new focus countries France, Italy, United Kingdom, Netherlands and Switzerland. In addition to the new countries, the network will of course still work closely with the already existing partners of the initiative from past years.

games:net Berlin Europe is the consistent continuation of the BerlinBalticNordic.net (BBN) initiative, which connected the interactive media industry from Berlin with the Nordic and eastern European countries. A diverse action plan is scheduled to ensure success for this initiative in the years to come – built with the experience of already completed programmes for BBN as well as new arrangements, tailored towards the needs of the partners.

Florian Masuth and Selina Zimmermann join the already existing games:net team around Lars M. Vormann (Head of games:net berlinbrandenburg) and Jörn Leue (PR/Marketing). Florian Masuth takes the position as Project Manager games:net Berlin Europe. He joined the gaming industry in 2013 as PR- and Social Media Manager at Black Pants Games in Kassel, Germany. His next engagements were with THREAKS (Indie Arena Booth at gamescom 2017, Magnology Games and Manga Convention 2017). In recent years he worked with TeleSoftas as Head of the GameOn Convention in Vilnius, Lithuania to establish the GameOn as the most important show in the Baltic region. Selina Zimmermann will take the position as Project Assistance games:net Berlin Europe. Before she joined the team, she

successfully finished her apprenticeship at a professional congress organizer and worked there two years as Junior Project Manager.

Lars M. Vormann: "I am excited and happy to have Selina and Florian on board as an addition of the games:net team. We are finally able to unveil the new Berlin Europe initiative and start putting the plans to work."

"I have followed and benefitted from games:net's work throughout my career in this industry. The decision to broaden the focus on more countries is in line with my values of connecting people and ideas beyond borders. Therefore I am very grateful for this opportunity, to help our current and future members and partners in achieving their goals", said Florian Masuth.

"We are very happy that media:net extends its international games network and that we can support *games:net Berlin Europe* with our Program for Internationalization (Pfl). Pfl helps building up networks between Berlin business branches and partner structures in the world" states Rainer Seider, Head of International Cooperation in the Berlin Senate Department for Economics, Energy and Enterprise.

About games:net Berlin Europe:

games:net Berlin Europe is an initiative of the company network media:net berlinbrandenburg to build a business and networking platform for the games and digital media industries, connecting the Berlin scene with international partners throughout Europe. The network consists of developers, publishers, studios, conference organizers, service providers and venture capitalists, as well as academic and political institutions. The project is financed by the EUROPEAN REGIONAL DEVELOPMENT FUND and the State of Berlin, Senate Department of Economics, Energy, and Public Enterprises through its Program for Internationalization.

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