



GAMES MADE IN Berlin-Brandenburg



Cologne
21 – 23 August
Hall 3.2
Stand C-030 – D-039

**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.

- 4 ▶ Greetings
- 6 ▶ Games Capital Berlin-Brandenburg, Berlin Partner for Business and Technology, Medienboard Berlin-Brandenburg, Brandenburg Invest (WFBB)
- 8 ▶ Altagram
- 9 ▶ App Annie
- 10 ▶ Ares Tech
- 11 ▶ Fluffy Fairy Games
- 12 ▶ Fünster
- 13 ▶ Gamebook
- 15 ▶ GamerLegion
- 16 ▶ Com2uS
- 17 ▶ Humble Bundle
- 18 ▶ Magix
- 19 ▶ Matchmade
- 20 ▶ Mothership
- 21 ▶ Serious Games Solutions
- 22 ▶ IMPRINT



Berlin has the highest density of game companies and is one of the strongest game-development locations in Germany. A number of successful companies are located here: among them locals such as *Wooga*, *Yager*, *Gameduell*, and new arrivals such as *Ubisoft Blue Byte*. For the sixth time, the gamescom booth of the states Berlin and Brandenburg will be home to 12 companies that show the diversity of the capital region from mobile games to serious games to eSports. Important institutions, associations, and networks such as GAME, the German

eSports Association and games:net berlin-brandenburg are based in Berlin. Excellent training opportunities for game design and development, 3D animation, and media management are available. Berlin as venue for the European League of Legends Championship has become one of Europe's eSport hotspots. The Berlin Games Week is the key international event for the gaming sector. The state of Berlin promotes the games industry through a variety of programs – with venture capital, subsidies, business support and joint presentations.

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 sixth 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.

Albrecht Gerber

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 35% 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 since 2006 and offers a number of networking events and conferences.

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

medienboard BerlinBrandenburg

Medienboard is the first stop for creative professionals active in the film, TV, games and other media industries in Berlin-Brandenburg.

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Credit: Berlin Partner/Monique Wüstenhagen; Figuren: 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.

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Brandenburg Invest | WFBB

WFBB guarantees comprehensive support in all questions about investment plans in Brandenburg.

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Altagram Think Global – Go Local

Altagram is a fast-growing video game localization and audio production agency based in Berlin, Germany and Seoul, South Korea. With a team that has over 10 years of experience and has localized more than 4,000 games in over 45 languages, we want to give every game the tailored localization it deserves. Whether it's an indie hit or a major AAA title, we make sure that your games cross the linguistic and cultural borders.

- **Text localization:** In-game, UI, marketing texts, packaging, app store text, manuals, ...
- **Audio:** Multilingual voice-over, casting, pre/post-production, SFX, etc.
- **QA:** Linguistic and functional testing, etc.
- **Graphics:** DTP adaptation
- **LQE:** Localization quality evaluation

- **Multimedia localization:** Website, comics, software, novels, subtitles, etc.
- **Game culturalization:** Cultural consultation, graphics & mechanics localization, store features, ASO, SEO, etc.
- **Game community management**



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ALTAGRAM
 Think **Global** - Go **Local**



App Annie's Mission is to Help Every Business Achieve Success Through Apps

App Annie delivers the most trusted app data and insights for your business to succeed in the app economy.

performance – from product management, user acquisition and engagement to App Store Optimisation and monetisation.

Over 1 million registered members rely on App Annie to better understand the app market, their businesses and the opportunities around them.

App Annie forecasts consumers to spend \$157 bn across the app stores, by 2022, 72.5% for gaming. With such an opportunity, it's important to build an app strategy that will secure and expand your share.

App Annie

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App Annie's Intelligence Suite provides market data and insights for millions of apps, every day in every country, offering the most accurate and trusted view of app

Fun and Profit on the Blockchain Social Gaming Network

Ares Tech is a new generation of blockchain social gaming network, a win-win ecosystem for game developers, game players, creative industry workers/artists and ares' business partners.

Ares has three main products:

Ares Arena provides creative social games for game players to socialize in different scenarios, online and offline. Players could own unique transferable assets with increasing values that will be lost.

Ares Suite is a friendly one-in-all solution to develop blockchain games.

Ares Connect is a sustainable, mutual-beneficial business ecosystem for all the business partners, including game developers and creative industries. Unlike on

traditional centralized gaming platforms, ares would use blockchain technology to guarantee stakeholders fair and transparent income distribution.

Ares is about blockchain games, but mostly it is about fun, socialization, new identity, fairness and mutual benefits.



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Fluffy Fairy Games: A Fast-Growing Mobile Games Developer

Fluffy Fairy Games is a young game development studio. It was founded in 2016 in Karlsruhe by a group of students who favored a lean approach to game development: The goal was to develop marketable game prototypes faster than other companies and refine them on the fly based on player feedback. The company was founded without external investment and grew rapidly as the first game, *Idle Miner Tycoon*, created in just eight weeks, went on to become a smash hit with more than 40 Million downloads to date. Since the launch Fluffy Fairy Games has shipped an update for the game in every single week.

operates at a profit and continues to improve *Idle Miner Tycoon* and *Idle Factory Tycoon* while working hard on the next game.



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Fluffy Fairy Games moved to Berlin at the end of 2017 and currently employs a diverse staff of 70 talented developers,

Funster – the Next Generation of Outdoor Games

Playing together with real people in real places is the most powerful advantage that mixed reality technology created. By using this technology, Funster is **bringing back nostalgic values: energy, discovery and togetherness into the gaming world.**

Pic-it-Up, our first mobile game, is a location base bonding game. While playing Pic-it-Up, players must explore their surroundings to solve real time picture quests and to win real rewards. Players real time energy, steps, is converted to game energy.

Funster roadmap contains six game structures, that will be developed gradually as we are using a smart and modular development strategy based on independent game components.

Funster is funded by the EXIST Startup

Germany Program in Berlin and has been chosen by Google to participate in the 'Google launchpad – boot camp' in Tel Aviv.

The technology is here, the players are longing for face-to-face new experiences. It's time for the next generation of outdoor games.



Funster

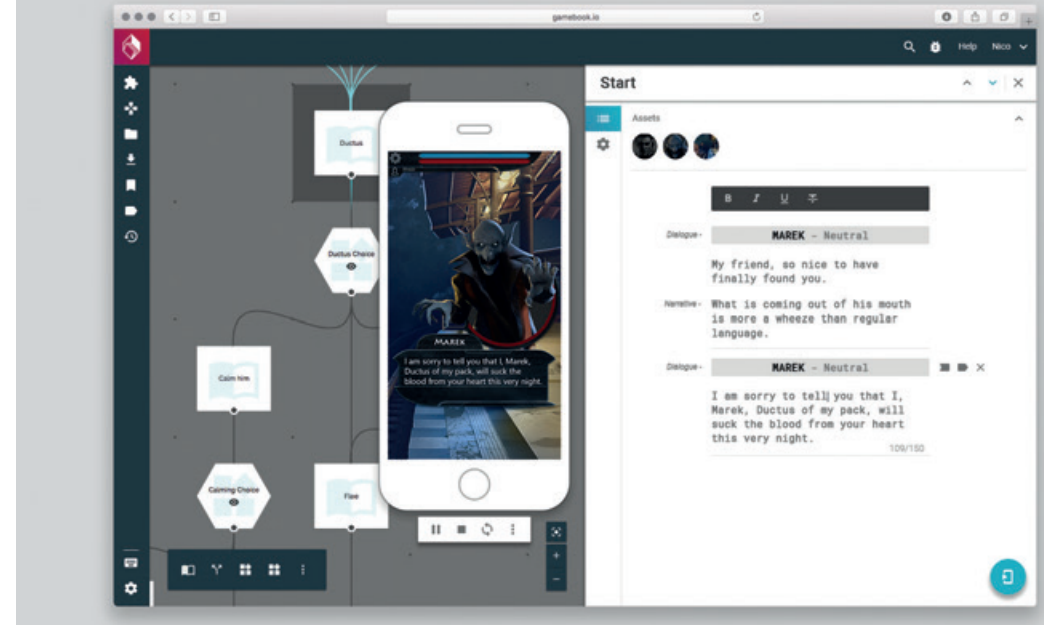
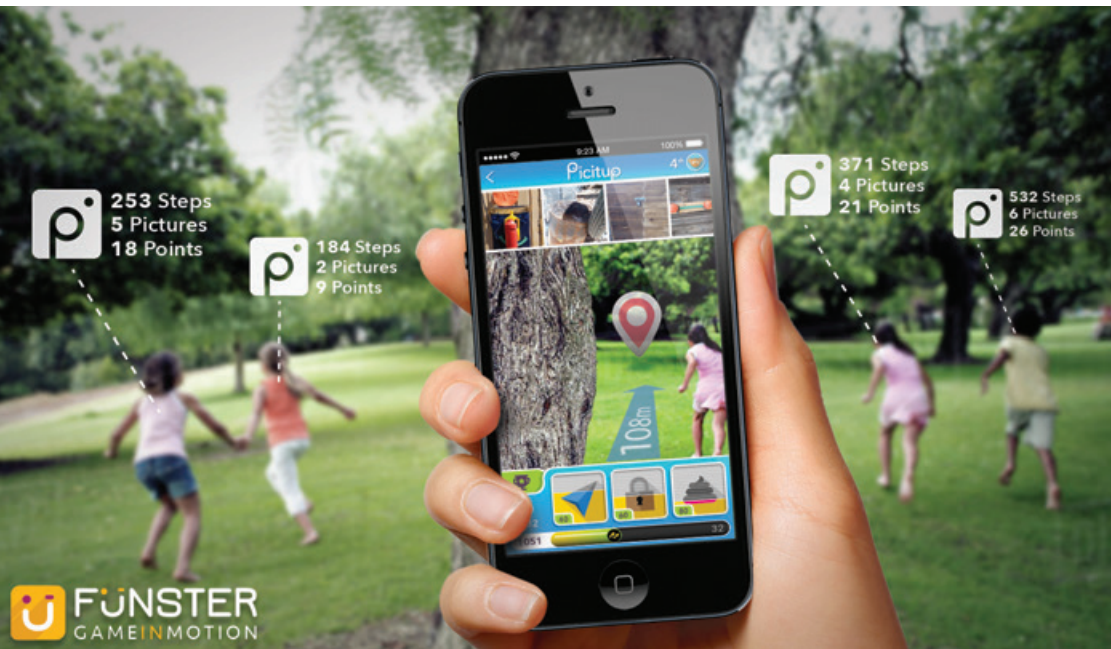
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gamebook.io – The Premier Production Pipeline in Digital Storytelling

gamebook.io is specialized in the development of weekly or even daily interactive series. The company believes in storytelling as a central game mechanic, especially for the mobile F2P market.

Employing the in-house storytelling pipeline of the same name gamebook.io crafts emotionally engaging stories that offer an individual experience for each player.

For external developers gamebook.io offers an easy-to-use production environment designed with quick and serial content production in mind. It dismantles what used to be a black box and integrates even non-technical users into the process of digital content creation.

Nico Nowarra has worked more than 20 years as a journalist, writer and Business Developer. His track record includes nume-

rous radio plays, games and talks. Beyond that he is a novelist and has published over 1000 articles. Nico has worked as a lecturer for storytelling, journalism and presentation at various German universities. Since 2013 he is the Business Developer of gamebook.io.



gamebook.io

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games location



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21–23 August 2018
Business Area / Hall 3.2



GamerLegion – Professional Training for Beginners, Pro Gamers and Teams

Founded in 2017, *GamerLegion* has become the largest mediation platform for professional gaming trainers in Germany. This year at gamescom 2018, we are announcing our company's internationalization. But what exactly does *GamerLegion* do? Simply put, nobody likes losing and the increasing popularity of competitive games in the industry is prompting more gamers to actively seek help. This is where *GamerLegion* comes into play: *GamerLegion* offers a platform for all those seeking help honing their gaming skills. Through a platform that offers fast, uncomplicated, and transparent services, trainers can be booked directly, training appointments made, and payments processed. With these offers, we can optimally serve the growing market. Trainers are able to focus on their students and

players find exactly what they're looking for. But the quality and fairness of our platform is how we guarantee our services. While each coach on our website has proven their gaming skills to us in advance, a good player doesn't necessarily equal a good trainer.



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Korean Mobile Gaming Powered by Berlin

GAMEVIL COM2US Europe GmbH provides localization, community management and marketing services for mobile games like *Summoners War*, *Royal Blood* and *Giants War*. Initially set up as GAMEVIL Europe in 2015, we have grown to more than 35 employees and extended our scope to include the global top-5-grossing mobile game *Summoners War*, which is developed by our sister company COM2US.

In 2017 we hosted offline events such as the *Summoners War World Arena Championship* in Paris, with over 1.000 people in the audience, 16 players from across Europe, streams in five languages and hundreds of thousands of viewers on Twitch and Youtube.

We're looking forward to launch new games like *Skylanders: Ring of Heroes*, *Dancevil* and the much anticipated *Summoners War MMO*.

GAMEVIL  **COM2US**

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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 \$129 million for a wide range of charities across the world. We have offices in San Francisco, California and Berlin, Germany.

 **Humble Bundle**

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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 20 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.

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

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



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Matchmade – the Leading Influencer Marketing Platform for Games

Influencer marketing is an increasingly important channel for growing games on any platform. Successful titles like Fortnite are leading the way in working with influencers – the stars of the millennials. But how to find relevant influencers, contact them, negotiate deals and measure the impact?

Matchmade makes influencer marketing easy, efficient and measurable. Our intelligent algorithm analyzes every games-related YouTube channel and video to make it easy for game studios to find the best influencers for their games. That's over 2.5M YouTube channels, over 250M videos and over 20,000 games. Our end-to-end platform makes it easy to find, hire and manage influencers. We measure the real-time performance of influencer campaigns on our dashboard, which supports most 3rd party

data partners. We match games with the best and most relevant YouTubers. Our clients include Futureplay, Wargaming and many more.

Email us: info@matchmade.tv
tweet us: [@matchmadetv](https://twitter.com/matchmadetv)
visit: www.matchmade.tv for more



matchmade

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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.

We strongly believe that the user experience in advertising matters and is essential in contemporary marketing and brand building.

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

MOTHERSHIP's team consists of 17 marketing professionals 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 – whether it is influencer marketing, social media, search, performance, public relations, native advertising or programmatic.



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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 cooperation 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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go international!

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