



Copenhagen Gaming Week is Denmark's fastest-growing event for gaming and broader gaming culture

Denmark's biggest gaming festival

Since its first edition in 2024, Copenhagen Gaming Week has established itself as Denmark's leading gaming and esports festival in both attendance and exhibition space. The 2026 event welcomed more than 31,400 gaming enthusiasts, exhibitors, and industry professionals - an increase of 37% compared to the previous year. Organised by Bellagroup, Blackbox Media, and Wonderful Copenhagen, the festival has evolved into a central platform for gaming, esports, and digital subcultures across all age groups. With support from the City of Copenhagen, it also contributes to the city's strategy to strengthen year-round tourism, particularly during the winter season.

A showcase of Danish game development

One of the highlights of Copenhagen Gaming Week was "Danmark i Spil" — a dedicated festival area showcasing up and coming Danish games. Designed to support emerging talent, the area provided a unique platform for developers to present their games to both industry professionals (B2B) and festival visitors (B2C). Over the course of three days, 150 students and indie developers showcased their work to gain valuable exposure, direct feedback, and access to potential investors, publishers, and industry partners. For the festival visitors, the area was a unique chance to experience new games before everyone else and speak directly with the developers behind the games. "Danmark i Spil" was made possible through a strategic partnership between the festival organisers, Games Denmark, NIMBI, and a broad network of industry stakeholders.

Danmark i Spil

- **Stu:** 2 games from Specialisterne Stu and Sputnik Stu
- **Student:** 16 games from Danish universities (e.g. ITU, CADA and DADIU)
- **Indie:** 20 games from up-and-coming developers
- **Spilprisen Play Area:** 14 games nominated to Spilprisen
- **Game studios:** 2 games from Ghost Ship and raw Power Games

Visitors and exhibitors could experience the full development journey - from novice developer to student and startup to established game studio

Gathering the whole ecosystem

One of the aspects that made “Danmark i Spil” unique was its ability to bring together the entire ecosystem of game development in one place. This allowed visitors and exhibitors to experience the full development journey - from novice developer to student and startup to established game studio.

Other features:

- **Coding Pirates:** Learn to code a game and explore different technologies through play
- **Games Denmark (Education Area):** Learn about careers in the games industry
- **Gameworker.dk:** Speak to four unions active in game development
- **Impact Academy:** Explore how technology is used creatively for design, innovation, and digital projects
- **CyberSkills:** Test your cybersecurity skills and learn about education and career opportunities
- **NIMBI Scene:** More than 30 talks and debates



"Bringing the industry together, connecting its many parts, and opening the doors for the Danish public to discover the creativity and talent behind our games and local industry is what makes this event so special. Danmark I Spil and Copenhagen Gaming Week are not just showcases – they are catalysts for collaboration, innovation, and cultural recognition.

For developers, showcasing their work and testing it with real players is invaluable. It is not just about visibility – It is about gathering insights, refining ideas, and making meaningful industry connections that can shape the future of their games. That is the real and tangible success."

Niels A. Wetterberg
Executive Director at Games Denmark



Visitors play testing games in "Denmark i Spil"

Legacy process

Objective

Strategic alignment

The legacy project supported the ambition of strengthening Copenhagen's and Denmark's games industry – a cultural, technological, and economic industry with a global reach. Since 2017, the industry has ([SMVdanmark](#), 2026):

- Increased employment by 74%
- More than quadrupled revenue (DKK 877 million to DKK 3.65 billion)
- More than sevenfold increased exports (DKK 369 million to DKK 2.6 billion)

Objective

- To strengthen and accelerate the emerging layer of the Danish games industry, particularly student and indie developers.

Stakeholder involvement

Copenhagen Legacy Lab has engaged more than 30 industry stakeholders through meetings and workshops ahead of Copenhagen Gaming Week in 2024, 2025, and 2026.

The process has resulted in a formalised partnership between the festival organisers, Games Denmark, and NIMBI leading to Danmark i Spil.

Activity

Danmark i Spil - a dedicated area to showcase some of the most promising games in Denmark from students and indie developers both B2B and B2C.

Outcomes

Outputs (immediately after the activity)

More than 150 talented developers participated in "Danmark i Spil" (20 indie games and 15 student games). A representative of each game completed a follow-up survey, which indicated that:

- **Playtests:** More than 100 tests per game
- **Overall experience:** Rated 8.6 out of 10
- **Motivation:** Networking: 94%, playtesting: 87%, meet investors and publishers: 71%

Outcomes (after 6 to 12 months)

Within 12 months the respondents expect the following outcomes:

- **Increased sales:** 32%
- **Increased wishlists:** 58% (e.g. Steam)
- **New partnerships:** 45%
- **Shorter time to market:** 10%
- **New recruitments:** 23%
- **Funding from investors:** 26%
- **Access to publishers:** 29%

Impact and legacy (after a year)

Today, Danmark i Spil benefits the gaming festival and also contributes to accelerating a cultural industry with a huge growth potential.



Copenhagen Legacy Lab is an award-winning strategic initiative under Copenhagen Convention Bureau that drives positive long-term impact from congresses and events.

For more information and additional cases, visit
www.wonderfulcopenhagen.com/cll