



COPENHAGEN GAMING WEEK

An opportunity to support the next generation of game developers

- COPENHAGEN GAMING WEEK
- COPENHAGEN, 12-14 JANUARY 2024

A NEW AND EPIC GAMING FESTIVAL

After years of development, **Bellagroup** were finally ready to host the first edition of Copenhagen Gaming Week with more than 12,500 visitors across all ages. The concept of this new and international gaming festival has been developed in partnership with **Blackbox Media** and **Wonderful Copenhagen** with support from **the City of Copenhagen** (Københavns Kommune) and the **Capital Region of Denmark** (Region Hovedstaden).

The recurring event covers all interests, genres, and subcultures within gaming and esports. Therefore, the festival was structured around four meticulously crafted worlds:

- Esports Arena
- New Generation
- Urban & Sport
- Superfans

The event will, over time, be developed year by year to support the overall ambition of positioning Copenhagen and Denmark on the global stage as a gaming destination for the benefit of the city and related industries.

A LEGACY PROCESS WITH FOCUS ON GAME DEVELOPMENT

Prior to the festival, **Copenhagen Legacy Lab** (Wonderful Copenhagen) mobilised around 30 relevant stakeholders from the Danish ecosystem of gaming together with the team behind the event. The ambition of this engagement process was to investigate potential opportunities that could elevate the event and benefit the entire games industry.

Copenhagen Legacy Lab's process included five workshops and ended up focusing on up-and-coming game developers. A focus on young game developers was decided since this segment of the industry contains a high growth potential – a potential that can benefit both Copenhagen and Denmark.



By mutually collaborating around this shared interest, the stakeholders were able to design a concept named **Tomorrow's Awesome Games Showcase** (CPH:TAGS).

Throughout the festival period, CPH:TAGS was a dedicated area to showcase, promote, and test some of the brightest new games. A total of 39 high-quality games participated in the activity:

- 26 Indie Games from up-and-coming game developers
- 13 Student Games (only students from educational institutions in Denmark could participate)

CPH:TAGS ended up being an integral part of the event, as the activity facilitated valuable and meaningful meetings between the participating game developers and the visitors of Copenhagen Gaming Week.

The two-way communication provided game developers and students with valuable feedback, interest, and inputs from a relevant target audience. At the same time, kids and adults got a unique

chance to experience and try new games, learn about game development, and discuss career opportunities directly with game developers from the industry.

"It has been amazing to see people play our game and seeing their reactions. When testing the game, it is usually other game developers playing it, but CPH:TAGS puts it in the hands of the actual players. I would recommend anyone to join next time."

Up-and-coming game developer

After the activity, the participating game developers and students were given the opportunity to get in contact with **Business Hub Greater Copenhagen** (ErhvervsHovedstaden). The hub offers, among other services, support to entrepreneurs and SMEs (small and medium-sized enterprises) by providing guidance about business development, pitch training, economy and more.



TALENT ATTRACTION Photo: Copenhagen Capacity



GAME DEVELOPER TALKS (CPH:GDT) Photo: Wonderful Copenhagen

- **Steam Sale:** A marketing campaign named 'Copenhagen Games Week' took place in parallel with Copenhagen Gaming Week. 117 Danish-developed games were part of the global sale on Steam, which is the largest digital distribution platform for PC games. More than 2 million players around the world saw the banner and the sale, which had more than 50,000 unique visitors.

CPH:TAGS LED TO OTHER ACTIVITIES

The established partnership between Copenhagen Gaming Week and the team behind CPH:TAGS also led to two other activities that took place during the event period:

- **Game Developer Talks (CPH:GDT):** On the opening day of Copenhagen Gaming Week, the team behind CPH:TAGS arranged two conference tracks with a total of 14 panel discussions and talks about the games sector. The two tracks covered subjects like game design, art, pitching for investors and publishers, business development and more; all themes that are relevant for the next generation of game developers.

"It is always nerve-wracking to host an event for the first time. Will it succeed? Does it offer value? What I have heard from the participating game developers is nothing but enthusiasm and joy for having the chance to showcase their creations on their home turf – and that everyone really gained a lot of concrete benefits from CPH:TAGS. There is no doubt that it is something that the industry wants more of."

Niels A. Wetterberg, CPH:TAGS and Founder at Invisible Walls

PRE-PLANNED INITIATIVES BENEFITTED FROM CPH:TAGS

In addition, CPH:TAGS also ended up supporting two pre-planned initiatives that focused on maximising the positive and long-term effects from Copenhagen Gaming Week:

- **School Day:** Before the official opening, more than 2,000 kids from primary schools and upper secondary educations were invited to experience the atmosphere of Copenhagen Gaming Week. The City of Copenhagen initiated this activity, which was supported and elevated by some of the involved game developers that gave exclusive insights into career opportunities in relation to gaming and esports.
- **Talent Attraction:** On February 22, the Greater Copenhagen Region, run by Copenhagen Capacity and Invest in Skåne, launched a [talent attraction campaign](#) targeting game developers globally. The campaign, which included participants from CPH:TAGS, culminated in a highly anticipated Q&A session with 8 of the best game studios in the region hosted by David Bateson (voice actor of the internationally known game character Agent 47 in Hitman). The campaign was supported by the City of Copenhagen, Blackbox Media, and IO Interactive.

All of the activities and initiatives will - just like CPH:TAGS - bring value to the Danish ecosystem of gaming and support the next generation of game developers.

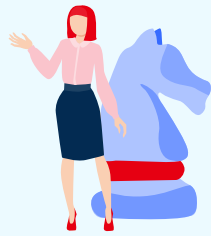
"It has been really great to collaborate with Copenhagen Legacy Lab, Bellagroup, and Blackbox Media. We could not have asked for better and more passionate people to help us make CPH:TAGS a reality. From the planning process to the execution, which included computers, custom art on the booth walls and more. We have only been met with nothing but support and it has been awesome."

Brian Martin Nielsen, CPH:TAGS & DKGAME Advocate



SCHOOL DAY Photo: Bellagroup

LEGACY PROCESS



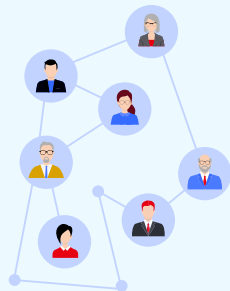
Strategic goals and societal needs

The legacy project supported the overall ambition of positioning Copenhagen and Denmark on the global stage as a gaming destination. A stronger position on the global stage can benefit the city and its related industries.



Objective

The overall objective of the legacy project was to strengthen the Danish games industry by supporting up-and-coming game developers and students.



Stakeholder involvement

Copenhagen Legacy Lab mobilised around 30 stakeholders from the Danish ecosystem of gaming together with the team behind Copenhagen Gaming Week.

Prior to the event, Copenhagen Legacy Lab facilitated a legacy process that included a kick-off workshop and four follow-up workshops.



Activity

The legacy process resulted in Tomorrow's Awesome Games Showcase (CPH:TAGS), which was a dedicated area to showcase, promote, and test up-and-coming games from indie developers and students.

The aim of this activity was to facilitate valuable meetings between participating game developers and the visitors of Copenhagen Gaming Week. A total of 39 new games participated in the activity:

- 26 Indie Games from up-and-coming game developers
- 13 Student Games (only students from educational institutions in Denmark could participate)

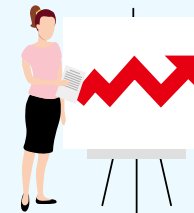


Outputs (immediately after the activity – direct results)

22 of 26 Indie Games answered the follow-up survey (84%) while 8 of 13 Student Games answered the follow-up survey (61%). The evaluation indicates that:

- 100% of the Indie Games and Student Games had a 'a very positive' or 'a positive' experience'.
- The games were on average tested 90-95 times by the visitors.
- 85% of the Indie Games and Student Games found the experience 'valuable'.
- 100% of the Indie Games and Student Games would participate again or recommend others to participate.
- 96% of the Indie Games and Student Games have established new and relevant contacts due to their participation in CPH:TAGS.

The Indie Games were also asked about their expectations regarding improved performance: 86% expect improved games, 62% expect increased sales, and 81% expect an increased wish list.



Outcomes (+6-12 months - changed behaviour)

Over time, Copenhagen Legacy Lab will investigate if the game developers from CPH:TAGS will improve their performance as a result of their participation.



Impact (+1 year – societal value)

Gaming is culture and it is becoming more and more popular. Today, the revenue from the gaming industry has surpassed the film and TV industry in Denmark. Despite this, the Swedish and Finnish gaming industries generate over ten times more revenue than the Danish gaming industry (Dataspelbranschen, 2021).

These numbers indicate that the gaming industry possess an even greater potential. If this potential is realised, it can for example lead to more jobs creation and increase the gross domestic product (GDP).



Potential legacy (+1-3 years and beyond...)

Over the next couple of years, it will be seen whether the established partnerships between Copenhagen Gaming Week and the involved stakeholders will continue to grow for the benefit of the event and the industry.

Copenhagen Legacy Lab will continue to follow the event and its impact over the years. A part of this will also be trying to incorporate new and diverse activities that can create positive and long-term value for the event, the industry, the city, and citizens.