



COPENHAGEN GAMING WEEK

Danish game development – A key part of Copenhagen Gaming Week

- COPENHAGEN GAMING WEEK
- COPENHAGEN, 13-15 FEBRUARY 2025

A GAMING FESTIVAL ON THE RISE

Building on the success of last year, Copenhagen Gaming Week 2025 welcomed more than 23,000 gaming enthusiasts, exhibitors, and industry professionals, doubling ticket sales compared to the previous year.

Organised by **Bellagroup**, **Blackbox Media**, and **Wonderful Copenhagen**, the festival has quickly become a central platform for gaming, esports, and subcultures across all age groups. Supported by **the City of Copenhagen**, the event plays a vital role in the city's strategy to boost year-round tourism, particularly during off-peak seasons.

SHOWCASING DANISH GAME DEVELOPMENT

One of the highlights of Copenhagen Gaming Week 2025 was the return of **Tomorrow's Awesome Games Showcase (TAGS)**, following its successful debut last year. TAGS is a dedicated festival area designed to showcase some of Denmark's most promising new games and drive innovation in the games industry. It also serves as an opportunity for festival visitors to explore new and upcoming games, learn about game development, and explore potential career paths.

TAGS is both a B2C and B2B event, made possible through a strategic partnership between the festival organisers, **Games Denmark**, **NIMBI – The Danish Institute for Game Development**, and a broad network of industry stakeholders. This year, TAGS introduced several new features designed to unite the gaming ecosystem in one place and inspire visitors by showcasing the journey from novice developer to established game studio:

"I couldn't ask for more. The fact that everything has been taken care of for me, for free, makes it such an easily available and grand opportunity for a solo indie developer like me, who wouldn't have the funds or time to participate in many other expos."

Computer gear being available on site, banners being printed and set up for me, a steady flow of interested kids, location at the Bella center and being part of such a big gaming convention has also been perfect. 10/10 experience."

Indie developer from TAGS



- **Try basic coding:**
A new TAGS feature with **Coding Pirates**
- **Student games:**
18 games participated
- **Indie games:**
20 games participated
- **Established game studios:**
A new TAGS feature with **Ghost Ship Games** and **Raw Power Games**

For students and indie developers, TAGS provided a unique platform to present, promote, and test their games in front of industry experts, investors, and gaming enthusiasts.

TAGS provided an invaluable opportunity for developers to connect with festival attendees, gather feedback, refine their games, and expand their professional networks. To further support participants in accelerating their games, **Business Hub Greater Copenhagen** was present to offer guidance on business development, pitch training, and financial management, helping them prepare for future success.

"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. TAGS 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



A DIVERSE PROGRAM OF TALKS

TAGS also featured a dedicated stage that hosted 15 insightful talks throughout the three days of the festival. The program covered a wide range of industry-related topics, including:

- A panel debate hosted by **the University of Copenhagen (KU)** and the **IT University of Copenhagen (ITU)** on responsible game design, its impact on Danish society, and ethical considerations in game development.
- A discussion with Denmark's Minister of Culture and NIMBI on the cultural significance of games in Denmark.
- Insights from industry leaders on investment opportunities in the games sector.

With its diverse content, these talks engaged parents, industry professionals, and aspiring developers, broadening awareness of Danish game development.

CELEBRATING DANISH GAME DEVELOPERS

Building on the success of TAGS, stakeholders from the Danish games industry collaborated to integrate Spilprisen (Denmark's Game Development Awards) into Copenhagen Gaming Week. Originally established by **the Danish Producers' Association**, Spilprisen was organised by Games Denmark, Bellagroup, and **Arkaden**. The award show recognizes excellence in Danish development across categories such as "Game of the year", Best Debut", and "Best Visuals".

By hosting Spilprisen during Copenhagen Gaming Week, the award became more accessible to both the industry and the public, creating a prestigious platform to celebrate some of the best work in the games industry. The integration further strengthens Denmark's reputation and brings the festival even closer to the core of the industry.

A TALENT ATTRACTION CAMPAIGN

As Copenhagen continues to cement its position as a hub for game development, a key challenge remains: *a shortage of qualified talent*. To address this, **the Greater Copenhagen Region**, led by **Copenhagen Capacity**, launched a talent attraction campaign targeting international game developers. The campaign included:

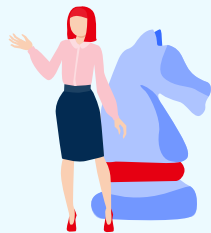
- **A landing page** featuring video testimonials from TAGS participants, sharing their experiences in the region's games industry.
- An online teaser starring David Bateson (the voice of Agent 47 in IO Interactive's *Hitman* series).
- A live **Q&A session** featuring six leading Danish and Swedish game studios discussed career opportunities and working conditions in the Greater Copenhagen Region. Additionally, a Women in Games ambassador spoke about the opportunities for women in the region's game industry.

Copenhagen Gaming Week supported the campaign by providing contacts for the testimonials and promoting the Q&A session. The initiative directs game developers to a job portal, connecting them with career opportunities in Denmark and Sweden, while showcasing the region's thriving gaming ecosystem, high quality of life, and promising career prospects.

"Our Game Dev Q&A session and Copenhagen Gaming Week share the same mission: give highly skilled talents, no matter where they're from, the chance to thrive in our region's vibrant game industry."

Nikolaj Lubanski, Chief Operating Officer at Copenhagen Capacity

LEGACY PROCESS



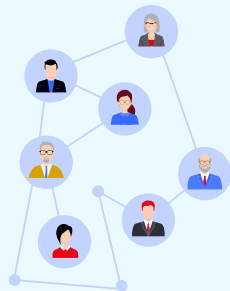
Strategic goals and societal needs

The legacy project supported the ambition of strengthening Copenhagen's and Denmark's games industry – an emerging cultural sector with significant growth potential.



Objective

To support and accelerate the next generation of Danish game developers, particularly indie developers and students.



Stakeholder involvement

Ahead of last year's gaming festival, Copenhagen Legacy Lab engaged around 30 industry stakeholders through meetings and workshops. The idea of TAGS emerged from one of the workshops.

This year, TAGS evolved further through a formalised partnership between the festival organisers, Games Denmark, and NIMBI - The Danish Institute for Game Development.



Activity

The legacy activities supported the strategic goal of strengthening Copenhagen's and Denmark's games industry through:

- **TAGS:** A dedicated festival area designed to showcase some of Denmark's most promising new games and fostering innovation.
- **Talks:** A stage hosting 15 talks covering topics such as game investment, career opportunities, and responsible game design.
- **Spilprisen:** The award show was integrated into Copenhagen Gaming Week to unite the industry.
- **Talent Campaign:** An initiative to attract international game developers through a job portal, video testimonials, an online teaser, and a live Q&A Session with 6 game studios from Denmark and Sweden.



Outputs (immediately after the activity)

A follow-up survey conducted among game developers (84% response rate) from TAGS revealed:

- The average experience was rated 8.6 out of 10.
- On average, the games were tested 103 times by event visitors
- Game developers gained an average of 9.1 new relevant contacts (e.g., investors, publishers, or other relevant industry stakeholders).



Outcomes (+6-12 months - changed behaviour)

When asked about their future expectations (improved performance) following TAGS, game developers reported:

- 32% anticipate new sales
- 58% expect increased wishlists (e.g., Steam)
- 25% foresee funding from investors
- 45% expect new partnerships
- 10% anticipate a shorter time to market
- 23% expect new recruitment
- 10% expect engagement with Copenhagen Business Hub



Impact (+1 year – societal value)

The evaluation suggests that TAGS is contributing to accelerate the next generation of Danish development.

This support could lead to broader societal impacts, such as:

- **Economic:** e.g., job creation and increased exports
- **Cultural:** e.g., enhanced recognition of Danish game development both nationally and internationally



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

The involved partners have indicated a strong will to make Tomorrow's Awesome Games Showcase (TAGS) a permanent part of Copenhagen Gaming Week. Over the next years, it will be clear, if this will strengthen Copenhagen's and Denmark's games industry.