

GAME CITY 2019

around **79.000**
visitors 2019



game-city.at





CONTENT

GAME CITY connects



- 3 Forewords
- 5 Event Video 2019
- 6 Best of GAME CITY 2019
- 23 The GAME CITY 2019 by numbers
- 27 The GAME CITY 2019 in the media
- 31 FROG Symposium
- 34 wienXtra-Kids-Zone
- 37 wienXtra-Schoolday
- 40 eSports
- 44 Best of Cosplay 2019
- 47 Best of Exhibitors
- 115 Thanks
- 116 Contact





As the promotor of GAME CITY, we are delighted that so many enthusiastic players, families with children, scientists, teachers, exhibitors, e-athletes, partners and employees have once again participated in GAME CITY.



wienXtra.at

Gaming is on everyone's lips. Digital gaming – still a marginal and irritating topic 10 years ago – is now one of the most popular leisure activities not only for young people, but also for children and adults. This is also shown by the GAME CITY. Launched in 2007, it is today the largest event in the Vienna City Hall, has established itself as THE event for all gaming fans in Austria and enjoys an excellent international reputation.

As promotor we are happy about this success and over thousands Gaming fans who flocked to City Hall in 2019. Whether families in the wienXtra-Kids-Zone, classes at interactive workshops, teens at PC's, consoles or in the Schreibox of wienXtra-medienzentrum – all were with enthusiasm and passion in the matter and enjoyed the unique atmosphere of GAME CITY.

We would like to thank all visitors, exhibitors, partners and the committed employees and look forward to the GAME CITY 2020 in full anticipation.

Vucko Schüchner, Managing Director
Bernadette Pensch, Project Management
wienXtra

Around 79,000 visitors stormed the town hall from 18th to 20th October and experienced the GAME CITY 2019 live.

Austria's largest gaming event in the heart of the city is unique: He brings games and sports together with science and education, attracts young gamers as well as advice-seeking parents, curious kids and interested pedagogues.

The crowd was huge: the gaming halls, the wienXtra-Kids-Zone, the FROG symposium and the Rathausplatz became the seething meeting places for avid gaming fans. Under the motto „Connect!“, GAME CITY brought generations and people with different interests together in 2019 and set an impressive example of openness and good togetherness.

Let this report take you to the seventh largest city in Austria – the GAME CITY. Have fun,

Your
Jürgen Czernohorszky
Councillor for Youth and Education



Jürgen Czernohorszky





**The official video
of the largest gaming
event in Austria**

Video GAME CITY 2019

<http://youtu.be/8gi8ijHigOc>



A white silhouette of a city skyline is positioned at the top of the page, including a Ferris wheel on the left and various buildings and spires.

Best of 
GAME CITY



BEST OF GAME CITY



GAME CITY

Städtepartnerschaft mit GAMING

GAMING

Städtepartnerschaft mit der GAME CITY





BEST OF GAME CITY



BEST OF GAME CITY





BEST OF GAME CITY











BEST OF GAME CITY







BEST OF GAME CITY







The GAME CITY 2019 by numbers



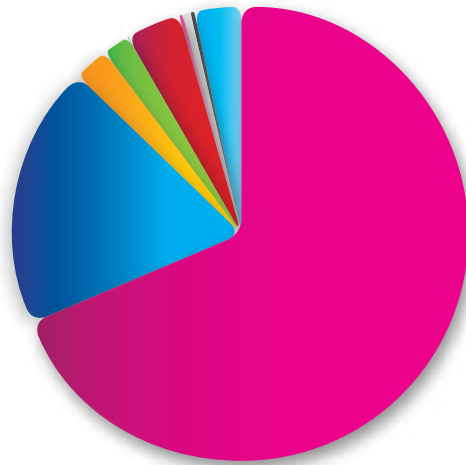
- Around 79,000 visitors
- 95 percent want to visit the GAME CITY next year
- 100 exhibitors on more than 15,000 m²
- 3 days, 32 hours gaming pleasure
- Over 3,500 visitors at the exclusive “Lange Nacht powered by AK Young”
- More than 330 visitors as well as speakers at the FROG on “Mixed Reality”
- 5,000 players at the Fortnite tournament and prizes worth 2,000 euros for the winners
- wienXtra-Kids-Zone:
Over 9,500 of the younger and youngest visitors
- wienXtra-School Day: 66 classes with about 1,200 students



The GAME CITY 2019 by numbers



937 spot interviewees



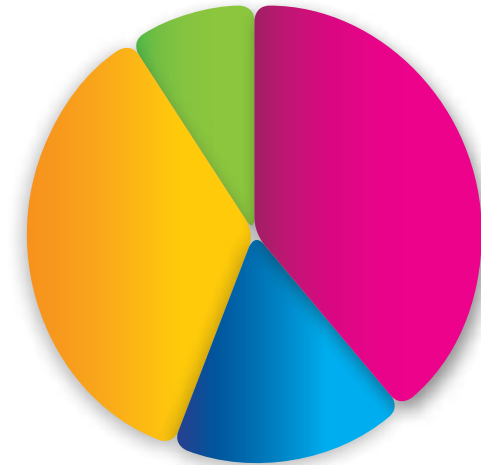
Province

- 64,5 % Vienna
- 17,4 % Lower Austria
- 2,2 % Upper Austria
- 1,8 % Burgenland
- 0,2 % Salzburg
- 3,5 % Styria
- 0,4 % Carinthia
- 0,5 % Tyrol
- 0,2 % Vorarlberg
- 3,0 % International



Age in years

- 3 % below 12
- 19 % 12 to 15
- 15 % 16 to 17
- 39 % 18 to 24
- 20 % 25 to 39
- 4 % above 40



Education

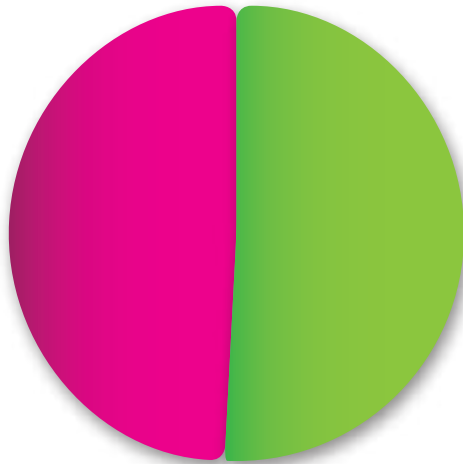
- 39 % Pupils
- 17 % Students
- 35 % Employees
- 9 % Others



The GAME CITY 2019 by numbers

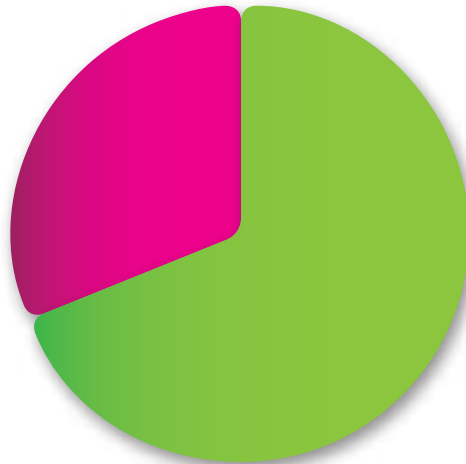


937 spot interviewees



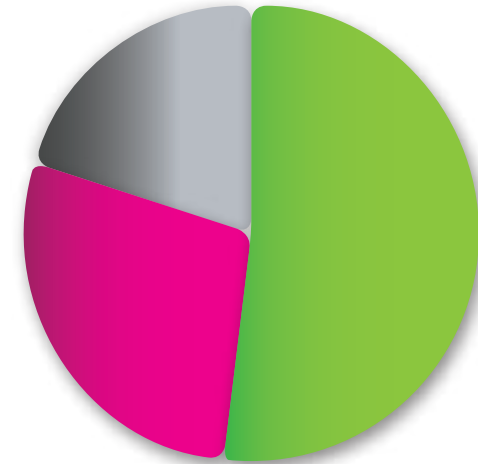
**Buying a console /
Handheld within 6 months**

- 51 % Yes
- 49 % No



**Buying a game
within 4 weeks**

- 69 % Yes
- 31 % No



**Buy influence
by GAME CITY**

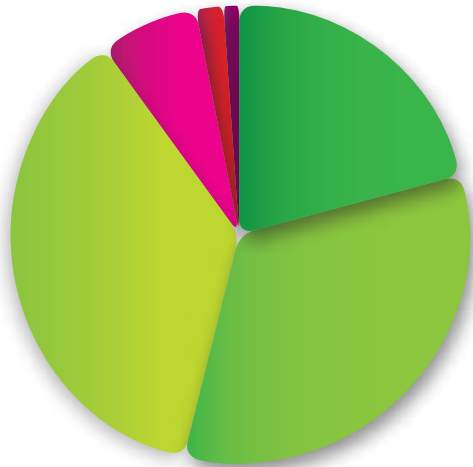
- 52 % Yes
- 28 % No
- 20 % Hard to say



The GAME CITY 2019 by numbers

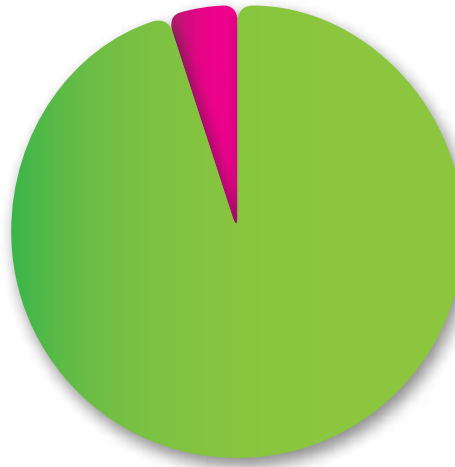


937 spot interviewees



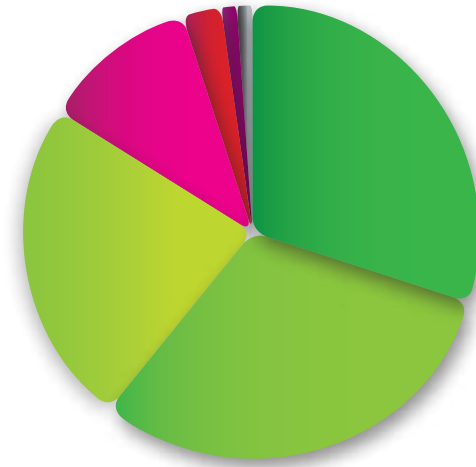
GAME CITY total

- 21 % Excellent
- 33 % Very good
- 36 % Good
- 7 % So so
- 2 % Not so good
- 1 % Did not like it



Will you visit the GAME CITY again?

- 95 % Yes
- 5 % No



Vienna City Hall as venue

- 30 % Excellent
- 31 % Very good
- 23 % Good
- 11 % So so
- 3 % Not so good
- 1 % Did not like it
- 1 % No comment



The GAME CITY 2019 in the media



17. Oktober 2019 08:03



GRÖSSTE HEIMISCHE VIDEOSPIEL-MESSE

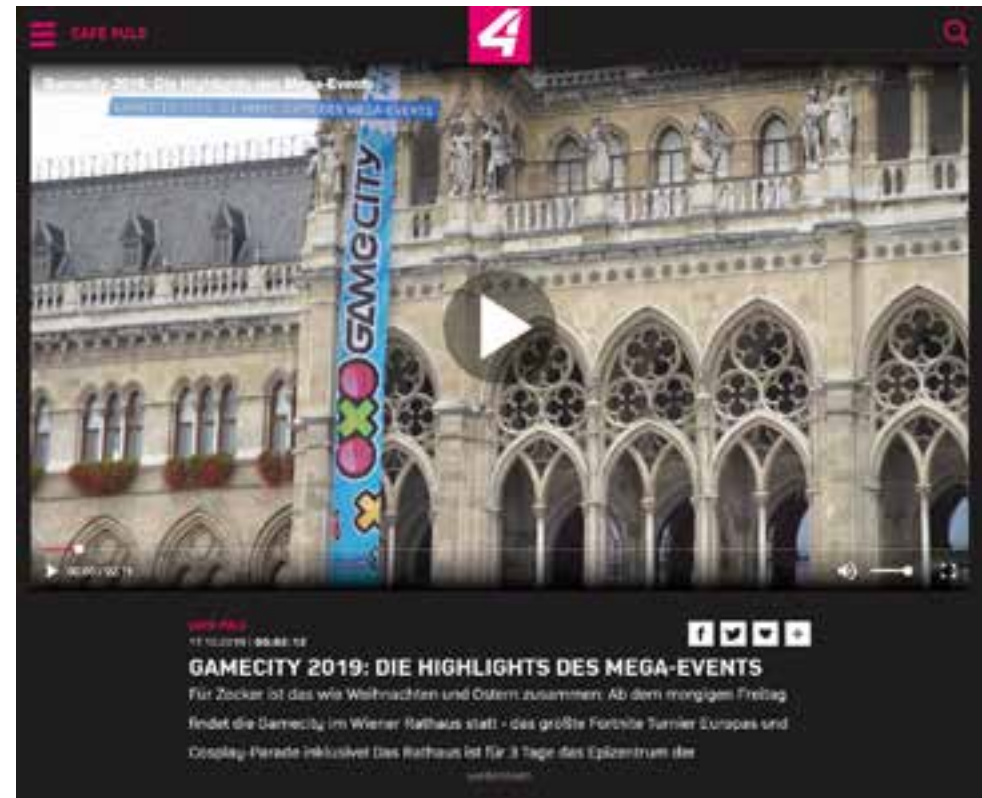
© Epic Games

Fortnite-Turnier als Highlight der Game City

Posten Sie (0) Digital

Großes Fortnite-Update wird für Veranstalter der Videospiele-Messe zur Herausforderung.

Das Wiener Rathaus wird an diesem Wochenende (18. bis 20. Oktober) wieder zum Mekka für alle heimischen Videospiele-Fans. Denn dann geht mit der **Game City 2019** die größte Gaming-Messe Österreichs über die Bühne. Die Besucher können auch in diesem Jahr wieder die neuesten Titel, die bereits auf der **gamescom 2019** zu sehen waren, direkt vor Ort ausprobieren. Ein Game steht jedoch einmal mehr besonders im Fokus.



GAMECITY 2019: DIE HIGHLIGHTS DES MEGA-EVENTS

Für Zocker ist das wie Weihnachten und Ostern zusammen. Ab dem morgigen Freitag findet die Gamecity im Wiener Rathaus statt - das größte Fortnite Turnier Europas und Cosplay-Parade inklusive! Das Rathaus ist für 3 Tage das Epizentrum der...



The GAME CITY 2019 in the media



18.10.2019 11:28 | BUNDESLÄNDER - WIEN

MESSE IM RATHAUS

Game City: Beim Spielen kommen d'Leut zusammen!



Eltern mit ihren Kindern, Schüler, Freundesgruppen, Opas und Omas mit ihren Enkel, junge Paare: Auf der Game City im Wiener Rathaus, Österreichs größter und einziger Messe für Computer- und Videospiele, eSports und alles drum herum, sichten Spiele-Fans an diesem Wochenende wieder die spannendsten Gaming-Neuheiten in diesem Herbst. Die Messe ist heuer nicht nur Fan-Treffpunkt, sondern angesichts der Debatten in unserem Nachbarland Deutschland auch Beweis, dass digitales Spielen längst ein Massenphänomen für Jung und Alt ist - und nicht das Hobby einer



The GAME CITY 2019 in the media



ORF TVTHEK Suche

Favoriten Sendung verpasst Sendungen A-Z - Im Fokus History LIVE

Tausende bei Game City im Rathaus
 20:22 Min. | 17.05 Uhr | 2
 Fr., 18.10.2019 | 17.05 Uhr | 20:22 Min. | 1 Tag

Information | Aktuell in Österreich
Tausende bei Game City im Rathaus erwartet

Die 13. Ausgabe der Wiener Game City geht am Freitag los. Eines der Highlights: die E-Sports-Arena, wo Besucher sind

SPORT, KULTUR UND DIE PRESSE



Man hat Gaming, weil man es bei den Games im Rathaus der Game City mit. Hintergrund: ein Mann im Gaming-Store.

Gaming. Bis Sonntag ist das Rathaus noch Bühne für die Gaming-Veranstaltung Game City, mit großem E-Sport-Areal. Für Jugendliche ist das auch ein Ort, um neue Freunde kennenzulernen.

Game City: Zocken im Rathaus

Wien. Die Wiener Rathaus selbst ist nicht mehr das Zentrum der Gaming-Veranstaltung Game City, sondern die E-Sports-Arena, die im Rathaus untergebracht ist. Die Veranstaltung ist ein Treffpunkt für Jugendliche, die sich hier treffen, um neue Freunde kennenzulernen und sich an Wettbewerben zu beteiligen. Die Veranstaltung ist ein Treffpunkt für Jugendliche, die sich hier treffen, um neue Freunde kennenzulernen und sich an Wettbewerben zu beteiligen.

„Wir haben einen Gaming-Store“
 „Wir haben einen Gaming-Store“, sagt der Mann im Gaming-Store. Er zeigt auf die Konsolen, die er im Gaming-Store hat. Er zeigt auf die Konsolen, die er im Gaming-Store hat.

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The GAME CITY 2019 in the media



Exemplary advertising value and range determination

Advertising value of selected reports 154,589.33 €

Press:

- + Krone: Online (18.10.) – Advertising: 27.500,00 € /
Scope: 2.46 million unique users
- + Austria: Online (17.10.) – Advertising: 8.700,00 € /
Scope: 1.51 million unique users
- + The Press: Print Saturday (19.10.) – Advertising: 43.566,33 € /
Range: 87,524 unique users
- + Today: Print Friday (18.10.) – 11 lines – Advertising: 20,973,00 € /
Range: 447,000 unique users

TV:

- + ORF: ORF Currently in Austria (18.10. – 17.05) – 2:45 minutes –
Advertising value: 42,075,00 € / Range: 311,000
- + Puls4: Café Puls (10/17 – 7:00 pm) – 2:12 minutes –
Advertising value: 11,775,00 € / range: Not published

Media coverage

Total number of reports 729

77 Editorial contributions

361 General coverage

368 Social media posts





FROG Symposium

More than 330 interested in the combination of science and gaming followed the call to participate in discussions and lectures at this year's FROG 2019 – Future and Reality of Gaming – 13th Vienna Games Conference.

The motto „Mixed Reality“ included technological, pedagogical as well as cultural aspects of the academic and practitioners' discourse.

For the first time, FROG's partners (Kirchliche Pädagogische Hochschule Vienna/Krems, University College of Teacher Education Vienna, Danube University Krems, Fachstelle Enter) held tours for school classes through GAME CITY regarding pedagogical and gender issues, to show pupils that games can be looked at through a scientific perspective.

FROG 2019 has been organized by the Federal Chancellery, Division Families and Youth, together with Alpen-Adria-University of Klagenfurt. Highly esteemed international experts like Mashid Mayar (University of Bielefeld), Alexia Bhéreur-Lagounaris (ABLBLALAB), Attila Szantner (Massively Multiplayer Online Science) and John N. A. Brown (Evolv Technologies) held the keynotes of the conference. Two tomorrow's scientists, Christina Obmann and Florian Kelle (both MA-students from Alpen-Adria-University of Klagenfurt) acted as the conference's junior-keynote-speakers.

Reportings from the pre-conferences (Polliwog Krems, Polliwog Klagenfurt, Polliwog Vienna), two presentations of book launches (Medienimpulse, conference proceedings FROG 2018), two panel discussions as well as 25 speakers from the academic and practical field, as well as university students ensured a diverse, „mixed“ program. At our Blog of Abstracts <http://www.frogvienna.at/blog-of-abstracts/>, all talks can be revisited. Currently the Federal Chancellery is working together with Alpen-Adria-University of Klagenfurt to publish the conference proceedings FROG 2019 in 2020.



F | R | O | G
Future and Reality of Gaming



BuPPat

UNIVERSITÄT
FÜR WIRTSCHAFTSWISSENSCHAFTEN

Universität Wien

Jugend
Medien
Kompetenz

Karriereförderung und Entrepreneurship





WIEN XTRA

wienXtra.at



wienXtra-Kids-Zone

The Kids-Zone designed by the Verein wienXtra was also the first point of contact for all children from 4 to 12 years and their accompanying persons in 2019.

Together with many cooperation partners, the wienXtra-spielebox presented a diversified and child-friendly program. So the youngest GAME CITY visitors were able to test many recommendable games and get to know new and exciting technologies.

Numerous adults also took advantage of the family offers of the wienXtra-Kids-Zone: they were advised by the experts of the spielebox, the BuPP and saferinternet, or they went to the media pedagogical book desk of the wienXtra institute for recreational education. In total, around 9,500 children and parents were able to receive at the GAME CITY 2019 in the Kids-Zone and be cared for.

wienXtra-Kids-Zone







wienXtra-Schoolday

On the opening day of the GAME CITY 2019, school classes and teachers were able to gain positive experiences in the digital gaming world. The classes had the opportunity to discover the largest gaming fair in Austria on their own or to get to know the different dimensions of games and gaming in exclusive school workshops and guided tours by experts and other students. In addition, a riddle rally led the children and young people through the grounds. A total of 1,200 students were welcomed at the wienXtra-Schoolday 2019.

In order to inform and integrate in the run-up to GAME CITY, already at the end of September wienXtra invited teachers from the 3rd to 12th grade to the workshop „School and Gaming“. The aim was to teach the professionals how digital games can be used in the classroom, what support potential games offer, and what media-educational approaches are behind them. An offer accepted by 7 teachers.

School @ Game City



www.wienXtra.at

wien



Lehrer_innen Gewinnspiel



GRATIS LIMITEIT



wienXtra-
schulevents
wünscht viel Spaß
am GAME CITY Schultag





eSports

Computer and console games have become indispensable in the daily lives of adolescents and adults. eSports as a professional and competitive form of this hobby has long grown out of its infancy and has become an integral part of our entertainment culture. In Austria, therefore, political and public authorities have long been concerned with eSports, working closely with the experts of the Austrian eSport Association (ESVÖ). The ESVÖ has set itself the task of promoting and supporting young eSports-people.

The GAME CITY, Austria's largest gaming event, is an annual fixture of important national finals and a popular meeting place for the Austrian eSports scene. Of course, this opportunity has to be taken advantage of and so on the A1 eSports Arena at GAME CITY there was a high caliber eSports program on all three days. The finals of the Nintendo School Championship and the A1 eSports Super Smash Bros. Ultimate Major were held live there, as well as the qualifying tournaments for the national teams representing Austria in Splatoon 2 and Super Smash Bros. Ultimate at the European Championship 2019/20.

In addition, the ESVÖ hosted Europe's largest offline eSport tournament for the second year running. Over 5,000 gamers spent three days in the A1 eSports Arena in the game „Fortnite Battle Royale“. In the end, after a thrilling finale with 100 participants, a single winner was announced: The winner Michael „geco“ estimator not only can call himself GAME CITY Champion 2019, but also enjoy great prizes, such as HUAWEI P30 Pro.









A white silhouette of a city skyline against a grey background with diagonal lines. The skyline includes a Ferris wheel on the left, several spires of varying heights, and a large domed building in the center.

Best of Cosplay







A white silhouette of a city skyline is positioned at the top of the slide. It includes a Ferris wheel on the left, several spires of varying heights, and a large domed building in the center-right.

Best of



Exhibitors

Summary A-Z





SUMMARY EXHIBITORS A-Z



zK Games

A1 eSports

AHVV – (Heute Zeitung)

Altstoff Recycling Austria AG

Arbeiterkammer Wien

AVM

Backforce

Bank Austria

CD Projekt Red

dabei! Die App zur GAME CITY

eSport Verband Österreich

EY-RACER

FM4 Indie Area

hosted by Mömax

Friendly Fire ESports

GAME CITY

Official Merchandise

Gamers Health United – Verein

zur Gesundheitsförderung von

Computer SpielerInnen

Mjam Gastro Area

MediaMarkt

MICE & Men Eventmarketing

Microsoft – Xbox

Nintendo

OMEN

Österreichisches Komitee

für UNICEF

Paysafecard (A1 eSport Arena)

PROWORX

Rauch

Red Bull GmbH

Rudy Games

S4G School for Games GmbH

SAE Institute Wien

Samsung (Saturn, Ubisoft)

Saturn

Sky Österreich

Fernsehen GmbH

Sony Interactive Entertainment

Deutschland GmbH

Square Enix

subotron Retro Area

Tentelian Gaming

Ubisoft GmbH

(Rainbow Six eSports)

Verkehrsorganisation und

technische Verkehrsangele-

genheiten (Safebike MA 46)

Vienna Reality Playground

wienXtra

Xbox

XMG (Ubisoft)

Zentrum für angewandte

Spielforschung, Donau-

Universität Krems









A1 eSports
Arena
FORTNITE

Von der GAME CITY
zum #A1eSports Finale

09.11.2019
GÖSSERHALLE, WIEN
A1eSports.at

dir dein
Ticket
am A1 Stand!

HUAWEI McDonald's BAWAG PÖSK Mercedes-Benz



AHVV – (Heute Zeitung)







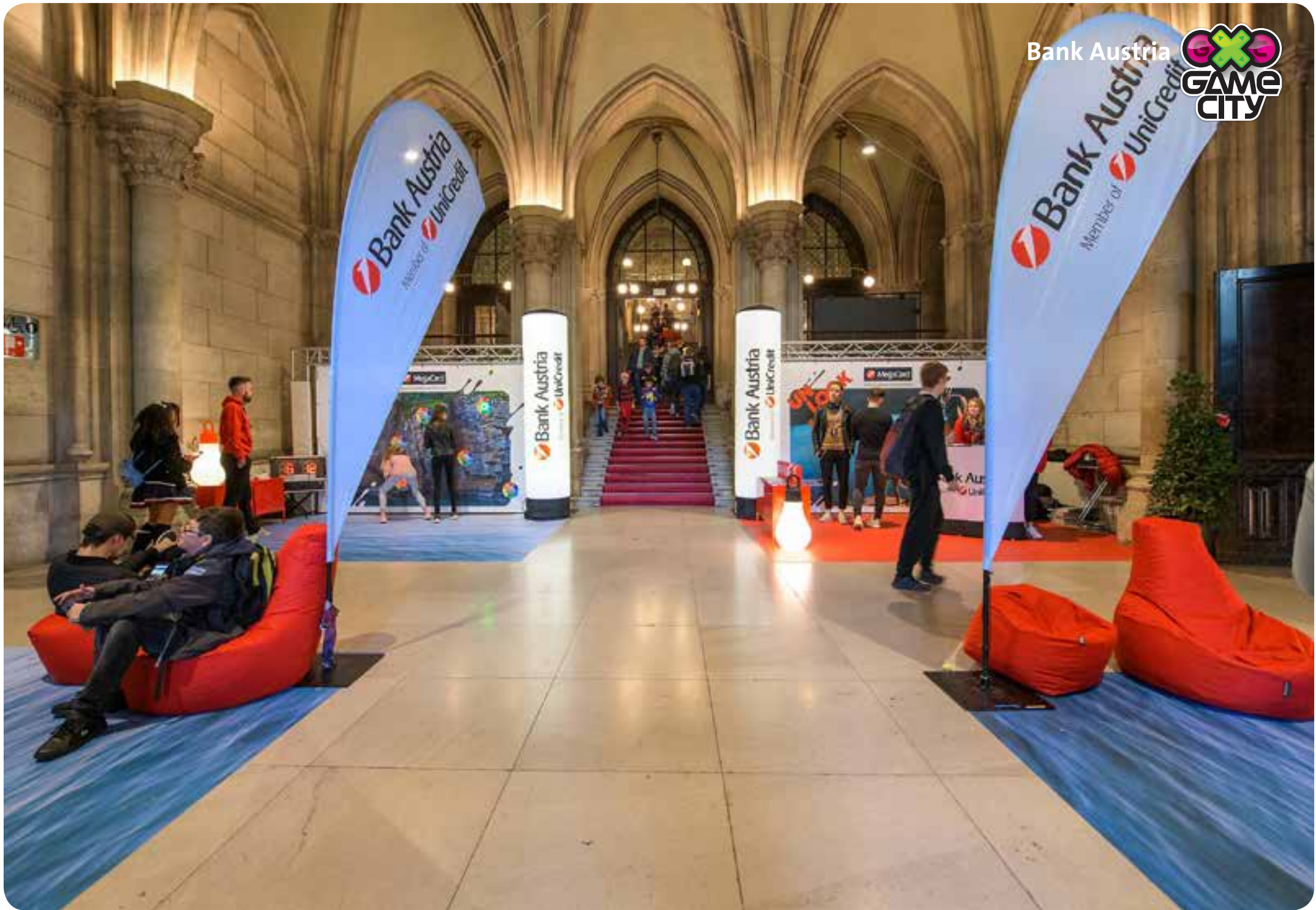






Tomorrow.









dabei! Die App zur GAME CITY





eSport Verband Österreich







FM4 Indie Area hosted by Mömax



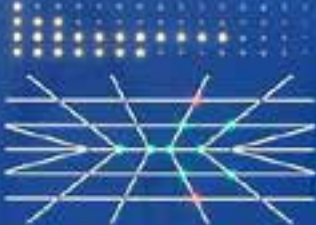
SUPER SONIC HYPER BOOM BOX



1995

POWER

MULTI MUSIC PLAYER



Game City 2019

8888







FM4 Indie Area hosted by Mömax







**EXCLUSIVE
PRE-OPENING
TICKETS!**

29. - 31. Oktober
Millennium City

 #friendlyfireesports  @friendlyfire_es

**EXCLUSIVE
PRE-OPENING
TICKETS!**

29. - 31. Oktober
Millennium City

 #friendlyfireesports  @friendlyfire_es

GAME CITY – Official Merchandise



GXG
GAMECITY
OFFICIAL MERCHANDISE

*Cooler Stuff
für jeden
Gamer!*

**Mit uns
kannst du:**

// deine Performance
verbessern

// beim Gaming gesund
bleiben.

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transparent, kostenlos

www.gamers-health.com



Das Portal für
gesundes Gaming

www.gamers-health.com









GAMECITY

MediaMarkt

Alles zum Thema
Gaming

Market Place



MediaMarkt

Spiele & VR testen
Sonderangebote sichern







Microsoft – Xbox









OMEN



OMEN



PREDATOR



msi

AKRACING

AOC

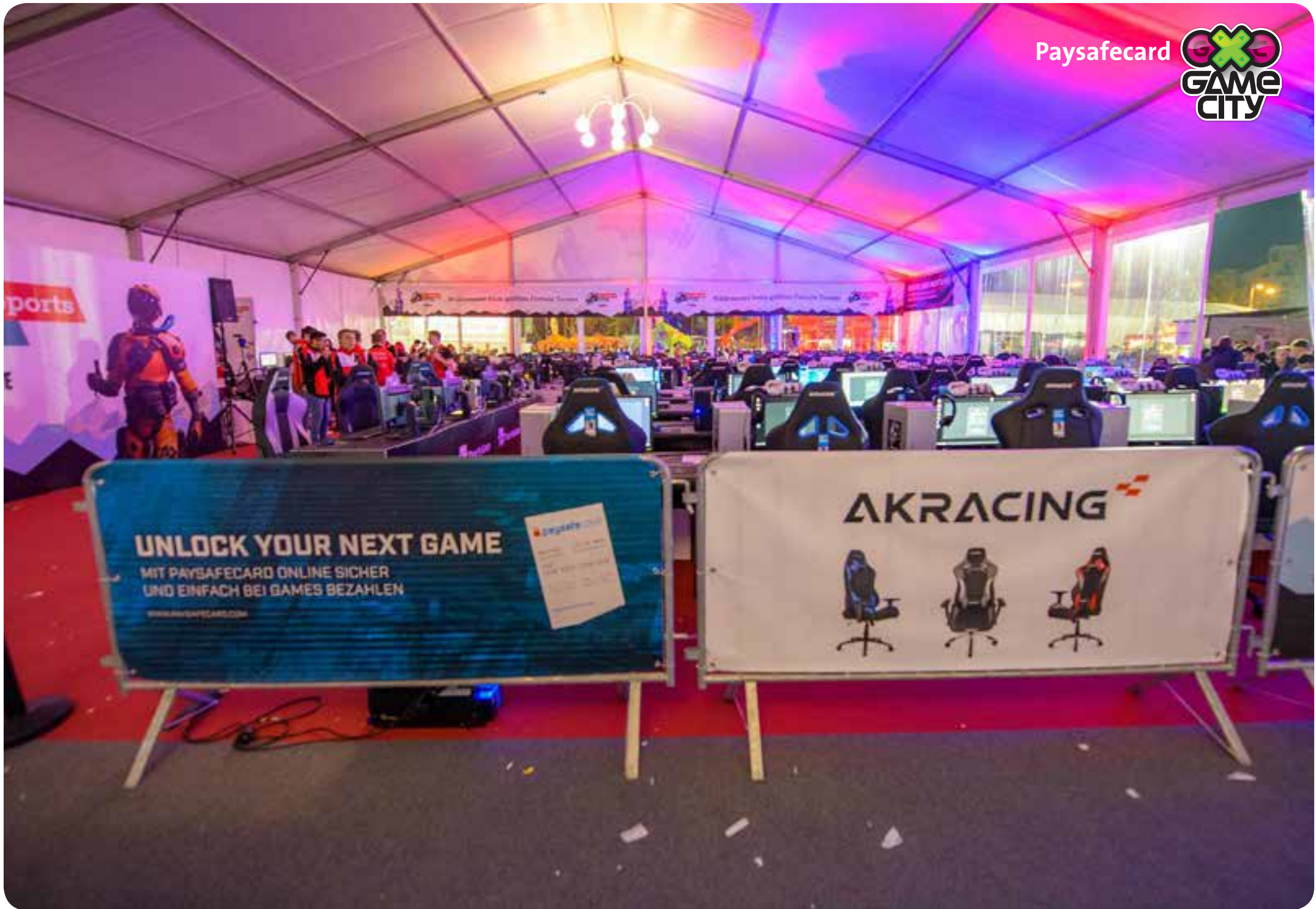
ZOTAC GAMING



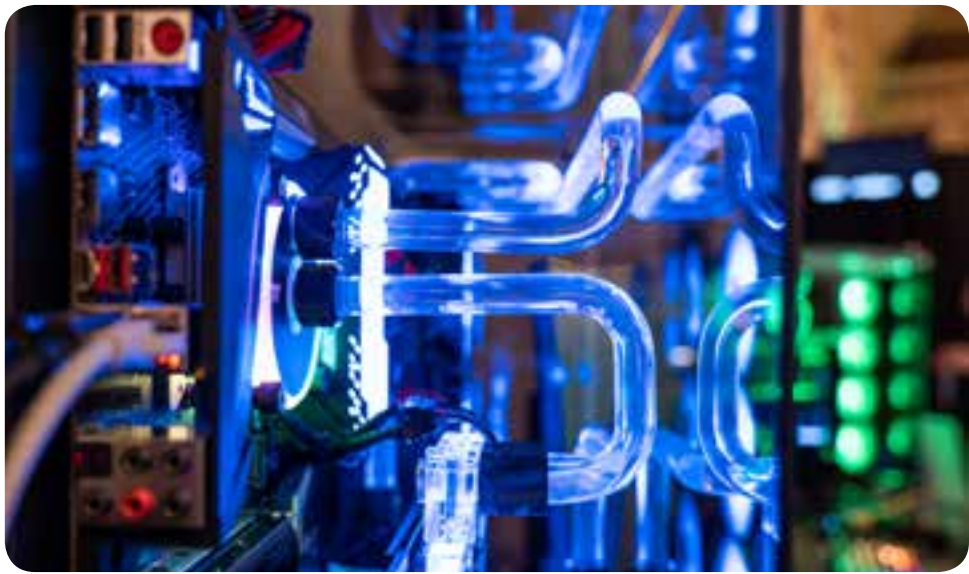


Österreichisches Komitee für UNICEF















DEVELOP.
CONSPIRE.
CONQUER.


rudy
GAMES

we change the
way you play!









Samsung









sky SPORT
Wo Sport zu Hause ist.

sky SPORT
Wo Sport zu Hause ist.

sky SPORT
Wo Sport zu Hause ist.







Square Enix



FINAL FANTASY XIV

**NIER
GRATIS**



STARTER EDITION
ERHALTEN

**NIER
GRATIS**



STARTER EDITION
ERHALTEN





subotron Retro Area









Verkehrsorganisation und technische Verkehrsangelegenheiten (Safebike MA 46)











XBOX

XBOX

Xbox **GXG**
GAME
CITY





XMG



XMG
GAMING ZONE



Zentrum für angewandte Spielforschung,
Donau-Universität Krems





around 79.000
visitors 2019

**We thank all partners
for the successful
cooperation!**

game-city.at/partner_innen



 **Bundeskanzleramt**
Bundesministerin für Frauen,
Familien und Jugend





GAME CITY – Team



**We thank you for the great
teamwork and look forward
to the GAME CITY 2020!**



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Milena Riedel & Tarek Sharif 

We are pleased that we were again commissioned to handle the GAME CITY this year. We would like to thank wienXtra for the good cooperation, as well as our exhibitors and partners, without them this unique event would not have been possible.

From now on we are at your disposal for inquiries for 2020.

Milena Riedel & Tarek Sharif



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