

Meet Italy at Gamescom 2025

August
20 - 24, 2025



GAMES IN ITALY



madeinitaly.gov.it



Ministero degli Affari Esteri
e della Cooperazione Internazionale

ITCA 
ITALIAN TRADE AGENCY

I D E 
Italian Interactive Digital Entertainment Association

Welcome

Dear trade visitors,

It is a great pleasure to welcome you to Cologne at Gamescom 2025 – the most important European trade show dedicated to video games.

The Italian Trade Agency, in collaboration with the trade association IIDEA (Italian Interactive & Digital Entertainment Association), organizes an Italian Pavilion, presenting 20 leading companies belonging to this sector. In Italy, following the positive trend of recent years, in 2024 the turnover of the video game industry grew by 3%, coming close to €2.4 billion. The Italian industry is also confirmed to be in good health: the number of companies goes up, reaching a total of 200 compared to two years ago (+25%), the number of employees grows to 2800 (+17%), and the turnover of Italian companies increases (+36%).

In Germany, sales revenue from video games, gaming hardware, and online gaming services reached €9.4 billion in 2024, marking a 6% decline compared to the previous year. Nevertheless, the German games market has expanded by more than 50% since 2019, according to the German Games Industry Association (Game).

Within the entertainment industry, video games are now the largest sector globally, with revenues set to exceed €207million. The video game market value in 2024 is estimated at €236 billion and expected to reach ca. €369 billion by 2029, with an annual growth rate (CAGR) of 9.32% during the period (2024-2029).

The Italian Trade Agency has given its total commitment to enable you to profit from the opportunities offered by participating in this important international showcase. Gamescom 2025 will offer you the chance to further promote your products, not only in Germany, but also internationally. Wishing you a continuous and successful business, I would like to remind you that our Berlin Team will be at your disposal at our Stand C031g - D040g, Hall 4.1, for any information and assistance you may need.

Yours sincerely,

Ferdinando Fiore
Director
ITA Berlin Office



The Italian Game Industry

Nowadays more than 200 companies are operating in game development in Italy, with more than 2800 professionals working in the industry.

Italian developers are predominantly focused on developing premium video games for consoles and PCs, and their global recognition is growing for their ability to develop AA-AA quality video games with independent video game costs. In addition to the development of commercial game titles, Italian companies are also skilled in B2B projects in fields such as tourism, health and cultural heritage but also in work-for-hire.

Italian game development companies:

- They are constantly increasing their talent pool to expand their reach to more platforms (including the next-generation consoles) and manage multiple projects simultaneously, starting to recruit staff from abroad through remote working systems and procedures;
- They have a proven track record of successfully collaborating with international companies, including major companies in the industry, such as Microsoft/Xbox, Sony/PlayStation, Nintendo, Epic Games and many others;
- Have demonstrated an innovative approach to distinguish themselves in both the reinterpretation of franchises and the creation of new genres, to the point of becoming in some cases role models (i.e. racing) for other companies wishing to maximize the potential of video games based on world-class intellectual properties and brands.

In recent years, the sector has started to be supported by public institutions through the implementation of the tax credit for video games, measure that grants a tax credit equal to 25% of the eligible production costs of a video game, and through dedicated acceleration programs across the country.

Every year in July, since 2019, IIDEA and the Toscana Film Commission, thanks to the support of ITA, organize First Playable, the international business event dedicated to the game development sector in Italy, with the participation of publishers from all over the world.

ITA - Italian Trade Agency is the Governmental agency that supports the business development of our companies abroad and promotes the attraction of foreign investment in Italy. With a motivated and modern organization and a widespread network of overseas offices, ITA provides information, assistance, consulting, promotion and training to Italian small and medium-sized businesses. Using the most modern multi-channel promotion and communication tools, it acts to assert the excellence of Made in Italy in the world.

ITA offices in the world are the ideal gateway for foreign enterprises willing to establish business relationship with Italian partners, from sourcing Italian products to investment opportunities in Italy.

ITA through its international presence within the Italian diplomatic network, operates together with business organizations and other public and private entities to offer coordinated support for businesses and Italian organizations involved in the globalization process.

ITA has a dedicated program of activities to promote the Italian audiovisual and Game industry abroad with several promotional events every year in North America, Europe and Asia.



madeinitaly.gov.it

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Representatives at Gamescom 2025

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ITA Berlin Office

Yolanda Fernández

Senior Trade Analyst

ITA Berlin Office

Giuseppe Certo

Creative Industries

ITA Rome Office



IIDEA is the trade body representing the video games industry in Italy. Founded in the early 2000s and formerly known as AESVI, the Association rebranded itself as IIDEA (Italian Interactive Digital Entertainment Association) in 2020. Currently, IIDEA represents around 100 video game companies including platform owners, video game publishers, video game developers and esports operators.

IIDEA's mission is to create favorable conditions for the development of the video games industry in Italy and to foster the role of video games in the economic, social, and cultural system of the country.

The Association operates in different fields of activities:

- Reports on the video games industry, sales, demographics and esports in Italy.
- Relationships with public institutions at national, regional, and local level.
- Any initiatives to create a sustainable ecosystem for the business development of start-ups, small and medium-sized enterprises and multinationals operating in Italy.
- Support to the internationalization of the local video games industry.
- Promotion of responsible gameplay and use of video games for education towards families and educators

IIDEA is the promoter of First Playable, the reference business event for the video games sector, which also hosts the Italian Video Game Awards ceremony.

In 2025, IIDEA launched GamesinItaly.com, the industry portal that provides an overview of local operators through an interactive national map.

IIDEA is also partnering several acceleration programs for video games start-ups across the country. IIDEA is an agile, slender, and results-oriented Association. Its line of work is very pragmatic and based on the constant involvement of its members to ensure that its action keeps abreast of the industry steady evolution. IIDEA members are at the hearth of any choice or action carried out by the Association.

At European level, IIDEA is a proud member of Video Games Europe and EGDF (European Game Developers Federation).

Representatives at Gamescom 2025

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Communication & Events Manager

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Please scan to
explore Italian companies
at GamesInItaly.com



34BigThings

www.34bigthings.com

Established in 2013, with a growing team of over 80 talented people, 34BigThings is a developer for premium games across PC, console and mobile devices. We use cutting-edge technology to create innovative genre-leading games that redefine genres, receive critical acclaim and capture the imagination of gamers around the world.



Key Projects at Gamescom

UNANNOUNCED PROJECTS

Genre: Racing
Platform: PC, Gen9 Consoles
Stage of Dev.: Beta
Looking for: Publishers

REDOUT 2

Genre: Racing
Platform: PC, Console
Stage of Dev.: Published
Looking for: Publishers on next titles

Contact

Valerio Di Donato
CEO

vdidonato@34bigthings.com

International team of senior developers specialized in creating colourful games with a striking style.
Working together since 2020.



Key Projects at Gamescom

BREAK THE NIGHT

Genre: Hack 'N' Slash,
Story-driven, Roguelike
Platform: PC, Console
Stage of Dev.: Tech. Vertical Slice
Looking for: Publishers, Funding

FECH THE FERRET

Genre: Parkour Platformer,
Rhythmic, Open World
Platform: PC, Console
Stage of Dev.: Available
Looking for: Networking

Contact

Raoul William Braghieri

Founder, Producer

raoul@aucritas.com

bit maniaX was born in 2000 as a company selling and assembling hardwares for other businesses. In 2021 the company started to develop videogames.



Key Projects at Gamescom

V'S RAGE

Genre: Action-Adventure Game
Platform: PC, Switch
Stage of Dev.: Release in July
Looking for: Publisher, Networking

PROJECT CAT

Genre: Action-Adventure Game
Platform: Steam, Switch
Stage of Dev.: Preproduction
Looking for: Publisher, Networking

Contact

Giuseppe Verrua
CEO

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Bologna Children's Book Fair- BCBF Games Business Centre

www.bolognachildrensbookfair.com

The Bologna Children's Book Fair (BCBF) is the leading global event for the children's publishing industry. Recognized as a premium hub for copyright exchange, BCBF brings together international professionals in the field of publishing, multimedia, licensing, illustration and animation. BCBF is much more than just a publishing event as it encompasses all possible developments in content for children, teens, and young adults and it now provides special business areas focused on audiovisual, gaming, licensing and comics, reflecting the evolution of intellectual property across different platforms.



Key Project at Gamescom

Looking for: BCBF-BLTF/Kids created new business areas completing the book-to-screen offering such as: Games Business Centre, TV/Film Rights Centre and Comics Corner. Don't miss the opportunity to explore these new professional areas.

Contact

Cristina Angelucci

*Organiser of the Bologna Licensing Trade Fair/
Kids, Games Business Centre, TV/FILM Rights
Centre at the Bologna Children's Book Fair*

licensing@bolognafiere.it



Broken Arms Games

www.brokenarmsgames.com

Broken Arms Games is an independent video game studio based in Italy, specializing in management and simulation titles for PC, mobile and console platforms. In 2021, the studio released “Hundred Days – Winemaking Simulator”, a unique wine-making management game that sold over 120,000 copies across all platforms. Currently, the studio is developing “Under Par Golf Architect”, a golf course management game set for release in early 2026, along with an unannounced project that continues the studio’s focus on innovative, system-driven gameplay.



Key Project at Gamescom

UNDER PAR GOLF ARCHITECT

Genre: Creative and Strategic Golf Course Management Game

Platform: PC, iOS, Android, PS5, Nintendo Switch, Xbox Series S|X

Stage of Dev.: Beta

Looking for: Networking, Platform Holder Connections,
Press, Influencers

Contact

Elisa Farinetti

Business Developer

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brokenarmsgames.com](mailto:farinetti@brokenarmsgames.com)



**Italian
Games**
FACTORY

Italian Games Factory

www.italiangamesfactory.com

Italian Games Factory is a game development studio founded in 2017, specialized in creating original IPs with a focus on strategic and immersive experiences. The team, composed of professionals with backgrounds in development, game design, and storytelling, is currently working on Hell Galaxy, a space game project that blends strategy and management elements in a cyberpunk universe. The company stands out for its innovative approach to storytelling and gameplay, aiming to create deep and engaging game worlds. Based in Italy, Italian Games Factory strives to emerge in the international video game scene by developing unique and appealing IPs for a global audience of strategy and sci-fi enthusiasts.



Key Projects at Gamescom

HELL GALAXY

Genre: Mining & Looting & Crafting,
Tactical RPG, Action-Adventure

Platform: PC

Stage of Dev.: Early Access

Looking for: Publishers, Investors

THE NEGATIVE EDGE

Genre: Third_Person Arena Shooter

Platform: PC

Stage of Dev.: Demo Vertical Slice

Looking for: Publishers, Investors

Contact

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CEO

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Leonardo Interactive

www.leonardointeractive.com

Leonardo Interactive is an award-winning video games publisher based in Rome. It has produced and published award-winning titles across all major platforms. Bringing games to market in both physical and digital media, the company has made notable launches to date including the award-winning *Dry Drowning* and the point and click adventure *Willy Morgan and the Curse of Bone Town*. Leonardo Interactive also owns the VLG publication which focuses on bringing the best stories ever written to the market, and also invests in game development studios and productions for the creation of successful products. We are a team of passionate specialists with an extensive knowledge of the video game industry. Our task is to make sure that players will be able to enjoy unique and unforgettable games.



Key Project at Gamescom

Looking for: Investors, Publishers and Distributors for mobile games.
Our goal at Gamescom 2025 is to expand our international network, identify strategic partners for publishing and monetization, and explore new opportunities in the mobile gaming market.

Contact

Gaetano Bonfiglio

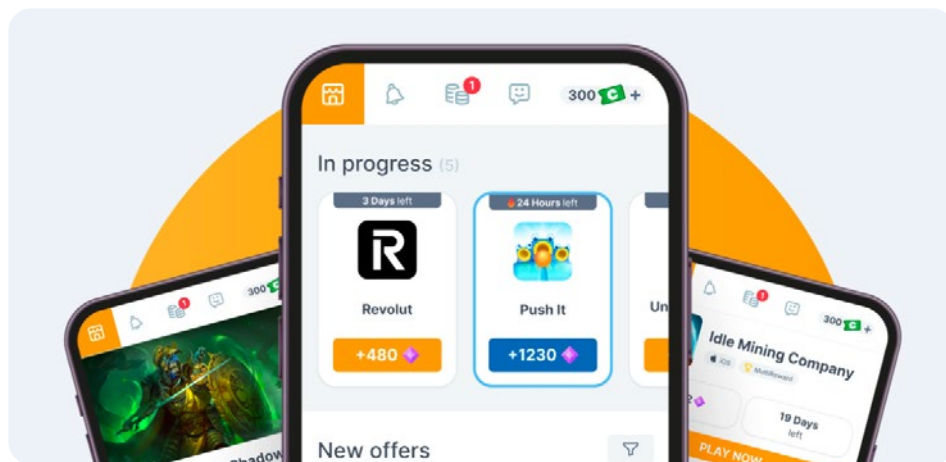
Communication Manager

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MAF
www.maf.ad/en

Founded in 2016, MAF leads the rewarded advertising space with innovative, non-intrusive advertising and monetization solutions for game developers. Their flagship product, the MyChips offerwall, helps unlock new revenue streams while reaching high-quality audiences, delivering up to 20% higher eCPMs than traditional methods. With offices across Europe, Asia, and the US, MAF collaborates globally with advertisers, publishers, and game developers to redefine mobile advertising.



Key Project at Gamescom

Play2Earn

Play2Earn is an innovative ad format that rewards users for the time they spend playing.

It delivers up to +80% higher ROAS compared to traditional multi-reward setups. Play2Earn is available on Android, and sets a new standard as the first and only format to bring time-based rewards to iOS. Play2Earn is available within MyChips.

Contact

Massimo Caroli

Founder, CBO

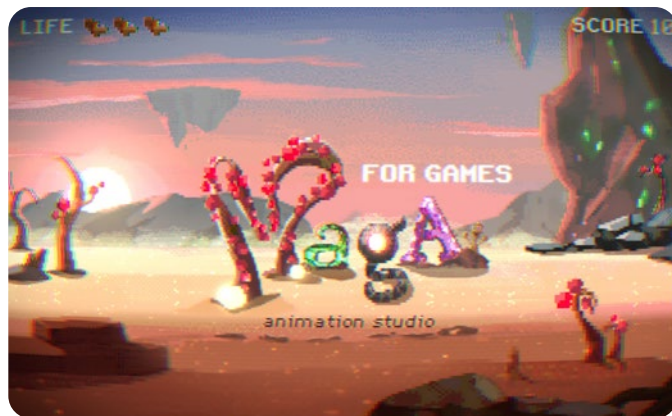
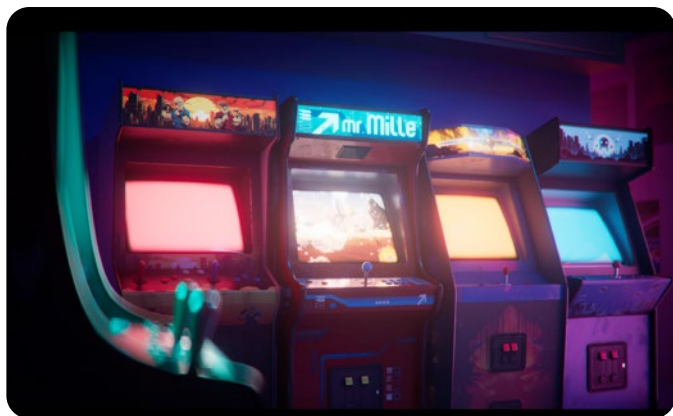
max@maf.ad



Maga Animation Studio

www.maga-animation.com

Maga was born in 1996 with the aim of developing animation and projects for the entertainment and video game industry. The studio activities are focused on animation for game cinematic (in-game real-time or rendered), trailers – including gameplay animation, art and cinematic direction. With very solid production management our team follows with care any aspect of a project, from conception, storyboard, animation 3D/2D/mixed, VFX, final rendering and compositing. We are using CPU rendering or real-time engines such as UE, Unity, or proprietary tools. Our recent collaborations for: Ubisoft/Nintendo, Nacon, Reply Game studios, Memorable Games, Humble Games, Milestone and more.



Key Project at Gamescom

UNANNOUNCED PROJECTS

Genre: Sports, Music and Action Adventure

Platform: PC, Console

Looking for: Publishers, Game Developers,
Investors, Funding, Co-Developers, Networking

Contact

Massimo Carrier Ragazzi

CEO, Executive Producer

max@maga-animation.com



Megalith Interactive Studios

www.megalithinteractive.com

Megalith Interactive Studios is an independent game development studio founded in 2024 in Sardinia, Italy. Our team includes experienced professionals in entertainment, 3D graphics, and programming, capable of creating compelling interactive worlds. Our mission is to blend art, culture, and technology through gameplay. Our first project, IDILI, merges fiction and reality, with storytelling rooted in Sardinian heritage. With IDILI, we aim to show how games can be powerful cultural tools, telling local stories with global resonance.



Key Projects at Gamescom

IDILI

Genre: Survival Horror / Narrative Adventure

Platform: PC (planned expansion to all major consoles and cloud gaming services)

Stage of Dev.: Pre-Alpha/Early Access

Looking for: Publishers, Funding

Contact

Stefano Piras

*Founder, Game Director, Composer,
Technical Sound Designer*

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Open Lab is a small independent studio based in Florence, that designs and develops applied and commercial games since 2012. Released 30 applied games and three commercial games: Football Drama (2019), Roller Drama (2023), Becoming Saint (2025), with the publisher Firesquid. Open Lab curates the whole design and development process – from the concept to the final publication on the stores.



Key Projects at Gamescom

FOOTBALL DRAMA II

Genre: Sports, Managerial, Narrative

Platform: Steam, Console, Mobile

Stage of Dev.: Concept

Looking for: Publishers

Contact

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Director

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PixelsDesign develops virtual reality applications, video games and custom interactive experiences. We create immersive projects that combine advanced technology and creative design, delivering engaging solutions for companies, institutions and entertainment. Our team handles every project from concept to execution, ensuring quality, innovation and strong emotional impact.



Key Project at Gamescom

FAST ROYAL

Genre: Battle Royal - Online 32v32

Platform: PC

Stage of Dev.: Alpha

Looking for: Publishers, Investors

Contact

Luca Tocco

Founder

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Power Up Team is a video game development company founded in 2022 as a business unit of Doc Creativity, part of the Rete Doc ecosystem, Italy's largest network of culture and creativity professionals. We are a team of talented developers, artists and creators united to create engaging and exciting games for the B2B and B2C markets.



Key Project at Gamescom

UNANNOUNCED PROJECT

Genre: Fantasy

FPS: PC, Console

Stage of Dev.: Game concept

Looking for: New Partnerships, Networking

Contact

Ivan Venturi

Director

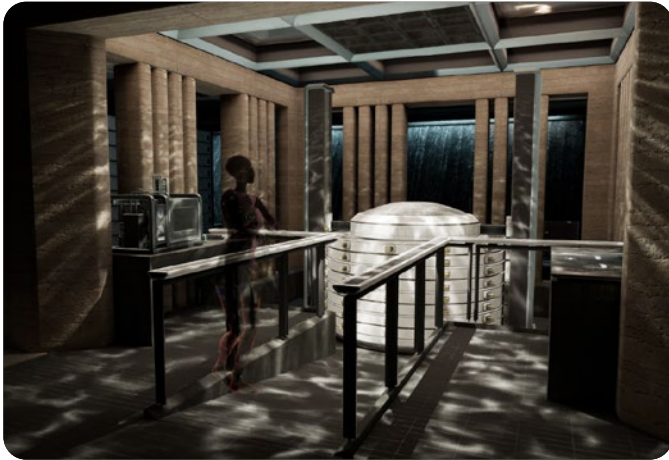
ivanventuri70@gmail.com



Red Hog Studio

www.redhogstudio.com

At Red Hog Studio, we are passionate Unreal Engine developers eager to craft experiences for PC, Consoles and VR. With veteran expertise, we offer B2B services, encompassing everything from full-cycle development to multi-platform porting (PlayStation, Switch, Xbox, VR) as well as art production, MoCap, QA and specialized solutions (e.g. CI and Tool development). In parallel, we are bringing our first major title to the market, unveiling it to the general public for the first time during Gamescom. You are most welcome to join us at our booth in Hall 10.1!



Key Project at Gamescom

UNANNOUNCED PROJECT

Genre: Adventure, Story Rich, Puzzle

Platform: PC, Console

Stage of Dev.: End of Production

Looking for: New Partnership, Networking

Contact

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Business developer

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Reply Game Studios is the game development studio of the Reply Group, a major actor in the B2B digital transformation space. Based in Milan, the team is a mix of industry veterans and talented young game developers. Since its establishment in 2011, Reply Game Studios has released three major games: game-book/JRPG Joe Dever's Lone Wolf (2013 – mobile, PC and consoles), VR adventure Theseus (2017 – PS VR and PC) and AA character action game Soulstice (2022 – PS5, PS4, Xbox Series X|S and PC). Reply Game Studios is currently working on a new, unannounced project for PC and consoles in Unreal Engine 5.



Key Project at Gamescom

UNANNOUNCED PROJECT

Genre: Action

Platform: PC, Console

Stage of Dev.: Prototype

Looking for: New Partnerships, Networking

Contact

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Product Manager

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Revera

www.reveravr.com

Revera is a young start-up emerging from the world of Extended Reality (Virtual, Augmented, and Mixed Reality), grounded in communication methodologies. Our mission is to create immersive experiences for scientific and cultural communication, combining high visual quality and storytelling approaches typically found in the gaming industry. Each project stems from careful analysis of target markets and integrates action research processes focused on cultural engagement and scientific-technological literacy. Through immersive technologies, Revera aims to redefine how people experience knowledge, bridging innovation and accessibility in impactful and meaningful ways.



Key Project at Gamescom

MASS EVE

Genre: Narrative Driven Rogue-like, Isometric
Twin-Stick Shooter
Platform: PC, Console
Stage of Dev.: Pre-Alpha
Looking for: Publishers, Networking

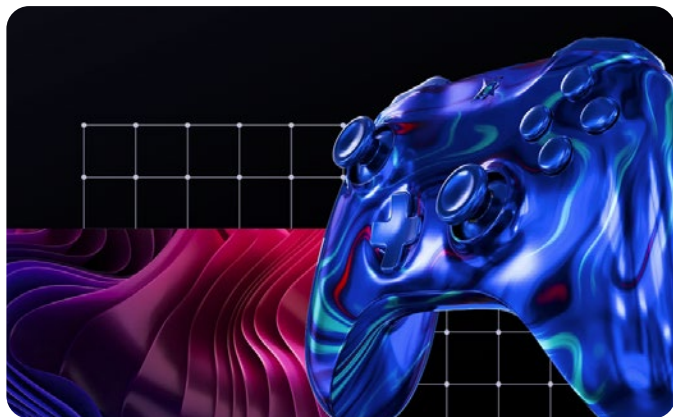
Contact

Matteo Sirizzotti

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Stratos is a new investment and fundraising platform dedicated exclusively to indie video games. Inspired by models like Fig, Stratos helps developers raise funds and provides key services such as marketing, localization and quality assurance. In addition to supporting campaigns, Stratos also directly invests in the most promising projects, sharing in their long-term success. Born in Italy but with a global vision, Stratos aims to build sustainable careers for indie studios – not just one-off hits. We strive to become a key player in the indie ecosystem, connecting developers, investors and players in a more curated and collaborative experience.



Key Project at Gamescom

MOTOSCAFO - LOST SATELLITE:

Genre: 2D Top-down Action, Adventure, Bullet Hell

Theme: psychedelic, weird

Platform: PC, Steam Deck, Nintendo

Looking for: Networking, Players

Contact

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Tambù Games

www.tambugames.com

Tambu Games is the new consumer-focused division of Tambu, an Italian company founded in 2018. It specializes in creating and distributing both video games and board games, while also managing Tambu's main in-house tabletop projects. After launching its first video game, Soulkin, a tactical roguelite with strategic combat and creature collection, the team is now working on two unannounced titles. Building on Tambu's experience in games and gamification, Tambu Games is dedicated to delivering engaging and original experiences for players of all ages.



Key Projects at Gamescom

BEATRIX

Genre: Roguelite Deckbuilder

Platform: PC

Stage of Dev.: Alpha/Vertical Slice

Looking for: Publishers

Contact

Andrea Perego

Game Director

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Tiny Bull Studios

www.tinybullstudios.com

Tiny Bull Studios is an indie game developer based in Italy, known for crafting immersive and thought-provoking experiences. With a passion for storytelling and innovation, the team blends unique artistic visions with engaging gameplay mechanics. Their projects, such as Blind and the Omen Exitio saga, explore deep narratives and distinctive aesthetics. Dedicated to quality and creativity, Tiny Bull Studios recently announced the upcoming action RPG The Lonesome Guild, co-produced with acclaimed studio Don't Nod Entertainment, and is now leveraging the knowledge gained through this experience to explore new possibilities.



Key Projects at Gamescom

CANDLEHOLDER

Genre: 3D Action Adventure
Platform: PC, Console
Stage of Dev.: Prototype
Looking for: Publishers, Funding

THE HERO IS BACK

Genre: 3D Adventure Roguelite
Platform: PC, Console
Stage of Dev.: Prototyping
Looking for: Publishers, Funding

Contact

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Untold Games

www.untoldgames.com

For the past decade, Untold Games has been a key player behind the gaming scene, porting unforgettable titles and providing top-tier development services using Unreal Engine. Their fortunate journey has been marked by collaborations with some of the most creative studios in the gaming industry. From porting the heartwarming and innovative “It Takes Two” to Nintendo Switch, to upgrading for next gen consoles the high-octane racing “Assetto Corsa Competizione”, they’ve done it all. Untold Games are currently working on City 20, a groundbreaking dystopian simulator in Early Access on Steam and Epic Games Store.



Key Project at Gamescom

CITY 20

Genre: Sandbox, Survival, Simulation

Platform: PC

Stage of Dev: Early Access

Looking for: Publishers, Distributors,
Content Creators

Contact

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Italy at gamescom 2025

Catalogue of the Italian exhibitors
Business Area



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