

GAMESCOM 2024

AUGUST 21 - 25, 2024



GAMES
— IN —
ITALY



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— —
Ministry of Foreign Affairs
and International Cooperation

ITCA
ITALIAN TRADE AGENCY

! D E
Italian Interactive Digital Entertainment Association



ITALIAN TRADE AGENCY

Welcome

Dear trade visitors,

It is a great pleasure to welcome you to Cologne at Gamescom 2024 - 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 for the seventh edition an Italian Pavilion, presenting 21 leading companies belonging to this sector. As a matter of fact, the video games market in Italy is healthy and continues to grow positively. In 2023, the sector's turnover exceeded 2.3 billion euros, with a growth trend of 5% compared to 2022 and 28% compared to 2019, confirming our country among the top five European markets.

The video game industry plays an important role in the creative and cultural market in Germany. According to the latest available data from the German Games Industry Association (GAME), the turnover of computer and video games (excluding hardware) increased to EUR 6.7 billion in 2023 (+5 %). In the same year, Germany imported video game consoles and devices worth EUR 2.36 billion (+11 %).

On a worldwide level, it is also estimated that revenues in the video game market will rise in the future. In the coming years, between 2024 and 2027, the annual growth rate of the video game industry is estimated at 9%, with a projected market volume of around EUR 339 billion by 2027. Globally, the largest share of revenues in 2024 is expected to be generated by China, which contributes with an estimated EUR 87.6 billion to the global gaming market. However, other countries, among which Italy, also play an important role and contribute to the growth of the video game industry with their innovative ideas and developments.

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 2024 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 160 companies are operating in game development in Italy, with more than 2400 professionals working in the industry. In recent years, the Italian video game industry has experienced considerable growth as evidenced by numerous international acquisitions.

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 2024

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ITA Berlin Office

Martin Schröck

Trade Analyst

ITA Berlin Office

Giuseppe Certo

Creative Industries

ITA Rome Office

IIDEA



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.

IIDEA is also partner of 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 proud member of Video Games Europe and EGDF (European Game Developers Federation).

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Aries Tech

www.ariestech.it

Aries Tech is a cutting-edge software house specializing in artificial intelligence solutions and video game development. We innovate across industries, providing advanced, customized technologies to meet diverse client needs. Our portfolio features video games for PC, Mac, mobile, web, and play-to-earn platforms, all designed with stunning graphics and engaging gameplay. Our highly skilled team is dedicated to redefining digital experiences, ensuring excellence and quality in every product. Aries Tech is committed to pushing the boundaries of technology and entertainment, delivering unparalleled solutions that captivate and inspire.



Key Project at Gamescom

QUANTUM COMMAND

Genre: Multiplayer Third Person Shooter

Platform: PC, Mac

Stage of development: Alpha

Looking for: Networking, Investors

Contacts

Luca Vajani

CEO

luca.vajani@ariestech.it



Artheria
www.artheria.it

Artheria, founded in 2018, specialized in creating videogames with a strong emphasis on XR innovation. In 2020, we proudly presented Vajont VR at the Venice Film Festival, now available on Oculus App Lab and Steam VR. We collaborate with brands like Microsoft, Yamaha, Formula 1, Dpt, and VRroom, contributing to XR projects, video games, and metaverses. Key projects include Oto's Planet, Sex + Desire + Data, and Armani White's VR concert. Our expertise includes 2D visual development, 3D production, R&D and software development for XR, supporting companies and artists in creating immersive experiences.



Key Projects at Gamescom

SHOOTOUT

Genre: On-Rail Shooter VR

*Platform: Meta Quest 2/3,
Steam VR*

Stage of dev.: Production

Looking for: Funding, Publishers

LUMINA

*Genre: Action, Graphic
Adventure*

Platform: PC, Console

Stage of dev.: Pre-Production

Looking for: Networking

Contacts

Thomas Iuliano

Co-founder

thomasiuliano@artheria.it



BR-Digital

www.br-digital.it

BR-Digital was founded in 2019 and is located in Trentino-Alto Adige, specifically in Tirolo in the province of Bolzano. We develop games for pc, mobile and consoles. Our interest is to engage players with an interesting story and ever-changing gameplay.



Key Project at Gamescom

MYTH TRAILS "SOUTH TYROL'S LEGENDS"

Genre: Story driven adventure

Platform: Console

Stage of development: Alpha

Looking for: Publishers, networking

Contacts

Roberto Benetta

CEO

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Digital Lighthouse Studios

www.digitallighthouse.it

Digital Lighthouse Studios is the game development division of Digital Lighthouse, a Media House active in the Video game, Advertising, Film and Cultural Heritage industries. We work with partners such as VCARB Formula 1 team, Red Bull, Lamborghini, Total, Armani, HUGO BOSS, Bolton, etc. Our latest applied game, MagNet: Mission Magna Graecia, won the Best Applied Game 2024 at the Italian Video Game Awards. Our facilities include theaters, virtual production, MOCAP and body scan equipments. We have also developed our own technology based on 3D laser scan and photogrammetry to produce high-quality 3D assets to be used for third party projects in video games, movies or CGI-based commercials.



Key Project at Gamescom

ENCRYPTION

Genre: First Person Horror Adventure

Platform: PC, Console

Stage of development: Alpha

Looking for: Publishers

Contacts

Adriano Bizzoco

Executive Producer

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We create games focused on the relationship between narrative and gameplay, usually with a dreamy and magical setting, and we also develop tools for other game teams/studios to help them along their gamedev journey (like our “Text Animator for Unity”, chosen by best-selling games since 2020).



Key Projects at Gamescom

TALEHOPPER

Genre: Adventure ON choices, Metroidvania, 2D
Platform: PC, Console
Stage of dev.: Vertical Slice
Looking for: Publishers, Funding

FEBUCCI TOOLS

Genre: Tool & dev services
Platform: Unity, Godot
Stage of dev.: Available
Looking for: Developers, Investors (equity or project)

Contacts

Federico Bellucci

*Founder, Game Director
and Programmer*

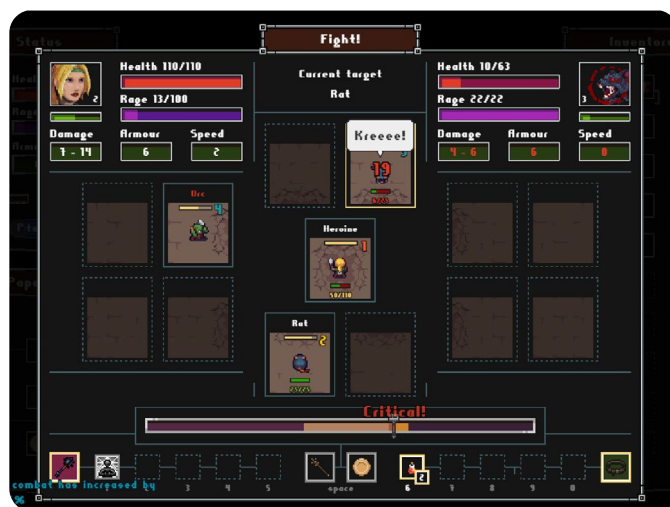
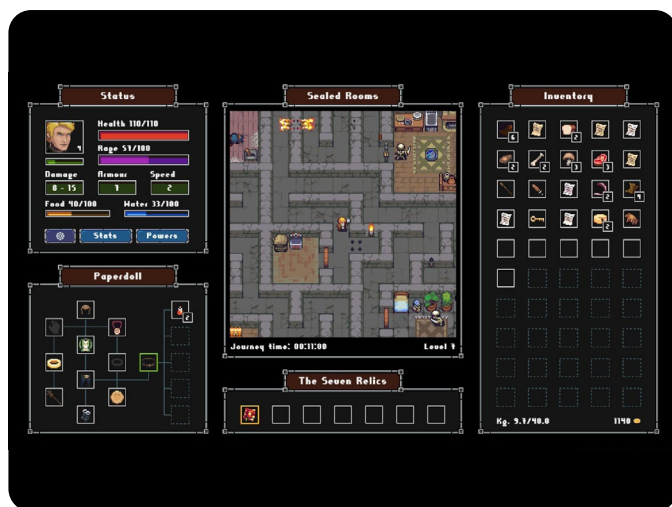
hello@febucci.com



Fix-a-Bug

3x1010.it/area/fix-a-bug

Fix-A-Bug is a young studio working on its first project, The Crazy Hyper-Dungeon Chronicles, a pixel-art dungeon-crawler RPG. The team is growing day after day and is composed by professionals with more than 10 years of experience in gaming, web and digital industry. We are looking for partners for this project and for the coming ones. Our objective is to offer to the players a good game, something that we would like to play - since all of us are players and love games!



Key Project at Gamescom

THE CRAZY HYPER-DUNGEON CHRONICLES

Genre: Dungeon Crawler Rpg Adventure

Platform: PC, Console

Stage of development: Advanced Vertical Slice

Looking for: Publishers, Media, Networking

Contacts

Giorgio Catania

External Relations Manager

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Paolo Nicoletti

Head of Development

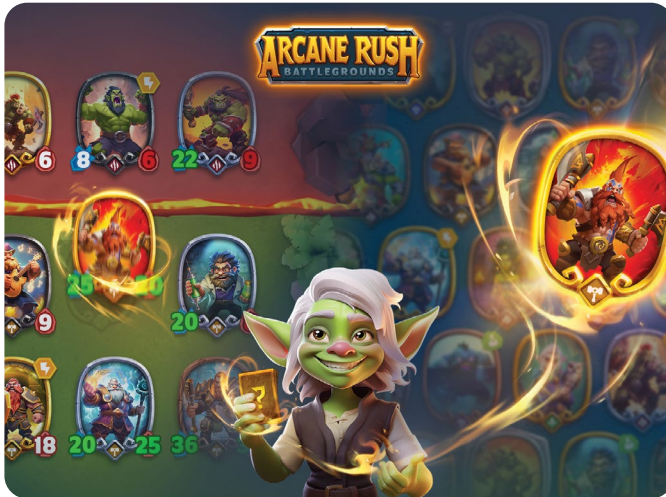
paolo.nicoletti@3x1010.it



Gear Games

www.geargames.com

Gear Games has been building Mobile games for over 15 years. We develop our games in-house, managed by our experienced product department, with a careful process for data-driven decisions and releases. We also work with different partners and apply different models: build a new game going through various stages, validating each stage by KPI, from Alpha Build until Global Launch; take over the feature development and live operations of a game either in production or already live; we can also focus exclusively on the Live Operations of the game pushing out events, sales and monitoring game revenue and KPI.



Key Projects at Gamescom

ARCANE RUSH BATTLEGROUND

Genre: Card Battler

Platform: Mobile

Stage of dev.: Soft Launch

*Looking for: Investors, Publishers
and Co- Development Partners*

MATCH & SCORE

Genre: Puzzle RPG

Platform: Mobile

Stage of dev.: Soft Launch

*Looking for: Investors, Publishers
and Co- Development Partners*

Contacts

Nick Marchesini

*Director of Business
Development*

nick@geargames.com



Idra Interactive Studios

www.idrainteractivestudios.com

Idra Interactive Studios is specialized in creating interactive works based on the synergy between entertainment, culture and education. The focus of our portfolio enhances the interconnections between sciences, history and technology with applied games such as Sette Mondi (2023) and Code #DNA (2021) developed with the University of Rome Tor Vergata, Behind The Light – The Extraordinary Life of Luca Comerio (2021), a 3D game in partnership with Cineteca Milano, presented at the Venice Film Festival, Vigamus Ville (2023) released on Roblox as a virtual recreation of Vigamus - The Video Game Museum of Rome, and GLOS: The Game - The Localization Quest (2021-24), focused on dive into Games Localization.



Key Project at Gamescom

GLOS: THE GAME

Genre: RPG/Adventure

Platform: PC, Mobile

Stage of development: Released

Looking for: Networking, Investors

Contacts

Eva Sturlese

Studio Manager

eva.s@idrainteractivestudios.com



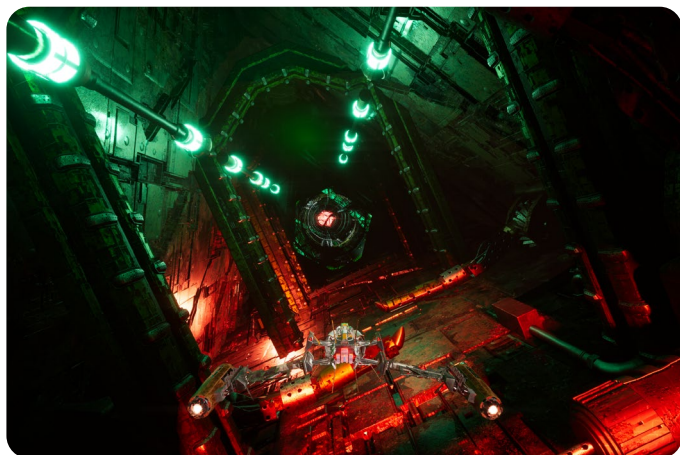
Italian Games Factory

italiangamesfactory.com

Italian Games Factory is the result of a partnership between two different, but complementary companies:

IVPRODUCTIONS: Since the early days of the Italian video game industry, IV Productions has produced PC and console video games for the international market, boasting numerous successes on various platforms, such as *Riot: Civil Unrest*, *Progetto Ustica*, *Nicholas Eymerich: The Inquisitor*

iMASTERART: A leader in the artistic entertainment Education sector offering unique, specialized Master's degrees, ranging from Concept 2D to Full CG Cinematics Production, Video Games and Film Post-production.



Key Project at Gamescom

HELL GALAXY

Genre: Space shooter, RPG

Platform: Steam, PlayStation, Xbox

Stage of development: Polishing and porting phase

Looking for: Press

Contacts

Leonardo Marazzi

CMO

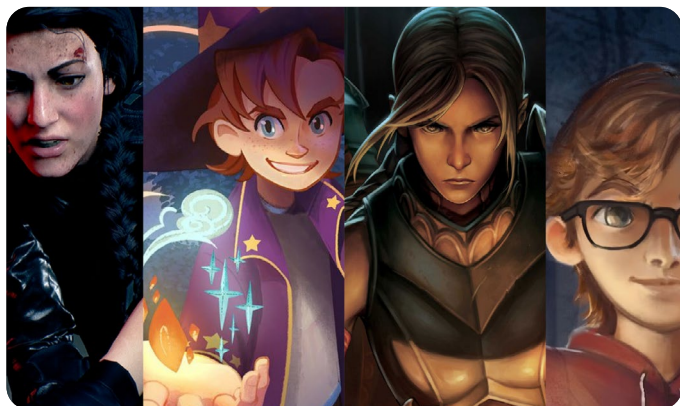
leonardo@italiangamesfactory.com



Leonardo Interactive

www.leonardointeractive.com

Leonardo Interactive is an award-winning video games publisher based in Rome, Italy and it has produced and published titles across all major platforms. Bringing its titles to market in both digital and physical formats. Leonardo Interactive has achieved a series of hits in various genres such as our visual novel *Dry Drowning*, the point & click adventure *Willy Morgan Curse of Bone Town*, and our real-time strategy game *Hell Architect*. Leonardo Interactive's latest releases include *Shattered Heaven* and *Daymare: 1994 Sandcastle*. The next release will be *Simon The Sorcerer Origins*. We are a team of passionate specialists with extensive knowledge of the video game industry. We want our players to enjoy unique and unforgettable games.



Key Project at Gamescom

SHATTERED HEAVEN

Genre: Strategy, Deckbuilding

Platform: PC

Stage of development: Released

Looking for: Networking, Partners, Investors

Contacts

Matteo Scannavini

Brand Development Manager

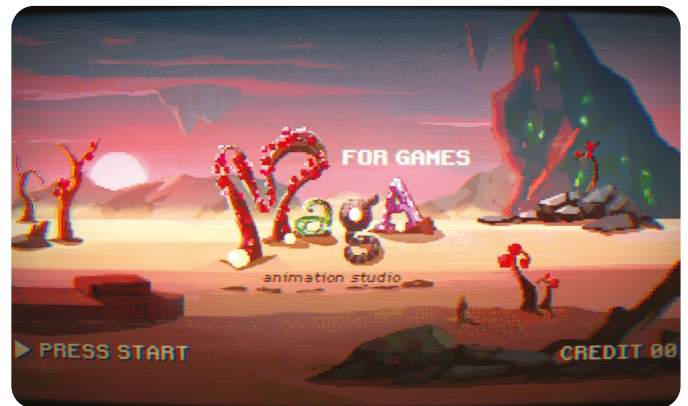
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Maga Animation Studio / For Games

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 Projects at Gamescom

RAGS

Genre: Action

Platform: PC, Console

Stage of dev.: In development

Looking for: Publishers, Networking,

Co-development. Presentation of our art and technology services.

EXTREME FOOTBALL TRICKS

Genre: Sports

Platform: PC, Console

Stage of dev.: In development

Contacts

Massimo Carrier Ragazzi

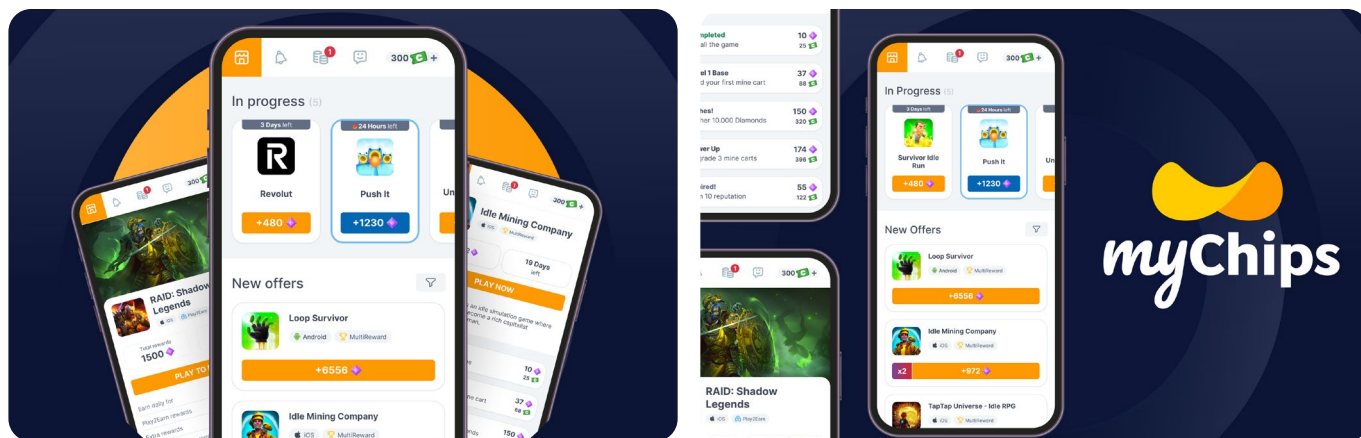
CEO, Executive Producer

max@maga-animation.com



MAF
maf.ad

MAF's loyalty platform is your all-in-one solution for game growth and monetization" to: "MAF's loyalty platform offers an all-in-one solution for app growth and monetization. Introducing MyChips, our in-app offerwall that enhances your users' LTV with opt-in rewards, delivering outstanding eCPM while keeping your user base engaged. Looking to grow your audience with MAF? Powered by first-party data, our platform connects your apps with the most relevant audience for your brand. We focus on enhancing the user experience with unique ad formats like Play2Earn, which rewards engagement, boosts deep-funnel events, and ensures the highest ROAS.



Key Project at Gamescom

MyChips

Genre: In-app offerwall and monetization

Platform: iOS, Android

Stage of development: Complete

Looking for: Mobile game devs and publishers looking to expand their monetization opportunities

Contacts

Massimo Caroli

COO & Founder

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We are both gamers and developers who specialize in publishing titles made by small teams, with great expertise on the Italian market. Our vision is to help developers in complete projects and reach the public without putting much pressure on them. Power Up Publishing is a branch of Power Up Team, a developer team working both in B2B and B2C markets and currently developing *Vespera Bononia*.



Key Project at Gamescom

VESPERA BONONIA

Genre: Action Shooter Roguelite

Platform: PC, Console

Stage of development: Alpha

Looking for: Networking

Contacts

Ivan Venturi

Business Developer

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Reply Game Studios

www.replygamestudios.com

Reply Game Studios is the game development studio of the Reply group, a major player in the international digital transformation business. As an independent entity in this ecosystem, we focus on the creation of video games for the consumer market, for PC and consoles. Our latest game Soulstice has reached almost 900,000 players worldwide, marking our debut in the character action genre and the AA space.



Key Project at Gamescom

UNANNOUNCED PROJECT

Genre: Action, Combat

Platform: PC, Console

Stage of development: Pre-production, prototyping

Looking for: Publishers, Networking, Investors

Contacts

Samuele Perseo

Product Manager

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Revera

www.reveravr.com

Revera Srl is an innovative startup specializing in Extended Reality (XR) technologies (VR, AR, MR). Revera aims to merge scientific and cultural communication with the visual and narrative quality of the videogame media. Our core competencies include developing videogames, designing immersive experiences, producing high-quality audiovisual content. Our commitment to photorealism, vibrant colors and intricate details has become the stylistic hallmark of the company.



Key Project at Gamescom

MASS EVE

Genre: Roguelike, Twin Stick Shooter

Platform: PC, Console

Stage of development: Development

Looking for: Publishers

Contacts

Matteo Sirizzotti

CEO

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Studio Evil

www.studioevil.com

Studio Evil was founded in 2011 by three veterans of the IT industry. The team is now composed by 17 members, currently based in Bologna (Italy) where we work alongside D-Sign, our sister company with a focus on rebranding and advertising. Our mission is to create beautiful games mixing innovative mechanics, new technologies and a pinch of retro vibe inspired by the old school games we love. We released four self funded, original games on PC and Consoles: Syder Arcade, Super Cane Magic Zero, Syder Reloaded and, in collaboration with Licorice, Retro Gadgets which is currently in Early Access.



Key Projects at Gamescom

DICE OF ARCANA

Genre: Horror, Roguelite, Strategy

Platform: PC, Mac

Stage of dev.: Development

Looking for: Networking,
Publishers, Console porting

RETRO GADGETS

Genre: Sandbox, Building,

Programming

Platform: PC, Mac

Stage of dev.: Early Access

Looking for: Publishers, Porting

Contacts

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CEO

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Tambu Games

tambugames.com

Tambu is a well-established Italian company founded in 2018, specializing in tabletop games, gamification, and now entering the videogame market with the brand Tambu Games. With a strong presence in the game industry, we have successfully created engaging experiences for diverse audiences, including the general public and corporate clients. Our dedication to innovation has made our platform a premier destination for creators and a focal point for the thriving Italian board game community. We are currently working on our first videogame: Soulkin.



Key Project at Gamescom

SOULKIN

Genre: Tactical Monster-collector Roguelite

Platform: PC

Stage of development: Early Access

*Looking for: Publisher, Investors, Funding,
Networking*

Contacts

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CPO Videogame Division, Game Director

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Tiny Bull Studios

tinybullstudios.com

Tiny Bull Studios is a game developer based in Turin and among the most prominent in Italy, developing video games since 2013. Although we specialise in narrative games, we gained experience in other genres over the years and plan to continue growing by following our passions. In 2018 we released “Blind”, a VR narrative adventure, and “Omen Exitio: Plague”, a text-based CYOA whose sequel “Omen Exitio: Hunger” is currently in development, together with the original visual novel “We’ll Meet Again”. In 2022, we started our biggest project yet in collaboration with Don’t Nod Entertainment.



Key Projects at Gamescom

OMEN EXITIO: HUNGER

Genre: Text-based Adventure

Platform: PC, Mac

Stage of dev.: Development

Looking for: Networking,
Publishers, Funding

THE HERO IS BACK

Genre: Isometric Roguelite

Platform: PC, Console

Stage of dev.: Prototype

Looking for: Networking,
Publishers, Funding

Contacts

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Trinity Team

www.trinityteamgames.com

Trinity Team is an independent software house founded in 2017 specialized in the development of video games for the PC, console and mobile market. Our main office is in Bologna, the company was born with the project Slaps And Beans, the official video game of actors Bud Spencer and Terence Hill financed through a crowdfunding campaign in 2016. Trinity Team has 3 published titles to its credit: Bud Spencer & Terence Hill - Slaps And Beans (2017 - PC,Console,Mobile), The Darkest Tales (2022 - PC,Console) and Bud Spencer & Terence Hill - Slaps And Beans 2 (2023 - PC,Console).



Key Projects at Gamescom

NIGHTMARE'S TALES (WT)

Genre: Platform-Metroidvania

Platform: PC, Console

Stage of dev.: Pre-production

Looking for: Publishers, Funding

GLOWDRIP

Genre: First Person Survival
Horror

Platform: PC, Console

Stage of dev.: Pre-production

Looking for: Publishers, Funding

Contacts

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CEO

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Untold Games

untoldgames.com

For the past decade, Untold Games has been a key player behind the gaming scene, porting unforgettable videogames 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 adrenaline-pumping adventures of 'Journey to the Savage Planet' and 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 something personal: City20. A groundbreaking dystopian life simulator.



Key Project at Gamescom

CITY 20

Genre: Simulation, Sandbox, Survival

Platform: PC

Stage of development: In production

Looking for: BNetworking, Publishing,
Distribution, Content creators

Contacts

Elisa Di Lorenzo

Co-Founder & CEO

elisa@untoldgames.com



wearemuesli.it

The image displays four smartphones arranged horizontally, each showing a different screen of the 'In Their Shoes' app. The first phone shows the main title 'IN THEIR SHOES' in white, hand-drawn letters on a blue background. The second phone shows the 'MMORPG' section, featuring a character wearing sandals and the text 'GIOCA' at the bottom. The third and fourth phones show the 'In Their Shoes' section, featuring characters wearing boots and shoes, respectively, with the text 'GIOCA' at the bottom. Each phone screen has a 'GIOCA' button at the bottom.



Looking for: Publishers, Funding

hello@wearemesli.it

NOTES



Italy at gamescom 2024

Catalogue of the Italian of the Italian exhibitors
Business Area



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