GAME CITY PRESS RELEASE

Vienna, October 2018

Austria's largest gaming event:
GAME CITY – A story of success: Massive programme: Games, fun and knowledge!

For three days every autumn, GAME CITY turns Vienna’s City Hall into a digital gaming paradise – with more than 80 top exhibitors spread out over 10,000 m² and a varied framework programme. Austria’s largest gaming event stands for entertainment, but also offers comprehensive information on pedagogical aspects, media competence and a responsible approach to video games.

From 19 to 21 October 2018 the historic premises of Vienna's City Hall will host what will already be the twelfth edition of the popular GAME CITY convention. The City of Vienna and wienXtra founded this gaming convention that is all about the latest developments and trends in the fields of gaming hard and software in 2007. Today, this autumnal forum for digital gamers ranks among the largest and best-established gaming events in the German-speaking world.

The admission-free event in the city centre is not only an entertaining crowd-puller for the young and old but simultaneously serves as an information platform, says City Councillor for the Youth Jürgen Czernohorszky: “The GAME CITY convention is a highlight in the City of Vienna’s event calendar. Many tens of thousands of visitors over the years underline its success. GAME CITY offers children, teenagers, adolescents and parents the opportunity to try the latest games and explore trends while it also provides advice and information on the topic of gaming.”

GAME CITY 2018: Highlight: eSports

Besides the familiar programme foci that are a traditional part of GAME CITY, its organisers surprise visitors with new and exciting projects every year. In 2018 GAME CITY is all about eSports and actually boasts two specials on this topic. Sponsor A1 will hold the finals of its A1 eSports League Austria on the main stage in front of the City Hall – a total of 32,000 Euros of prize money is up for grabs. On top of that the eSports Austria Association and wienXtra invite you to partake in its eSports Tournament in ‘Battle Royale’ mode which will last several days: On Rathausplatz square, up to 6,000 players will make 100 PCs glow red hot for three full days.

F.R.O.G. as important source of inspiration

The gaming scene’s rising importance also leads to increased sensitivity for topics such as hate speech and discrimination, match making and the influence of video games on learning processes. These and many more aspects will form the content of the F.R.O.G. (Future and
Reality of Gaming, frog.vienna.at) conference, an important source of inspiration that will be held in the framework of GAME CITY. In its context international experts will address the hottest topics of the gaming scene in a series of lectures and panel discussions. “Nowadays, gaming enthusiasm is a widespread phenomenon across society and encompasses all age groups. Addressing the potentials and possible risks of gaming in an equal fashion has always been an integral part of GAME CITY,” Gerhard Pölsterl from the Federal Chancellery’s Youth Policy Office and initiator of F.R.O.G., explains. One of the core topics for 2018 concerns women and gaming. In the course of a series of lectures, the conference’s speakers will talk about common preconceptions, obstacles and discrimination many women face in both professional and recreational gaming. “As an eSports player and gender officer of the eSports Austria Association, this topic is close to my heart. We need more female players in the Austrian eSports scene, need to draw more attention to this topic and increase its acceptance,” says Yvonne Scheer, one of the speakers at this year’s F.R.O.G.

Varied programme mix

GAME CITY’s programme is wide-ranging and varied, thus attracting the most diverse visitors. Its colourful mix between action, information and fun has something for everyone: Top industry players such as A1, MediaMarkt, Microsoft Xbox, Nintendo, OMEN by HP, Saturn, Sony PlayStation and many more will present their latest products and innovations while many up-and-coming indie studios and other creative developers will have the chance to showcase their offerings. Apart from the chance to test games and get advice, regular highlights such as the retro area or the ‘Long Night of GAME CITY’ – this year following the motto die lange nacht: durchgezockt mit fritz (literally ‘the long night: gaming through the night with fritz’) – will provide heaps of entertainment. Another traditional highlight of this gaming event is the cosplay parade where gamers dress as their favourite characters from the worlds of anime, manga, comics or video games, parading through Vienna’s city centre.

More than just gaming

“What distinguishes us from other events in this area is that we have a holistic view of the world of gaming. The pedagogical and scientific approach play important roles even though fun and entertainment are the top priorities behind all programme items,” says Andrea Heuermann, the Managing Director of the wienXtra Association which – together with the event marketing agency MICE & Men – is the driving force behind the event. This is also why one of GAME CITY’s annual fixtures is the wienXtra Kids’ Zone where children between the ages of 4 and 12 can experience computer and video games on various platforms under the guidance of experts. “Gaming is not just about entertainment. Many games are pedagogically valuable and support playful learning,” reports Claudia Bayerl from the wienXtra Kids’ Zone. On the Schools’
Days of wienXtra school events, interested classes can therefore immerse themselves in the world of gaming for an entire day. Besides the fun part, it challenges students to intensively deal with gaming – from their own gaming behaviour to online safety and game design.

GAME CITY 2018 at a glance

- 19 – 21 October 2018
- Vienna City Hall – Entrance via Rathausplatz
- Friday 9 am – 6 pm, Saturday and Sunday 10 am – 7 pm
- The Long Night of GAME CITY – ‘the long night: gaming through the night with fritz’: Friday from 7 pm to midnight (8 pm: A1 eSports League Austria League of Legends Finals). Must be 16 or older, [Registration required](#)
- Cosplay Parade: Saturday, Start: 1 pm, MQ, Finale: 2:30 pm, Rathausplatz stage (rain date: Sunday, Start: 2 pm, MQ, Finale: 4 pm, Rathausplatz stage)
- eSports Arena – Grand Finals: Sunday, Start: 5 pm, Rathausplatz stage

Admission to GAME CITY is free on all days!

GAME CITY – Facts & Figures

- Austria’s largest gaming event
- More than 80,000 visitors
- More than 80 exhibitors spread over approx. 10,000 m²
- F.R.O.G. Expert conference with many lectures by domestic and international experts
- 3 days / 32 hours of gaming fun
- Largest offline eSports tournament in the German-speaking world
- Organiser: wienXtra in cooperation with the event agency MICE & Men

Further information at [game-city.at](http://game-city.at) and [facebook.com/GameCityVienna](http://facebook.com/GameCityVienna)

About GAME CITY

Every year, GAME CITY turns Vienna’s City Hall into the country’ gaming Mecca for three days. More than 80,000 visitors and 90 exhibitors spread over 10,000 m² make GAME CITY the largest convention of its kind in Austria. Visitors of all ages are invited to immerse themselves in the gaming trends of the past, present and future. Apart from the fun factor, the focus is on the pedagogical aspect of gaming as well as key topics such as media competence and responsible approaches to video games. At the F.R.O.G. (Future and Reality of Gaming) expert conference, the topic will additionally be addressed from a scientific perspective. The event is organised by the wienXtra Association in cooperation with the event agency MICE & Men ([miceandmen.at](http://miceandmen.at)). Further information at [game-city.at](http://game-city.at) #GameCity2018
About wienXtra

wienXtra is an organisation for all children and young people in Vienna. From festivals and music to films, games and media: wienXtra encourages all kids to join in and help shape their city. Ten institutions offer services ranging from events and information to education and counselling, either at low prices or free of charge. Adults are offered a wide-ranging educational programme. wienXtra works with the City of Vienna and particularly closely with municipal department 13. Further information at wienxtra.at
## Freitag, 19. Oktober

### Highlights

<table>
<thead>
<tr>
<th>Zeit</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>09:30</td>
<td>Vorträge für Schulklassen: bis Die digitale Spielewelt &amp;</td>
</tr>
<tr>
<td>11:00</td>
<td>Saferinternet Quiz</td>
</tr>
<tr>
<td>14:00</td>
<td>Just Dance mit Nintendo</td>
</tr>
<tr>
<td>15:00</td>
<td><strong>Offizielle Eröffnung 2018</strong></td>
</tr>
<tr>
<td>16:00</td>
<td>Saturn – Verlosung</td>
</tr>
<tr>
<td>19:00</td>
<td>Lange Nacht der GAME CITY</td>
</tr>
<tr>
<td>16:00</td>
<td>FIFA 18 – Finale</td>
</tr>
<tr>
<td>16:30</td>
<td>ESVÖ Game City Turnier</td>
</tr>
<tr>
<td>14:00</td>
<td>Finale Schulmeisterschaft</td>
</tr>
<tr>
<td>20:00</td>
<td>A1 eSports: League of Legends Finale</td>
</tr>
<tr>
<td></td>
<td>der A1 eSports League Austria</td>
</tr>
</tbody>
</table>

## Samstag, 20. Oktober

### Highlights

<table>
<thead>
<tr>
<th>Zeit</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>11:00</td>
<td>Podium: Wie werde ich zum Profi-Gamer</td>
</tr>
<tr>
<td>11:30</td>
<td>Area52 – Wiens beste Gaming Lounge</td>
</tr>
<tr>
<td>12:45</td>
<td>DIESEL Only the Brave</td>
</tr>
<tr>
<td></td>
<td>Bühnenchallenge</td>
</tr>
<tr>
<td>13:00</td>
<td>Just Dance mit Nintendo</td>
</tr>
<tr>
<td>14:00</td>
<td>paysafecard Battlegrounds</td>
</tr>
<tr>
<td>14:30</td>
<td>CosPlay Parade</td>
</tr>
<tr>
<td>16:00</td>
<td>A1 eSports: Project CARS 2 Finale</td>
</tr>
<tr>
<td></td>
<td>der A1 eSports League Austria</td>
</tr>
</tbody>
</table>

## Sonntag, 21. Oktober

### Highlights

<table>
<thead>
<tr>
<th>Zeit</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>11:00</td>
<td>Splatoon Austrian Championship Finale</td>
</tr>
<tr>
<td>13:00</td>
<td>A1 eSports: Clash Royale Finale der A1 eSports League Austria</td>
</tr>
<tr>
<td>16:00</td>
<td>Just Dance mit Nintendo</td>
</tr>
<tr>
<td>16:30</td>
<td>Maxnomic – Publikumsspiel</td>
</tr>
<tr>
<td>17:00</td>
<td>eSport Arena – Grand Finals</td>
</tr>
<tr>
<td>18:00</td>
<td>Siegerehrungen</td>
</tr>
</tbody>
</table>
2K Games (XBOX)
A1
Activision Blizzard Deutschland (PlayStation)
ak tronic Software & Services GmbH
Alttstoff Recycling Austria
AncientGame GmbH
Area52
Austria Glas Recycling GmbH
Austrian Player League
BANDAI NAMCO Entertainment
    Germany GmbH (Nintendo, PlayStation)
BARS Studios e.U.
BAWAG P.S.K (A1)
Ben & Jerry’s
Bethesda Softworks
BlackShark
Bundeskanzleramt Österreich –
    Sektion Familien und Jugend
Bundesstelle für die Positivprädikatisierung
    von digitalen Spielen im BKA
Capcom Entertainment Germany GmbH
    (PlayStation, XBOX)
Celaria
Comic-Galerie
Cool2U
Corsair (Saturn)
CREEPERCRAFT
Daily Deli Foodtruck
Deep Silver
Dimensione Anime
DXRacer (Saturn)
Dyadic Games e.U. (FM4 Indie Area)
EA (Nintendo, PlayStation)
Elgato Gaming (Saturn)
ELOH, Salon Alpin, Broken Rules
End Cycle
EpicSkin
Eskimo
eSport Verband Österreich
eSports.at powered by UPC
Espressomobil
Exit-VR
Feer – Mental Home e.U.
FM4 Indie Area präsentiert von Saturn
Food mobile
fritz kola
FROG – Future and Reality of Gaming
Game Legends
Gamers Academy (eSports.at)
Games Workshop
HUawei (A1)
I eat Vienna
icd instinctive clothing & design KG
Katta Games
Konami (XBOX)
Krone Multimedia
Maxnomic
MAXX Entertainment KG
Media Markt
Mercedes-Benz (A1)
MICE & Men Eventmarketing
Next Level Racing (Saturn)
Nintendo
OMEN by HP
Österreichisches Jugendmagazin COOL
paysafecard
Playseat (Saturn)
PlayStation Sony Interactive Entertainment
Predator (Saturn)
PROWORX
Rauch
Ray Filmmagazin
Red Bull
ROG – Republic of Gamers (Saturn)
Roll It
S4G School for Games GmbH
Safe Bike Stadt Wien
Sam´s Donuts
Saturn
Sikanda
Square Enix GmbH (PlayStation, XBOX)
Stardesigner
Subotron Retro Area
THE FALCON SIMULATOR
Thrustmaster (Saturn)
Ubisoft GmbH (Nintendo, PlayStation, XBOX)
Ubisoft Shop
UBIT
Wargaming Europe SAS
Warner Bros. (Nintendo, PlayStation, XBOX)
We Make Games
WHAT WE LEAVE BEHIND
wienXtra
Wolfgang Tschauko
XBOX
Z-Zero GmbH
Zeig Rückgrat
ZOWIE