around 79,000 visitors 2019
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.

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 promoter 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
The official video of the largest gaming event in Austria

Video GAME CITY 2019
http://youtu.be/89i8ijHigOc
Best of GAME CITY
BEST OF GAME CITY

GAME CITY
Städtepartnerschaft mit GAMING

GAMING
Städtepartnerschaft mit der GAME CITY
• 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
### 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
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
Fortnite-Turnier als Highlight der Game City

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

„Game City“: Lasset die Spiele beginnen!

Anspielen und ausprobieren heißt es an diesem Tag bei der „Game City“ im Wiener Rathaus. Drei Tage lang stehen Spiele, Technik und eSports am Plan. Dies sind die Fixpunkte:
- Am Xbox-Stand sorgen 37 Gaming-Stationen für Höchstspannung. Unter anderem kann das neue „Gears 5“ gezeigt werden.
- Das erste kürzlich veröffentlichte Open-World-Abenteuer „Ghost Recon Breakpoint“ sorgt am Ubisoft-Stand für ordentlich Action.
- PlayStation zeigt u.a. brandneue Games wie „Death Stranding“, „Predator: Hunting Grounds“ und „Final Fantasy VII Remake“.

The GAME CITY 2019
in the media

ORF Aktuell in Österreich, 18.10.2019
Die Presse, 19.10.2019
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 819

80 Editorial contributions

410 General coverage

409 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 practitioner 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 (ABBLALAB), 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.
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.
School @ Game City

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.
wienXtra-Schoolday
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.
Best of Cosplay
Best of Exhibitors

Summary A–Z
2K 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 zuer 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 Verkehrsangelegenheiten (Safebike MA 46)
Vienna Reality Playground
wienXtra
Xbox
XMG (Ubisoft)
Zentrum für angewandte Spielforschung, Donau-Universität Krems
Von der GAME CITY zum #A1eSports Finale
09.11.2019
GÖSSERHALLE, WIEN
A1eSports.at
AHVV – (Heute Zeitung)
eSport Verband Österreich
Mit uns kannst du:

// deine Performance verbessern
// beim Gaming gesund bleiben.

Wir sind...

wissenschaftlich fundiert, transparent, kostenlos

www.gamers-health.com
MediaMarkt

Alles zum Thema Gaming

Market Place

Sondere Angebote sichern

Spiele & VR testen
Österreichisches Komitee für UNICEF
Square Enix
Verkehrsorganisation und technische Verkehrsangelegenheiten (Safebike MA 46)
Vienna Reality Playground
Zentrum für angewandte Spielforschung, Donau-Universität Krems
We thank all partners for the successful cooperation!

game-city.at/partner_innen
We thank you for the great teamwork and look forward to the GAME CITY 2020!

CONTACT

Bernadette Pensch
Verein wienXtra – Promotor
Project management
organisation@game-city.at

Claudia Bayerl
wienXtra-Kids-Zone
claudia.bayerl@wienxtra.at

Gini Stern
GAME CITY Schoolday
schulevents@wienxtra.at

Milena Riedel & Tarek Sharif
Executive agency
MICE & Men Eventmarketing GmbH
gamecity@miceandmen.at
+43-1-2051 085 342

Stefan Baloh
eSport / ESVÖ
+43-1-2640053
sb@esvoe.at

Gerhard Pölsterl
Symposium
bupp@bka.gv.at

Eike Steenken
Ecker & Partner Öffentlichkeitsarbeit
und Public Affairs GmbH
+43-1-59932-48
E.Steenken@eup.at

Tom Rengelshausen
Graphics & Design
office@stardesigner.com

Theresa Winkelhofer
GAME CITY Organization office
organisation@game-city.at
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

MICE & Men Eventmarketing GmbH
Karlsplatz 3/11, 1010 Wien, Österreich
T: +43 1 20 51 085 342
gamecity@miceandmen.at
www.miceandmen.at