

Press Release

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Strong gamescom 2013 promises mega trends

- **Central theme of the gamescom 2013: “next generation of gaming”**
- **Mega trends 2013: New generation of consoles, more intensive gaming experiences, cross-platform**
- **Framework conditions of the German market are positive**
- **Prior notice of the publication of the half-year results for 2013**

Berlin, July 3rd, 2013. The consumers and trade visitors can look forward to an exciting gamescom 2013 with pioneering mega trends in the digital games sector. During an international press conference held today in Cologne, the organisers of the gamescom, Katharina C. Hamma (Koelnmesse) and Dr. Maximilian Schenk (BIU – Federal Association of Interactive Entertainment Software e. V.) outlined the focal points of this year’s trade fair. “2013 is going to be one of the strongest years for the gamescom, both from the point of view of the consumers and from the perspective of the games industry. Last, but not least it will be marked by a strong next generation of consoles and a very confident industry,” commented Dr. Maximilian Schenk, Managing Director of the BIU.

Central themes and trends of the gamescom 2013

This year the international computer and video game industry is presenting itself at the gamescom under the central theme **“next generation of gaming”**. The central theme illustrates that digital games are currently undergoing an extensive process of change. The main objective of this process of change is to impress the consumers with unique experiences and more intensive gaming fun. The **three mega trends** of 2013, which underline the central theme, are:

- the new **generation of consoles** comprising of Microsoft Xbox One, Sony PlayStation 4 and the Nintendo WiiU that was launched a few months ago,
- the **intensification of the gaming experience**,
- as well as new gaming opportunities made possible by **cross-platform**.

Furthermore, **“social gaming”** and **mobile games** are still very much in trend.

Mega trend: new hardware

The video game consoles of Microsoft and Sony that will be on sale soon and the recently launched Nintendo WiiU are going to be the pacemakers of the digital games market in 2013. All of the consoles offer the consumers a more intensive gaming experience – for example as a result of new, innovative technologies such as the Kinect sensor technology of the Xbox One or new, intelligent communication forms as with the Sony PlayStation 4, which allows game videos and screenshots to be sent directly via social networks as well as the Nintendo WiiU’s innovative multi-screen game ideas. The consoles of Microsoft and Sony are to be launched onto the German market in time for the Christmas business. “Sony has already announced that the PlayStation 4 will be playable at the gamescom. I also assume Microsoft will be presenting the Xbox One big-scale too,” stated Dr. Maximilian Schenk.

Mega trend: more intensive gaming experiences

The mega trends in the digital games sector are video productions, spectacular levels of graphic detail, fantastical stories, diversified themes of content as well as social and multi-screen features, which make the gaming experience more intensive than hitherto. The focus particularly lies on the computer and video games, which will be launched onto the market with the new hardware.

Sony and Microsoft have already presented an initial publication programme of their video games. The number of publications of digital games will be higher for the current console launch than with the last generation launch. A number of games for the new console generation will be available to a wide audience for the first time at the gamescom. At the same time, new blockbuster titles such as Castlevania: Lords of Shadow 2 by Konami, which are unrelated with the new console launches, will also be released at the gamescom. There are indications that such blockbusters will indeed be plentiful at the gamescom. In total 400 gaming novelties will be presented at the gamescom – in virtually all genres the industry will be presenting the latest generation of its respective games, which cover all of the consumers' tastes.

Mega trend: cross-platform

The entertainment offers in the cross-platform sector that were indicated last year are now taking on form. They offer the consumers smart solutions to intensify and extend the gaming experience. Cross-platform means on the one hand the integration of other platforms in the "single" player game as well as the interaction of other co-players – on a cross-platform basis. The new consoles allow the same games to be played everywhere, at home on the console or en route on the tablet. Examples of these gaming trends, which enable the player to influence the game of another player, who is playing the same game on a console, using his smartphone or tablet are Tom Clancy's The Division (Ubisoft), Destiny (Activision) or the Commander Mode Battlefield 4 (Electronic Arts).

"Games go social" trend

In the course of the process of change that entertainment software is undergoing the consumer becomes more and more involved in the events of the game – a very multi-faceted development, which has been reinforced primarily by Web 2.0 and Web 3.0. The consumer is involved to a much greater extent in the design process, whilst at the same time a much stronger interaction and more intensive dialogue evolves between the users of the digital games as a result of the increased networking between the players. Watchdogs by Ubisoft offers a foretaste of which possibilities exist, for example regarding the intervention of foreign players in one's own game. There are already a number of suppliers and consumers of user generated content, which is communicated to the community via let's play medial and viral for instance. This is how digital games stimulate dialogue even beyond the realms of the actual game. The media used for this "socialisation of the games" are social networks such as Miivers by Nintendo and modern communication options. By providing new social features, the Xbox One and the PlayStation 4 will further promote this social process.

Mobile games trend

In 2013 the mobile games will become increasingly more elaborate and high-quality. Many new formats are appearing on the market that complement the classic products.

Mobile games particularly support the cross-platform trend – for example in the form of apps for iOS and androids, with the help of which players can interactively influence the console games of other players.

Outlook for the German market

The German market performed well in the year 2012 against the background of the console generations transition. The number of games sold in Germany rose for the third time in succession in 2012. Last year 73.7 million computer and video games were sold – more than ever before (Source: current representative survey of 25,000 German people by the GfK). This sales record underlines the significance of computer and video games as an industry, but also as the key medium of the digital culture. As a result of the changeover to a new generation of consoles the turnover of 1.99 billion dropped down to 1.85 billion Euros (Source: GfK).

“Such growth reductions are not unusual and are indeed foreseeable for markets that are undergoing transition,” commented Dr. Schenk. “The BIU is assuming that the market will experience lively growth once the new console generation are launched,” Dr. Schenk continued. “This is a good starting position for dynamic growth. The indicators from the hardware and software sector and from the consumer environment are favourable,” the Managing Director of the BUI said. For example the online trader, Amazon.de, recorded a new pre-order record for the PlayStation 4 and the Xbox One after the new consoles were announced. Furthermore, the developers and the publishers have made up to three-digit million investments in games software for the new consoles and for the platforms established on the market.

The German consumer environment is also giving the industry reason for optimism: More and more people in Germany are using digital games. In 2012, 26 million German people regularly used digital games – an increase of five percent compared to the previous year (Source: GfK and ff.). What’s more, the average income level of the consumers of digital games is high. In terms of percentages, the most players belong to an income class that boasts a monthly net household income of over 3,000 Euros (27 percent). In 2012 the average age of the users increased again, because the industry has tapped into new consumer groups. In the meantime, more than one in two players is aged over 30. Finally, the consistent support extended via all forms of business models, platforms and additional services has significantly contributed to the stability of the German gaming market.

Advance notice to the editorial offices

The BIU will publish the half-year results for the German games market based on a current representative survey of 25,000 Germans carried out by the GfK one week before the start of the gamescom. This representative survey on the German market is unique worldwide because it portrays a complete picture of the market, it namely reflects all platforms, business models and sales channels.

About the gamescom 2013

The world’s biggest trade fair for interactive games and entertainment will once again be opening its doors to all gaming enthusiasts, whether private or trade visitors, from August 21st to 25th, 2013. The gamescom is the central platform for the European

computer and video game industry and is the largest trade fair for interactive entertainment in the world. It unites the industry, trade and media and offers an ideal setting for establishing and maintaining business contacts. The spatial division into two zones, the entertainment and the business area, stands for a concept, which involves and addresses the trade and private visitor in equal measures.

Information on the BIU e.V.

The honorary sponsor of the gamescom is the BIU – the Federal Association of Interactive Entertainment Software e.V. The BIU is the interest group of providers and producers of entertainment software in Germany. The association and its eleven members represent approx. 75 percent of the market for computer and video games in Germany. In its capacity as a competent contact partner for the media, as well as for political and social institutions, the BIU answers all questions to do with computer and video games.

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