

Press Release

Germany's Got Game!

G-Star 2014 in South Korea

Nov 18, 2014

Berlin (gtai) - Germany's success on the soccer field in Brazil this summer is reflected clearly in the country's computer games sales, the German Trade Association of Interactive Entertainment Software (BIU) reported Friday. Electronic Arts / EA Canada's FIFA 15 received the organization's Multiplatform Award for the second time this October for achieving more than 1 million sales.

With around 29 million gamers, Germany is Europe's largest market for video games. And it's a market that continues to develop dynamically: BIU reported today that more than one in ten Germans now plays games on a tablet computer and, interestingly, that every fifth tablet gamer is in their forties.

"It's an interesting trend in a market with annual sales of over €1.85 billion and where online and browser games have seen double-digit growth over the past five years," says Henri Troillet, software industry expert at Germany Trade & Invest.

"Indeed, Germany has the most internet users in Europe, which means there is significant potential for international games companies looking to expand their businesses in the country. It is something that the government is keen to support," he says.

Germany Trade & Invest will be at the G-Star 2014 Global Game Exhibition in Busan, South Korea, from Nov 20 - Nov 23, 2014. As well as being on hand at booth S45, the agency's industry experts will hold a working lunch where high-level guest speakers will give talks on the European and German games market, opportunities for Korean Companies in Eastern Germany, funding opportunities, and much more.

The dinner is by registration only. Find out more and register [here](#)

Click [here](#) to read more about Germany's gaming industry.

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