



Digital Dragons 2015: chief Central and Eastern Europe video game event opens in Kraków on 21-22 May

Video game market is a sector developing exceedingly fast. In 2013, it produced revenue twice that of the film industry. All over the world, there are approximately 1.7 billion people playing video games, and the increasing variety of game types, lets everyone feel a gamer.

Poland holds a very important place on the map of this dynamic market. The few hundred businesses producing video games operating here include creators of high-revenue Polish productions, notably the Witcher saga, and This War of Mine, which also win international prizes and are broadly commented in leading global media. Moreover, Poland is Central Europe's largest market in games sales. A proof to the increasing significance of Poland is the fact that the finals of Intel Extreme Masters, the world's largest e-sport event, this year will be held in Katowice.

Kraków is a very special place in Polish game dev. It is here that the Digital Dragons conference, one of the largest B2B games sector events in this part of Europe develops. In 2014, the event was visited by over 800 creators, investors, and media representatives. This marks nearly trebling of the numbers from 2012.

The role of Digital Dragons is to build a space for exchange of information, making contacts, and promoting video games both for Polish developers and for numerous foreign guests. Another forte of the event, besides the exhibition area, is the wealth of lectures and presentations conducted by the world's top experts from the video games sector. The number of speakers has included Guillaume de Fondaumière, BAFTA Games Award-winning CEO of Quantic Dream, and Ragnar Tornquist, the creator of the legendary The Longest Journey.

Digital Dragons are also an opportunity for the promotion of independent game developers, thanks to the Indie Showcase competition. Last year, there were 40 teams competing for the prize for the best independent production. A novelty in this year are workshops that encompass assorted thematic suggestions in games graphics, programming, publishing, and marketing.

Organised by the Kraków Technology Park (KTP), the event is held in the exceptional confines of the Stara Zajezdnia – Old Tram Depot and the Museum of Municipal Engineering in Kraków. This year's event is the fourth in the Festival's history.

To register and/or obtain more information about the event, please visit the Digital Dragons website: www.digitaldragons.pl

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Wiceprezes Zarządu

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