

MADRID
IN GAME

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LEVEL
OCTOBER 2024

11

EVENTS



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01

El Tardeo

El Tardeo returned to the Video Game Campus after the summer with three exceptional guests: Nicole 'Nidxvilco' Dobrovolskyy (professional Valorant player for MAD Lions KOI), Alex 'PokeAlex' Gómez (professional Pokémon player for Movistar KOI), and Pedro José 'Marky' Serrano (professional *League of Legends* player for Movistar KOI). In the talk titled "*Madrid at the Forefront of eSports: Elevating Amateur Video Game Competition to the Professional Level*," they shared their experiences in the eSports field. *El Tardeo* also went on the road to Voxel School for a new On Tour edition, where we explored the career of a historic figure in the Spanish industry, José Raluy.



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TARDEO



Investor & Demo Day

The Third Edition of Investor & Demo day

Madrid, October 9, 2024 - The Video Game Campus hosted the third edition of the Investor & Demo Day, a landmark event for professionals and enthusiasts in the video game and tech innovation sectors. The event connected 34 emerging companies from the **Start IN Up Program** of Madrid in Game with over a hundred companies, investors, publishers, and industry leaders, aiming to secure a total investment of 5.3 million euros.

In this third edition, the Investor & Demo Day once again served as a key forum where startups took center stage. These emerging companies delivered pitches to prominent industry leaders, including Alexis Bonte, COO of Stillfront and co-founder of the successful eRepublik, who also gave an inspiring keynote address. Afterwards, a networking space was provided, creating an environment where startups could present their projects in greater detail and establish strategic connections with attending investors.

Trainings at the Videogame Campus

During August and September, the Start In Up program conducted training sessions to strengthen startup skills. Workshops included “Legal Services” by Clarke Modet, “Investor Day Prep” and “Pitch and Pizza,” led by Francisco Perignon, as well as “Lean Finance,” focused on financial management for startups.

Additionally, during the “CEO Day” session, Chris Chancey, president of ManaVoid Entertainment, shared valuable insights on leadership within the video game industry. These activities provided practical tools and networking opportunities to boost project growths.



02 ESPORTS



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ESM Split 2º season 2024

The Madrid in Game municipal eSports leagues have kicked off their second Split of the 2024 season with an exciting addition: alongside the League of Legends, Fortnite, Valorant, and Clash Royale competitions, Pokémon has joined the lineup. Players will compete in the *Scarlet and Violet* editions on Nintendo Switch to crown the champion of Madrid. You can find all the details about the various physical and virtual tournaments on the Madrid in Game website. Check the events page to see when you can compete at the Video Game Campus in *League of Legends* and *Valorant*, and remember—the Esports Center is open from Monday to Sunday so you can train solo or with your team in the top eSports games of the moment!



03



MADRID IN GAME TRAVELER



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New York



Madrid in Game returned to New York City, this time to attend the Ibero-American Impact Summit, held on September 27 at the United Nations Headquarters, one of the city's most iconic buildings. The event's goal was to discuss progress in Sustainable Development. In 2024, Spain was the focal country of the summit, centered on the theme: *"Educational Transformation: Innovation and Sustainability for the Future."* María Jesús Villamediana, director of the Madrid in Game project, participated in the meeting alongside other prominent experts, emphasizing the importance of technology in education and sharing her perspective on gamification.

Games Executive Summit Europe in Nerja

Madrid in Game participated in the exclusive Games Executive Summit Europe (GESE), held in Nerja, Málaga, from October 16 to 19, 2024. During the event, which brought together 50 prominent leaders from the international video game industry, Madrid in Game presented its project and took an active part in the working sessions and networking opportunities. Through interactive discussions and social activities, the delegation established key connections with creators, investors, and European executives, solidifying its presence in the industry and strengthening its commitment to innovation and international collaboration.



GAMING OBSERVATORY



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04

OXO *videogames museum*

Video Game Museum has announced the opening date for its new location in the capital, set to open its doors on December 4. The museum will feature facilities dedicated to the history of video games in the heart of Madrid, located in Callao Square. Its mission is to highlight the cultural significance of videogames and their influence on society and other art forms, as well as to foster “synergies” between OXO Málaga and OXO Madrid. The new venue will include an arcade zone, a virtual reality (UVR) area, and educational spaces, along with a “rich cultural agenda” featuring events, courses, educational workshops, and more. For more on this news, [click here](#).



eSports World Cup

The eSports World Cup debuts, attracting over 300,000 visitors and more than 500 million views. The first edition of the eSports World Cup, held in Riyadh, Saudi Arabia during July and August of this year, drew fans from around the world. With over 300,000 attendees, 500 million views, and 250 million hours of content watched, it has claimed the title of the largest eSports event of the year—and in history. With \$60 million in prize money, the tournament was a resounding success and will return in 2025 for its second edition. For more information on this news, [click here](#).



Demands in the technology sector

Epic Games has sued Google and Samsung for blocking competition on their devices. The company aims to secure access to the Epic Games Store on mobile devices, preventing manufacturers from forcing the use of their own download and payment platforms. Epic accuses both companies of excessively complicating the download of its store and will file a lawsuit in federal court in California. To read more about the news, [click here](#).

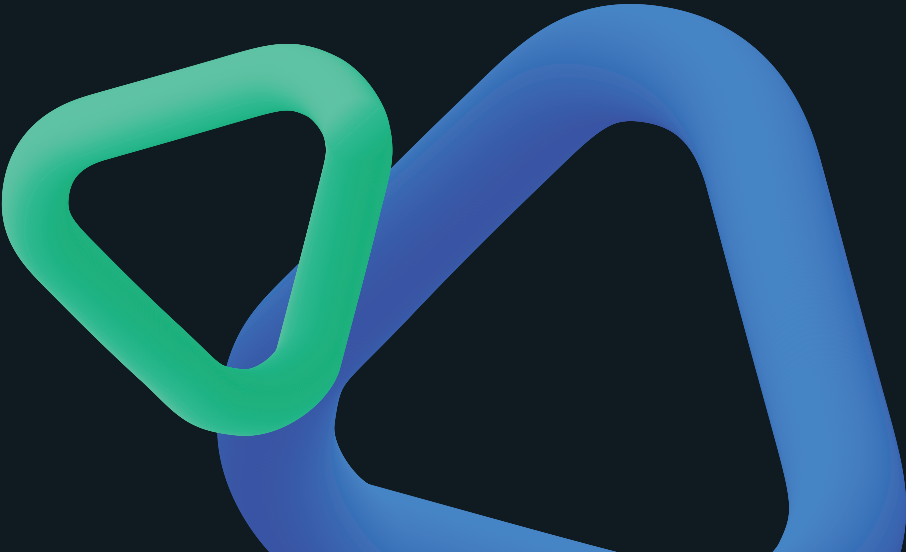
AMD wins the chips contract for PlayStation 6

The microchip company AMD has extended its contract with PlayStation to supply chips for the PlayStation 6, marking its third collaboration with Sony. AMD, which also supplies Microsoft, expects to earn \$30 million with this console, once again surpassing Intel in the competition for this deal. To read more about the news, [click here](#).



Activity points on the M&A Sector

COMPANY	TIPOLOGY	GEOGRAPHY	OPERATION TYPE	AMOUNT	OTHER DATA
Keywords Studios	Publisher and Developer	Global	Acquisition	\$2,2 Bn	Acquired by EQT, a Swedish investo
SuperPlay	Publisher and Developer	Global	Acquisition	\$700 M	Acquired by Playtika
Wonderful 101	Publisher and Developer	Asia	Acquisition	Confidencial	Purchase of the Nintendobrand by Platinum Games
Volley	Developer	USA	Investment	\$55 M	Voice-controlled game development studio. Fundraising





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