



**MADRID  
IN GAME**



**LEVEL**  
APRIL 2026

**20**

# EVENTS



## Intergenerational Gaming Days

The Esports Center of the Video Game Campus hosted a new edition of the "**Intergenerational Gaming Conference**", an initiative developed together with Golden Gamers Go, a startup of the START IN Up Program and member of the Madrid Video Game Cluster, which highlights **the potential of video games beyond entertainment**.

The meeting brought together students, young people and the elderly in a day focused on **interaction between generations through gaming**.

An initiative to show how video games can become a useful tool for cognitive stimulation, socialization and well-being, contributing to broadening the perception of gaming in society.



# The Madrid in Game Tardeo: 3 years connecting the ecosystem

The Madrid in Game Tardeo has celebrated its **third anniversary**, consolidating itself as one of the main meeting points for the sector in the city.

In this last edition, the meeting was attended by **Tatiana Delgado, from Out of the Blue Games, and Eduardo de la Iglesia**, sound creator at the studio, who shared their experience in video game development and their vision of the evolution of the industry.

Throughout these three years, **El Tardeo has exceeded 3,000 attendees**, reinforcing its role as a space to generate connections, share knowledge and continue to promote the growth of the video game ecosystem in Madrid.

In April, the Tardeo will travel to the headquarters of Vodafone Madrid by **Richard Bartle, honorary professor of Video Game Design** at the University of Essex, pioneer of virtual worlds and co-creator of the first MUD virtual world.



## Mad Games Show

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On April 10th and 11th, 15 Start IN Up Program video game studios attended the Mad Games Show **organized by IndieDev in collaboration with AEVI**. They were able to show their games to national and international publishers such as **Jandusoft, Bandai or Kepler** among others, as well as to large companies in the sector such as **Warner, EA or Epic Games**.

In addition, Red Mountain had the opportunity to pitch Alchemice and Outlander Games to give a master class in Pixel Art, while showing their latest game **Dungoban**.

## Investor & Demo Day – April 29

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The entrepreneurship program is in full preparation to host the 6th **Investor & Demo Day** that has been so successful lately. 10 startups from the program will have the opportunity to pitch in front of investors, publishers, corporates, etc.

Then 51 startups will have their demo set up to be able to show all the guests along with a cocktail to facilitate networking.



# 02

# ESPORTS



## Esports Series Madrid: League of Legends Offline Tournament

The first face-to-face League of Legends tournament of the Esports Series Madrid of this 2026 was held during the month of March, bringing together seven teams in a competitive day at the Esports Center.

The event left the Madrid in Game team as the main protagonist, who won the final, thus achieving their first title in the competition.



# 03

## 4YFN



### MADRID IN GAME

# TRAVELLER



## MADRID IN GAME



Madrid in Game was present at 4YFN, **one of the main events for innovation and technological entrepreneurship**. During the tradeshow, the team connected with startups, investors and key players in the digital ecosystem, exploring new opportunities for collaboration and strengthening their international positioning in the video game industry. **Start In Up Program attended with 16 startups**, of which 4 of them (Emogg, Cresory, MystherIA and Evveland) had the opportunity to make a pitch at the Pitching Point

In addition to the visibility generated by the Madrid City Council's own stand and the exhibition spaces of each startup, the participating companies had a shared space for meetings, which allowed meetings to be held with professional profiles, potential partners and investors throughout the event.



## eMerge Americas

Madrid in Game was present at Emerge Miami, **a key event for innovation and technological entrepreneurship in the United States**. During the event, new opportunities for collaboration and international visibility were created. Notably, **XR Xperiences** stood out by **winning the award for Best Pitch at Startup Olé Miami**.

## GDC

Madrid in Game participated in the **Game Developers Conference, the most important international event for video game professionals**. This presence made it possible to strengthen relationships with studios, publishers and experts in the sector, in addition to identifying global trends and new strategic opportunities.

It should be noted that three studios in Madrid, **Krakens Den, Vermila Studios and Red Mountain**, were recognized **with the Best in Play award**, which distinguishes the eight best independent games in the world, reinforcing the international positioning of local talent.

## Breakfast GESE

**Madrid in Game organized a breakfast** within the framework of GESE, bringing together professionals and companies from the sector.

The meeting promoted networking, **the exchange of knowledge and the creation of synergies**, reaffirming its commitment to the development and connection of the video game ecosystem.



# GAMING OBSERVATORY



# 04

## Microsoft drives a new phase at Xbox with management changes and the development of Project Helix:

Microsoft begins a new stage at Xbox after the departure of Phil Spencer and the resignation of Sarah Bond, with **Asha Sharma assuming the leadership** and setting a strategy focused on redefining the gaming experience.

The company reinforces this shift with the announcement of **Project Helix, its next-generation console that will integrate Xbox and PC games in the same environment.** The initiative has the support of actors such as Epic Games and proposes a new hybrid model within the sector.

With this move, Xbox seeks to reposition itself and compete more directly with proposals such as Valve's.





# MWC26

## Mobile World Congress 2026 beats forecasts with more than 105,000 attendees and debuts its first women's esports tournament:

The Mobile World Congress 2026 has exceeded 105,000 attendees from more than 207 countries, exceeding forecasts despite the impact of the geopolitical context. The event brought together more than 2,900 exhibitors, 1,700 speakers and numerous government and regulatory delegations.

At the same time, it has hosted the first women's video game tournament, **Magamers**, promoted by El Español and Magas magazine. The League of Legends competition, integrated into the Storm Circuit, seeks to promote inclusion and facilitate the access of players to the competitive environment.



# The Esports Nations Cup is born: the first international competition by national teams with an investment of 45 million dollars:

The **Esports Nations Cup** is positioned as the first international esports competition based on national teams, bringing together players from titles such as **League of Legends, Valorant and Counter-Strike 2**. The tournament is promoted by the Esports World Cup Foundation, an entity backed by the Saudi Arabian government in its strategy to lead the global video game industry.

The organization has confirmed an investment of \$45 million for the participation of players, teams and national federations during its launch in 2026.

The event will feature more than 26 titles and the support of major publishers such as **Electronic Arts and Krafton**.



# Main points of M&A activity in the sector in the last two months:

COMPANY	TYOLOGY	GEOGRAPHY	TYPE OF OPERATION	AMOUNT	OTHER DATA
<b>Warner Bros</b>	Publisher/ Developer	Global	Acquisition	\$110 Bn	Acquired by Paramount after the fight with Netflix
<b>Moonton Tech</b>	Developer	Europe	Acquisition	\$ 6 Bn	In the process of acquisition by Savvy Group
<b>Loom Games</b>	Mobile Developer	Global	Acquisition	N/A	Acquired by Scopely
<b>Esports Nations Cup</b>	Esports Tournament	Spain	Investment	\$45 M	Esports World Cup FUndation Funding
<b>Cheer Games</b>	Mobile Developer	Spain	Investment	€4.5 M	Investment round led by Makers Fund and Play Ventures
<b>Ares Interactive</b>	AI Developer	Global	Investment	\$70 M	Series A led by NorthPoint Games



**MADRID  
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**Are you IN?**

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