



MADRID IN GAME

PRESS KIT



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***Information valid as of May 2025**

I – MADRID IN GAME: LEADING THE VIDEO GAME AND GAMIFICATION SECTOR

Madrid in Game was launched to boost the city's innovative power, the creative capacity of its citizens and professionals, and the most disruptive and visionary talent in a thriving industry such as video games, which reached a record turnover of €2.339 billion in 2023, 16% more than in 2022.

The initiative was born from a mutual agreement among all political representatives of the Madrid City Council following the *Acuerdos de la Villa*, a series of pacts reached in 2020 aimed at strengthening strategic areas of the city. One of the most prominent commitments was to reinforce Madrid's position within the video game industry. To achieve this, two strategic pillars were established:

- The **Madrid Video Game Cluster**, a public-private partnership involving more than 70 companies from various specialties committed to driving the sector.
- **Madrid in Game**, under the City Council's Department of Innovation and Entrepreneurship.

Madrid in Game reflects a city project that aims to lead the video game industry. The capital is making a strong entry into this sector with a transformative initiative focused on companies and society. Its purpose is to act as a catalyst for sociocultural and economic change through gamification—both nationally and internationally—enhancing innovation among companies and promoting local talent through a shared space for industry, employment, and creativity, together with private companies aligned with the project's goals.

Objectives of Madrid in Game

- Position Madrid as an international capital of the video game industry.
- Promote the industry by generating high-quality employment to retain talent.
- Foster the creation of new companies in the sector by attracting resources and investment.
- Attract international firms interested in establishing headquarters in Madrid.
- Create impact across various regions through gamification.

The Madrid City Council is developing and promoting this initiative through two key strategic pillars: the **Cluster** and the **Video Game Campus**, located in **Casa de Campo**.

II. VIDEO GAME CLUSTER OF MADRID: AN ECOSYSTEM TO BOOST THE VIDEO GAME SECTOR IN MADRID

What is the Madrid Video Game Cluster?

The **Madrid Creative Industries and Video Game Cluster** is a non-profit association established in September 2021, promoted by the Madrid City Council. It currently connects more than 70 companies across various fields, including video game development, eSports, telecommunications, technology, marketing, events, higher education centers, universities, and public institutions.

It was founded with the goal of strengthening the video game sector in the Madrid region. The Cluster is built on four main objectives:

- **Position Madrid** as a leading platform for creative industries and video games, both in Spain and internationally.
- **Strengthen collaboration** between companies, institutions, universities, and associations working in the sector in areas where cooperation can bring benefits to participants and society as a whole.
- **Increase innovation capacity** among companies in the video game sector based in Madrid.
- **Align education and industry**, offering quality job opportunities to recent graduates to retain talent, enhance employability, and promote entrepreneurship.
- **Establish Madrid as a leading eSports hub**, hosting top-tier leagues and competitions.

In addition to private companies, the Cluster includes public sector partners committed to the video game industry, such as the city councils of **Valladolid**, **Móstoles**, **Burgos**, **Málaga**, and **Valencia**, which have all established synergies with Madrid.

III. MADRID VIDEO GAME CAMPUS: INDUSTRY, EMPLOYMENT AND TALENT

The **Madrid Video Game Campus**, located in *Casa de Campo*, was inaugurated in December 2022. It is a hybrid physical-virtual space of 3,000 m², divided into three pavilions that host different initiatives focused on the creation and development of new ideas in the field of video games and gamification. A total investment of **€25 million** was allocated to make it the **largest video game-focused campus in Europe**.

PAVILIONS OF THE MADRID VIDEO GAME CAMPUS

Development Center

This building houses the **Start IN Up Program**, Madrid in Game's business accelerator. It offers co-working space for startups and cutting-edge technology resources to support their development. Entrepreneurs also have access to **three state-of-the-art labs** specializing in **audio, video, and virtual & augmented reality**.

Esports Center

A pioneering space designed for citizens to train in top competitive games, connect with fellow players, and experience the culture of eSports. It is home to the **Esports Series Madrid**, the first municipal eSports competitions. The Esports Center is equipped with top-level consoles, PCs, and tablets, providing an optimal environment for players to develop their skills and reach their full competitive potential.

Experience Center

This pavilion hosts events focused on the video game industry in general, and on Madrid in Game and the Cluster in particular. It also serves as a networking space and the official venue for **El Tardeo de Madrid in Game**, as well as other initiatives aimed at boosting the video game industry on all fronts.

IV. MADRID IN GAME AROUND THE WORLD: INTERNATIONALIZATION AS A FLAGSHIP

With the ambition of establishing the city as a capital of the video game industry, the **Madrid City Council** has made internationalization one of the main pillars of the initiative. Madrid in Game actively participates in the most important national and international industry events and has launched an ambitious foreign promotion plan to attract investment and talent. The aim is to **position the city and the Madrid Video Game Cluster as global benchmarks** in gaming and gamification.

National Trade Fairs

In Spain, **Madrid in Game** has participated in major events such as:

- **Gamergy** and **South Summit** in Madrid
- **Bilbao International Games Conference (BIG)**
- **OWN Valencia** (formerly DreamHack)
- **Mobile World Congress** in Barcelona

International Trade Fairs

Globally, the initiative has taken part in leading international events such as:

- **Game Developers Conference (San Francisco)**
- **Gamescom (Cologne)**
- **Tokyo Game Show**
- **Reboot Developers Conference (Croatia)**
- **Nordic Game Conference (Malmö, Sweden)**
- **eMerge Americas (Miami, USA)**
- **Web Summit** and **DevGamm (Lisbon, Portugal)**

Other Relevant Markets

Madrid in Game has also explored other key markets, including:

- **London** and **Buenos Aires**, where meetings were held with gaming companies, developers, and associations. Contacts were also made with public and private institutions, investment funds, and venture capital firms.
- **New York**, where Madrid in Game participated in the **Ibero-American Impact Summit** during the **United Nations General Assembly in September 2024**, discussing how technology and gamification can create quality employment and connect ecosystems in **Latin America and Spain**, boosting the internationalization of local companies across Europe.

V. MADRID IN GAME ACTIONS

Madrid in Game champions a type of gaming that goes beyond entertainment – a tool for social transformation, talent development, and the creation of quality jobs. To achieve this, it organizes a wide range of activities and events aligned with its strategic goals.

+120 events held

Start IN Up Program: Madrid in Game's Entrepreneurship Accelerator

The **Start IN Up Program** is the **world's most ambitious acceleration program** dedicated to video games and their applied technologies. Its mission: to **attract, boost, retain, and empower** local and national talent, while creating quality, direct employment.

There are **two calls per year**: one in March and another in September – applications are always open for submission.

Currently, the program hosts **58 startups**, a record-breaking figure in the sector. Of these: **45%** are video game development studios, **10%** are focused on eSports, the remaining **45%** work on technologies applied to gaming: AI, virtual and augmented reality, marketing, education, health, finance, and Web3 and the **80%** of the accelerated companies are based in Madrid

- **€8.7 million raised**
- **200 jobs created**
- **130+ startups incubated since 2023**
- **120+ leading mentors**

Tailored to Every Stage

The program is open to startups at any stage, from idea phase to growth stage. Each six-month edition includes:

- Guidance and mentoring from top multidisciplinary industry experts
- Support in securing investment
- Participation in national and international events
- Dedicated workspace in the **Development Center**

- Access to high-end labs for **audio, video, VR, and AR**

It adapts to each project's maturity level through three stages:

- **Pre-incubation:** for teams with ideas, conceptual designs, or prototypes
- **Incubation:** for startups with a prototype aiming for market launch
- **Acceleration:** for projects already in motion seeking to scale their business model

Key Program Events

- **Investor and Demo Day** – Showcasing startup progress to investors and business angels
- **Mentor Magic** – First contact session between entrepreneurs and mentors at the Video Game Campus
- **Financial Instruments Day** – Public institutions present funding opportunities for program participants

Start IN Up Community: Alumni Network

The launch of the fifth edition marked the farewell of some startups from the program's first generation, after two years at the Development Center. To keep them connected and share their experience with future cohorts, **Madrid in Game created the Start IN Up Community** during the fourth edition.

This alumni network allows former participants to stay involved through:

- Specialized workshops
- Access to training resources
- Perks and exclusive content
- Serving as **Madrid in Game ambassadors** across Spain and abroad

Esports Series Madrid: The Municipal eSports Leagues

After more than 40 years of organizing traditional municipal sports leagues, the **Madrid City Council** launched municipal **eSports leagues** through Madrid in Game. Under the **Esports Series Madrid** brand, the aim is to promote eSports practice in the city, elevate amateur talent to professional levels, and foster values such as teamwork, real-time strategic thinking, and responsible competitiveness.

The competitions began in **March 2023** with the goal of bringing eSports closer to Madrid's residents and building a community that embraces the sporting values of competition while also encouraging professional development in gaming. Players meet in a **safe, inclusive, and fun amateur environment**. The **grand finals and in-person matches** are held at the **Video Game Campus**.

- A **pioneering initiative:** never before had a public entity organized electronic sports leagues for its citizens
- **Free and open** to all residents
- **Over 27,000 participants**

- Online and in-person formats for **Fortnite, League of Legends, Valorant, Clash Royale, and Pokémon**

Madrid in Game's eSports Team

The **Madrid in Game eSports team** began forming in **April 2024**, through an open selection process for local citizens. After pre-selection, trials were held to finalize the squad: **eight volunteer gamers** passionate about the project, who now follow a **professional training methodology** to bring their amateur team to a high level of competition.

The team is coached by **Carlos Gutiérrez "Agumon"**, a seasoned figure in the Spanish **League of Legends** scene. The squad includes one player per key LoL role, plus substitutes. They train weekly at the **Esports Center**, competing in **Esports Series Madrid** and other local and national tournaments.

Other Key eSports Events Featuring Madrid in Game

Madrid in Game has played a prominent role as an **official host** for major national and international eSports events. Highlights include:

- Hosting stops of the **Circuito Tormenta**, the most important amateur **League of Legends** and **Valorant** tournament in Spain
- **Thunderdome 4**, a **Super Smash Bros. Ultimate** event
- The **Pokémon Video Game Championships Midseason Showdown**

Additionally, Madrid has increasingly become a **global eSports hub** thanks to events like:

- **Valorant Masters by Riot Games**, held at the **Madrid Arena** (March 2024)
- The **Call of Duty League**, hosted at **La Caja Mágica** (February 2025)
- The **LEC RoadTrip**, held in April 2025

Each of these events has turned Madrid into the **world capital of eSports**, even if just for a few days.

The **Experience Center** has also hosted **watch parties** for major international competitions like the **Mid-Season Invitational** and the **League of Legends World Championship (Worlds)**.

El Tardeo de Madrid in Game & El Tardeo On Tour

Held at the **Experience Center**, **El Tardeo de Madrid in Game** is a monthly afterwork-style event designed for **video game professionals**, combining talks and networking. Organized on the **last Wednesday of each month**, it has become a reference point in Madrid's municipal and professional gaming scene.

Each edition features a central theme and welcomes **industry-leading speakers**, creating a unique opportunity to **build connections and community**. The event also includes a networking session for companies and professionals to **share ideas and foster collaboration**.

Over more than **20 editions**, El Tardeo de Madrid in Game has welcomed:

- Companies like **Electronic Arts, MercurySteam, Riot Games, Epic Games, Dinamic Software, Movistar KOI, GiantX, Crema Games, and Etermax**
- Personalities such as **Mixwell**, voice actors **Claudio Serrano** and **Mario García**, and **Jordan Mechner**, creator of *Prince of Persia*
- More than **2,250 attendees**, between the original Campus format and the **On Tour** editions

El Tardeo On Tour

Since 2024, and thanks to the **network of partners** within the Madrid Video Game Cluster, the event has expanded under the name **El Tardeo On Tour**, taking its talks and networking sessions to the venues of key partner institutions.

Confirmed On Tour stops include:

- El Tardeo On Tour **Valencia**
- El Tardeo On Tour **Burgos**
- El Tardeo On Tour **Voxel School**
- El Tardeo On Tour **UDIT**
- El Tardeo On Tour **CEU San Pablo University**
- El Tardeo On Tour **European University of Madrid**

Cazacracks

Madrid offers more than **40 undergraduate and master's programs** in video game-related disciplines across its universities. Thanks to this educational ecosystem, the city is one of the world's top creators of gaming talent.

To showcase this wide academic offer to **young people aged 14 to 17**, Madrid in Game launched **Cazacracks**, a two-phase outreach initiative:

Phase 1: Visits to Schools

The **Cazacracks team** visits students in their **4th year of ESO and high school** (Bachillerato), performing a live session that highlights the different specializations within the video game sector. The goal is to inspire students to consider professional careers in the industry and show them the related degrees they can study in Madrid.

Phase 2: University Fair

The second phase brings together **all participating universities and training centers** at a single event. Here, future students and their families can explore the full range of **undergraduate and postgraduate programs** available in Madrid, meet faculty and staff, and learn about career opportunities in the industry.

- More than **80 educational institutions** involved across the Madrid region
- **Over 8,000 participants**, including students, parents, and guardians

Madrid in Game Hackjams: 48-Hour Game Development Marathons

Madrid in Game regularly organizes **Hackjams** – 48-hour video game creation marathons. The goal is to **boost local talent**, encourage **networking and collaboration**, and drive **creativity, teamwork, and innovation** within Madrid's gaming ecosystem.

These events bring together both **students and professionals**, along with startups, developers, and local entrepreneurs, all working on projects that explore the transformative potential of video games in society. A key feature of Hackjams is the challenge of **applying gaming to unexpected themes**, such as fashion, accessibility, urban design, or telecommunications.

Each edition provides participants with **access to all the resources of the Video Game Campus**, including workspaces, cutting-edge tools, and overnight facilities. Teams create original games over two intense days, working under a common **leitmotif** revealed at the start of the jam. An **expert jury** evaluates the best projects.

- **10 editions held**
- **Over 500 participants**
- **More than 70 playable games and serious games** developed
- All games are **freely available** on itch.io
- Although born at the Video Game Campus, Hackjams have also been held at partner venues such as **42 Madrid by Telefónica** and **Voxel School**

Themes Have Included:

Tetris

The Madrid of the Future

Fashion Week

Formula 1

Sports, Accessibility & Telecommunications

Urban Design

Space Exploration

Carnival

A Future with AI

Gaming for Health and Well-being

Esports + Sports

This revolutionary concept blends **traditional basketball** with **virtual gaming** in a **phygital 3x3 tournament**, where teams must prove their skills **both on the physical court and in the virtual arena** to claim victory. Match results from the court are combined with scores from video game rounds to determine progression in the tournament.

Teams were **mixed-gender**, divided by age category, and composed of **four players** each.

The event was **open to the public and all age groups**, with the aim of:

- Promoting **physical activity** and **technological literacy**
- Encouraging **motor and cognitive skill development**
- Highlighting the values of **teamwork, real-time strategy**, and **sportsmanship**

The tournament included a **qualifying phase** held at various sports centers across Madrid, culminating in a **grand final** at **Plaza de Colón**, with more than **1,200 participants**.

[Madrid entra en juego: The Official Podcast of Madrid in Game](#)


Madrid entra en juego is the **official podcast** of Madrid in Game – a space for interviews with **key figures in the national and international video game industry**, exploring a wide variety of topics such as: Game Development, eSports and Applied technologies.

The podcast is **recorded using resources from the Video Game Campus**, with the **Experience Center** serving as its home since the second season. It launched in **2023** and currently includes **36 episodes**, available on:

- [Spotify](#)
- [YouTube](#)
- [iVoox](#)

CONTACT US at @MadridInGame



 **Website:** www.madridingame.es