

Games in Italy



GAME DEVELOPERS CONFERENCE 2023

MARCH 20 – 24, 2023



Ministry of Foreign Affairs
and International Cooperation





Message from the Italian Trade Commissioner



Dear GDC Attendees,

I'm glad to welcome you to the 37th edition of the GCD - Game Developers Conference where the Italian Trade Agency (ITA), in collaboration with IIDEA - Italian Interactive Digital Entertainment Association, is leading a delegation from the Italian videogame industry.

This year we are bringing together 20 companies including studio animations and videogames creators representing the best of the Italian videogame industry with a wide offer in terms of diversity of content based on educational and cultural themes.

Italy's video game industry has experienced rapid growth and dynamic transformations in recent years. Previously considered a niche sector, the gaming industry has become an indispensable part of the country's creative landscape, with new startups and studios entering the playing field each year.

According to the recent 2023 Newzoo report, the Italian game market is the world's 9th largest market by revenue. With a base of approximately 36.55 million gamers, it is estimated to be worth \$ 3.5 billion by 2027.

It is now a great moment indeed to partner with Italian companies.

Please have a look at our catalogue and connect with our Italian delegation located at booth P1559.

The ITA Los Angeles staff is available to assist you with all your needs through a wide range of customized services and to answer any questions you may have before, during, and after the show.

Wishing you all an amazing experience at GDC 2023, my warmest regards.

Alessandra Rainaldi
Italian Trade Commissioner
ITA Los Angeles Office

The Italian Game Industry

Nowadays more than 160 companies are operating in game development in Italy, with more than 1600 professionals working in the industry. In recent years, the Italian video game industry has experienced considerable growth as evidenced by numerous international acquisitions.

Italian developers are predominantly focused on developing premium video games for consoles and PCs, and their global recognition is growing for their ability to develop AA-AA quality video games with independent video game costs. In addition to the development of commercial game titles, Italian companies are also skilled in B2B projects in fields such as tourism, health and cultural heritage but also in work-for-hire.

Italian game development companies:

- They are constantly increasing their talent pool to expand their reach to more platforms (including the next-generation consoles) and manage multiple projects simultaneously, starting to recruit staff from abroad through remote working systems and procedures;
- They have a proven track record of successfully collaborating with international companies, including major companies in the industry, such as Microsoft/Xbox, Sony/PlayStation, Nintendo, Epic Games and many others;

- Have demonstrated an innovative approach to distinguish themselves in both the reinterpretation of franchises and the creation of new genres, to the point of becoming in some cases role models (i.e. racing) for other companies wishing to maximize the potential of video games based on world-class intellectual properties and brands.

In recent years, the sector has started to be supported by public institutions through the implementation of the tax credit for video games, measure that grants a tax credit equal to 25% of the eligible production costs of a video game, and through dedicated acceleration programs such as Cinecittà Game Hub, Bologna Game Farm and Quickload.

In July, IIDEA and the Toscana Film Commission, thanks to the support of ICE, are organizing First Playable, the first international business event dedicated to the game development sector, with the participation of publishers from all over the world.

IIDEA



IIDEA is the trade body representing the video games industry in Italy. Founded in the early 2000s and formerly known as AESVI, the Association rebranded itself as IIDEA (Italian Interactive Digital Entertainment Association) in 2020. Currently IIDEA represents around 100 video game companies including platform owners, video game publishers, video game developers and esports operators.

IIDEA's mission is to create favorable conditions for the development of the video games industry in Italy and to foster the role of video games in the economic, social, and cultural system of the country.

The Association operates in different fields of activities:

- Reports on the video games industry, sales, demographics and esports in Italy.
- Relationships with public institutions at national, regional, and local level.
- Any initiatives to create a sustainable ecosystem for the business development of start-ups, small and medium-sized enterprises and multinationals operating in Italy.
- Support to the internationalization of the local video games industry.
- Promotion of responsible gameplay and use of video games for education towards families and educators

IIDEA is the promoter of two leading events in Italy:

- First Playable, the reference business event for the video games sector, which also hosts the Italian Video Game Awards ceremony, in July in Florence.
- Press Start, career and networking event dedicated to students in Milan, which also hosts the Video Game Student Awards ceremony.

IIDEA is also partner of two acceleration programs for video games start-ups, Bologna Game Farm in Bologna, and Cinecittà Game Hub in Rome.

IIDEA is an agile, slender, and results-oriented Association. Its line of work is very pragmatic and based on the constant involvement of its members to ensure that its action keeps abreast of the industry steady evolution. IIDEA members are at the hearth of any choice or action carried out by the Association.

At European level, IIDEA is proud member of ISFE (Interactive Software Federation of Europe) and EGDF (European Game Developers Federation).

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ITA - Italian Trade Agency is the Governmental agency that supports the business development of our companies abroad and promotes the attraction of foreign investment in Italy. With a motivated and modern organization and a widespread network of overseas offices, ITA provides information, assistance, consulting, promotion and training to Italian small and medium-sized businesses. Using the most modern multi-channel promotion and communication tools, it acts to assert the excellence of Made in Italy in the world.

ITA offices in the world are the ideal gateway for foreign enterprises willing to establish business relationship with Italian partners, from sourcing Italian products to investment opportunities in Italy.

ITA through its international presence within the Italian diplomatic network, operates together with business organizations and other public and private entities to offer coordinated support for businesses and Italian organizations involved in the globalization process.

ITA has a dedicated program of activities to promote the Italian audiovisual and Game industry abroad with several promotional events every year in North America and Europe.

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Representatives at GDC 2023

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Los Angeles Office

Olga Gravela
Deputy Trade Commissioner
Los Angeles Office

Anna Sannito
Trade Analyst
Los Angeles Office

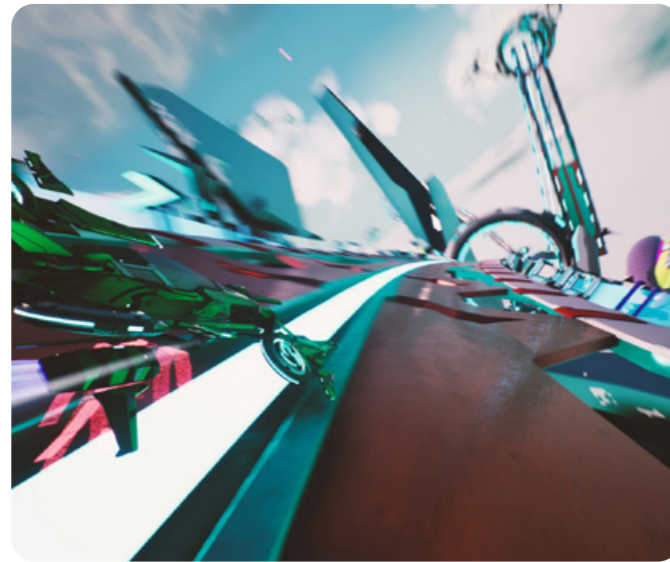
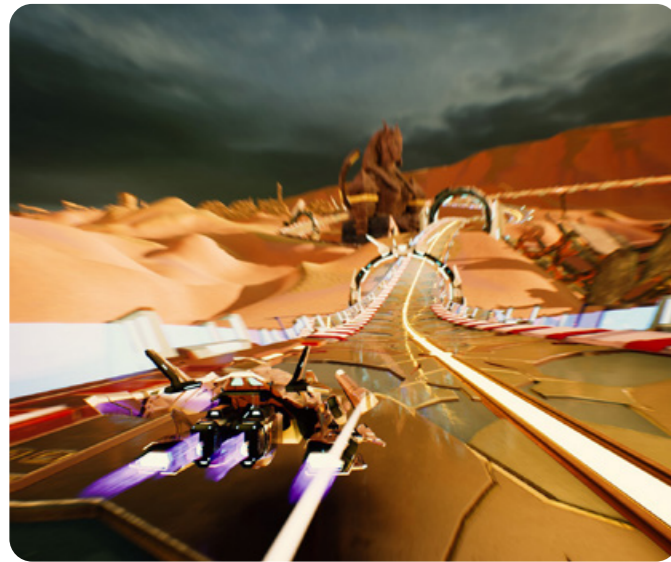
Giuseppe Certo
Creative Industries
Rome Office





34BigThings
www.34bigthings.com

34BigThings is one of the biggest independent game studios in Italy. Born out of sheer passion and self-sustained throughout, it's a variegated group of game developers making games they love in a laid-back working environment. 34BigThings was acquired by Saber Interactive under the Embracer Group in November 2020.



Key Project at GDC 2023

REDOUT 2

Genre: Racing
Platform: Steam, EGS, PS4, PS5, Xbox, Xbox|XS, Nintendo Switch
Stage of development: Released
Looking for: Publishers, Influencers

Representative at GDC 2023

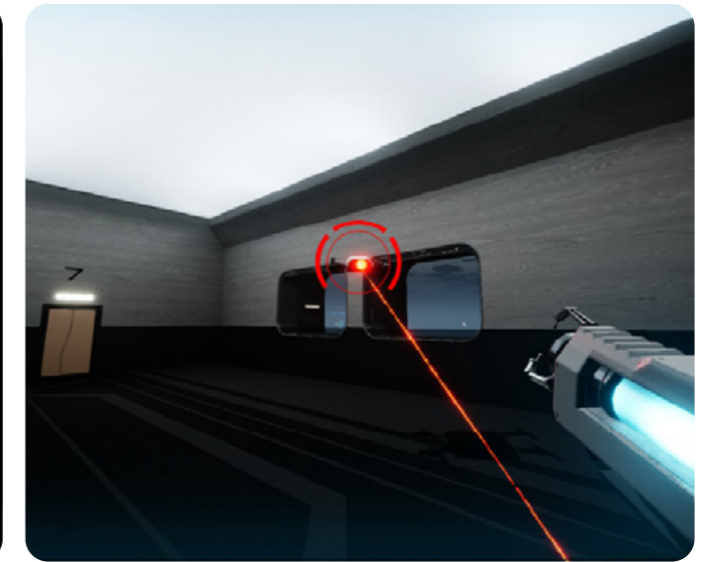
Valerio Di Donato
CEO

vdidonato@34bigthings.com



ACGames
acgames.it

ACGames, established in 2019 as a gaming business unit of ACSoftware, combines its passion for games with ACSoftware's experience in the tech industry. Its debut game, Codename: Terranova, is a co-op communication game. ACGames' vision is to create new exciting experiences for diverse audiences.



Key Project at GDC 2023

CODANAME: TERRANOVA

Genre: Puzzle co-op communication
Platform: PC (Steam)
Stage of development: Early Access
Looking for: Publishers, Marketing, Networking, Feedback

Representatives at GDC 2023

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Member of the company
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Giuseppe Morabito
Lead Developer
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AnotheReality
www.anotherreality.io

AnotheReality is a VR studio based in Milan, Italy, specialized in the development of immersive applications and videogames for business and entertainment. Since 2014 we've been developing with VR, starting as a tiny indie studio, releasing a VR game in 2016 and continuously creating VR experiences.



Key Project at GDC 2023

YON BLITZ

Genre: Virtual Reality Arena Shooter
Platform: VR (all)
Stage of development: Prototype
Looking for: Development funds

Representative at GDC 2023

Matteo Favarelli

COO
matteo@anotherreality.io



Black Mastiff Studio
<https://www.blackmastiffstudio.com>

Black Mastiff Studio, brand of Demios company, was created with the intention of bringing Italian originality and creativity to the world and within the international gaming market. Passion is the founding concept that underlies every decision, and what leads our titles excite the player.



Key Project at GDC 2023

HEXIA

Genre: Strategy
Platform: PC
Stage of development: Early Access
Looking for: Increase the user base

Representative at GDC 2023

Davide Marcuccio

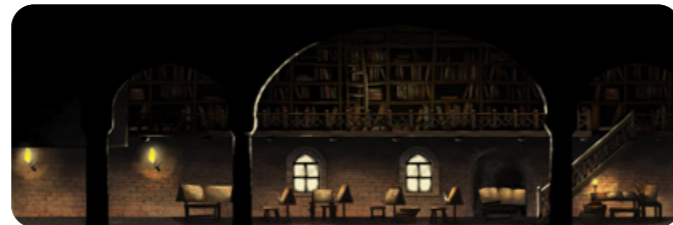
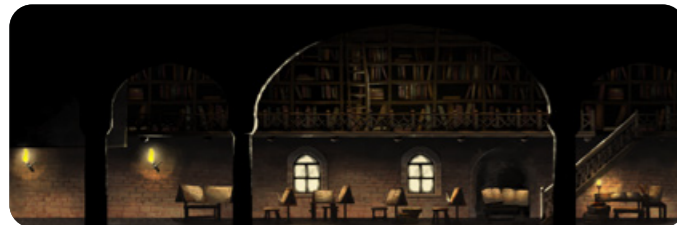
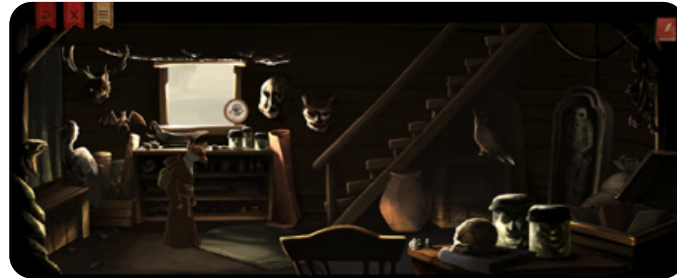
CEO
davide.marcucci@demios.it



Digital Tales

www.dtales.eu

Founded in 2006 and based in Milan, with offices in Miami, Digital Tales develops racing and adventure games. Besides collaborating with established developers and publishers, the studio has self-funded and self-published a few award-winning and chart-topping mobile games.



Key Project at GDC 2023

VENETIA 1100 A.D.

Genre: Narrative Adventure

Platform: Nintendo Switch, PC

Stage of development: Vertical Slice

Looking for: Funding

Representative at GDC 2023

Giovanni Bazzoni

President

giovanni.bazzoni@dtales.it



Power Up Team (Doc Creativity)

<https://power-up-team.com/>

Power Up Team is a video game development unit born in 2022 in Doc Creativity Group. The team counts thirteen members plus some freelancers, accomplishing an effective mix of veteran professionals, with over three decades of experience, and talented youngsters. We are specialized in Unreal Engine.



Key Project at GDC 2023

VESPERA BONONIA

Genre: Action RPG

Platform: PC

Stage of development: Tech Demo

Looking for: Publishers

Representative at GDC 2023

Alessio Brusori

Producer

alessio.brusori@power-up-team.com



Dreambits Studio
www.dreambitsstudio.com

Dreambits Studio was born in 2021 in Bologna to create videogames and VR apps. It's the winner of the first edition of Bologna Game Farm, a public funding that helped to develop the vertical slice of War of Wheels: a frenetic single/multiplayer car fighting game in an original medievalpunk setting.



Key Project at GDC 2023

WAR OF WHEELS

Genre: Action / Racing / Fighting
Platform: PC – Xbox Series X/S – PS5
Stage of development: Vertical Slice
Looking for: Publishers, Investors

Representative at GDC 2023

Luca Appio
Founder and Director
luca.appio@dreambitsstudio.it



Green Flamingo
www.greenflamingostudios.com

Green Flamingo is a young cooperative startup company funded in 2019 and currently based in Italy. We offer a wide range of services, for B2B, co-development and also develop our own games. We're currently working on a new IP, Spanky's Battle Swing, a 3D platformer with rhythm game elements, which has been awarded in the first edition of Bologna Game Farm, one among the most important acceleration programs in Italy. We currently count a team of 10.



Key Project at GDC 2023

SPANKY'S BATTLE SWING

Genre: 3D Platformer/Rhythm game
Platform: PC / Console
Stage of development: Alpha
Looking for: Funding / Publishing deal

Representative at GDC 2023

Matteo Mezzetti
CEO
matteo.mezzetti2@gmail.com



Studio V
www.studiovgames.com

Studio V is a development studio founded in Rome in 2019. Our mission is to create interactive works based on impactful narrative inspired by social, cultural and political topics, at national and international level. Our first product was Dry Drowning, a detective visual novel, very positively received by international press.



Key Project at GDC 2023

HEART OF STEEL

Genre: Turn-based strategy

Platform: PC

Stage of development: Pre-Production

Looking for: Publisher and Development Support

Representative at GDC 2023

Eva Sturlese

Studio Manager

eva.s@studiovgames.com



Italian Games Factory
<https://www.italiangamesfactory.com>

Italian Games Factory is the result of a partnership between 3 different, but complementary companies.



Key Project at GDC 2023

HAUNTED SPACE

Genre: Adventure, Action, Simulation

Platform: Steam, Xbox, Playstation

Stage of development: Early Access

Looking for: Publishers

Representative at GDC 2023

Giorgio Xhaxho

CEO

giorgio@italiangamesfactory.com



Just Funny Games

<https://justfunnygames.com/en/>

From 15 years we are videogame developers, with more than 30 titles developed, including original IPs and third parties IPs. We also provide professional services: UI/UX concept design, multi-platform game porting and XR development. We create, remaster, and adapt any codebase on any platform.



Key Project at GDC 2023

SUPERBIKE - VR

Genre: Racing

Platform: Oculus Quest, Pico

Stage of development: Playable version

Looking for: Funding and Publishing deals

Representative at GDC 2023

Gianluca Marani

CEO

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MAF

www.myappfree.com

MAF is a leading UA platform that develops unique formats to reach mobile users at scale. Our vision is to transform advertising into discovery, creating rewarding experiences for the players. At GDC, we are showcasing our latest title "Chess Wars" by Midnite Games, published by our branch Ciao Games.



Key Project at GDC 2023

MAF

Genre: User Acquisition Platform

Platform: Android, iOS

Stage of development: On the market

Looking for: Game studio and publishers that need to acquire users at a scale on mobile.

Representative at GDC 2023

Massimo Caroli

Founder & COO

massimo@myappfree.com



Maga Animation Studio

www.maga-animation.com

Maga Animation studio was born in 1996 with the aim of developing new languages of animation for the entertainment and videogame industry. The studio activities are focused on character animation for game cinematics and trailers, including gameplay, art and cinematic direction.

Our team is able to follow with care any aspect of a project, from production management, previz-storyboard to the final rendering and compositing using CPU rendering and real-time game engines such as Unreal, Unity, if necessary we also learn and work on proprietary engines provided by the game dev and customers.

Key Project at GDC 2023

Looking for: We are searching for partners, game developers, or publishers interested in our studio's IP to work with, for making games and providing quality animation. From game cinematics, game trailers, gameplay, to asset creation. From pre-production, art and cinematic direction to the final output. 3D cgi, 2D or mixed techniques.

Representatives at GDC 2023

Massimo Carrier Ragazzi

CEO - Executive Producer
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Massimo Gentili

Head of studio and game production
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Milestone

milestone.it

Founded in Milan in 1996, Milestone is one of the leading and longest established racing game developer and publisher in the world. The 300-people team is responsible for hit series like Hot Wheels Unleashed, MotoGP™ and Monster Energy Supercross – The Official Videogame as well as own IPs Ride and Gravel.



Representative at GDC 2023

Gianluca Barbera

Technical Director

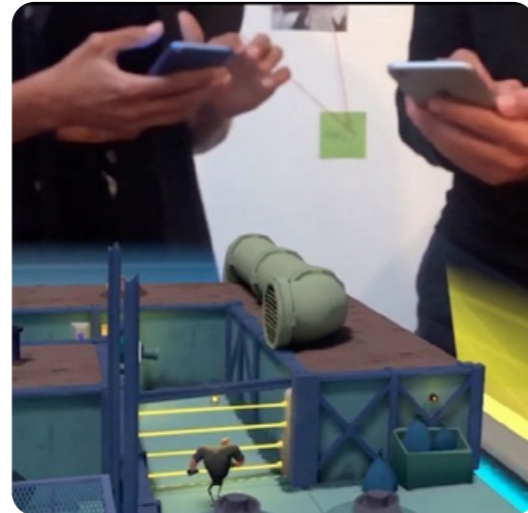
gianluca.barbera@milestone.it



MixedBag

www.mixedbag.it

MixedBag is an award winning video game studio focused on the creation and development of new and original games using the latest technologies in innovative ways. After the Apple Arcade exclusive Secret Oops!, MixedBag is currently working on an unannounced open world wholesome game for an undisclosed major publisher.



Key Project at GDC 2023

SWEET PAPIKA

Genre: Adventure

Platform: TBD

Stage of development: Concept

Looking for: Full Publishing Deal

SECRET OOPS! VR

Genre: VR Multiplayer Game

Platform: TBD

Stage of development: Porting

Looking for: Full Publishing Deal

Representative at GDC 2023

Mauro Fanelli

CEO & Creative Director

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Strelka

www.strelkagames.com

Strelka Games creates industry-disrupting, cutting-edge multiplayer games of the highest quality and retention value that provide meaningful experiences for gamers. Strelka products excite, challenge, and engage with players, creating an addicting and enjoyable journey as in “oh, just one more run”!

Key Project at GDC 2023

CITY OF WOE

Genre: Extraction Survival

Platform: PC

Stage of development: Pre-Production

Looking for: Publishing / Investments

Representative at GDC 2023

Pietro De Grandi

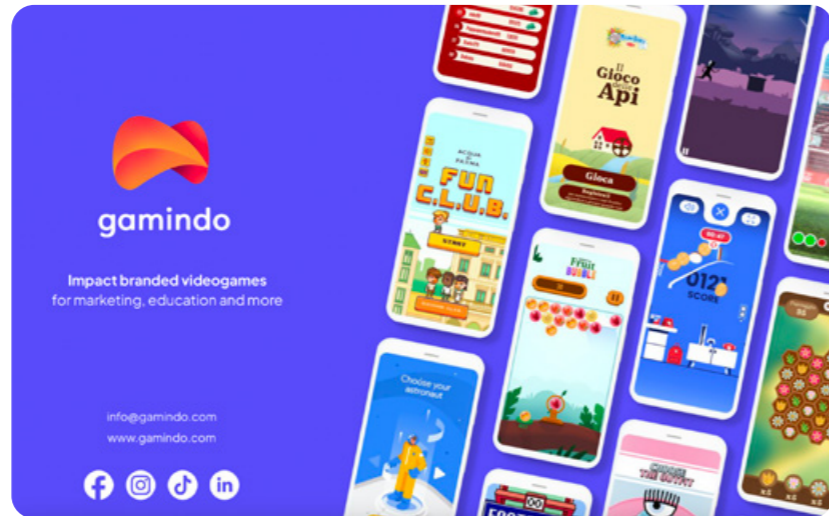
CEO

pietro@strelkagames.com



Gamindo
www.gamindo.com

Gamindo is a fast-growing startup that develops branded video games for marketing and HR goals. Some clients: Google, Coca Cola, P&G, L'Oréal, Bosch, Discovery, LVMH. The company is developing a Gaming as a Service platform and some tech solutions to take branded games to another level.



Orbital Games
www.theorbitalgames.com

Orbital Games is a Startup made up of Italian engineers and artists that aims to create video games to connect people from all around the world. The team has many years of experience in the development of scalable cloud solutions, mobile applications and multiplayer networks.



Key Project at GDC 2023

PLAY & GO

Genre: Casual Game Multiplayer
Platform: Mobile
Stage of development: Completed
Looking for: Investors and Customers

Representative at GDC 2023

Nicolò Santin
CEO & Co-Founder
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Key Project at GDC 2023

BASKET PARTY

Genre: MOBA
Platform: Mobile
Stage of development: Vertical Slice
Looking for: Publishers, Investors

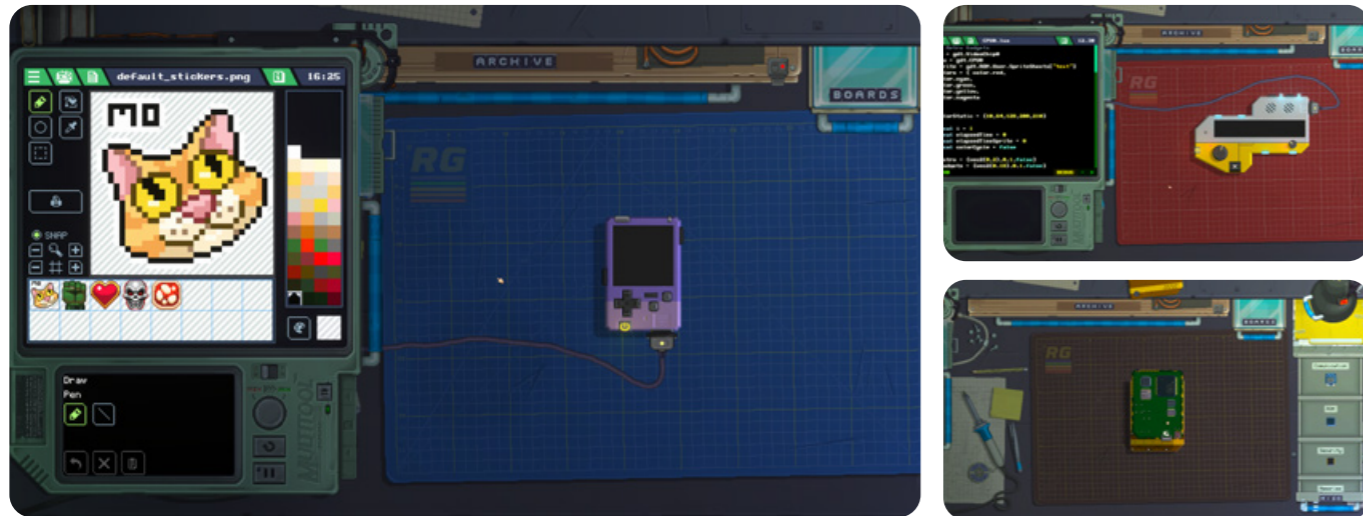
Representative at GDC 2023

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Studio Evil
studioevil.com

Studio Evil is a video games development team based in Italy. The team has released five original titles, including Super Cane Magic ZERO and Syder Reloaded. Their portfolio includes applied games, VR experiences and tailor-made products developed for clients such as Heineken, Ducati, and QubicaAMF.



Key Project at GDC 2023

RETRO GADGETS

Genre: Creative Sandbox, Simulation

Platform: PC

Stage of development: Early Access

Looking for: Porting Services, Distribution (Asian Markets), Publishing and Financing deals.

Representatives at GDC 2023

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Domiziana Suprani

Senior Producer

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Untold Games
www.untoldgames.com

With 9 years of experience in creating content and consulting for creative industries with Unreal Engine, Untold Games creates PC and console games, as well as provide development services from rapid prototyping to the development of full multiplatform games, or porting to the major consoles.



Key Project at GDC 2023

CITY20

Genre: Narrative Survival

Platform: PC and consoles

Stage of development: Development

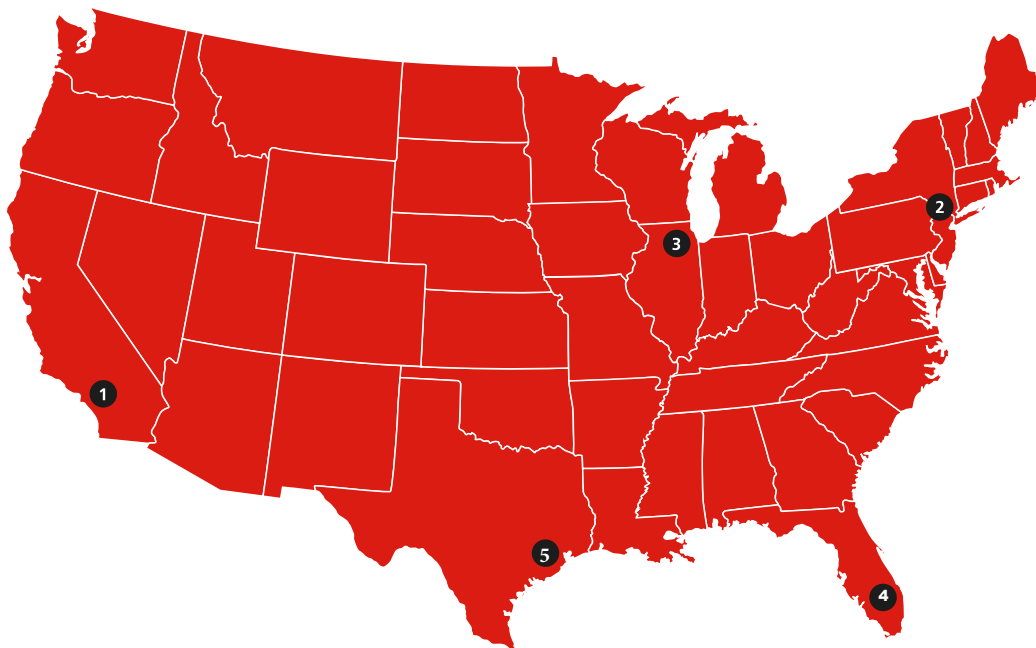
Looking for: Project financing, publishing, distribution

Representative at GDC 2023

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