

Terms and conditions of participation and details about

‘Content Vienna Connecting – gamescom 2026’

As part of ‘Content Vienna’, the Vienna Business Agency supports media and creative professionals in the digital sector in developing their projects. With ‘Content Vienna Connecting – gamescom’, the Vienna Business Agency is offering up to three up-and-coming professional game developers from Vienna the opportunity to participate in gamescom in Cologne and other events related to gamescom from 24 to 30 August 2026, gain insights into the international gaming scene and make new contacts for their work. At the same time, the game developers will represent Vienna as a creative location at the world's largest trade fair for digital games. The Vienna Business Agency is providing prize money for this purpose.

The ‘Content Vienna Connecting’ prize money is intended to subsidise travel and ticket costs for up to three applicants to attend gamescom in Cologne and any other events in the run-up to or during gamescom.

The ‘Content Vienna Connecting – gamescom 2026’ prize money includes:

- The prize money of EUR 1,500.00 per participant is intended as a subsidy for travel and ticket costs to enable participation in gamescom, including the Business Area, a gamescom industry event and, optionally, the gamescom dev developer conference (23 to 25 August 2026) ¹
- Participation in a get-together for networking with industry contacts, with the opportunity to give a presentation, at a location in Cologne to be announced on Tuesday, 25 August 2026.
- Two hours of support and networking for each participant by Jogi Neufeld, founder and operator of SUBOTRON and long-time participant at gamescom.

In return, the selected participants undertake to:

- Attend gamescom 2026 for at least three days in Cologne, Germany, as well as participate in supporting events between 25 and 30 August 2026
- Independently book their own travel, accommodation and tickets
- During their stay in Cologne, Germany:
- Adhering to the agreed and fixed dates, in particular arrival in Cologne, participation in the get-together on 25 August 2026 and any other networking events (tbc.) that will be announced in good time
- Providing documentation in the form of at least 3 photos
- Providing feedback on the programme in accordance with the questionnaire from the Vienna Business Agency

¹ Ticket prices for 2026 are not yet officially known – [ticket prices](#) for 2025: Content Pass EUR 399.00 (super early bird) or EUR 89.00 for students (ticket prices for 2026 not yet published); 3-day pass for the gamescom Business Area, including admission to the Entertainment Area, EUR 135.00.

Who can participate?

The offer is aimed at game developers from Vienna who create digital games in a company, independently or as private individuals with the intention of starting a business. Special attention will be paid to emerging talent, newcomers and the diversity of participants. Any natural person of legal age residing in Vienna who also intends to start a business in Vienna, as well as any legal entity with a registered office or place of business in Vienna, is eligible to participate.

Participation in 'Content Vienna Connecting – gamescom 2026' obliges participants, if selected, to attend gamescom 2026 in Cologne, Germany, for at least three days between 25 and 30 August 2026.

The following are not eligible to participate:

- ↪ Employees of the Vienna Business Agency,
- ↪ Employees of companies legally affiliated with the Vienna Business Agency,
- ↪ As well as individuals and companies involved in the execution or handling of the competition.

Applications that do not meet these conditions of participation cannot be considered and are therefore excluded from participation.

The conditions of participation will be translated into English. However, only the German version is legally binding.

Details on submission

Submissions can be made [online at the following link](#)

Information on your motivation and a current games project are required for participation in the 'Content Vienna Connecting – gamescom' offer.

In addition, a CV/portfolio can be sent to lein@wirtschaftsagentur.at.

A maximum of one person per submission can participate in 'Content Vienna Connecting – gamescom'.

Only submissions that are submitted on time and are complete will be considered.

Submission deadline: Monday, 9 March 2026, 6:00 p.m.

Submitters are responsible for ensuring that all required documents are received on time.

The Vienna Business Agency accepts no liability for the accuracy or completeness of the data supplied or uploaded, or for any errors, malfunctions or damage that may occur. The Vienna Business Agency also accepts no liability for technical problems.

↪ Notification of selection for participation in 'Content Vienna Connecting – gamescom' will be sent by email to the address provided by Thursday, 26 March 2026 at the latest. Submissions that are not selected will not receive separate notification.

Selection

- From the valid applications, an expert jury (Martin Filipp/[PGDA](#), Jogi Neufeld/[Subotron](#) and Jutta Scheibelberger/Vienna Business Agency) will select three participants based on the following criteria:
- Qualification and professionalism of the applicants based on the submitted documents and references
- Motivation for participation based on the letter of motivation
- Special attention will be paid to emerging talents, newcomers and the diversity of the participants

Data protection

The Vienna Business Agency processes the personal data provided (in particular name, company/company registration number, address, telephone/fax number, email address, URL, etc.) of the applicants on the basis of their consent and in order to fulfil a legal obligation. The processing of this data is also permitted after the selection process has ended, provided this is necessary to safeguard the legitimate interests of the Vienna Business Agency or to fulfil a legal obligation. Further information can be found at wirtschaftsagentur.at/datenschutz.

By submitting their application, participants agree to the above conditions of participation. No cash alternative is available. Participation in the selection process is free of charge. There is no entitlement to participation in 'Content Vienna Connecting – gamescom'. Participation is personal and non-transferable. The selection cannot be contested, and legal recourse is excluded.

Vienna, 15 January 2026

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