

Terms and conditions and details of

‘Content Vienna Connecting - gamescom 2025’

As part of ‘Content Vienna’, the Vienna Business Agency supports media and creative professionals in the digital sector in developing their projects. With the Content Vienna Connecting – gamescom programme, the Vienna Business Agency offers up to three ambitious, professional game developers from Vienna the opportunity to attend gamescom in Cologne and other gamescom events from 19 to 22 August 2025, 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 centre of creativity at the world's largest trade fair for digital games. The Vienna Business Agency is providing prize money for this.

The ‘Content Vienna Connecting’ prize money is intended as a travel and ticket cost subsidy for up to three applicants for their stay in Cologne and participation in gamescom, as well as any other events in the run-up to or as part of gamescom.

The prize money ‘Content Vienna Connecting - gamescom 2025’ includes:

- The prize money of EUR 1,500.00 per participant is intended as a subsidy for travel and ticket costs for participation in gamescom incl. the Business Area, a gamescom industry event and optionally also in the developer conference devcom (18 to 19 August 2025). (The [ticket prices](#) for 2025 are as follows: Content Pass for the devcom: €499.21 (super early bird) or €113.16 for students (as of December 2024); 3-day ticket for the gamescom business area including access to the entertainment area: €108.00 (ticket prices for 2024, not yet published for 2025).
- Participation in a get-together to network with industry contacts, with the opportunity to present at a location in Cologne to be announced, on 19 August 2025.
- Jogi Neufeld, founder and operator of SUBOTRON and a long-standing participant at gamescom, will accompany and network with the participants for two hours at a time.

The selected participants* in turn agree to the following:

- Attendance in Cologne, Germany for at least three days during the gamescom trade fair and other events between 19 and 22 August 2025
- Independent travel, accommodation and ticket booking
- during their stay in Cologne, Germany:
 - Adherence to the agreed and fixed deadlines, in particular arrival in Cologne, participation in the get-together on 19 August 2025 and any other networking events (tbc.), that will be announced in due course
 - Documentation in the form of at least 3 photos
 - Feedback on the programme according to the questionnaire from the Vienna Business Agency

Who can participate?

The offer is aimed at game developers from Vienna who create digital games in a company, as freelancers or as private individuals with the intention of founding a company. Particular emphasis is placed on emerging talent, newcomers and the diversity of the participants. Any natural person of legal age who is resident in Vienna and intends to found a company in Vienna is entitled to participate, as are legal entities with a company or business headquarters in Vienna.

The following are not entitled to participate:

- Employees of the Vienna Business Agency,
- employees of companies legally associated with the Vienna Business Agency,
- as well as persons and companies involved in the execution or handling of the competition.

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

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

Application details

Applications can be submitted [online via the following link](#).

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

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

A maximum of one person per selected company/project can participate in 'Content Vienna Connecting – gamescom'.

Only complete applications submitted by the deadline will be considered.

Closing date: Monday, 10 March 2025, 6pm

Applicants are responsible for ensuring that all the required documents are received in time.

The Vienna Business Agency does not assume any liability for the accuracy or completeness of the data provided or uploaded and for any errors, malfunctions or damage that may occur. The Vienna Business Agency also does not assume any liability for technical problems.

Confirmation of participation in 'Content Vienna Connecting – gamescom' will be sent by Friday 28 March 2025 at the latest.

Selection

From the valid applications, a jury of experts (Martin Filipp/[PGDA](#), Jogi Neufeld/[Subotron](#) and Jutta Scheibelberger/Vienna Business Agency) will select three participants according to 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

Particular attention is paid to emerging talent, newcomers and the diversity of the participants.

Data protection

The Vienna Business Agency processes the personal data provided (in particular name, company/company register number, address, telephone/fax number, email address, URL, etc.) of the submitters on the basis of their consent and to fulfil a legal obligation. The processing of this data is also permissible after the selection process has ended, provided that 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 <https://viennabusinessagency.at/data-protection/>.

By submitting their application, participants agree to the above conditions for participation. There will be no cash alternative. Participation in the selection process is free of charge. There is no entitlement to be accepted as a participant in 'Content Vienna Connecting – gamescom'. Participation is personal and non-transferrable. The selection cannot be contested and there is no right of appeal.

Vienna, 07.01.2025

Contact for queries:

Project management:

Dr. Jutta Scheibelberger

E-Mail: scheibelberger@wirtschaftsagentur.at

T+43 1 25200 755

Project co-ordination:

Mag.^a art Cornelia Lein

E-Mail: lein@wirtschaftsagentur.at

T+43 1 25200 753