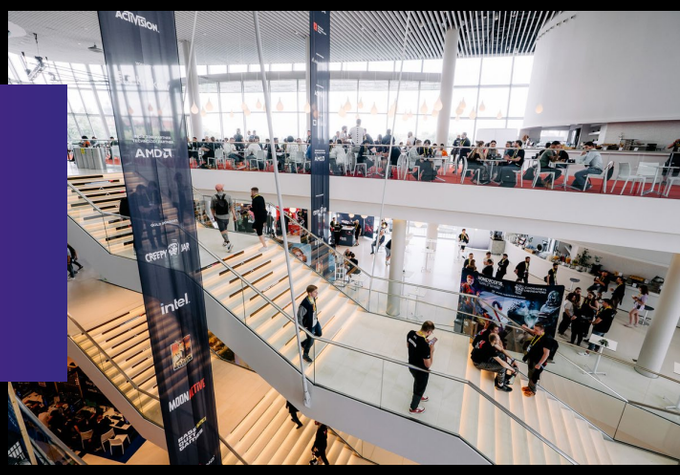
Digital Dragons

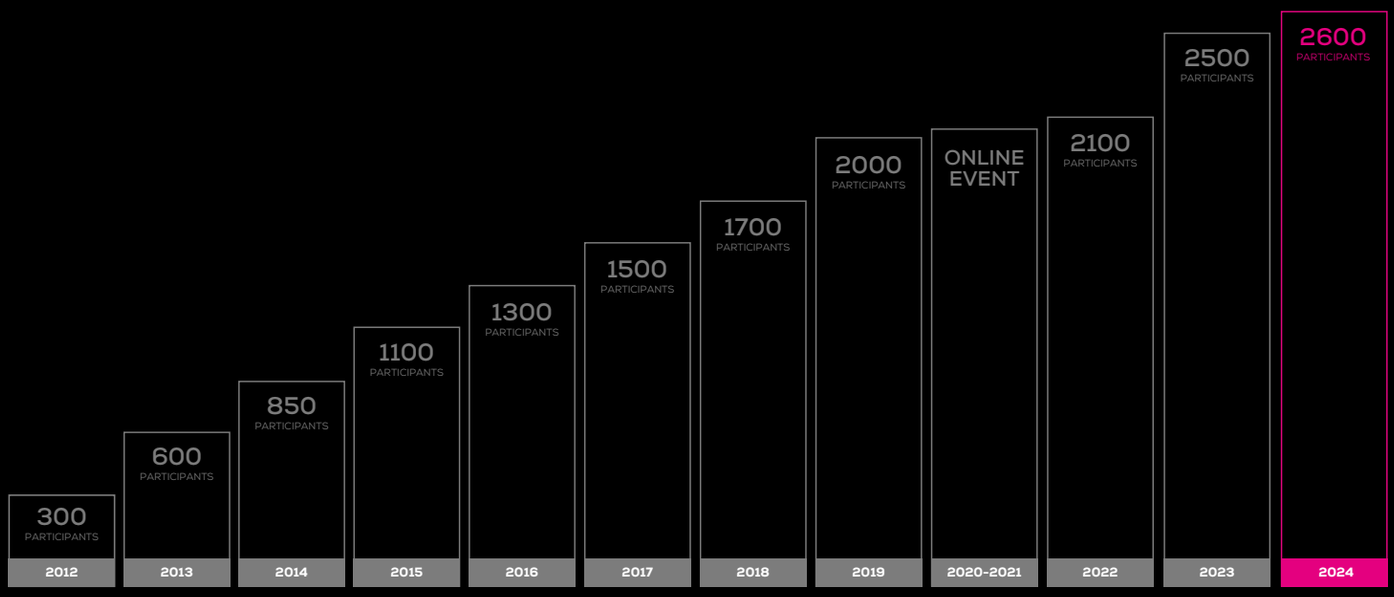
KRAKOW TECHNOLOGY PARK

Digital Dragons Conference 2024 Report

Digital Dragons Conference is the leading game industry B2B event which has been growing for more than 10 years and in 2024 attracted 2600 attendees from all over the world including developers of the industry's top hits, CEOs, indie game studios, publishers, producers and leading media outlets.



Another record-breaking edition



Participant mix

2600

PARTICIPANTS

52

NUMBER OF COUNTRIES FROM WHICH PARTICIPANTS CAME FROM

Business

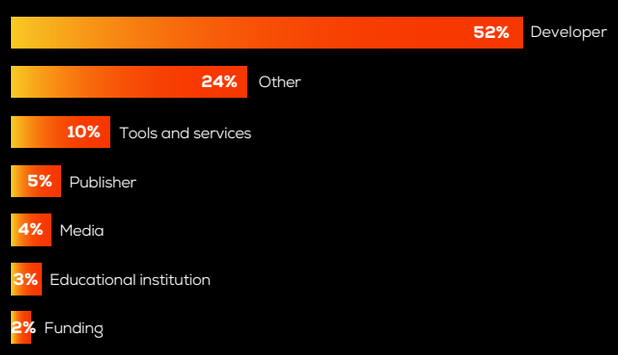
948

COMPANIES

2096

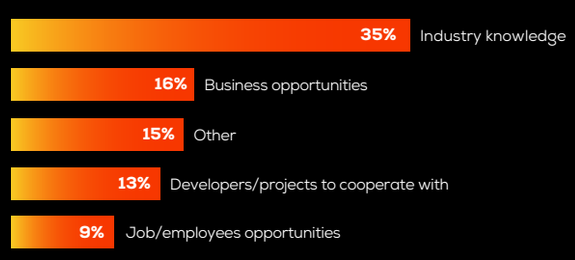
NUMBER OF BUSINESS APPOINTMENTS MADE

Companies mix



Platforms

Expectations of participants



Attendees

- 4% Publisher
- 4% Funding
- 2% Media presence
- 1% Contract development work
- 1% PR and marketing services
- 6% Business development and sales
- 4% Student
- 3% PR and marketing
- 2% HR
- 1% Freelancer

Key Speakers

SWEN VINCKE
LARIAN STUDIOS

MICHAŁ MADEJ
ACTIVISION

MEGAN STARKS
ACTIVISION

MARIA MAZUR
CD PROJEKT RED

AARON LIMONICK
ACTIVISION

CHRIS VOSSEN
LARIAN STUDIOS

ADAM SMITH
LARIAN STUDIOS

AUGUSTA BUTLIN
VALVE

NIKA J. BENDER
EA DICE

KEVIN MOORE
EA DICE

ARNO SCHMITZ
GUERRILLA GAMES

TOM SALTA
PERSIST MUSIC

Programme

195 LECTURERS AND PANELISTS

132 LECTURES AND PANELS

8 WORKSHOPS

3 SUMMITS

LEGAL SUMMIT POWERED BY RYMARZ ZDORT MARUTA

GAME DESIGN SUMMIT POWERED BY FOOL'S THEORY

ANSHAR STUDIOS

GAMES MARKETING SUMMIT

15 NETWORKING EVENTS TO ACCOMPANY THE CONFERENCE

1242 PEOPLE AT DIGITAL DRAGONS PARTY POWERED BY ACTIVISION

Indie Zone

Indie Zone is the place to be for any indie game lover. Within the exhibition space, you could play dozens of games that competed in Indie Showcase, National Showcase and productions from Digital Dragons Incubator and Accelerator programme.

This year's edition also had a special event on Steam.

1 238 242 EVENT COVERAGE ON STEAM

198 INDIE SHOWCASE – SUBMISSIONS

Exhibitors

40 INDIE SHOWCASE – EXHIBITORS

4 DD I&A ZONE – EXHIBITORS

72 INDIE ZONE - TOTAL EXHIBITORS

National Showcase

28 COMPANIES FROM 6 COUNTRIES

CHILE CZECH REPUBLIC GEORGIA INDONESIA LITHUANIA SLOVAKIA

Digital Dragons Arena

As part of Digital Dragons Arena, indie game developers presented their projects in front of publishers, investors and the media. The titles were carefully selected so that the most promising developers could pitch their games.

117
NUMBER OF APPLICATIONS

9
NUMBER OF STUDIOS PITCHING

50
NUMBER OF PARTICIPANTS IN THE EVENT

21
NUMBER OF COUNTRIES

Sponsors

Main Partner

MAŁOPOLSKA INNOVATIVE

Main Sponsor

ACTIVISION

Host City

Kraków

Indie Showcase Partner / Technology Partner

AMD RYZEN | RADEON

Gold Sponsors

CREEPY JAR, intel, LARIAN STUDIOS, MOONACTIVE, RAGE QUIT GAMES, TECHLAND

Silver Sponsors

8Bit, 11bit studios, ARTIFEX MUNDI, DELL Technologies, FROZEN WAY, Playtika, VIRTUOS

Bronze Sponsors

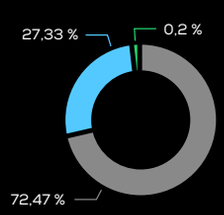
Media

90 JOURNALISTS

MEDIA COVERAGE SUMMARY

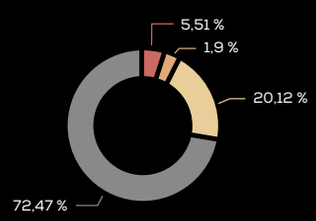
999	177,5 mln	8,1 mln	1,6 mln zł	264.604 zł
INFORMATION RELEASED	REACH	ENGAGEMENT	ESTIMATED AVE	VERIFIED AVE

Sentiment



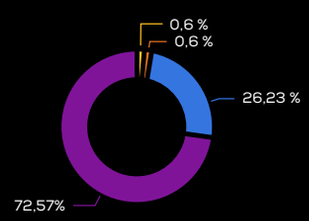
Negative · Neutral · Positive · Undefined

Size



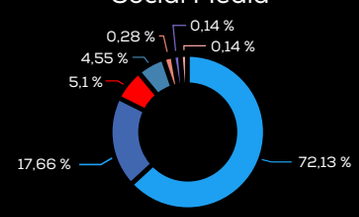
Editorial · Note · Mention · Undefined

Medium



Press · Radio · TV · Web · Social media

Social Media



Facebook · X (Twitter) · YouTube · Instagram · Forums · Blogs · Others

Digital Dragons Awards

This is probably the coolest looking award that we won so far!

Swen Vincke, CEO of Larian Studios

BEST POLISH GAME
CYBERPUNK 2077:
PHANTOM LIBERTY
CD PROJEKT RED

BEST POLISH NARRATIVE
CYBERPUNK 2077:
PHANTOM LIBERTY
CD PROJEKT RED

BEST POLISH GAME DESIGN
AGAINST THE STORM
EREMITE GAMES

BEST POLISH GAME VISUAL ART
INKULINATI
YAZA GAMES

BEST POLISH GAME AUDIO
THE INVINCIBLE
STARWARD INDUSTRIES

BEST POLISH MOBILE GAME
HERO LEGACY: ADVENTURE RPG
BOOMBIT GAMES

BEST FOREIGN GAME
BALDUR'S GATE 3
LARIAN STUDIOS

SPECIAL RECOGNITION AWARD MARTA FIJAK

Indie Showcase

I PLACE
FROZENGEM STUDIO
DUNGEONS OF THE AMBER GRIFFIN

II PLACE
HIKING MIND
FOLLOW THE MEANING

III PLACE
CRUNCHING KOALAS / LABEL THIS STUDIO
THE GAP

COMMUNITY VOTE
HIKING MIND
FOLLOW THE MEANING

NATIONAL SHOWCASE AWARD
MADMOA
DUMBRIEL: MAGNIFICENT ADVENTURE IN HELL

Digital Dragons in pictures

VIP PARTY POWERED BY ACTIVISION

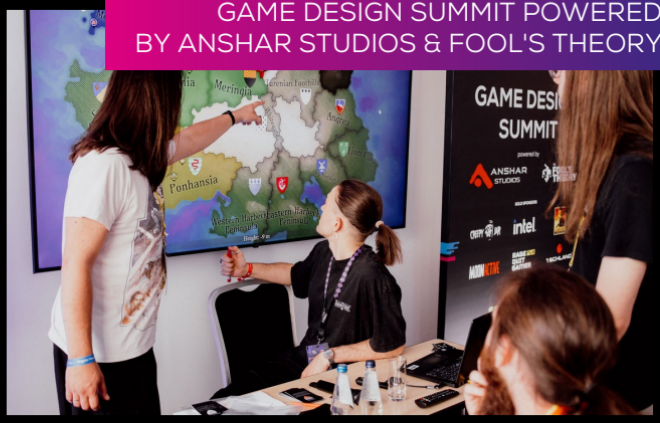
BADGE PICKUP PARTY POWERED BY CREEPY JAR

EXPO ZONE

LECTURES / PANELS

LEGAL SUMMIT POWERED BY RYMARZ ZDORT MARUTA

GAME DESIGN SUMMIT POWERED BY ANSHAR STUDIOS & FOOL'S THEORY



GAMES MARKETING SUMMIT

INDIE ZONE

INDIE SHOWCASE

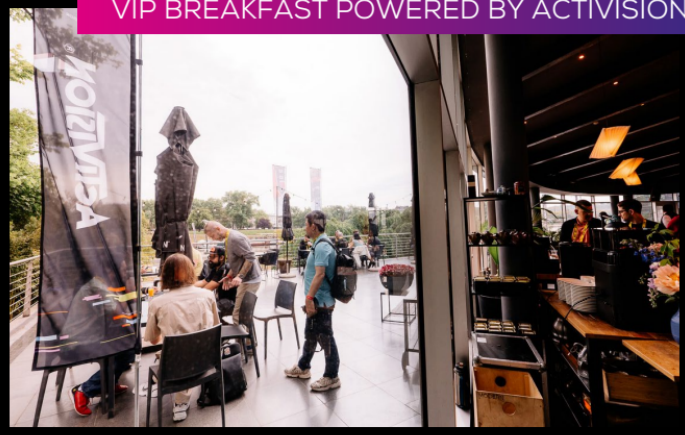
DIGITAL DRAGONS AWARDS GALA

DIGITAL DRAGONS PARTY POWERED BY ACTIVISION

DIGITAL DRAGONS ARENA

WOMEN IN GAMEDEV NETWORKING

VIP BREAKFAST POWERED BY ACTIVISION



Thank you for being with us at Digital Dragons Conference 2024

and we look forward to seeing you on 18-20 May 2025 at Digital Dragons Conference 2025

Buy a ticket for Digital Dragons Conference 2025

Don't wait, guarantee your participation in the event at a lower price!