



July 2020

## **Press-Information No. 1**

**The international games event SPIEL - the world's largest trade fair for games and gaming is going digital and is being launched using a unique online platform**

### **SPIEL.digital from October 22 - 25, 2020**

Since SPIEL - the world's largest trade fair for games cannot take place this year due to the Covid-19 pandemic, it will instead be going online with its diverse range of products.

SPIEL is the highlight of the year for countless board game fans all over the world. Last year, more than 200,000 enthusiastic gamers from more than 100 nations flocked to the exhibition halls to try out around 1,200 new games in the board and card game sector and buy them.

Despite Covid-19 and the associated event restrictions, fans of analogue games will not have to miss out on their games event highlight this year, because the organizer - Friedhelm Merz Verlag - has announced that they have an exciting alternative in the form of SPIEL.digital - an online event running from October 22 to 25, 2020, which will set new standards for digital board game events due to its unique concept. Even after the four days of the event, information about the new game releases will remain online, so that those interested can still inform themselves via this newly created, games world portal.

Traditionally, SPIEL has been highly significant for national and international game publishers because most of the year's new game releases are presented here. Small manufacturers often sell a large part of their editions at the event or do B2B deals worldwide. For this reason, this year's SPIEL.digital will also focus on the latest developments in the board game industry, which can be presented to a broad public as well as purchased here - just like at the actual event.

SPIEL.digital is not only aimed at frequent gamers, but also inspires casual players to go on a tour of discovery in so-called "theme worlds". Here you can discover at a glance all the new releases in countless categories, such as children's, family, card, party or role-playing games.

Games can be tried out using platforms such as Tabletopia or Board Game Arena. Innumerable live streams, workshops and many other programme highlights from the exhibiting publishing houses will ensure extensive entertainment and a special games event feeling.

On this online platform too, official SPIEL.digital live streams from all over the world via channels with high visitor numbers will underpin the international nature of this, the world's largest games event. BoardGameGeek and The Dice Tower, the largest North American channels will stream to the English-speaking audience. Análisis Parálisis will be reporting from SPIEL.digital on the Spanish start page of Twitch during the event. Forty Spanish YouTubers and bloggers have joined forces to provide another official Spanish SPIEL.digital live stream. In addition, there will be Russian and French live streams. A Brazilian stream is also already being planned.

Board game cafés and game shops will also be integrated into the event. They can create smaller local events using the programme feature item "SPIEL Local", where visitors can also test the new game releases at SPIEL.digital. In return, SPIEL.digital will draw attention to these events and enable shops and board game cafés to have their own presence as part of the online event.

This all means that SPIEL.digital - like the SPIEL event in previous years - will become a special kind of international board game festival featuring exhibitors from all over the world.

The event will also offer YouTubers, podcasters, bloggers and the like, the possibility of holding their own events on SPIEL.digital content within the framework of SPIEL.digital online as well as placing them on the online platform

We hope to have aroused your curiosity.

In the press releases that follow, we will inform you as usual about trends and highlights in the board game industry and would be delighted to welcome you at SPIEL.digital.

Kindest Regards,  
Yours sincerely,  
Friedhelm Merz Verlag  
(Organizer SPIEL.digital)

Dominique Metzler