



October 2020

Press-Information No. 3

With more than 400 exhibitors from 41 different nations, the first online edition of the world's largest board and card game convention will be successfully launched in a few weeks.

**We would like to invite you to the online press conference for SPIEL.digital
on 19th October 2020 at 10.00 am**

Despite Corona, fans of board and card games do not have to miss out on the world's largest games convention - SPIEL this year. In recent months, the organizers have created a lavishly programed, multi-faceted online event where visitors from all over the world will be able to play hundreds of new board and card games at virtual gaming tables this October. Nobody needs to do without the beloved game explainers either. An extensive supporting program with game designer sessions, competitions, prize draws, interesting industry panels and webinars, as well as official live streams in multiple languages round off what's on offer at SPIEL.digital.

The organizers, Friedhelm Merz Verlag, were confronted with a special challenge when the face-to-face event SPIEL had to be postponed this year due to the corona pandemic. To transfer board games of all things into digital space - sounds like squaring the circle. However, the extensive and sophisticated concept for this year's SPIEL.digital convinced hundreds of exhibitors from all over the world at the first attempt. And now, as a result, the event will have a successful launch in just a few weeks.

More than 400 exhibitors from 41 nations will make hundreds of board and card games tangible - and above all playable as part of SPIEL.digital. This means that new game releases can be tested at virtual gaming tables and purchased. A large international supporting program will provide entertainment and offer interesting insights behind the scenes of the gaming world. Discussions with game designers and publishers are on offer, as are official live streams in German, English, French, Spanish, Portuguese, Italian and Russian.

Thanks to the digital event format, many foreign game fans will be able to participate in SPIEL for the very first time this year. They are all looking forward to the start of the event on 22nd October 2020, along with tens of thousands of like-minded people.

We would now like to cordially invite you to the online press conference for SPIEL.digital, where we will be

- presenting SPIEL.digital,
- giving an overview of this year's gaming trends,
- celebrating the winners of the German games award Deutscher SpielePreis 2020,
- selecting the winner of this year's innoSPIEL award, which honors a particularly innovative game every year.

- In addition, Hermann Hutter, Chairman of the games publishers' association Spieleverlage e.V., will be presenting current industry figures.

**The link to the press conference for SPIEL.digital is:
<https://spiel.digital/de/mediacreators/>**

If, as a broadcaster, you would like to report on SPIEL.digital and are looking for a location to film at before or during SPIEL.digital, we would be delighted to put you in touch with a board game café, a shop or a larger gaming group, which

will be staging smaller local events as part of SPIEL.digital. Many of the new game releases will also be presented and played at these locations.

We hope to have aroused your interest. Mrs. Dominique Metzler is available to answer queries and be of assistance at any time. Give her a call on +49 (0) 228/342273 or contact her by e-mail: info@merz-verlag.com.

Kindest Regards,

Yours

Friedhelm Merz Verlag (organizer of SPIEL.digital)

Dominique Metzler