



Post-event
Summary
2018
BGW





INNOVATIVE FORMAT

BGW consolidates its success model becoming one of the main digital entertainment events in Southern Europe.

NEW DATES AND VENUE

3 consecutive editions growing and beating their own attendance record..

THE USER, PROTAGONIST OF THE EXPERIENCE

Much more than a fair, a great social event where brands and fans create bonds based on emotions and unique experiences..

KEYS TO SUCCESS

+138.000

Visitors access

≤ 17 y/o
12%

18-29 y/o
56%

30-39 y/o
22,4%

≥ 40 y/o
15,1%





+56.000
sqm

194
EXHIBITORS



+800
GAME
TERMINALS



PLAY Video 360°



AUDIENCE

356.000.000



1.426

Media appearances



25



140



1.224



40



522

Registered journalists



3

Top influencers

Vejetta777

WillyRex

Wishmichu

25

INFORMATIVE REPORTS ON TV

+1h

SCREEN SHARE

+10M

IMPACTS ON TV AUDIENCE



E-SPORTS

IBERIAN CUP
CIRCUITO TORMENTA



orange Orange Stadium

LIGA DE VIDEOJUEGOS PROFESIONAL

LEAGUE OF LEGENDS



orange Orange Stadium

LIGA DE VIDEOJUEGOS PROFESIONAL

LEAGUE OF LEGENDS

+500.000
streamings

+14.000.000
Twitter
impressions

+1.800
spectators

+4.000
sqm

566

B2B MEETINGS

156

Indies
Startups



46

Publishers
Investors



12

Universities



Special Guest
Akira Yamaoka

+64.000
FANS



+10.000.000
impressions

+360.000
video views

+530.000
Web sessions





Experiences beyond the screen

“The video games merges with reality...”

... with a show that goes beyond the simple offer of games for mobile phones, consoles and computers ”

EL PAÍS

“BGW takes video games out of the screen...”

CINCO DÍAS

“Immersive video games are strong in the renewed BGW ”

ABC





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GAMING & DIGITAL
EXPERIENCES FESTIVAL

Thank you for make it possible



Fira Barcelona