



Lyon, France – December 11, 2009 - Game Connection has concluded yesterday having hosted more than 230 exhibitors from 33 different countries. The 9th edition of the renown game industry business convention offered two new features for this year: conferences dedicated to working with IP owners and discussing raising funds in the video game industry. It also premiered the results of its first research study: The 2010 Game Industry Survey.

Representatives from 354 companies and more than 4160 meetings held in three days, Game Connection Europe has proved once again to be the most efficient business machine in the video game industry. Industry leaders from 33 different countries traveled to gather in Lyon, France, demonstrating their optimism about the market and making a clear statement: buyers are back, developers are productive and projects are innovative.

These sentiments are echoed in The 2010 Game Industry Survey, to which attendees had exclusive access during Game Connection. This report indicates that nearly 70% of the industry anticipates a stronger 2010, and 94% believe that their companies are prepared to succeed in the future.

Always on the leading edge of the ever-evolving industry, Game Connection presented conferences focused on 2 topics: IP licensing and venture capital/outside investment. With the participation of Kazachok, an IP management company, Game Connection invited its visitors to a conference dedicated to IP licensing. And as a reflection of the general opinion that the market is back and growing stronger, the event was punctuated with a round table discussing raising funds in the video game industry.

"We're really happy to have been at Game Connection," said James Higgins, CEO of Left Field Productions. "The format is effective and we've had a very positive experience."

The majority of attendees at this event indicated that they plan to attend Game Connection America at GDC next March in San Francisco, considering it to be the most efficient, effective way to get business done in the US. "We anticipate that the turn-around the market is currently experiencing will continue, and that the need for products and services will be even greater by spring," said Pierre Carde, Managing Director of Connection Events.

For access to The 2010 Game Industry Survey by Game Connection Research, please [click here](#).

ABOUT CONNECTION EVENTS:

Connection Events is the organizer of Game Connection, the leading business event in the video game industry, taking place in Lyon (France) and San Francisco (California, USA) during the Game Developers Conference. Game Connection provides several different services all geared toward the same goals: matchmaking among outsourcing companies, tools providers, developers, publishers and distributors, network building and enhancement, and examination of projects and companies.

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