

## PRESS RELEASE



### GAME CONNECTION EUROPE LYON 2006 : BIGGER, BETTER !

Lyon, France

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**« Each year, the Game Connection gets better and better » says Sham Green, producer, Konami, one of the major game publishers worldwide. 4600 meetings among 600 key members of the game industry gathered this week in Lyon, France, for the Game Connection 2006. The event was this year more than ever, THE worldwide business convention for developers, publishers and service providers.**

#### **Game Connection 2006: figures**

2006 edition showed its efficiency and confirms its specific position in the gaming industry. With a total of 152 exhibitors (a 35%+ growth from last year, coming from 32 different countries, 114 buyers (game buyers and services buyers), the Game Connection 2006 put together more than 600 people. Three days long, each Game Connection attendee averaged more than 30 meetings. The Game Connection Europe, the European opus of the Game Connection, gathered a strong representation of European countries (France, UK, Germany) but also the USA, Russia, Canada, Thailand, Nordic countries, South Korea and Japan of course.

#### **Game Connection Services: a real success!**

With more than 50 companies offering services and the possibility for all game buyers to buy services too, 2006 was the year of the change for the Game Connection. In a gaming industry more complex than ever, the outsourcing strategy is an important part of the development of the companies who could find the right partners at the Game Connection Services.

#### **The right place for network**

Organizing more than 4600 meetings (30' each) and 15 000 exchanged messages, Game Connection is first of all a very efficient network to meet people and to create strong relationship within the game industry. *"Tight, compact, but best of all, to the point"*, adds Tony Pereira, Capcom. *"No time to waste"*: this is the main motto of this trade-only event, where decisions are made about the video games for the next two years.

#### **See you in San Francisco in March, for Game Connection @ GDC!**

Many developers, publishers and service providers (including Atari, Capcom, Konami, Microsoft, Nintendo, Ubisoft, Vivendi and many more) have already registered for Game Connection Americas @ GDC (Game Developer Conference) which will take place in San Francisco, California in March (5-9 March 2007). Same goal: business only!

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