

# GDC 2024

Empowerment Through Games and  
Collaboration In and With Africa









### **Teddy Kossoko**

Founder of **Masseka Games**

Founder of **Gara**

Founding Member of **PAGG**



### **Glenn Gillis**

CEO and Co-Founder of **Sea Monster Entertainment**

Chairperson of **Games for Change Africa**

Founding Member of **PAGG**



### **Odile Limpach**

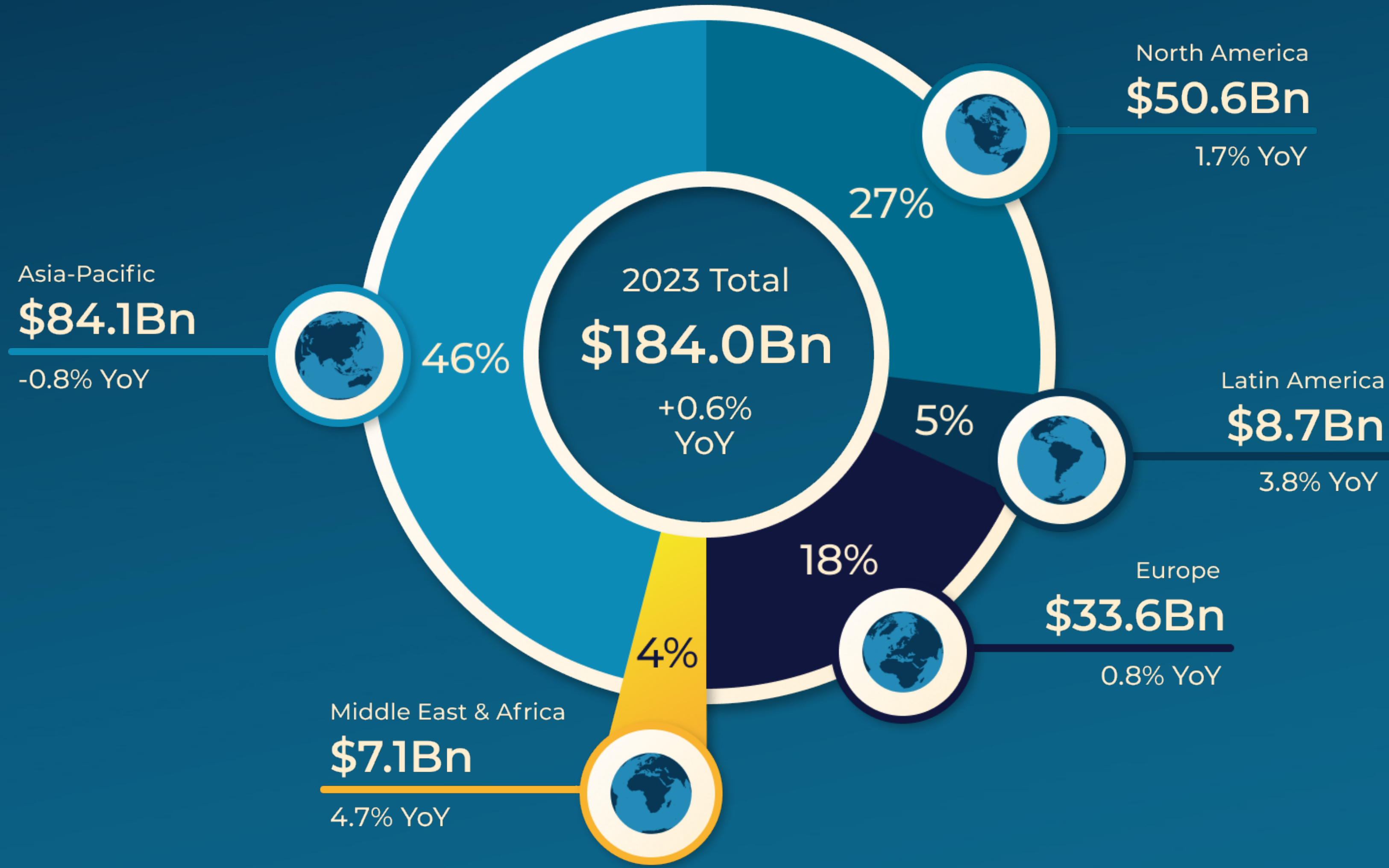
Co-Founder of **SpielFabrique**

Professor at **Cologne Game Lab TH Köln University**





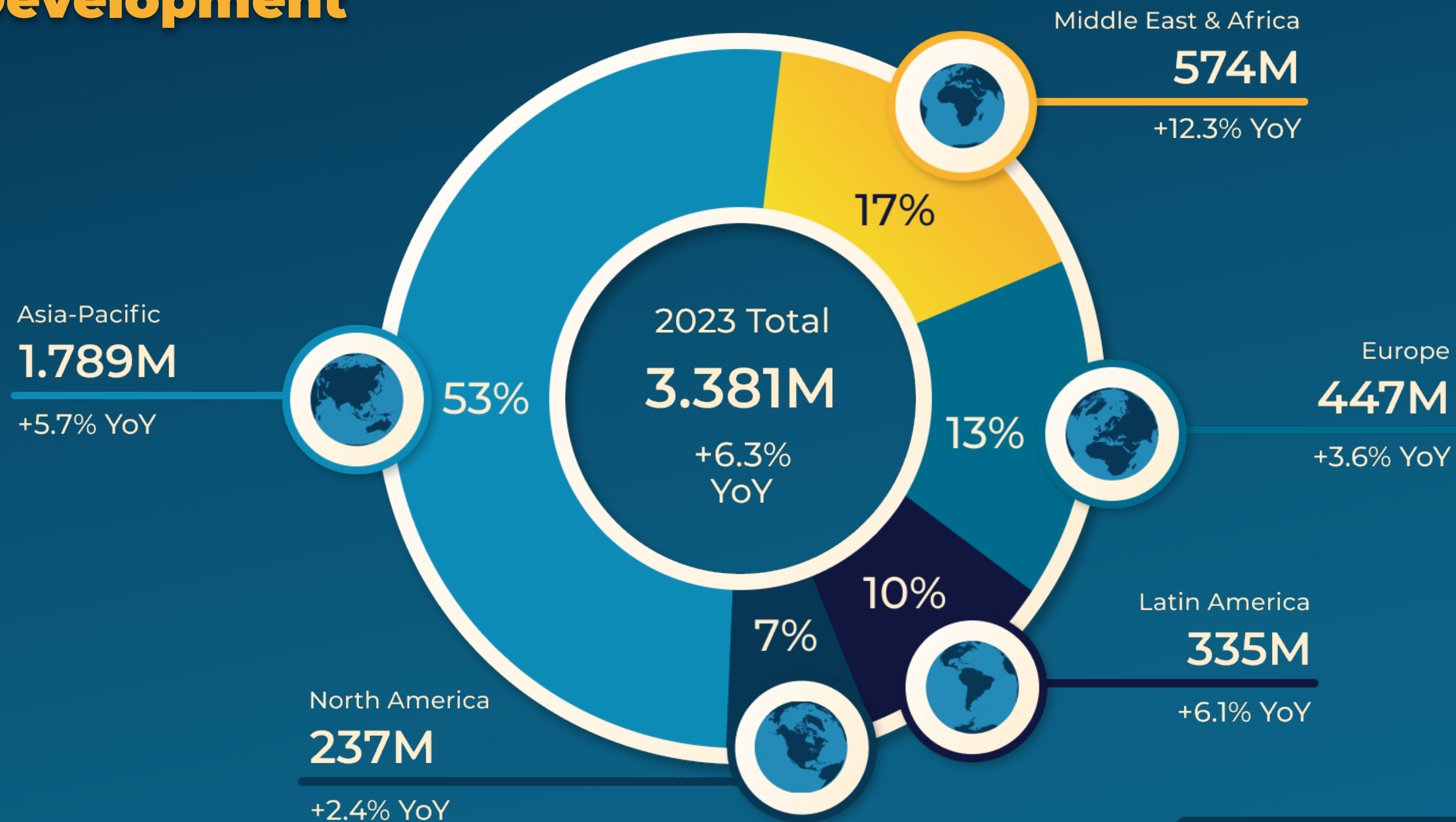
# The African Gaming Market - Growth



Adapted from: Newzoo, Global Games Market Report, October 2023 Update



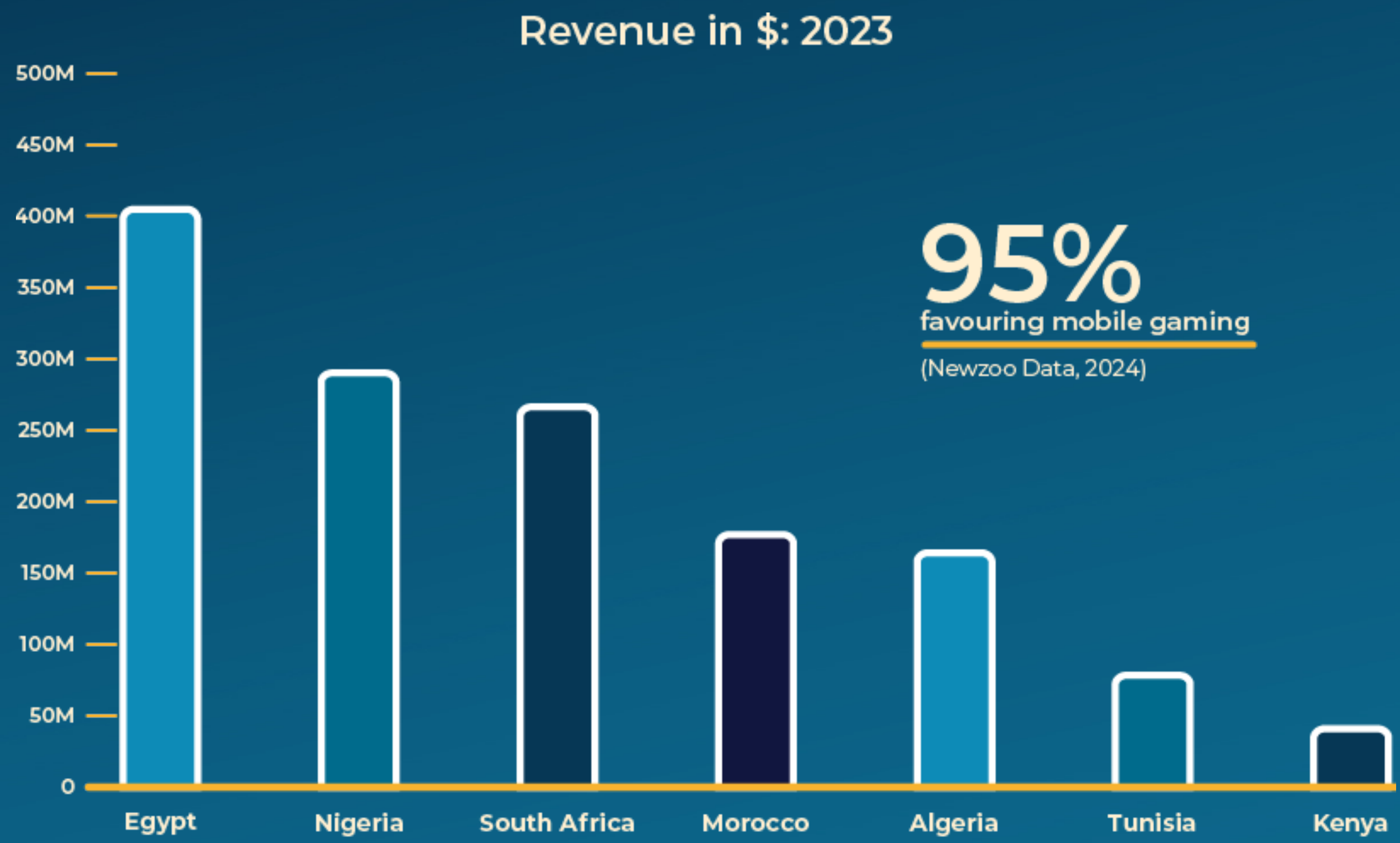
# The African Gaming Market - Audience Development



The number of players in Africa are on track to grow by **47%** in **2026: 457 Mio** (DigitalVirgo, n.d)



# The African Gaming Market - Mobile Dominance



**95%**  
favouring mobile gaming  
(Newzoo Data, 2024)





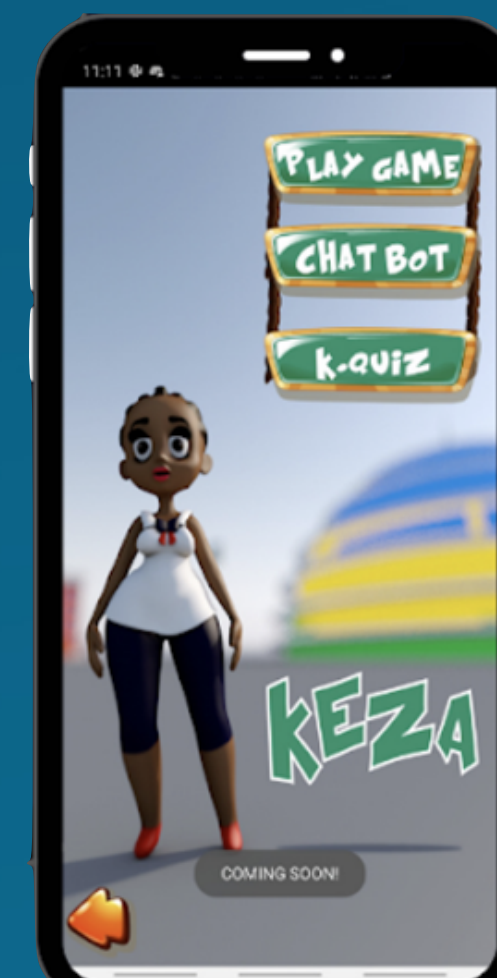
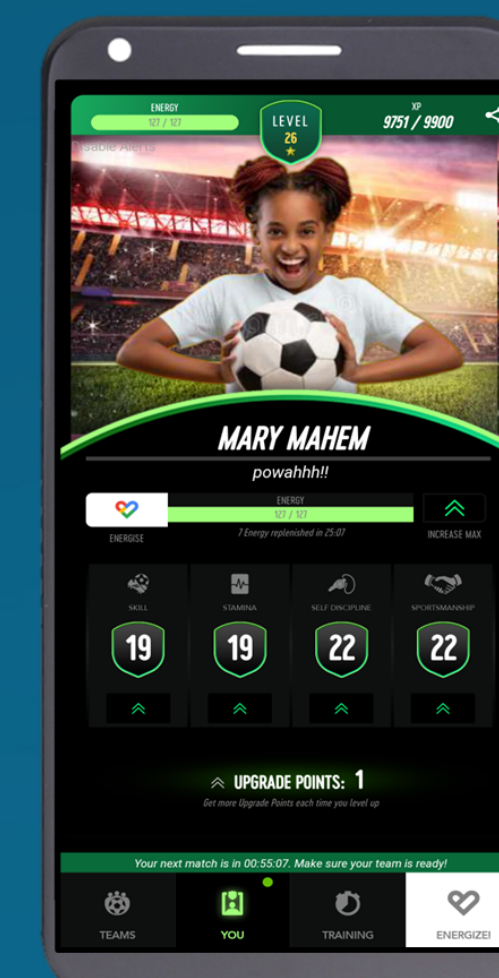
# The African Gaming Market - Increasing Purchasing Power

- ▶ By **2025**, smartphones will account for **61%** of total connection
- ▶ **34%** of mobile gamers **pay** for games











# What does this mean?

- ▶ **Inspired** by Africa
- ▶ **Made** in Africa
- ▶ **Sold** in Africa
- ▶ **Owned** by Africa





**Concept**

**Return**

**Funding**



**Take to Market**

**Production**



# Education and Development





“

What's lacking on the continent and cannot be fixed domestically is **experience and wisdom**. Because it's a new industry, with only a **limited number of really experienced professionals**.

”



**Jay Shapiro,**  
Founder, CEO: Usiku Games  
Co-Founder: Pan African Gaming Group  
Kenya

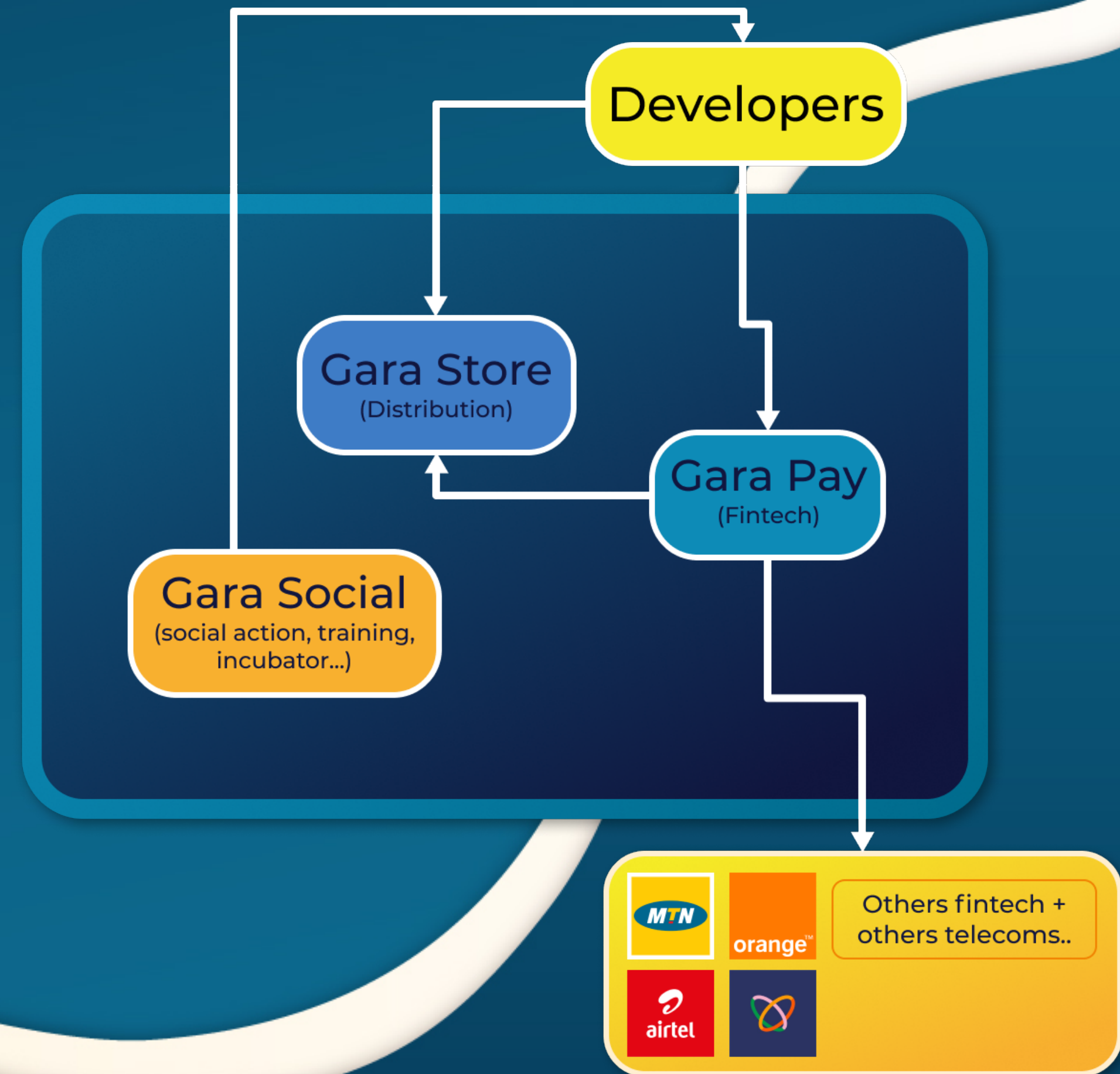
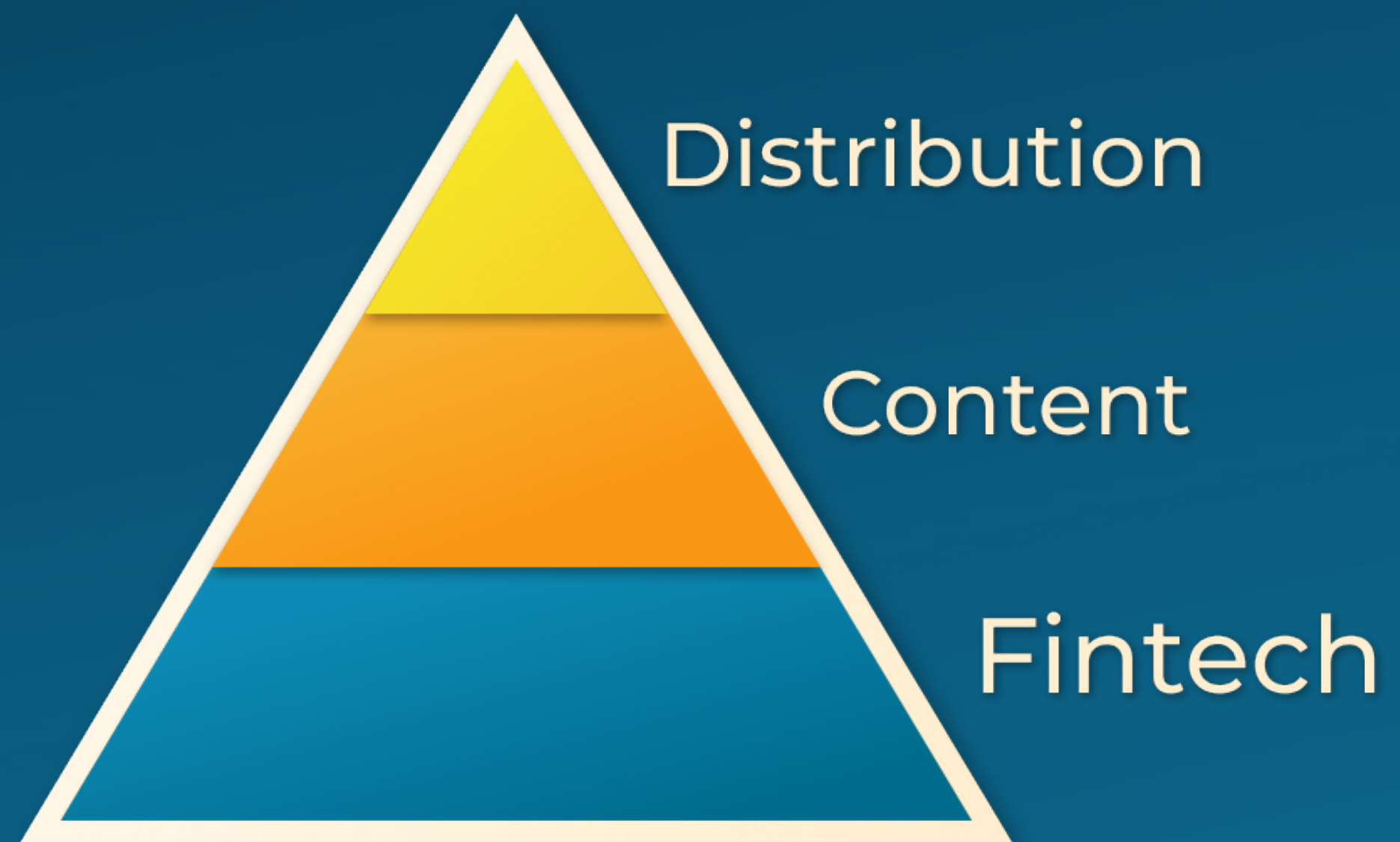


# Infrastructure





# GARA





# Visibility and Community







- ▶ 9 African countries
- ▶ 270 million people
- ▶ 50+ Published games
- ▶ No.1 game studio network





# The Business of Impact Games

The impact games market is expected to grow from:

**\$3.5 billion**

in 2018

**\$24 billion**

in 2024

\*Statista









## The Chapter:

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Build the  
community and  
bring  
stakeholders  
together

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## G4C Africa Annual Festival:

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Unite the  
community,  
provoke critical  
discussions and  
inspire collective  
action

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## Satellite Events:

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Boost visibility  
and spreading  
our message

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## G4C Africa Learn:

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Empower youth  
and educators

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## Co-Production Initiatives:

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Foster  
collaboration

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# Funding and Support





“

Securing funding in Africa's gaming sector is challenging, as **traditional investors often prefer well-understood industries over emerging fields like gaming**. This reality pushes us towards bootstrap methods and consulting to sustain growth.

”



**Eyram Tawia**

Founder, CEO: Leti Arts

Co-Founder: Pan African Gaming Group  
Ghana





# Collaboration











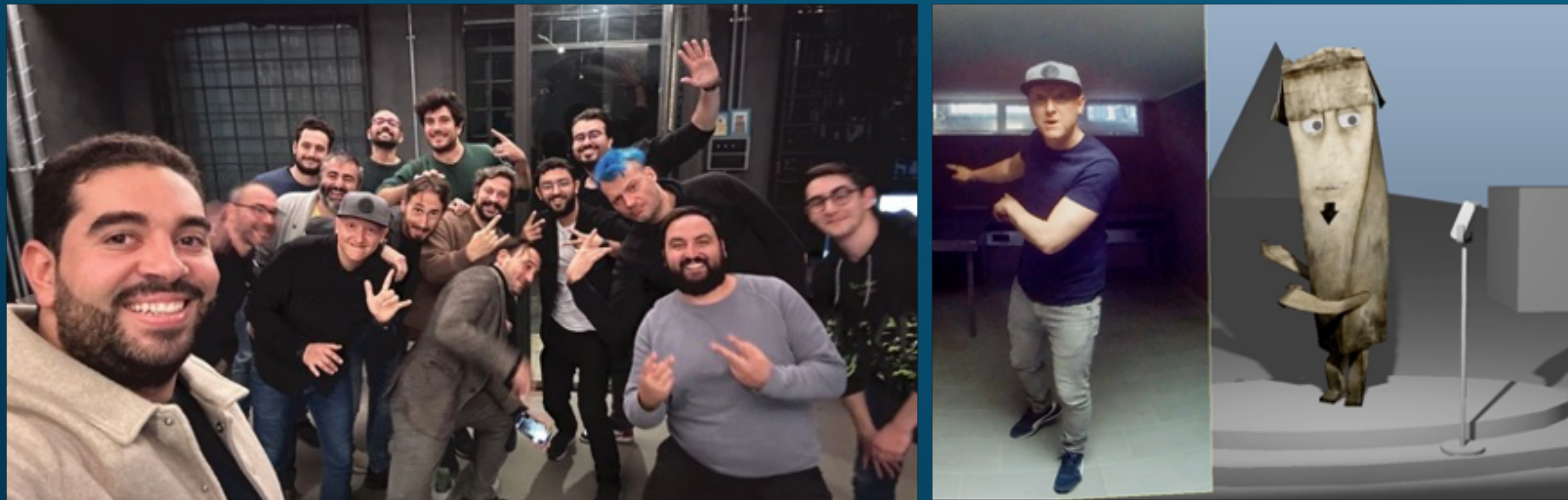
Alkemaize (South Africa) x Space Salad (South Africa) x Whitepot Studio (Ireland)



ALKEMAIZE







Lanterns Studios (Tunisia) x AL One Srl (Italy)

Lanterns  
STUDIOS





# What's next?

- ▶ **Speak** to us
- ▶ **Visit** us
- ▶ **Join** us
- ▶ **Support** us
- ▶ **Partner** with us
- ▶ **Collaborate** with us





*Everyone is African, it's just a question of when you left.  
We think it's time to **come home**.*

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