Unboxing the market for women entrepreneurs in GAMING

Female gamers and game developers are on the rise. In 2020, women made up nearly 41% of all gamers in the United States. In Asia, which accounts for 48% of the world's total gaming revenue, women make up 45% of the Asian gaming population.

Closer to home, the gaming industry in South Africa alone has undergone a massive growth spurt over the last 5 years, but the participation of women players in this lucrative sector is only at 7%. On the upside, women are beginning to make their presence felt in the gaming industry as coding and creative digital entrepreneurs. The number of women-led studios and women-inspired games are growing, and a range of new market and industry opportunities are opening up for women in SA.

Our line-up of industry experts will provide practical insights, examples and advice for you to:

- Learn from South African women gaming entrepreneurs who are making inroads;
- Explore the growing market potential for local content games in SA and Africa.
- Understand the gaming sector from an international market perspective.
- Build your industry knowledge to navigate gaming industry opportunities.
- Be aware of the various support facilities, networks and training that is available

This session aims to inspire female gamers and game creators, build a better understanding of what the gaming industry looks for, and learn what makes games commercially successful. We will also look at what is needed to better support female gamers, developers, and entrepreneurs in this exciting sector.

Diarise the date now, and join us to learn from and be inspired by a panel of gaming industry experts, successful developers and creative entrepreneurs.

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INVITATION

02 SEPT 2021

THURSDAY

14h00 – 16h30

Online meeting link:

Webinar ID: https://us02web.zoom.us/webinar/register/WN_JoJjEtnLRgStutjZBxj0gA

Who should attend:

Managers and business support staff of technology incubators and digital hubs; technology entrepreneurs, developers and creatives working on gaming and related interactive content products, solutions & services.

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