

Digital game giant Koch Media opens regional office in Hong Kong (with photo)

Koch Media, a global developer, publisher and distributor of video games, virtual reality (VR) games, gaming hardware and merchandise, announced today (March 30) that it has opened its Hong Kong office as a regional base to expand its business in Asia.

With more than 25 years of experience in digital media business, Koch Media runs a multi-label strategy with fully owned publishing units such as Deep Silver, Ravenscourt, Milestone and Vertigo Publishing, which publish games for console, personal computer (PC) and VR platforms across all physical and digital channels, according to the Territory and Licensing Manager Asia of the company, Mr Jeremy Zitná. Having a base in Hong Kong will help the company tap the massive business opportunities in Asia-Pacific, which accounts for the largest revenue source of the global gaming market.

"We already have a very strong presence in the Western world with local publishing offices and developers in over 25 locations. Therefore, it was the logical next step for us to enter the Asian market with our new office in Hong Kong. The Hong Kong office is going to be responsible for local marketing activities in the region (covering Greater China, Korea and Southeast Asia), promotion of our video game releases in Asia, and improving the brand image of our games. We are also interested in getting into discussions with local video game developers that are looking for a local or worldwide publishing partner for their console or PC games," Mr Zitná said.

He added, "Hong Kong is the perfect candidate for our office with its international background, official language use of English and Chinese and perfect location in the heart of Asia. Furthermore, a lot of major companies and partners in the gaming industry have their offices located in Hong Kong and it was also very easy for us to find suitable talents for our starting staff."

The Managing Director of the Hong Kong office, Mr Andreas Tobler, pointed out that COVID-19 has posed many challenges to various industries but gaming is one of the industries that are thriving during the pandemic. He said, "Our decision to set up in Hong Kong is firm and we are very thankful for the great support of Invest Hong Kong (InvestHK) in a lot of areas, which made setting up the local office and finding local talent a lot easier".

Associate Director-General of Investment Promotion Dr Jimmy Chiang said, "We are happy to see that Koch Media chose Hong Kong as its regional base. Hong Kong is geographically well positioned in Asia to allow games publishers to develop partnerships and market their products in the Greater China and Asia-Pacific regions. The city boasts one of the highest per capita gaming revenue figures in the world, attracting international games developers to

launch their games in the city as part of their forays into Asian market. Hong Kong has long been the regional distribution centre for video games, and we look forward to embracing more games publishers and developers to use Hong Kong as their hub to expand business in the region."

About Koch Media

Koch Media is a global developer, publisher and distributor of video games, VR games, gaming hardware and merchandise. With its parent company in Höfen, Austria, and the publishing headquarters in Munich, Germany, Koch Media owns 14 local publishing companies and 10 game development studios globally, employing more than 1 800 employees. Its business areas include distribution of media products, including video games, movies and software products, and games publishing under the Deep Silver and Ravenscourt labels. Koch Media is an Embracer Group company. For more information about Koch Media, please visit www.kochmedia.com/en.

About InvestHK

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