



## Plug In Digital joins forces with LOAM by Games Industry Africa

The distribution expert Plug In Digital announces its partnership and participation in supporting African creators in the sales of their games, alongside LOAM by GIA.



Montpellier, France - May 24, 2023.

The French video game distribution expert Plug In Digital is proud to announce its partnership with LOAM by Games Industry Africa (GIA). The company will therefore participate in supporting African creators in the distribution and sales of their games, alongside LOAM.

Games Industry Africa is the primary source of insights, reports, fund initiatives and events on the African games industry scene, supporting the continent's ecosystem. LOAM was founded to provide services to address the challenges that every independent developer faces. The platform supplies developers with viable statistics and analysis, helps to improve their visibility, their sales and distribution channels as well as to support them in fundraising.

### A devotion to the African video game industry.

Following its commitment to supporting the growth of the African video game industry, Plug In Digital gratefully seized the opportunity to share its knowledge and strengthen LOAM in the distribution services it offers.



*"Absolutely delighted to be in partnership with Plug in Digital and its extensive digital distribution network. » Says **Vic Bassey, GIA's founder.** « It promises a greater potential of success for the many developers Loam by GIA works with and helps bridge the gap the creators face when trying to monetize their games. Plug in Digital was a no brainer considering their long history and desire to support the African games industry."*

*This collaboration also confirms the intentions of **Francis Ingrand, CEO and founder of***



**Plug In Digital :**

*« I've always been involved in the African video game industry, encouraging its development as much as possible. I am proud that Plug In Digital has acquired the know-how and is now a reliable support for meaningful initiatives such as LOAM by GIA, providing game developers with solutions to meet their challenges. »*

The partnership will start by expanding distribution networks for three LOAM-backed games, including Outliver: Tribulation, Colored Effects and Heistfest: Total Rampage.

**Outliver: Tribulation (GBROSSOFT)**



**Colored Effects (TACSOU)**



**Heistfest: Total Rampage (Amilcar Technologies)**



Visit Games Industry Africa



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**\*About LOAM by GIA**

Founded in 2019 initially as a blog, Games Industry Africa (GIA) has become the primary source of insights, reports, fund initiatives and events on the African games industry scene.

Created as a solution to address gaps in the continent's games industry ecosystem, it tackles and supports the industry overcome the following challenges:

- Lack of visibility
- Credible and viable statistics, data and analysis
- Prototype and game project funding
- Viable sales and distribution channels.

LOAM by GIA provides the following services to African developers in the areas of competitive analysis, commercial sales strategy, digital distribution, forecasting, game pitching and more.



**\*About Plug In Digital**

Plug In Digital is one of the leading companies for video games digital distribution worldwide. For over 10 years, the company has been helping hundreds of partners, from indie studios to AAA Publishers, to optimize their digital sales, explore new markets and grow new revenue sources for their games on PC, Cloud, Console & Mobile.

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