

No. 15 / August 2020, Cologne  
gamescom2020

## gamescom 2020: More partners, more content, more reach

**Twitch, YouTube and TikTok are partners of gamescom 2020 +++ Many offers and playable demos on Steam +++ Streaming partners producing additional content worldwide as official gamescom partners +++ gamescom 2020 takes place from 27 to 30 August 2020**

gamescom 2020 is receiving strong support from many more partners. This year, Twitch and YouTube, the world's leading live streaming and video platforms for games, are supporting the world's largest games event as partners. In 2020, the content platform TikTok is also an official gamescom partner for the first time and will thus also deliver gamescom content to its millions of users worldwide. This year, gamescom is taking place exclusively in digital form from 27 to 30 August due to the corona pandemic.

Several companies from the media and influencer segment have also entered partnerships with gamescom in order to produce many additional shows and other formats for official partners of gamescom 2020. At the same time, these partners, in cooperation with familiar streamers, will co-stream gamescom's own shows and focus on the many highlights and new products of gamescom 2020 in many hours of own programs. This happens in many languages: Audiency (English/German), Progaming Italia (Italian), Igromania (Russian), Gaming in Turkey (Turkish), 2nd Wave/flow:fwd/Webedia (German) and Rocket Beans TV/instinct3/Freaks 4U Gaming (German).

However, there is not only a lot to see at the end of August; there is also a lot to play: the well-known gaming platform Steam is also an official gamescom partner. Befitting the largest games event in the world, the platform is planning to provide offerings and playable demo versions.

"At the end of August, the games community can look forward to the largest digital offering surrounding gamescom there has ever been. Never have gamescom and its partners produced so much digital content. Given the major challenges faced by games developers during the corona pandemic, we are especially pleased about the great commitment of the many partners who are working full speed ahead and with a great deal of creativity on content for the community. This shows that there is no event of the international games industry this year that offers more attention and reach for announcements and news", says Felix Falk, CEO of game - the German Games Industry Association and a co-organizer of gamescom.

"Whether via gamescom now, content and download platforms, creator or streaming



gamescom  
27.08. - 30.08.2020  
<http://www.gamescom.global/>

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services: there is no way around gamescom 2020 at the end of August for the international gaming community. Thanks to the many official gamescom partners, we reach millions of gamers worldwide. In this way we increase the reach of gamescom and of all official partners at the same time. This form of partner network is unique and allows even more people to be part of gamescom. All that integrates seamlessly into Koelnmesse's strategy of giving our trade fairs even more international reach and relevance through consistent digital expansion, making them more valuable for all participants in the future", says Oliver Frese, Chief Operating Officer of Koelnmesse.

Prior to this release, many games companies had already announced that they will be participating as official gamescom partners at the end of August. These include, among others, Activision Blizzard, BANDAI NAMCO Entertainment, BETHESDA, Electronic Arts, Xbox and Ubisoft. A complete list with all partners can be found at the gamescom website via <https://www.gamescom.global/gamescom-now/partners/>.

#### **About gamescom**

gamescom is the world's largest event for computer and video games and Europe's largest business platform for the games industry. Due to the global COVID-19 pandemic, gamescom 2020 will be held exclusively in digital format from Thursday, August 27, 2020 to Sunday, August 30, 2020. On-site events in Cologne will not take place this year given the current situation. gamescom is jointly organized by Koelnmesse and game - the German Games Industry Association.

**Koelnmesse - Global Competence in Digital Media, Entertainment and Mobility:** Koelnmesse is an international leader in organising trade fairs in the Digital Media, Entertainment and Mobility segments. Trade fairs like photokina, DMEXCO, gamescom, gamescom asia, INTERMOT and THE TIRE COLOGNE are established as leading international trade fairs. Koelnmesse not only organises trade fairs in these areas in Cologne, but also in other growth markets like, for example, China, Singapore and Thailand, which have different areas of focus and content. These global activities offer customers of Koelnmesse tailor-made events in different markets, which guarantee sustainable and international business.

#### **The next events:**

gamescom - The world's largest trade fair and event highlight for interactive games and entertainment, exclusively digital, Cologne 27.08. - 30.08.2020  
DMEXCO @home - Europe's leading Digital Marketing and Tech event on the new digital event platform DMEXCO @home, Cologne 23.09. - 24.09.2020  
Digital INTERMOT - Digitale INTERMOT-Newsstreams, Cologne 01.11. - 31.12.2020

#### **Note for editorial offices:**

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