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#gamescom

gamescom 2020: Organisers update revised plans

**Significant expansion of digital formats +++ gamescom will definitely take place online on the usual date +++ in mid may
evaluation of gamescom format at Cologne fair grounds +++
reimbursement for visitors and exhibitors ensured**

The gamescom organisers have updated their plans for this year: Even though the world's largest event for computer and video games will not take place for five months, some of the planned measures have already been announced in light of the corona crisis. Existing digital formats such as gamescom: Opening Night Live and gamescom now will be significantly expanded and new modules added.

After millions of fans throughout the world followed gamescom online last year, records are also expected to be surpassed in 2020. Koelnmesse and game - the German Games Industry Association jointly announced that gamescom will definitely take place at least in a digital format from 25 to 29 August. They say it will not be postponed. The same goes for the devcom developer conference (22 to 24 August), which starts off gamescom week.

An evaluation will be made in mid-May as to how gamescom can also take place on-site in Cologne based on the latest developments of the corona pandemic at that time together with the responsible state authorities. If an on-site event is possible, there will also be more information at that stage with regard to which changes need to be made in order to fully ensure the health of all visitors. This has been arranged with the largest exhibitors, therefore all gamescom plans are continuing at full speed.

At the same time, the organisers ensure that visitors will receive a refund for already paid tickets and exhibitors will be reimbursed in full for payments made to Koelnmesse if gamescom or devcom cannot take place on location in Cologne by official order. Further information on the digital formats will be announced in the coming months.

“Millions of fans worldwide are excited about gamescom 2020. That is why we are determined to celebrate the latest news, announcements and world premieres together with the community again this year at the end of August. In view of the corona crisis, we are now expanding all digital formats at full speed so that gamescom 2020 can at least take place digitally in any case. We already reach millions of gamescom fans worldwide with the global show gamescom: Opening Night Live and the gamescome now portal. Further expansion of our digital strategy is the way to go right now,” says managing director of game, Felix Falk.

“gamescom and Koelnmesse already rank among the digital pioneers in the



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25.08. - 29.08.2020
<http://www.gamescom.global/>

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international trade fair landscape. We therefore also see the current corona crisis as a chance to implement digital event formats even more. gamescom 2020 offers the perfect platform for this. When we reassess the situation in mid-May for all gamescom formats at the Cologne fair grounds, the health of our visitors will be our top priority. It goes without saying that preparations are well underway both physically and digitally," says Oliver Frese, Managing Director, Koelnmesse GmbH.

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About gamescom

gamescom is the world's largest event for computer and video games and Europe's largest business platform for the games industry. Hundreds of thousands of visitors from more than a hundred countries celebrate the latest games live at the event in Cologne each year. They are joined by millions of fans across the globe on digital channels. With the business area, the entertainment area, the developer conference devcom, the gamescom congress and the gamescom city festival, gamescom covers games culture in all its diversity. In 2020, gamescom opens its doors to trade visitors on Tuesday, 25 August, and to private visitors on Wednesday, 26 August. gamescom is jointly organised 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 (25.08. trade visitor and media day), Cologne 25.08. - 29.08.2020

DMEXCO, Cologne 23.09. - 24.09.2020

INTERMOT Cologne - International Motorcycle, Scooter and E-Bike Fair, Cologne 06.10. - 11.10.2020

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