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#gamescom2021

gamescom 2021: More partners, more content, more reach

Facebook Gaming, TikTok, Twitch and YouTube are partners of gamescom 2021 +++ Gronkh, Trymacs and Papaplatte produce streaming event SPIELESAUSE +++ Rocket Beans TV, INSTINCT3 and Freaks 4U Gaming again produce Gamevasion +++ Webedia, flow: fwd and 2nd Wave again organize Social Gaming Days for gamescom 2021 +++ Gaming in Turkey, SideQuest Media and GamInfluencer are also joining as agency partners +++ Webedia produces German-language gamescom studio +++ gamescom 2021 will take place from August 25 to 27, 2021

gamescom 2021 receives strong support from many more partners. Facebook Gaming, Twitch and YouTube, the world's leading live streaming and video platforms for games, are supporting the world's largest games event as partners. Furthermore, the content platform TikTok is returning as a gamescom partner after its great success last year. gamescom 2021 will be held as an all-digital event from August 25 to 27.

“In 2020, gamescom reached more people worldwide than ever before. Together with our strong partners, we want to again increase our reach this year. Whether on Facebook Gaming, TikTok, Twitch or YouTube: At the end of August, gamescom will be everywhere where the community watches the latest trailers and streams or discusses the biggest news. However, we do not just want to be at the top internationally. With Gamevasion, SPIELESAUSE and the Social Gaming Days as our first strong partners, we can especially reach the German-speaking community everywhere. In 2021, gamescom will offer even more content, more partners and more reach than ever before,” says Christian Baur, Head of gamescom & Events at game - The German Games Industry Association and co-organizer of gamescom.

“We always strive to assemble a unique network of media companies, streaming and video platforms as well as creator networks, which allows us to deliver the event's content digitally to a worldwide audience. Through this, we generate maximum reach and thus even more awareness for the games of the developers and publishers participating in gamescom. At the same time, our completely relaunched gamescom now content hub will allow gamescom partners to reach the fans who are most interested in their titles with even greater precision. According to our figures from last year, this multi-platform approach is paying off,” says Tim Endres, Director gamescom at Koelnmesse.

Like in the past year, Webedia will produce the German version of gamescom studio. IGN will handle the production of the English-language gamescom studio and



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gamescom: Awesome Indies. Geoff Keighley will be responsible for producing the successful gamescom: Opening Night Live.

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Strong supporting program reaches the community on all platforms

As in 2020, various companies within the media and creator sector will co-stream gamescom's shows and also look at the numerous highlights and innovations of gamescom 2021 in several hours of their own programming.

The three German streamers Trymacs, Gronkh and Papaplatte are teaming up to bring the gamescom feeling live from a 4,000 m² studio within the gamescom halls to the living rooms of their over 5.3 million followers during the multi-day SPIELESAUSE streaming event. Viewers can look forward to live concerts, game shows, an esports arena and many more surprises. SPIELESAUSE will run from August 26 to 29 and thus entertain even beyond the official event days. Further details on SPIELESAUSE can be found here: <https://www.presseportal.de/pm/156457/4937134>

After a successful premier in 2020, Webedia, flow:fwd and 2nd Wave will again organize the "Social Gaming Days" to produce exciting additional content surrounding gamescom 2021. Officially back for gamescom 2021 are Rocket Beans TV, INSTINCT3 and Freaks 4U Gaming with their "Gamesvasion" which was launched and well received in 2020. Furthermore, the first international networks have confirmed that, for gamescom 2021, they'll co-stream gamescom's shows and produce content for gamescom partners: Already on board are the gaming and e-sports agency Gaming in Turkey as well as, for the first time, SideQuest Media, which is particularly strong in North America, and GameInfluencer, the influencer marketing agency from Munich.

About gamescom

gamescom is the world's largest event for computer and video games and Europe's largest business platform for the games industry. gamescom 2021 will be held exclusively in digital format from Wednesday, August 25 to Friday, August 27, 2021. On-site events in Cologne will not take place this year. 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 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.

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