

No. 6 / July 2021, Cologne
#gamescom2021

gamescom 2021: International top companies confirm participation



Numerous companies have already confirmed their participation +++ Seven.One Entertainment Group and social network VK.com are further media partners of gamescom 2021 +++ The main theme of gamescom 2021 is "Games: The New Normal" +++ gamescom 2021 will take place digital only from August 25 to 27

gamescom
25.08. - 27.08.2021
www.gamescom.global

Preparations for the world's biggest event for computer and video games are in full swing. Numerous developers and publishers have already confirmed their digital participation as gamescom partners, including various top international companies. Among those taking part are:

Your contact:
Franz Peter Mann
Tel.
+49 221 821-2528
Fax
+49 221 821-3544
e-mail
F.Mann@koelnmesse.de

- 505 Games
- Activision
- Aerosoft
- Assemble Entertainment
- astragon Entertainment
- BANDAI NAMCO Entertainment
- Bethesda Softworks
- Electronic Arts
- GAMEVIL COM2US Europe
- Headup
- Indie Arena Booth
- Koch Media
- NExT Studios (Tencent Games)
- SEGA Europe
- Team17
- Thunderful Games
- Ubisoft
- Wargaming
- Xbox

Koelnmesse GmbH
Messeplatz 1
50679 Köln
P.O. Box 21 07 60
50532 Köln
Germany
Tel. +49 221 821-0
Fax +49 221 821-2574
www.koelnmesse.com

Executive Board:
Gerald Böse (President and Chief Executive Officer)
Oliver Frese
Herbert Marnier

Chairwoman of the Supervisory Board:
Mayor of the City of Cologne
Henriette Reker

As gamescom partners, the companies will appear with their content on the content hub gamescom now, in the various gamescom shows - such as gamescom: Opening Night Live or the gamescom studio - as well as in productions by media and reach partners.

Headquarters and place of jurisdiction:
Cologne
District Court Cologne, HRB 952

The above companies will be joined by 80 curated top indie titles, which will be showcased at large, virtual booths at the Indie Arena Booth Online ("IAB Online" for short), which is integrated into gamescom now. The concrete line-up of IAB Online will be announced at the end of July. In addition, more than 40 other indie titles will

be presented in the "Arcade Village" of IAB Online. Further partnerships will be continuously arranged and announced at www.gamescom.global.

Page

2/3

The already announced media and reach partners such as Facebook Gaming, TikTok, Twitch or YouTube are now joined by Seven.One Entertainment Group, market leader in the German-speaking region in the medialization of esports in free-TV and digital form. Seven.One Entertainment Group is a media partner of gamescom 2021 for the first time with ProSieben MAXX and the globally operating digital gaming & esports platform esports.com. Additionally, the Russian social network VK.com joins as a new reach partner.

The central theme of gamescom 2021 has also been decided: "Games: The New Normal" will focus on the huge potential of games for society, which needs to be harnessed, especially in a more digital and networked world after the Corona pandemic. The trends include "more games for less money", because never before has it been so affordable to play such a wide variety of games as it is today, and "live streaming", because live broadcasts with a community are no longer just a phenomenon of games culture, which has once again grown strongly in recent months, but have long since become the bonfire of the digital age.

Oliver Frese, Chief Operating Officer of Koelnmesse: „Especially in view of the challenges for game production during the Corona pandemic and the much shorter preparation times of a digital event, we're very delighted about the very impressive list of gamescom partners who are already confirmed. With this, the purely digital gamescom with its shows and innovations underlines its great value for the industry and the worldwide gaming community. Together with already confirmed and continuously joining partners, we will continue to bring an exciting and eventful program to millions of gaming fans worldwide in 2021. I am already looking forward to celebrating the start of gamescom 2021 and the many premieres of gamescom: Opening Night Live with the entire community on August 25.“

Felix Falk, Managing Director of game - The German Games Industry Association: „The entire gamescom team has been working hard for months to make gamescom 2021 one of the best digital events of the year - with more reach, exciting games and, among other things, a completely new central hub gamescom now. Games can show once again, especially in these times, that they represent fantastic entertainment, social cohesion and innovation across all sectors.“

About gamescom

gamescom is the world's largest event for computer and video games and Europe's largest business platform for the games industry. In 2021, gamescom was held exclusively digitally from Wednesday, August 25 to Friday, August 27, 2021. On-site events in Cologne did not take place this year. gamescom is jointly organized by Koelnmesse and game - Verband der deutschen Games-Branche e.V..

Koelnmesse - industry trade fairs for the gaming sector: Koelnmesse is an international leader in organising trade fairs in the gaming and entertainment segments. Hosted at the trade fair grounds in Cologne/Germany, gamescom is the world's largest event for computer and video games and Europe's largest business

platform for the games industry. gamescom brings together passionate gamers, trade visitors and exhibitors from across the world with a highly effective approach - in person at the venue and digitally from anywhere in the world. This makes gamescom the premier B2C, B2B and B2G gaming event. In addition to the event at its Cologne headquarters, Koelnmesse is strategically expanding its portfolio internationally: In Singapore, gamescom asia provides an additional powerful industry platform for the rapidly growing Asia-Pacific games market, bringing together the full spectrum of supply and demand.

Page
3/3

Further information: <https://www.gamescom.global/the-gamescom/industry-sectors>

Note for editorial offices:

gamescom photos are available in our image database on the Internet at www.gamescom.global/imagedatabase

Press information is available at: www.gamescom.global/pressinformation

If you reprint this document, please send us a sample copy.

gamescom on Facebook:

<https://www.facebook.com/gamescom.cologne>

gamescom on twitter:

<https://twitter.com/gamescom>

gamescom on Instagram:

<https://www.instagram.com/gamescom/>

Your contact:

Franz Peter Mann
Communications Manager

Koelnmesse GmbH
Messeplatz 1
50679 Cologne
Germany

Tel +49 221 821-2528
f.mann@extern.koelnmesse.de
www.koelnmesse.com