

No. 8 / August 2021, Cologne  
#gamescom2021

## gamescom announces new partners and opens registration for gamescom fans



**Registration for the gamescom now content hub is open +++ Launch of gamescom EPIX with lots of community quests +++ Additional gamescom partners: Daedalic, Frontier Developments, Konami Digital Entertainment B.V., Mediatonic, Netmarble, Pearl Abyss Corp, Smilegate Entertainment and more +++ All-digital gamescom 2021 from August 25 to 27, 2021**

gamescom  
25.08. - 27.08.2021  
[www.gamescom.global](http://www.gamescom.global)

gamescom, the world's largest event for computer and video games, will be all-digital in 2021 and free of charge for gaming fans. The newly developed gamescom now content hub is the first go-to source for live streams, shows and the interactive game of the Indie Arena Booth Online. Starting immediately, fans can register for gamescom now and enjoy numerous benefits. Also starting today is the gamescom EPIX community campaign, which offers the chance to collect exclusive prizes by completing tasks together. Joining the companies that have already announced their participation in gamescom 2021 are international heavyweights such as Daedalic, Frontier Developments, Konami Digital Entertainment B.V., Mediatonic, Netmarble, Pearl Abyss Corp and Smilegate Entertainment as well as numerous indie studios. Find an up-to-date list of partners here: <https://www.gamescom.global/the-gamescom/gamescom-2021/partners-of-gamescom-2021/>

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

### gamescom now: All-new and with many improvements

The place where the heart of gamescom 2021 beats is none other than gamescom now - this is where the gamescom shows and partner content are bundled together in a clear, easily accessible way. With respect to content and technical aspects, the platform was completely relaunched and optimized for use on mobile devices. For visitors, that means a significantly improved user interface, many new filter functions, tons of live streams, events, shows and information about all the highlights, games and gamescom partners.

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](http://www.koelnmesse.com)

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

Those who register for gamescom now right away can take advantage of a whole range of benefits. Registered users can get codes for a diverse selection of goodies on the partner sites of the participating companies. They can also compile their own watchlist and customize it according to their personal preferences. In addition, all who register can also participate in gamescom EPIX.

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

Beginning immediately, fans can register for gamescom now and gamescom EPIX on the following page: <https://now.gamescom.global/epix>

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

**gamescom EPIX: Community feeling and exclusive prizes**

As of today, August 9, the new gamescom EPIX community campaign gives gaming fans the opportunity to immerse themselves deeper in the gamescom cosmos. Fans can complete quests across all gamescom channels - e.g. gamescom now, Facebook, Twitter, Instagram, Discord, TikTok - and various partner productions. If they have achieved enough success as a community, the gamescom vault opens at the end, which awaits with many exclusive prizes such as gamescom-branded in-game items. "EPI," gamescom's lively "Electronic Protective Intelligence," will accompany fans starting right with the first five quests launched today. More quests will be available weekly until the end of gamescom 2021. All relevant information can also be found at <https://now.gamescom.global/epix>.

**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.

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](http://www.gamescom.global/imagedatabase)

Press information is available at: [www.gamescom.global/pressinformation](http://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:**

Page  
3/3

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