

No. 21 / August 2022, Cologne  
#gamescom2022

## gamescom is back: Hundreds of thousands live on site and millions worldwide celebrate games together



**265,000 visitors from over 100 countries +++ Over 130 million views across entire gamescom show program as of Saturday evening alone +++ Around 1,100 exhibitors from 53 countries +++ gamescom more international than ever: 75 percent of exhibitors from abroad +++ 12 million views of gamescom: Opening Night Live +++ More than 355,000 quests solved at gamescom EPIX +++ Successful launch of comprehensive B2B platform gamescom biz community +++ Over 100,000 visitors at gamescom city festival in Cologne**

gamescom  
23.08. - 28.08.2022  
[www.gamescom.global](http://www.gamescom.global)

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

After two digital-only years, gamescom 2022 finally took place live again in Cologne. Despite the special challenges in the re-start year, organizers Koelnmesse and game - The German Games Industry Association consider the overall results positive.

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)

265,000 visitors from over 100 countries flocked to the gamescom halls. In addition, millions of people all over the world followed the digital program. As of Saturday evening alone, over 130 million views had been reached, 12 million of which were racked up by the big opener gamescom: Opening Night Live. With that, gamescom is still the biggest gaming event in the world - despite the limited number of tickets from the outset due to the coronavirus pandemic. Around 1,100 exhibitors from 53 countries were on site across the entire exhibition grounds. At 75 percent, the number of foreign exhibitors was even higher than usual. Over 25,000 trade visitors came to gamescom, with 50 percent the international share was as high as in 2019. The enormous level of anticipation and excitement worldwide was evident on Twitter: Just 10 minutes into the opening show gamescom: Opening Night Live, gamescom was already trending at number 1 worldwide. gamescom EPIX, the digital community adventure where over 355,000 quests were solved as of Sunday noon alone, was already delighting fans in the weeks leading up to gamescom.

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

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

Gerald Böse, President and Chief Executive Officer of Koelnmesse: "For this re-start, the many partners and entire gamescom team fought hard so that gamescom 2022 could finally take place in the Cologne exhibition halls again. It has not been an easy journey for the trade fair industry in general and Koelnmesse in particular. Despite everything, with all the exhibitors and us together, we were able to get hundreds of thousands of people on site and millions worldwide excited about gamescom. I am especially pleased that so many visitors and exhibitors from abroad made their way

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

to Cologne to celebrate their passion for games together - gamescom was more international than ever this year. Overall, this is a clear signal from Cologne to the whole world that the trade fair location Germany is back.”

Page

2/3

Felix Falk, Managing Director of game - The German Games Industry Association: “Finally, gamescom is back in full force. Despite the significant challenges for everyone involved this year, the unique atmosphere was palpable everywhere right from day one. After more than two years of exclusively digital events, it was a great joy for the industry and community to be able to meet in person. On the whole, gamescom 2022 exceeded our expectations: This live comeback together with our newly expanded digital offerings means that we are ideally positioned for the successful hybrid future of gamescom.”

A large number of offerings once again highlighted gamescom’s commitment to deliver a 360-degree event. Among them was the very successful launch of the new gamescom biz platform, which brings together the B2B communities of gamescom, gamescom asia and devcom. Since the platform’s launch on August 8, over 33.000 messages were exchanged there between the trade visitors of the various events of the gamescom cosmos - the platform continues to be open for networking. The gamescom city festival also celebrated a comeback this year: More than 100,000 people attended the concerts on the stages at Rudolfplatz and Hohenzollernring.

gamescom 2023 will run from August 23 to 27. It will open on August 22, 2023 with gamescom: Opening Night Live.

The final announcement of devcom can be found [here](#).

The final announcement of the gamescom congress can be found [here](#).

### **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 2022, gamescom will take place in Cologne and online from Tuesday, 23. August to Sunday, 28. August. gamescom 2022’s official partner country is Australia. 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: [b2b.gamescom.global/gamescom/gamescom-2022/industry-trade-fairs/](https://b2b.gamescom.global/gamescom/gamescom-2022/industry-trade-fairs/)

Page

3/3

**Note for editorial offices:**

gamescom photos are available in our image database on the Internet at: [b2b.gamescom.global/press-creator/multimedia/image-database/](https://b2b.gamescom.global/press-creator/multimedia/image-database/) in the “News” section.

Press information is available at: [b2b.gamescom.global/press-creator/press-releases/press-releases-of-gamescom/](https://b2b.gamescom.global/press-creator/press-releases/press-releases-of-gamescom/)

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/>

**gamescom on LinkedIn:**

<https://www.linkedin.com/showcase/gamescom/>

**Your contact:**

Franz Peter Mann

Communications Manager

Koelnmesse GmbH

Messeplatz 1

50679 Cologne

Germany

Telefon: + 49 221 821-2528

Telefax: + 49 221 821-3544

E-Mail: [f.mann@koelnmesse.de](mailto:f.mann@koelnmesse.de)

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