

No. 19 / August 2023, Cologne
#gamescom2023

gamescom 2023: Bigger, more diverse and more international

320,000 visitors from over 100 countries live in Cologne +++ Record-breaking international digital reach with more than 180 million video views and over 20 million views for gamescom: Opening Night Live +++ Trade visitors increased by 25 percent to over 31,000, 50 percent from abroad +++ Around 2 million page views through the gamescom EPIX community adventure

gamescom 2023 once again underscores its growing international significance with impressive numbers: 320,000 visitors from 100+ countries flocked to the gamescom halls from Wednesday to Sunday, with Friday, Saturday, and Sunday sold out. The number of trade visitors rose by around 25 percent in comparison to the previous year to more than 31,000, 50 percent of whom came to Cologne from abroad and more than two thirds of whom used the digital matchmaking platform gamescom biz. In addition, millions of people worldwide tuned into the gamescom show program: by Saturday evening alone there were over 180 million video views, of which over 20 million followed the big opening show, gamescom: Opening Night Live - a new record for gamescom's international digital reach. The gamescom EPIX community adventure drew more participants than ever before: as of Saturday evening there was a total of nearly 2 million page views.

Gerald Böse, CEO of Koelnmesse: "As anticipated by the impressive records for exhibitor count, floor space and international participation, it has now been confirmed at the end of the event - gamescom is and remains the world's biggest gaming event. However, it's not just the numbers that speak for us: Nintendo's return not only impressed the community once again with their on-site stand, but also won over the gamescom award jury and took home multiple awards. Microsoft showcased their largest Xbox stand ever and secured the gamescom Green Studio of the Year award. And for the first time, companies like NetEase were represented in our entertainment area with a stand. All of this underscores the international significance of gamescom and the attractiveness of Cologne as a location."

Felix Falk, Managing Director of game - The German Games Industry Association: "In 2023, gamescom has once again taken a substantial leap forward: it is bigger, more diverse, and more international than ever before. New partners from the streaming sector like Netflix and Disney+ have also contributed to the increased diversity, as has featuring the largest indie area in the history of gamescom and extended offerings for content creators. Especially the international importance of gamescom has also increased: not only due to the increased number of trade visitors with



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Oliver Frese

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

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

significant international participation, but also at the devcom developer conference and through the record increase in online reach. Thanks to the fantastic cooperation with Koelnmesse, many dedicated partners and the passionate community, gamescom once more became the heart of the entire games world.”

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At the gamescom Saturday and Sunday, more than 80,000 people celebrated together at the gamescom city festival in the Cologne city center.

gamescom 2024 will take place from August 21st to 25th. It will open on August 20, 2024 with the gamescom: Opening Night Live.

The final devcom press release can be found [here](#).

The final gamescom congress press release can be found [here](#).

gamescom 2023 at a glance:

- 320,000 visitors from over 100 countries
- Over 31,000 trade visitors, 50 percent from abroad, two thirds used gamescom biz
- Over 180 million video views across the entire show program (until Saturday evening)
- Of these, more than 20 million views on gamescom: Opening Night Live (until Saturday evening)
- Almost 2 million page views for gamescom EPIX (until Saturday evening)
- 1,227 exhibitors from 63 countries, 76 percent from abroad
- 33 pavilions / group stands from 26 countries
- Around 230,000 square meters of gross exhibition space

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 2024, gamescom will take place in Cologne and online from Tuesday, August 20th, to Sunday, August 25th. 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, comprehensively combining supply and demand.

Further information:

<https://www.gamescom.global>

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The next events:

gamescom asia - Southeast Asia's event highlight for interactive games and entertainment, Singapore 19.10. - 22.10.2023

Note for editorial offices:

gamescom photos are available here: [Image and video database | gamescom](#)

Press releases: b2b.gamescom.global/press-creator/press-releases/press-releases-of-gamescom/

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