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Preliminary report

gamescom 2014: discovering new worlds through play

- High volume of registrations promises outstanding gamescom
- More international than ever before
- Strong input from Nordics partner region

'Ready to play': Cologne readies itself for the world's largest event for interactive entertainment. The metropolis on the Rhine is once again expecting hundreds of thousands of games fans from around the world between 13-17 August. They all have but one destination: gamescom. Because in keeping with this year's leitmotif of 'discovering new worlds through play' there is one thing above all on the programme: testing and experiencing live and on-site, the latest highlights from the computer and video games industry. And there is ample opportunity to do just that because the who's who of the industry is prominently represented in Cologne with gamescom also increasing its internationality compared with the year before. Pavilions from 16 countries are represented in the business area, with the Nordic Region joint stand due particular attention this year. The five countries Norway, Sweden, Finland, Iceland and Denmark constitute the gamescom 2014 partner region. The auguries for a successful gamescom 2014 are therefore good. Once again this year, the world's biggest event for interactive entertainment will be laying on the appropriate offering for all target groups with the business area (Halls 4 and 5), the entertainment area



gamescom

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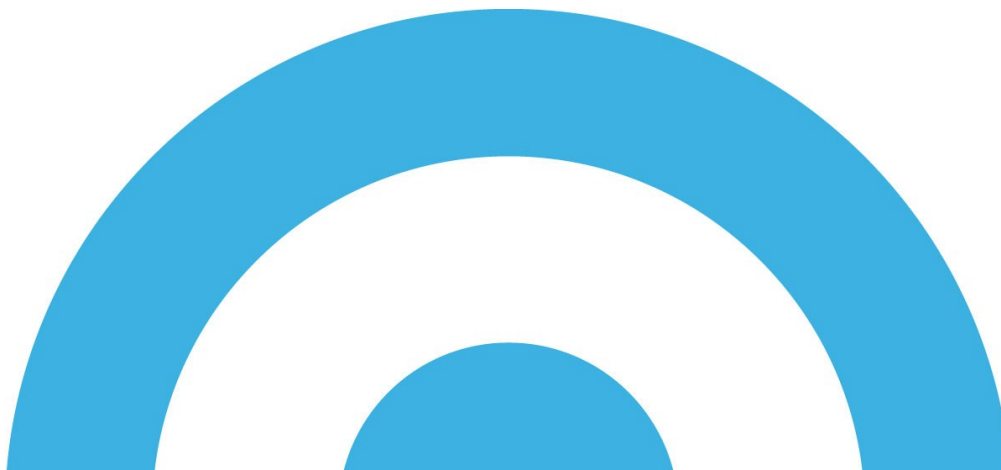
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PARTNER REGION 2014
NORDICS
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(Halls 6 to 10), the gamescom city festival and the Game Developers Conference (GDC).

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"We are convinced that gamescom 2014 will again live up to its claim to be the world's biggest event for interactive entertainment". The success of recent years shows that gamescom has established itself as Europe's leading trade fair for the computer and video games industry and is a critical catalyst for the forthcoming pre-Christmas and Christmas business. Again in 2014 the keen interest shown by exhibitors promises spectacular new product presentations while ticket sales testify to gamescom's continuing status as the leading gamers' hotspot. We are pleased to be able to play host once again to hundreds of thousands of fans in Cologne", said Katharina C. Hamma, Chief Operating Officer of Koelnmesse GmbH.

"Over the past years, gamescom has become the world's most important event for digital games for the consumer sector. We expect the positive development to continue in 2014. After the focus being placed on new console games in 2013, this year many new, fantastic games will be launched for the first time at the gamescom, which the general public will be able to test," says Dr. Maximilian Schenk", CEO of the BIU.

gamescom 2014: strong field of participants

Games fans have already read a lot about what's new from the computer and video games industry. Soon the time will have come: they will be able to 'discover new worlds through play' in person. The industry's top players will lay on a unique top-class gaming extravaganza. Hardware and software releases, all important blockbuster titles and hundreds of premieres can be tested for the first time ever from 13-17 August in Cologne. Around 650 exhibitors are expected on an exhibition area of 140,000 square metres. Among those who have confirmed their participation in the world's biggest event for interactive entertainment are Microsoft, Nintendo, Sony as well as Activision Blizzard, Bethesda Softworks, Bigpoint, Deep Silver/Koch Media, Electronic Arts, Konami, Namco Bandai, Oculus, Riot Games, 2K, Ubisoft, Wargaming and Warner Bros. Also represented at gamescom 2014 are, among others, AK Tronic, astragon, Bigben Interactive, bitComposer, Caseking, CD Projekt, flashpoint, Gaya Entertainment, Kalypso Media, Korea Creative Content Agency, Medion, NVIDIA, Roccat, UKIE and Turtle Entertainment.

In 2014 the focus will continue to be on the 'online world' with Bigpoint, Goodgame, Riot Games and Wargaming in Hall 8. New entrant DELL is exhibiting its Steam Box (Alienware). High quality E-Sports presentations are to be anticipated in Hall 9 with

Turtle Entertainment. A special highlight here: the ESL is once again assembling the best 'Counter-Strike: Global Offensive-Teams' on the planet, contesting a share of the \$250,000 prize pool financed by the Community, thereby making Cologne the European eSport capital. Also to be found for the first time in the entertainment area (Hall 10.1) is the Indie Megabooth, an international joint presentation by companies drawn from the currently strongly on-trend Indie scene.

Also new this year is the location of the gamescom campus. It is moving lock, stock and barrel into Hall 10.2. On the subject of event level: this year's gamescom is rounded off to perfection by numerous spectacular spectator and participative activities, breathtaking indoor and outdoor performances, sensational live acts and the fascinating Cosplay Village.

Beach and more: the outdoor area

This year as well thousands of gamescom visitors are expected in the outdoor area behind Hall 8. And rightly so because the 'beach look' landscaped area provides makes for fun and variety. For example, beginners and advanced surfers can ride the gamescom wave in the outside area without getting their feet wet thanks to a rotating carpet. The seaside ambience is topped off by the gamescom beach. The new Motocross Show by Relentless is definitely a highlight of the outdoor area. The aerial acrobats strut their stuff three to four times a day on the P8.

Good business: the business area 2014

Once again in 2014, the focus in Halls 4 and 5 of the Cologne exhibition complex is on business at its best. The business area is a business and trade platform with all the amenities for 'business at its best': an exclusive driveway, rooftop parking and lounge areas for meetings with business partners are the ideal prerequisites for successful business deals. The business area's exhibition area is designed as an autonomous unit, while being connected directly to the entertainment area. As a result of the unique spatial separation, the European and international industry can transact its business and orders in a peaceful atmosphere while at the same time getting the feedback of the mostly European consumers to the novelties on show in the adjacent entertainment area.

This year's gamescom partner region, **Nordic region**, will also enjoy an eye-catching presence in the business area. It represents the international exhibitor community at the world's biggest trade fair and event highlight for interactive games and entertainment in Cologne. The Nordic region, comprising Denmark, Finland, Iceland, Norway and Sweden, will be represented by the Nordic Games

Institute (NGI), an amalgamation of the associations of the computer and video game industry of the above-mentioned countries. With more than 700 companies, over 7,000 employees and an annual turnover of over 1.5 billion EUR in 2013, the games industry is the fastest growing industry in the Nordic region. The Nordic developers particularly stand out in the game developing segment of the mobile sector as well as being famous for their large independent scene. A total of 15 other group participations and their companies are showcasing themselves to the approximately 30,000 trade visitors; they include Argentina, Bulgaria, China, France, Great Britain, Iran, Korea, Mexico, the Netherlands, Austria, Poland, Spain, Singapore, Taiwan and USA/Canada.

gamescom award 2014: and the winners are....

The gamescom award is the European games industry's most coveted award. This year, prizes are being awarded in as many as 17 categories. An expert jury assesses the product submissions. For the first time, the jury will be assisted by selected consumers. Also new is the 'most wanted' category, an accolade awarded exclusively by consumers. The prize-giving ceremony and announcement of the winners in the individual categories will take place on Friday 15 August at 06:00 p.m. on the Let's play meets gamescom podium in Hall 10.1.

GDC Europe: a must for developers

GDC Europe (www.gdc-europe.com) is being staged from 13-17 August 2014 as a curtain-raiser to gamescom 2104. The conference recorded over 2,250 participants in 2013, a 7 % increase compared to 2012. For 2014 the organisers have set themselves the goal of once again offering first-class, relevant content and attracting respected speakers to the conference. The conceptual focus is on adjusting to the changing games industry landscape.

From the exhibition complex into the city: the gamescom city festival

In addition to the business area, the entertainment area and the GDC Europe, the gamescom city festival (www.gamescomfestival.com) is the fourth pillar of this successful concept. Because when gamescom is on, not only is the exhibition complex a crowd-puller, but the city as a whole: Cologne celebrates the games in the entertainment area of the exhibition complex and in the city from 15-17 August. Visitors in 2014 can look forward to a highly attractive programme in the heart of the cathedral city. In addition to unveiling their new products at the exhibition complex, a number of the big publishers will also be presenting at the city festival with individual game stations. Allowing the fascinating world of virtual games and entertainment to be brought closer to those who are interested in it, even beyond the confines of

gamescom. The numerous concerts by well-known bands are an absolute highlight of the gamescom city festival. Famous artists will be performing on three city centre stages at Hohenzollernring, Rudolfplatz and Neumarkt. In 2013, the gamescom city festival attracted an additional 120,000 visitors to the city.

gamescom 2014: ticketing and visitor stay quality

In order to make sure the gamescom visitors' stay at the Cologne fair grounds is as pleasant as possible, the following once again applies in 2014: Advanced sale day tickets are only available as long as stocks last. Accordingly, day tickets will only be sold at the ticket office, if they have not already sold out in advance. People pre-purchasing their tickets not only benefit from a discount of up to 25 percent but will also enjoy admission via the exclusive entrance for private visitors (Hall 11) thanks to our optimised admission management system. Tickets can be paid for by credit card or Pay Pal in the gamescom ticket shop () and double up as travel cards on the Rhein-Sieg (VRS) and Rhein-Ruhr (VRR) public transport networks. A quota of "family tickets" is also being set aside exclusively for families. These are available for sale exclusively on a pre-purchase basis via KölnTicket (). To make sure the admission process is as stress-free as possible and to allow direct access to the exhibits in Hall 10 that are especially suitable for families, we recommend families to use the South Entrance.

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Information on the BIU:

The BIU, the Federal Association of Interactive Entertainment Software e.V., is the association of the German computer and video games industry. With its 17 members, the association represents around 85 percent of the market for computer and video games in Germany and is for example the sponsor of the gamescom. As a competent contact partner for the media and political and social institutions, the BIU is an expert for all questions to do with computer and video games.

Information on Koelnmesse:

For 90 years, Koelnmesse has been bringing people and markets together. The success story of Cologne trade fairs began in 1924 with the opening of the first event on the exhibition grounds in Cologne-Deutz. During the "economic miracle" of the post-World War II era, the "Rheinische Messe" became a global trading center. Today Koelnmesse has the world's fifth-largest exhibition complex and organizes approximately 75 trade fairs in Cologne and all over the world. It has been organising the gamescom since 2009. In the jubilee year 2014, the Koelnmesse is attracting the attention of the public eye with numerous campaigns, publications and exhibitions.