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#gamescom2017

gamescom trend: e-sports represented more strongly than ever

gamescom, from 22 to 26 August 2017, is the world's largest event for computer and video games. More than 900 exhibitors from more than 50 countries are expected in the Cologne exhibition halls at the end of August. As a 360-degree event gamescom presents the most exciting new games across all platforms, from consoles through PCs to smartphones and tablets, and also has further spectacular events and themes in its programme. One of them is this year's gamescom trend of e-sports, which is this year represented stronger than ever at the world's largest event for computer and video games. In keeping with this, a new format is taking place that focuses on the marketing of e-sports with the SPOBIS Gaming & Media congress.

gamescom 2017: more e-sports isn't possible

The ESL Arena, with 5,000 square metres, has one of the largest presences at gamescom. Games fans can experience many e-sports tournaments live, including Counter-Strike: Global Offensive, Blade & Soul, CROSSFIRE, FIFA 17, League of Legends®, Project CARS and Rainbow Six: Siege. The summer season of the ESL Championship is traditionally held here; the German premiere competition in e-sports. There is also an e-sports zone for live demos, meet & greets and autograph sessions. There is also even more e-sports action at the **ESL Playground powered by Red Bull**. This area features community tournaments for games like FIFA 17, Rocket League or Clash Royale, but also the Oculus VR title, The Unspoken. Games fans can also look forward here to meet & greets with ESL personalities, draws, community meetings or workshops. Together with the developer of the multi-player game "PLAYERUNKNOWN'S BATTLEGROUNDS", Bluehole is also the first official offline event designed for playing at gamescom. Eighty of the best "PUBG" players and well-known influencers will compete against one another in the context of the gamescom "PUBG Invitational" tournament. Prize money totaling more than a half a million Euros will be awarded.

The PlayStation MASTERS takes place at gamescom this year: from Tuesday to Thursday, visitors of the trade fair can prove themselves in daily tournaments that will reach their climax in the finals on the weekend. The matches can be followed live or via Twitch stream on the big PlayStation e-sports stage in hall 7.

GameStar (Webedia) is also active this year in the e-sports segment. Together with the ESWC (Esports World Convention), the games magazine eSports will be hosting



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tournaments at gamescom 2017. Among others, games like FIFA or Clash Royale are on the programme, including live transmission. On the stage in hall 5.1, visitors have the possibility to experience many exciting e-sports tournaments live on location, and to root for their teams.

Where e-sports are involved, **Electronic Arts** of course has to be there: the e-sports mode of Battlefield 1 is to be presented for the first time at gamescom. Games fans and the trade world should be on the edge of their seats...

The sporting goods manufacturer **Puma** is also active in the e-sports segment: an own FIFA tournament is planned for gamescom in Cologne. The selection of the players that can qualify in six qualification rounds for the **Puma FragrancesCup 2017** continues until mid-August. The final takes place (where else?) at the world's largest event for computer and video games on 26 August in Cologne.

The fans of **World of Warcraft** can also look forward with anticipation to a tournament in the context of gamescom, because **Blizzard Entertainment** has also chosen gamescom for the **European Championship Finals**. Prize money of 100,000 US dollars is at stake for participants.

Never before has the offering of e-sports tournaments at gamescom been this extensive. Games fans from around the world can look forward to many matches and great actions revolving around the top theme. The many e-sports events further emphasise the role of gamescom as the leading trend platform of the computer and video games industry. For those who want to be there live when the e-sports world meets in Cologne: there are still day tickets for private visitors for Wednesday, 23 and Thursday, 24 August in the online Ticket Shop of gamescom http://www.gamescom-cologne.com/gamescom/trade-fair/ticket_2/index-2.php

Perfectly suited: SPOBIS Gaming & Media

In keeping with the many e-sports offerings in the entertainment area, the new SPOBIS Gaming & Media congress also takes up this theme. The new event brings together the most important actors from the worlds of professional sports and the areas of gaming, media and advertising. The international B2B congress SPOBIS Gaming & Media takes place at the interface of e-sports/gaming and the sports business, addresses current thematic complexes from both worlds and brings together top decision makers from the various industries. Whether on several stages or in master classes and numerous round table discussions. More than 700 participants are expected. The SPOBIS Gaming & Media takes place on 21 August in the Congress Centre North. <https://www.spobis-media.de/en>

Koelnmesse - Global Competence in Digital Media, Entertainment and Mobility:

Koelnmesse is an international leader in organising trade fairs in the Digital Media, Entertainment und Mobility segments. Trade fairs like photokina, dmexco, gamescom, INTERMOT and THE TIRE COLOGNE are established as leading international trade fairs and are being expanded by future-oriented formats like DIGILITY. Koelnmesse not only organises trade fairs in these areas in Cologne, but also in other growth markets like, for example, China, Singapore and Thailand, which have different areas of focus and content. These global activities offer customers of Koelnmesse tailor-made events in different markets, which guarantee sustainable and international business.

The next events:

dmexco, Cologne, Germany, 13.-14.09.2017

SIGGRAPH Asia, Bangkok, Thailand, 28.- 30.11.2017

Business Forum Imaging Cologne, Cologne, Germany, 28.02. - 01.03.2018

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