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#gamescom2020

gamescom 2020: Digital success with more than 300 partners, exclusive games and activities with a broad reach



More than 300 official gamescom partners will be there +++E-sports with ESL One Cologne 2020, League of Legends Prime League, and Ford/Fordzilla strongly represented +++ #HeartOfGaming-challenge on TikTok generates more than 80 million views within a week +++ gamescom now registration offers additional features and is live as of August 20th +++ Geoff Keighley with personal message for gamescom: Opening Night Live 2020 +++ gamescom forest should grow with the help of the community to 15,000m²

gamescom
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<http://www.gamescom.global/>

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

Things get started in slightly more than a week: gamescom 2020 opens its virtual gates on August 27th as a purely digital event. At today's press conference, Gerald Böse, President and Chief Executive Officer of Koelnmesse, and Felix Falk, Managing Director of game - Association of the German Games Industry, introduced the complete gamescom 2020 package and presented other news. This includes new figures on official partners, information on gamescom now registration, as well as a personal video message from Geoff Keighley for this year's gamescom: Opening Night Live.

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

Experience the full gamescom 2020 package via gamescom now

More detailed insights into the gamescom now content hub were presented for the first time. In it one finds all content from developers, publishers, and other partners bundled. Community-specific content, for example, for cosplay, indie, retro or merch fans and for families, as well as all gamescom shows, is also offered.

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

The registration for gamescom now is already possible as of August 20th. Registered users receive additional possibilities, for example, the opportunity to personalize a video timeline. This means that you always have an eye on the news of your favorite studios and all highlights. You also receive access to exclusive offers and special actions of the official gamescom partners.

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

More partner, more E-sports

The partner list of gamescom 2020 has grown ever longer in past weeks. More than 300 companies can be found on it in the meantime. More than half of the partners are new in comparison with 2019. These include, for example, Activision Blizzard, Nacon, Neowiz, Humblegames, Gearbox, and Mihoyo.

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

Gerald Böse on this: "A trade fair would not be a trade fair without the decisive participants: the exhibitors from Germany and abroad. The companies, named "Official Partners" for gamescom 2020, are enthusiastic about our digital concept.

Despite the currently difficult situation for many companies, we are experiencing a broad, consistently positive response from developers, publishers, and other companies. Especially the potential of direct contact with the customer convinces the partners. We are very pleased at this clear signal from the industry, which also puts us in a positive mood from an economical perspective."

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Among the newcomers of recent weeks are Square Enix/OUTRIDERS, Take-Two Interactive GmbH / 2K, GoG, and Red Bull Germany.

With regard to E-sports, the ESL One Cologne 2020, the League of Legends Prime League, and Ford/Fordzilla enrich the gamescom 2020 program. The ESL One Cologne 2020 starts today on August 18th with continental preliminary decisions. The continental finals can be seen on August 29th and 30th on gamescom now. The League of Legends Prime League is organizing a show match on August 29th at 12:00 p-m. CEST with stars from the pro division chosen by fans. The match will also be broadcast via gamescom now. Ford and its "Team Fordzilla" will organize its own E-sports tournament in Forza Motorsport 7 in the context of gamescom 2020.

"Although gamescom is taking place purely online this year, it presents the entire bandwidth of games: whether cosplay or gamescom award, game announcements or E-sports tournaments, gamescom congress or devcom digital conference. Together with hundreds of partners, and within a very short time-span, we have bundled up a digital program that will inspire the community. The extent of anticipation in the community can already be observed now on social media," says Felix Falk.

The partnership with the content platform TikTok announced last week is already bearing concrete and impressive fruit: the #HeartOfGaming challenge, which started at the beginning of last week, generated more than 80 million views of content posted under the hashtag within a very short time.

As the organizers yesterday announced, more than 600 companies have already applied for the devcom digital conference 2020, the B2B conference for developers and their ecosystem.

You can find the regularly updated list of gamescom 2020 partners here: <https://www.gamescom.de/gamescom-now/partner/>

Geoff Keighley with a personal message for gamescom: Opening Night Live

Geoff Keighley was also part of the press conference with a video message and provided initial information on this year's gamescom: Opening Night Live: spectators can expect more than 20 presented games, news, new image material, a new stage, and more on August 27th as of 8:00 p.m. CEST.

The personal message from Keighley was backed by the official theme song of the show. This year the song was composed by Mike Shinoda from Linkin Park together with the community during a Twitch stream.

You can view the video message from Geoff Keighley for this year's gamescom: Opening Night Live as of 2:00 p.m. CEST on the gamescom Youtube channel: <https://>

www.youtube.com/user/mygamescom

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You can find Mike Shinoda's Twitch stream here: <https://www.twitch.tv/videos/708130199>

A promise is kept: community plants gamescom forest

The gamescom forest, the sustainability project of gamescom, will be realized as promised during gamescom 2020. The climate-stable mixed forest near Bayreuth will be afforested together with the project partner Treemer. The goal is to afforest a forest area of 15,000 m² together with the gamescom community. An area of 10,000 m² is being sponsored by gamescom, irrespective of the area enabled through donations by the community. Additional assistance in the planting of the gamescom forest comes from devcom, the official developer event of gamescom.

You can find the link to the sustainability project here: <https://www.gamescom.de/gamescom-now/gamescom-forest>

gamescom 2020 in figures

- More than 300 partners
- More than 600 companies registered for the devcom digital conference 2020
- Five gamescom shows and more live formats
- More than 20 intensely anticipated games with news and image material in gamescom: Opening Night Live
- Already more than 80 million views for the #HeartOfGaming challenge on TikTok in the first week
- 15,000 m² of forest area for gamescom forest is strived for, 10,000 m² planted by gamescom

Overview of gamescom 2020

The devcom digital conference 2020, at which developers and their entire ecosystem will exchange ideas revolving around the development of video games and network until August 30, started on August 17, 2020. Registration for gamescom now is already possible as of August 20th. Registered users receive possibilities for personalization and the chance for exclusive content from partners. The pre-show of gamescom: Opening Night Live starts on Thursday, August 27th at 7:30 p.m. CEST and can be followed via the gamescom now content hub, which is available as of this point in time. The big opening show by and with Geoff Keighley, as well as many exciting announcements then begins at 8:00 p.m. On Friday, Saturday, and Sunday, the German and English-language gamescom studios will supply gaming fans with interviews, news, analyses, live demos, and more on a daily basis. The highlights of the respective day can be seen on Friday and Saturday in the German and English-language gamescom: Daily Shows. In the English-language gamescom: Awesome Indies on Saturday, everything revolves around the most exciting and most original games from independent developers. gamescom 2020 ends on Sunday, August 30th, with the spectacular gamescom: Best Of Show closing show. In it, the highlights of the entire gamescom 2020 are shown, and the winners of the cosplay contest and of the gamescom awards are honored.

On all gamescom days, visitors to gamescom now will find brand-new content, such

as image and video material on new games of the official partners. The official partners will of course also have their appearances in the gamescom shows.

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The community will also find specially tailored offerings for cosplay, indie, and retro fans on gamescom now. The digital cosplay village is waiting, for example, with a varied and entertaining program with international cosplayers, illustrators, music acts, show numbers, live casts, workshops, and much more. In the Indie Arena Booth Online 2020, fans of indie games can in turn use an avatar to look at virtual stands of indie developers, exchange ideas with one another, and test games.

The gamescom 2020 experience is rounded off by the supporting program of various other partners, such as Rocket Beans TV/ Freaks 4U Gaming/ instinct3 ("Gamevasion"), 2nd Wave/ flow: fwd/ Webedia ("Social Gaming Days"), Twitch, YouTube, TikTok, or Steam.

About gamescom

gamescom is the world's largest event for computer and video games and Europe's largest business platform for the games industry. Due to the global COVID-19 pandemic, gamescom 2020 will be held exclusively in digital format from Thursday, August 27, 2020 to Sunday, August 30, 2020. On-site events in Cologne will not take place this year given the current situation. gamescom is jointly organized by Koelnmesse and game - the German Games Industry Association.

Koelnmesse - Global Competence in Digital Media, Entertainment and Mobility: Koelnmesse is an international leader in organising trade fairs in the Digital Media, Entertainment and Mobility segments. Trade fairs like photokina, DMEXCO, gamescom, gamescom asia, INTERMOT and THE TIRE COLOGNE are established as leading international trade fairs. 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.

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Your contact:

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

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