

No. 22 / August 2019, Cologne  
#gamescom2019 #gamescomnow

## gamescom now: Live streams, exclusive gameplay videos and much more with the new digital offering

**+++ Numerous live streams and videos directly from gamescom +++  
Programme start with live stream of gamescom: Opening Night Live  
+++ Programme content in German and English +++**

On 21 August, it will finally be time: The start of gamescom 2019 (open to everyone from 21 to 24 August 2019). Over four days, hundreds of thousands of fans will come together to celebrate new products in the games industry, get excited about the numerous events on the exhibition grounds, meet friends and stars and experience gamescom together in Cologne. Those who are not able to make it to gamescom in Cologne this year can now take part in this shared experience. During the entire gamescom week, the new 'gamescom now' digital offering will show the latest exhibitor videos as well as many live streams directly from the show floor, in addition to interviews, gameplays and other promotions from the 'IGN@gamescom now' studio (Hall 7). Only 'gamescom now' gives a complete overview. The official studio partner is IGN. The content will be provided in German and English.

gamescom: Opening Night Live on 19 August will be the kickoff for the new 'gamescom now' online offering consisting of live streams and videos on demand. Those who did not manage to get one of the 1,500 exclusive admission tickets for the show, where Geoff Keighley will present world premieres and announcements together with well-known personalities of the international games industry, can still get to follow them on the live stream at [www.gamescom.global](http://www.gamescom.global) Starting on 20 August 2019, the 'gamescom now' team will be in charge of providing a variety of videos from gamescom: booth tours, gamescom events captured by the show floor crew, live content from the new event arena as well as interviews and gameplays from the 'IGN@gamescom now' studio are just some examples of the new online offering from 'gamescom now'. The live programme from the gamescom indie village stage and the Debatt(l)e Royal from the gamescom congress will also be shown here.

### New layout - optimised video player

The 'gamescom now' offering includes video streaming as well as videos on demand and will be prominently placed on the gamescom homepage with the go live. The optimised video player gives users a quick overview of the available video formats and also serves as a guide for selecting content that is relevant to them. With the filter functions, the live streams and videos of most interest can be found quickly and easily.



gamescom  
20.08. - 24.08.2019  
<http://www.gamescom.global/>

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District Court Cologne, HRB 952



## **IGN is the official studio partner of gamescom**

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IGN is the official studio partner of gamescom 2019 and will be streaming around 28 hours of content in English and German straight from gamescom, Cologne. IGN will be streaming live from the new studio 'IGN@gamescom now' in the heart of Hall 7 - with hosts including Max Scoville and Sydnee Goodman from IGN US, Joe Skrebels from IGN UK, as well as Sebastian Ossowski from IGN Germany. Fans at gamescom and at home around the world can expect exclusive gameplay - interviews with developers, and the very latest news from the showfloor. IGN will be capturing the highlights for the entire duration of the event. IGN's content will be available on the new video platform 'gamescom now' on [www.gamescom.global](http://www.gamescom.global) - as well as on IGN's own website, app, and other platforms including YouTube, Twitch, Twitter and Facebook.

Whether at home in front of the computer or tablet or on the go, gamescom now makes selected content from the world's largest event for computer and video games accessible to gaming fans outside the fair grounds!

**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.

### **The next events:**

gamescom - The world's largest trade fair and event highlight for interactive games and entertainment (with trade visitor and media day), Cologne 20.08. - 24.08.2019  
DMEXCO, Cologne 11.09. - 12.09.2019  
photokina - IMAGING UNLIMITED, Cologne 27.05. - 30.05.2020

### **Note for editorial offices:**

gamescom photos are available in our image database on the Internet at [www.gamescom.global/Imagedatabase](http://www.gamescom.global/Imagedatabase)  
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