

No. 10 / May 2020, Cologne  
#gamescom 2020

## gamescom 2020 will be all digital: New shows, an expanded gamescom now and digital devcom in the works

**gamescom 2020 will take place digitally from August 27 to 30 +++ Digital content hub of gamescom now will be greatly expanded and the first go-to source for all content and news +++ New digital formats like gamescom: Indie Show and gamescom: Best Of Show presented +++ Wide-ranging B2B program for developers at digital devcom**

The first information of the digital concept for gamescom 2020 is available: Since the world's largest event for computer and video games cannot take place on location in Cologne this year due to the corona pandemic, digital formats and platforms are therefore being continually expanded. From August 27 to 30, there will be lots of new shows, a greatly expanded gamescom now platform as a content hub for all the latest insights and news, and digital devcom's wide-ranging program for game developers and other trade visitors as well as so much more.

>> Graphic of four pillars of gamescom 2020 <<

gamescom 2020 is based on four pillars:

**gamescom now**, the content hub successfully launched last year, will be significantly expanded. It will be the first go-to source for all world premieres, news, games and events. All of gamescom's shows like gamescom: Opening Night Live can also be seen here. The diverse spectrum of the gaming world is shown in all its variety in the central portal with different areas like content creator, esports, cosplay, indies and merchandise. There is no need to buy a ticket for gamescom now so that as many fans as possible get the chance to experience gamescom.

**gamescom: Opening Night Live** with Geoff Keighley, one of the widest-reaching gaming shows worldwide last year, will kick off gamescom 2020 on August 27. In addition, other formats will be produced this year such as the first-ever **gamescom: Awesome Indies**. In this surprising show, you will get to hear all the important announcements and news about the most anticipated indie titles. Also new is the **gamescom: Daily Show**, which will talk about and expand on the highlights from its own formats as well as the shows and promotions of the gaming companies and partners on a daily basis. In the **gamescom studio**, top developers will be interviewed and provide background information on the latest developments. This year's gamescom will be topped off with the **gamescom: Best of Show**. On August 30, this new format will close the event with a summary of this year's gamescom highlights and presentation of the gamescom award.



gamescom  
27.08. - 30.08.2020  
<http://www.gamescom.global/>

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Cologne  
District Court Cologne, HRB 952

This year's **devcom digital conference 2020** (from August 17 to 30) will have a broad program ready for trade visitors with lots of talks and plenty of matchmaking. In the future, devcom will also offer a varied program of talks, shows or master classes for game developers all year round. Further details can be found on the conference website at [www.devcom.global](http://www.devcom.global).

In addition to all this, gamescom 2020 will also take place all over the internet. gamescom will make this happen by working together with many official partners, who will be holding their own events and promotions. These events will then be picked up at gamescom now and gamescom's show formats.

>> Graphic of gamescom week/overview events <<

Felix Falk, Managing director of game: "This year, all our energies for gamescom 2020 is going into digital. In a short amount of time and working in close tandem with some of the world's most important gaming companies on the gamescom advisory board, we have been able to develop a powerful and focused concept for gamescom 2020. We are anticipating surprising shows, numerous world premieres, announcements and special promotions that will set the entire games world all abuzz about gamescom at the end of August."

Oliver Frese, Managing Director of Koelnmesse: "Although gamescom will unfortunately not take place in Cologne this year, it will be impossible to miss it on the internet. Our digital concept is showing the way forward in the event landscape and many of the innovations will become an integral part of gamescom in the years to come. And even if all the elements of gamescom cannot be transferred to the digital world, one thing is already certain: gamescom formats in a class of their own and official gamescom partners with their own events allow us to offer players in the games industry a multitude of opportunities to share their games, announcements and news with millions of gamers worldwide."

Further details on the individual formats of gamescom 2020 will be announced in the coming weeks.

#### **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, such as the business area, entertainment area, gamescom congress and gamescom city festival, 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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**The next events:**

gamescom - The world's largest trade fair and event highlight for interactive games and entertainment, exclusively digital, Cologne 27.08. - 30.08.2020

DMEXCO, Cologne 23.09. - 24.09.2020

INTERMOT Cologne - International Motorcycle, Scooter and E-Bike Fair, Cologne 06.10. - 11.10.2020

**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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