

gamescom

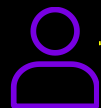
Executive Report 2024

12.09.2024

executive summary

- gamescom reinforces its status as **the world's biggest leading event for the global gaming community (B2C and B2B)**, showcasing impressive achievements across all key performance areas, particularly in its **international reach**.
- Industry professionals, media outlets, creators, and the global gaming community gathered at gamescom 2024, solidifying its role as **leading international business platform**. The event featured a **record number of exhibitors**, highlighting its continued growth and global relevance.
- The digital reach of gamescom surpassed previous records, reaching a new **all-time high**. This reflects gamescom's continued evolution as a **hybrid event, with strong growth across all key performance metrics**.

exhibition and visitors



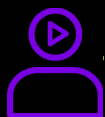
335,000 visitors from
122 countries overall



More than **32,000** trade
visitors
50% international share



1,462 exhibitors
71% international
64 countries
230,000 sqm



4,100 officially accredited
media representatives and
creators from **55** countries



More than **40,000** games
industry professionals within the
gamescom biz app



80,000 gamescom city
festival visitors during 2 days at
3 stages

gamescom digital

Digital reach saw a remarkable global growth in 2024.

Video on Demand (VoD) Views

547 million

+ 27% vs. 2023

+ 140% vs. 2022

Streams

hours watched: **10.8 million** + 7% vs. 2023

number total: **11,000** + 16% vs. 2023

channels total: **5,000** + 16% vs. 2023

5.5 million people engaged on social with gamescom content.

gamescom.global

KPIs 2024

Unique Users **1,660,000**

Sessions **2,970,000**

Page Views **11,170,000**

Increase vs. 2023

+ 32%

+ 14%

+ 53%

44% of the overall unique users come from abroad.

Top countries in terms of international traffic:

USA **18%**, UK **9%**, Netherlands **7%**
and France **5%**

gamescom social media

Follower growth*

 **+19%** followers

 **+22.2%** followers

 **+33.5%** followers

1.41 million followers on gamescom
social media channels **(+8.5%)**



The gamescom TikTok channel
had **809,550** views in total
and an engagement rate of
1.64%.



The gamescom Instagram
channel had
9.26 million impressions
in total and an
engagement rate of **1.43%.**

Time period: 20.08.-25.08.2024

*end of gamescom 2023 vs. end of gamescom 2024

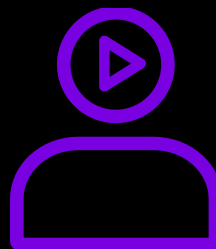
Source: Sprinklr with API connections to platforms

media & creators



Media results

Reach	31.7 billions
Online reach	92%
International percentage	67%
Increase vs. 2023	2.3%
Clippings	85,550



Officially accredited

journalists

Number	2,279
Countries	51
International share	763
	+33% vs. 2023

Officially accredited

creators

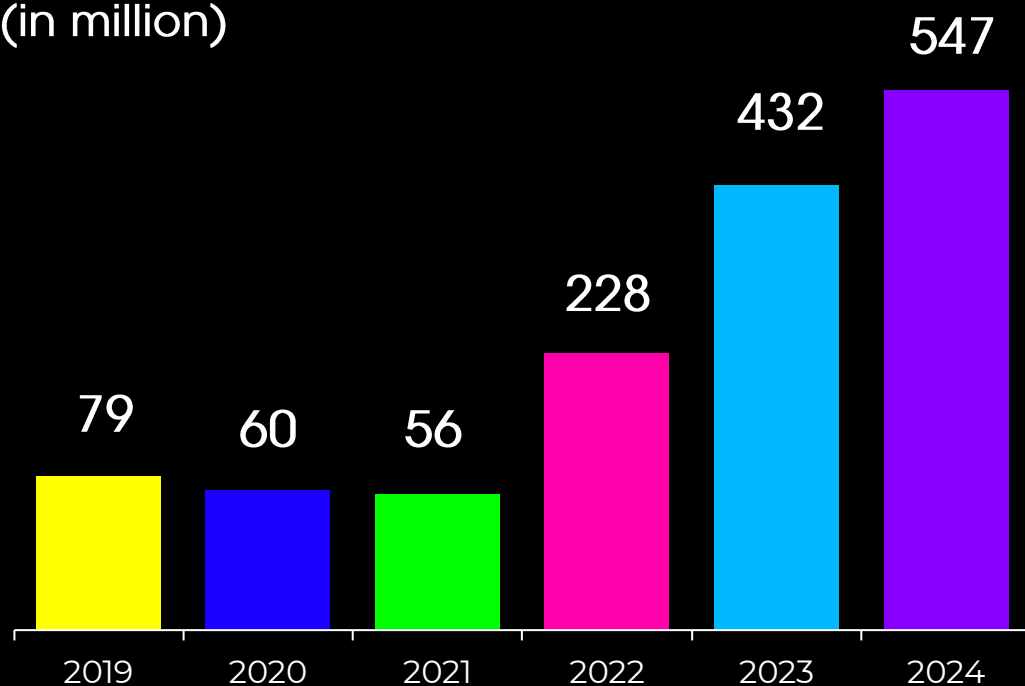
Number	1,780
Countries	36
International share	250
	+15% vs. 2023

120 UK
27 USA
34 South Korea
29 China
12 Japan

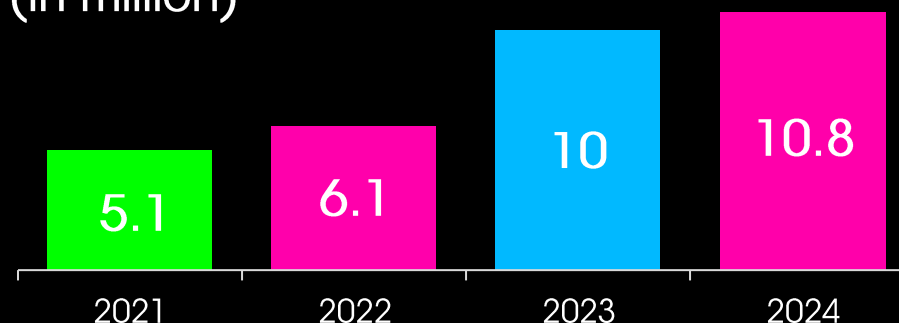
gamescom VoD views & streams

Strong gamescom ONL content had a massive impact on views.

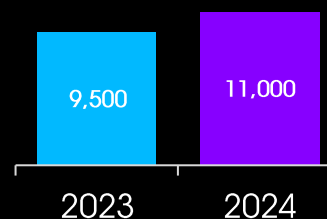
Video on Demand (VoD) Views
(in million)



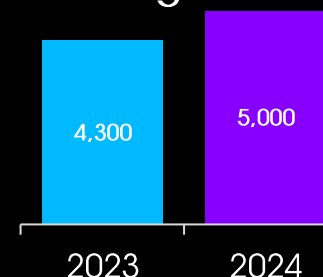
Stream hours watched
(in million)



Total number of
streams



Total number of
streaming channels



Time period: 19.08 – 01.09.2024

Source: LevelUp Analytics (www.levelup-analytics.com)

gamescom Opening Night Live

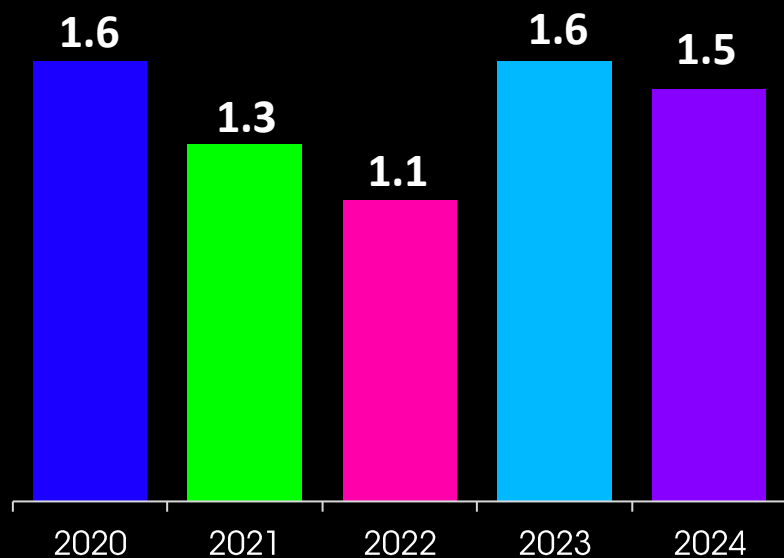


PCCVs: **1.5 million** | VoD Views: **43.9 million** | Live Audience: **5,000** | Co-streams: **2,900**

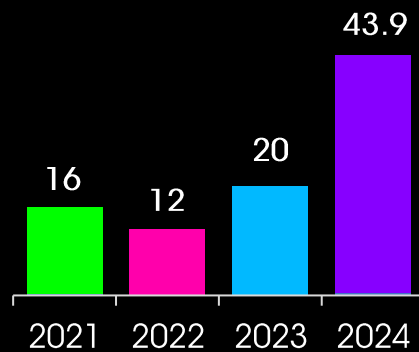
gamescom Opening Night Live

KPIs in detail

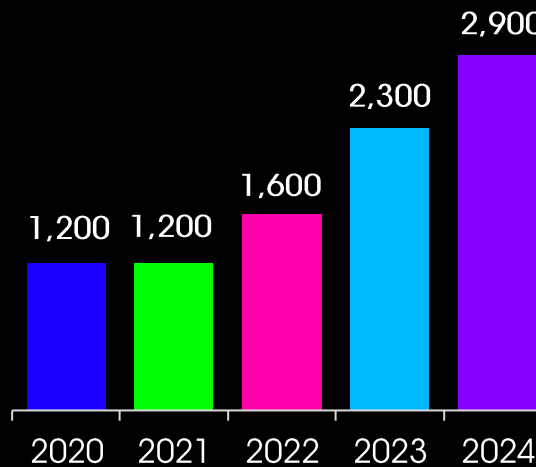
PCCVs* in million



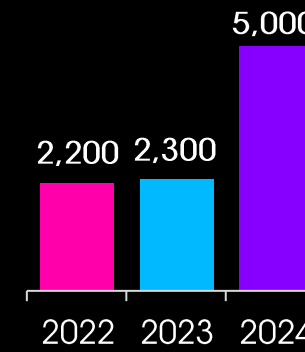
VoD views in million



Co-stream numbers in total



Live audience in Cologne



* synchronized, without China

gamescom epix

If you start playing, you can't quit:
The epix retention rate rose to almost 100% in 2024!

epix users

2023	126,000
2024	186,000

+ 68%

Page views

2023	2.5 million
2024	2.7 million

+ 8%

Solved quests

2023	185,000
2024	193,000

+ 4%

Redeemed rewards

2023	32,400
2024	96,700

+ 172%

Retention rate

2023	80%
2024	98.8%

+ 12.3%



gamescom steam event

Exclusive promotion of exhibited games on our gamescom steam event page

Impressions

2023	10.87 million
2024	27.97 million

+ 157%

2.8 million unique users
interacted with games on our
steam event page.

Participating games

2023	367
2024	407

“15 Years later, gamescom is going as strong as ever”

Game Rant | USA | [Link](#)

“Traveling to Germany is ‘worth the cost’ for Japan’s indie studios”

the japan times | Japan | [Link](#)

“Bandai Namco Europe-Boss Muller: We need gamescom”

GamesWirtschaft | Germany | [Link](#)

“It’s fun just to watch! A collection of booths of overwhelming quality”

This Is Game | South Korea | [Link](#)

“Why gamescom dominates where E3 failed”

Kotaku | USA | [Link](#)

See you at gamescom 2025

20 – 24 August 2025

gamescom Opening Night Live: 19 August

game
The German Games
Industry Association

The logo for koelnmesse, featuring a stylized graphic of three dots arranged in a triangular pattern, followed by the word "koelnmesse" in a lowercase, sans-serif font.
100
YEARS

100
YEARS

koelnmesse

