

Terms of Use - Digital Services - exhibitors 2024

1 Area of validity and contract partner

1.1 Koelnmesse GmbH, Messeplatz 1, 50679 Köln, Germany, ("Koelnmesse") operates the digital product of "gamescom now" the content hub for consumers as well as the app gamescom biz for B2B users (subsequently referred to as "digital product") in parallel with the in-person event gamescom at the Cologne location.

1.1.1 Koelnmesse provides companies participating at the in-person event with the possibility as specified in more detail in these Terms of Use to set up own profile pages and integrate their own content within the scope of function available in the digital product.

1.1.2 Cancellation of the in-person event automatically ends the contract concerning the digital product. However, the exhibitor will be given the opportunity to re-register separately for the digital event.

1.2 These Terms of Use including the appendix also apply to all future business insofar as it is of the same nature and the parties refer to these Terms of Use.

1.3 The exhibitor's general terms and conditions of business shall not apply, even if Koelnmesse does not specifically exclude their application. Differing or contrary terms thus only apply when they have been recognized by Koelnmesse in writing.

1.4 The exhibitor can call up, locally save and print out the Terms of Use on the website of the digital product ("website") at any time.

1.5 Koelnmesse saves this contract text after conclusion of the contract. The contract text is not accessible to the exhibitor. This is the ground why the saving according to the preceding Item 1.4 is enabled.

1.6 Special General Terms and Conditions of Business of Koelnmesse may apply for other services in the context of the digital product (in particular advertising services). Koelnmesse will draw attention to the applicability of these special General Terms and Conditions of Business in a suitable manner.

2 Requirements for acceptance as an exhibitor

2.1 The company receives the status as an exhibitor of Koelnmesse in the sense of these Terms and Conditions of Use through participation of the in-person event. Koelnmesse decides on the acceptance as an exhibitor in accordance with the General Conditions of Participation/General Conditions of Participation and the Technical Guidelines.

3 Scope of services to be provided by Koelnmesse to the exhibitor

3.1 gamescom now

3.1.1 gamescom now is designed as a Content Hub where partner and product pages can be set up and embedded video streams can be played via the video module. The gamescom now content management system (CMS) manages the stream keys and the associated meta data for the individual video formats. Additional company content such as text and image content can be accessed on the partner and product pages, which are also managed by the content management system and can be uploaded and edited by the exhibitor. Gamescom now addresses the gaming community.

3.1.2 In connection with this Content Hub, Koelnmesse provides the following services to the exhibitor:

a) Set up of a separate partner page for the exhibitor in the Content Hub to present the company

b) Set up of own product pages for the exhibitor in the Content Hub with the possibility to present games/products as sub-pages of the partner pages in their own responsibility, whereby the number of product pages per exhibitor is limited to 3 (three) product pages in principle

c) Possibility to embed digital content from the exhibitor, such as videos on demand and live streams into the central video player of the Content Hub (embedding possible from the following platforms: YouTube, Twitch)

d) The exhibitor can be found via the search integrated in the Content Hub (company name and name of the games/products)

e) Possibility to place digital content of the exhibitor on theme pages (e.g. Indies, Cosplay, E-Sports etc.), at the sole discretion of the external editorial team of the Content Hub.

3.2 gamescom biz

In connection with gamescom biz, Koelnmesse provides the following services to the exhibitor:

- Set up of a Company Profile on gamescom biz
- Booth visitors' leads retrieval (onsite and online)
- Use of team member profiles on gamescom biz
- Enable the set-up of Product/Service/Job Listing/Give Away (up to 10 uploads)
- Enable networking & meeting options before/during/after event

3.3 In addition, the Content of the exhibitor can be placed in gamescom show formats (gamescom: Opening Night Live, gamescom: Awesome Indies and gamescom studio). The editorial selection for this placement will be made by the external editorial teams of Koelnmesse's cooperation partners, but in consultation with the exhibitor and is subject to a separate agreement between the cooperation partner and the exhibitor. The exhibitor has no right to have its Content selected for this purpose. However, the exhibitor has the option of acquiring an advertising placement in the gamescom show formats against payment. This paid advertising placement is subject to a separate agreement between Koelnmesse and the exhibitor.

3.4.1 Notwithstanding Section 3.4.2, the average monthly availability of gamescom now/gamescom biz at the data center network node is 97%. This does not apply to necessary planned maintenance work or malfunctions that are beyond the control of Koelnmesse, such as force majeure or failures due to faulty integration of scripts by the Exhibitor. If possible, Koelnmesse will inform the exhibitor about planned maintenance work in good time in text form to the e-mail address provided in the Registration Form. However, Koelnmesse expressly reserves the right to carry out unannounced maintenance work if necessary, especially if this is necessary for data and operational security.

3.4.2 Koelnmesse warrants the best possible reproduction of the digital offerings in accordance with the usual technical standards within the framework of the foreseeable requirements. However, the exhibitor is aware that it is not possible to create an offer that is completely free of errors according to the current state of the art. In particular, there is no error in presentation if the impairment is caused by the use of unsuitable presentation software and/or hardware (e.g. browser) or by disruption of the communication networks of other operators or by computer failure at third parties (e.g. other providers), by incomplete and/or non-updated offers on so-called proxies (intermediate storage).

4 Representation formats for exhibitors

4.1 gamescom now

4.1.1 Koelnmesse will set up a partner page on the Content Hub for the exhibitor.

4.1.2 The partner page can be personalized by the exhibitor within the framework of the preconfigured templates. For this purpose, the exhibitor can enter corporate content, such as logo, descriptive texts, media gallery with videos and photos, overview of the games/products and links to the respective product pages, company-specific schedule, advertising of special offers for gamescom, links to own offers, websites, actions (together "Partner-Content") via the exhibitor-backend. Koelnmesse reserves the right to impose the usual restrictions regarding file formats, file sizes and other technical requirements. The Exhibitor is granted access to this exhibitor-backend by Koelnmesse.

4.1.3 The Exhibitor can also enter video content, such as shows, product announcements, talk formats, events, trailers, cooperations or special offers ("Video-Content", together with the Partner-Content "Content") via the exhibitor-backend as a link to external content. Content is played via the video module as embedded video stream on the partner page or made available as embedded video-on-demand on the partner page.

4.1.4 For live streams, the following applies in addition to the above Section 4.1.3: Live stream Video-Content is played via the video module as an embedded video stream on the partner page and, in the case of editorial placement, on other sites of the Content Hub and afterwards made available to users as video-on-demand-Video-Content, also via embedding. In this context, Koelnmesse is entitled in accordance with Section 5.2.4 to exchange links on the partner and product pages as necessary to ensure that the Video-Content can be played.

4.1.5 The templates for uploading Content contain a field in which the publication date and time for the Content can be set by the Exhibitor (so called embargo feature). An algorithm is used to enable the Content to be played according to the date and time entered by the Exhibitor.

4.1.6 The content will go live on 01 August 2024 at the earliest and will remain available to users on the website until the ticket store opens in spring 2025. If this is not desired, the exhibitor can place embargoes (expiration dates) on its content or inform the external editorial team so that they can remove the content by 30.09.2024.

4.2 gamescom biz

4.2.1 By sending a log-in, Koelnmesse enables the exhibitor to independently create a profile page and, if necessary, other presentation formats.

4.2.2 Koelnmesse may independently supplement publicly available information of the exhibitor for the proper presentation of the display formats.

4.2.3 The "profile page" presentation format can be individualized by the exhibitor within the framework of the template. For this purpose, the exhibitor can enter company content, such as logo, descriptive texts, media gallery with videos and photos, overview of products, company-specific schedule, web pages (together "exhibitor content gamescom biz"). Access to the platform is granted to the exhibitor by Koelnmesse. Koelnmesse reserves the right to impose customary restrictions with regard to file formats, sizes and other technical requirements.

4.2.4 The content can be edited independently by the exhibitor and will also be displayed in the digital offer after the event. The exhibitor can have this deleted if desired.

5 Duties of the exhibitor

5.1 The exhibitor undertakes to keep confidential and adequately protected against unauthorized access the access data received from Koelnmesse and the associated passwords. The exhibitor shall inform Koelnmesse immediately of any indications of unauthorized transfer of the access data and/or passwords and/or any unauthorized access.

5.2 The exhibitor undertakes not to collect content in the digital product, and not to play advertising on the presentation formats of the exhibitor, that does not correspond thematically to the Product group entry and/or violate these Terms of Use, statutory provisions, any regulatory requirements, official orders, data protection law or standards of common decency. Furthermore, the exhibitor undertakes not to collect content that infringes the rights, in particular copyrights or brand rights, of third parties. Koelnmesse reserves the right to not integrate or to block content when said content is criminal according to applicable laws, recognizably serves as preparation for criminal acts or violates these Terms of Use or the Products group entries.

5.3 The exhibitor undertakes to refrain from all measures that would endanger or interfere with the functioning of the digital product and not to access data that it is not entitled to access. Furthermore the exhibitor must ensure that its content that has been transferred and set up in the digital product is not infected with viruses, worms, or trojans. The exhibitor undertakes to make good all damage to Koelnmesse that arises from the failure to fulfil these obligations within the control of the exhibitor and furthermore to indemnify Koelnmesse against all claims against Koelnmesse by third parties, including legal and court costs, that are asserted by said parties due to the failure to comply with these obligations on the part of the exhibitor.

5.4 The exhibitor undertakes to pay in full all due license and other fees and expenses (German Authors' Rights Society (GEMA), the Artists' Social Insurance Fund (SKK), German income tax payable by non-residents, e.g. entertainers, sports persons (Ausländersteuer) that may be due for musical and other performances making use of any form of audio and image recording media. In the event that the exhibitor fails to register for and/or pay the due licensing and other fees and expenses, the exhibitor indemnifies Koelnmesse against any and all claims by third parties.

5.5 The exhibitor is advised that he must include any existing requirements of the TMG, in particular with regard to the imprint, in his partner and product pages on gamescom now as well as the profile page on gamescom biz and must mark all content entered by him as content from this exhibitor.

5.6 The exhibitor undertakes to enter correct and functional links for embedding content via the exhibitor back-end of gamescom now. Koelnmesse is entitled to exchange links on the partner & product pages if necessary, to ensure the playability of the content.

5.7. The exhibitor undertakes to participate in a CMS workshop if he is not yet familiar with the CMS and/ or feels unsure about integrating his content in the CMS of gamescom now.

6 Further rules for exhibitors

6.1 Requirements for content

6.1.1 The exhibitor undertakes not to set up content or to advertise content the dissemination of which via radio or telecommunications media is illegal. In particular it must not set up any content or advertise any content the dissemination of which is criminal or which is likely to endanger the development of children or young people or their upbringing as a responsible and socially competent personality (for example, content subject to censorship). The same applies to content which the exhibitor integrates from external sources including

third-party content. Insofar as content bears a label according to the Jugendschutzgesetz (Law for the protection of minors) the exhibitor must clearly draw attention to this.

6.1.2 Koelnmesse undertakes measures to ensure that children and young people under 18 years of age do not usually perceive the content posted in the Content Hub in accordance with the JMStV (Interstate Treaty on the Protection of Human Dignity and the Protection of Minors in Broadcasting and in Telemedia). The German Entertainment Software Self-Regulation Body (USK) is an official youth protection partner. For this purpose, Koelnmesse has joined the USK as a legally recognised self-regulatory body by becoming a member.

The exhibitor undertakes to submit content containing unconstitutional marks to the USK for examination in advance. The exhibitor is independently responsible for compliance with the protection of minors on external platforms and other offers that are not attributable to Koelnmesse.

6.2 Granting of usage rights to Koelnmesse

6.2.1 The exhibitor irrevocably transfers to Koelnmesse the non-exclusive usage rights and exploitation rights without limitation in time or space to the content made available by the exhibitor. This transfer of rights is intended to enable Koelnmesse to exploit the content commercially or non-commercially itself or through its affiliated companies in the sense of Section 15 ff. of the Stock Corporation Act (AktG) in the context of the services of Koelnmesse in connection with the digital product.

6.2.2 The grant of rights is not solely concerned with the digital product and also comprises the following rights:

6.2.2.1 The right to use, reproduce, save on all known storage media and to publically present, in the context of the website and in the digital product, the content in whole or in part, however solely for viewing.

6.2.2.2 The right to further develop the content for these purposes, e.g. by translation into other languages

6.2.2.3 The right to edit the content for optimal presentation in the digital product.

6.2.2.4 The right to add advertising to the content or parts thereof, with the exception of the partner and product pages of gamescom now and the profile pages in gamescom biz

6.2.2.5 The right to combine the content with other content or other creations.

6.2.3 The exhibitor waives the rights according to subsections 12, 13 Subdivision 2 of the Act on Copyright and Related Rights (UrhG), the right to recognition of authorship (Section 13 Sentence 2 UrhG), however only to the extent that this is usual in this sector.

6.2.4 Koelnmesse accepts the transfer and the grant of rights.

6.3 The transfer and granting of usage rights will remain effective until 11:59 p.m. CET on August 1, 2025.

7 Obligation to secrecy and confidentiality

7.1 The parties undertake to treat the confidential information pursuant to Item 7.2 ("confidential information") received from the respective other party as strictly confidential (i.e. in particular to refrain from the unauthorized use, disclosure, publication, or dissemination of this information), and at least with the same degree of care with which they treat their own confidential information. The receiving party may only use this confidential information for the performance and enforcement of this contract. The receiving party may not use this confidential information for its own purposes or for the purposes of third parties or make the confidential information a part of any application for intellectual property rights. The receiving party may not observe, investigate, dismantle or test

products and objects made available that contain confidential information without the approval of the disclosing party.

7.2 Confidential information is in particular all information, documentation, written materials, recordings, notes, documents and electronic files that are objects of appropriate confidentiality measures and are labelled as confidential or are to be considered confidential by virtue of the type of information or the circumstances of their transfer. Confidential information is also such information that becomes known in the course of an oral presentation or a discussion.

7.3 The obligation of confidentiality and non-exploitation of the confidential information lapses insofar as said information:

- was already known to the receiving party prior to its notification

- was known to the public or generally accessible prior to its notification

- becomes known to the public or generally accessible after its notification without action or fault on the part of the informed party

- substantially corresponds to information that has been revealed or made accessible to the recipient by a third party who is entitled to do so or

- was made accessible or developed by the respective party itself, subject to this being proven by written records of this party or in some other way and none of the obligations laid down in this agreement have been breached.

7.4 Furthermore the obligation of confidentiality shall not apply in the case that a party is obliged to reveal confidential information due to legal provisions or the force of an incontestable decision of a court or an administrative authority.

7.5 The parties will keep all of the written materials and/or data carriers entrusted to them by the respective other party separate from their other documentation. The confidential information is to be secured against unauthorized access and unauthorized use by appropriate measures to ensure confidentiality. This also includes technical security measures adapted to generally recognized process descriptions and industry standards, the obligation of the employees to maintain confidentiality, and the observation of data protection.

7.6 The information entrusted or parts thereof may only be passed on to such employees, bodies, representatives, external consultants (e.g. lawyers), and/or authorized subcontractors (e.g. freelancers) of the respective receiving party and/or their authorized subcontractors (in the following "representatives") as require the information for the fulfilment of their tasks in conformity with the contract, have been appropriately instructed in the confidentiality of the information provided, and on their side are subject to appropriate obligations of confidentiality. The parties are liable for breaches of confidentiality on the part of their representatives and agents as for their own faults.

7.7 The receiving party will immediately inform the revealing party in writing when an unauthorized use or passing on of the confidential information of the revealing party becomes known to it and shall on request of the revealing party take all appropriate measures in order to prevent a further unauthorized use or passing on of the confidential information of the revealing party.

7.8 Each party is obligated to return on demand by the other party all received written or in other ways recorded confidential information including any copies that may have been made within ten (10) days to the demanding party or to confirm in writing the destruction of said confidential information insofar as the other party is not entitled to that information according to the purpose of the contract or is not required to independently retain that information due to statutory duties to retain records. Excluded from this is confidential information the destruction of which is only

technically possible at disproportionate cost, e.g. because it has been saved by an automated electronic backup system for preserving electronic data in a backup file that is, however, overwritten at close regular intervals in any event.

7.9 The duties of the parties set out in this confidentiality agreement remain in force for five years after the termination of the contractual relationship between the parties. Trade secrets, for which the obligations continue for as long as they are protected as trade secrets, are not subject to this.

7.10 The aforementioned rules do not establish any intellectual property usage rights whatsoever. All usage rights authorized under this contract remain unaffected by the aforementioned rules of this Item 7.

8 Liability of the exhibitor; indemnity

8.1 The exhibitor is liable for ensuring that its content in the respective presentation formats does not violate any patent rights, utility model rights, copyrights, trademark rights and/or design rights or comparable property rights of third parties and other statutory provisions, in particular those of the criminal law and the law concerning the protection of minors.

8.2 The exhibitor indemnifies Koelnmesse against all claims by third parties that may be asserted by such parties against Koelnmesse or its licensees due to the infringement of property rights by the content provided by the exhibitor in the context of this contract insofar as the exhibitor is at fault for said infringement. Koelnmesse will immediately notify the exhibitor of any claims asserted by third parties and at its own discretion will either entrust the defence of these claims to the exhibitor or coordinate the defence with the exhibitor. Koelnmesse will neither recognize nor accept as undisputed claims by third parties without consulting the exhibitor. The indemnity also applies to all appropriate defence costs of Koelnmesse, including lawyers' fees, authorities' and court costs, and all other required expenses as are generally accepted in the sector and are not limited to the statutory fees.

8.3 Insofar as third-party rights are opposed the exhibitor shall, at the exhibitor's discretion and expense, either acquire corresponding rights for Koelnmesse or replace or change the affected parts of the performance in such a manner that the property rights of third parties are not infringed yet the agreed performance features are retained. If this is not possible for the exhibitor under appropriate conditions and within an appropriate time, Koelnmesse shall be entitled to assert its statutory rights.

9 Liability of Koelnmesse

The liability of Koelnmesse is solely according to the following stipulations.

9.1 Koelnmesse bears unlimited liability for intent and gross negligence and for damages resulting from culpable loss of life, bodily injury or damage to health.

9.2 In cases of simple negligence Koelnmesse is liable where a breach of an essential contractual obligation has occurred. An essential contractual obligation in the sense of this Item 9.2 is a duty the fulfilment of which first makes the performance of this contract possible and on the fulfilment of which the contract partner may thus regularly rely.

9.3 The liability according to Item 9.2 is limited to those damages typical and foreseeable at the time of the conclusion of the contract.

9.4 The liability of Koelnmesse according to Item 9.2 is limited in the event of a loss of data to the costs that would have been incurred in restoring a regular backup of the data by the dealer.

9.5 Insofar as provisions of tenancy law are applicable to this contractual relationship the following shall apply: The strict liability for initial defects according to Section 536a (1) Alt. 1

of the German Civil Code (BGB) is excluded. Also excluded is the exhibitor's right to remedy the defect itself according to Section 536a (2) BGB.

9.6 The limitations of liability apply correspondingly in favour of the employees, authorized representatives, and vicarious agents of Koelnmesse.

9.7 Any possible liability of Koelnmesse for guarantees explicitly designated as such and for claims due to the Act on Liability for Defective Products (ProdHaftG) remains unaffected.

10 Commercial property rights

10.1 Koelnmesse does not want any exhibitors who in the process of producing, disseminating, selling, owning or advertising their products in the broadest sense violate laws regarding the protection of intellectual property or commercial property rights in the broadest sense. It is the responsibility of the exhibitor to ensure that the content brought into the digital product is not in violation of property rights.

10.2 If a final court decision has determined res judicata that a exhibitor in connection with one of Koelnmesse's digital products has violated laws of the kind mentioned in Paragraph 1, Koelnmesse is entitled to bar that exhibitor from the next digital products of this kind after the res judicata court decision if there is sufficient suspicion that the exhibitor will again and repeatedly violate laws for the protection of intellectual property or commercial property rights.

10.3 The protection of inventions for patent registration is the exhibitors' business. The exhibitor must ensure that its inventions are if necessary registered at the German Patent and Trade Mark Office for the Federal Republic of Germany and/or according to the European Patent Convention at the European Patent Office in good time prior to the beginning of the digital product.

10.4 The exhibitor declares bindingly and irrevocably that it itself created the products exhibited by it in the digital product or that they are permissible copies or imitations of other suppliers or other third parties. The exhibitor undertakes to respect the preferential property rights of the third parties.

11 Concluding provisions

11.1 The language of the contract is German. The German version of these Terms of Use is binding for the interpretation of their provisions. The English version is solely for the purpose of information.

11.2 In the event that one or more provisions of this agreement should be deemed to be or become invalid, the remaining provisions will remain in full force and effect. Invalid provisions are wherever possible to be replaced by such effective conditions as essentially achieve the same economic objectives as pursued.

11.3 In the event of contradictions between the Registration Form and these Terms Use the rules of the Registration Form take precedence over the Terms of Use.

11.4 The substantive law of the Federal Republic of Germany shall apply to this contract and all claims arising from and in connection with it. The UN Sales Convention shall have no application to this contract.

11.5 Should the exhibitor have no place of general jurisdiction in Germany or in another EU member country or should the exhibitor be a merchant or should the exhibitor's permanent residence be relocated abroad after the coming into effect of this contract or should the exhibitor's permanent residence or habitual residence at the time of the institution of proceedings be unknown the exclusive place of jurisdiction for all disputes arising from this contract shall be the registered office of Koelnmesse.

Product list

Hardware	Hardware
Plattformen/Technologien	Platform/Technologies
PC	PC
Konsolen	Consoles
Mobile Endgeräte/Handhelds	Handhelds
Tablets	Tablets
Handys/Smartphones	Mobile phones/smart phones
Netbooks/Notebooks	Netbooks/Notebooks
Augmented Reality	Augmented Reality
Mixed Reality	Mixed Reality
Virtual Reality (VR)	Virtual Reality (VR)
Mobile VR	Mobile VR
Komponenten/Zubehör	Components/Accessories
Monitore	Monitors
Beamer	Projectors
Eingabegeräte (Joystick, Maus, Trackball, Mikrofon, Gamepad, Fernbedienungen, etc.)	Input peripherals (joysticks, mice, trackballs, microphones, gamepads, remote controls etc.)
Tragbare VR Technologien	Portable VR Technologies
Lautsprecher	Loudspeakers
Laufwerke	Drives
Grafikkarten	Graphics cards
Soundkarten	Sound cards
Controller	Controllers
Keyboards	Keyboards
Lenkräder/Pedale	Steering wheels/pedals
Displays	Displays
Speichermedien	Memory Media
Adapter	Adapters
Netzwerk/Server	Networks/servers
eToys	eToys
Medienvervielfältiger/Leermédien	Media duplicators/blank media
Taschen	Bags
Headsets	Headsets
Kopfhörer	Headphone
Gaming-Chairs	Gaming-Chairs
Sonstige	Other
Pflege, Reinigung, Reparatur	Care, cleaning, repair
Pflege/Reinigung	Care/cleaning
Reparatur/Wartung	Repair/maintenance
Folien-Spezialtücher	Foil/special cloths
Software	Software
Entertainment (Games)	Entertainment (Games)
Action/Adventure	Action/Adventure
Jump and Run	Jump and Run
Rennspiele	Racing games
Rollenspiele	Role-playing games
Geschicklichkeit	Dexterity
Management	Management
Simulation	Simulation
Sport	Sport

Strategie	Strategy
Family Entertainment	Family Entertainment
Metaverse	Metaverse
Edutainment	Edutainment
Lernsoftware	Learning software
Schulsoftware	School software
Sprachen	Languages
Kindersoftware	Children's software
Online-Edutainment	Online edutainment
Infotainment	Infotainment
Digitalfotografie, Bildbearbeitung	Digital photography, image processing
Kartografie/Reisen	Cartography/travel
Homeanwendung	Home use
Musik	Music
Desktop Utilities	Desktop utilities
Film/TV-Bearbeitung	Film/TV processing
Online-Infotainment/Home-Business	Online Infotainment/Home Business
Development	Development
Developer allgemein	Developer in general
Developer PC	Developer PC
Developer Konsole	Developer consoles
Developer Mobile Endgeräte	Developer handhelds
Middleware	Middleware
Sonstige Services	Other services
Sonstige Software	Other software
eSports	eSports
eSports Veranstalter	eSports organizer
eSports League	eSports league
eSports Verein	eSports association
eSports Facilityanbieter	eSports facility provider
Sportvermarkter	Sports marketer
Analoge Spiele	Analog Games
Brett- und Kartenspiele	Board and card games
Tabletop	Tabletop
Trading Card Games	Trading Card Games
Pen & Paper	Pen & Paper
Bildung & Karriere	Education & Career
Ausbildungseinrichtungen	Training institutions
Bildungseinrichtungen	Educational institutions
Universitäten/Hochschulen	Universities
Recruiting	Recruiting
Verbände/Öffentliche Einrichtungen	Associations/public institutions
Ministerien	Ministeries
Verbände/Vereine	Associations/clubs
Initiativen	Initiatives
Organisationen	Organisations
Dienstleister	Service providers
Agenturen	Agencies
Merchandising-Agenturen	Merchandising agencies

Merchandising-Lizenznehmer	<i>Merchandising licensees</i>
Consulting/sonstige Dienstleistungen	<i>Consulting/other services</i>
Ladenbau	<i>Shopfitting</i>
Medienverpackungen	<i>Media packaging</i>
Presswerk	<i>Pressing plants</i>
Payment Services	<i>Payment services</i>
Kanzleien	<i>Chancellery</i>
Medien, Telekommunikation und Internet	<i>Media, telecommunications and internet</i>
Telekommunikation und Internet	<i>Telecommunications and internet</i>
TK-Content-Provider	<i>Telecomms content providers</i>
Internet-Dienstleister	<i>Internet service providers</i>
Internet-Content-Provider	<i>Internet content providers</i>
App Stores/Downloadportale	<i>App Stores/Downloadportals</i>
Netzwerkbetreiber	<i>Network operator</i>
TK-Provider	<i>Telecomms provider</i>
Medien	<i>Media</i>
Verlage	<i>Publishing houses</i>
Printmedien	<i>Print media</i>
Medienanstalten	<i>Media events</i>
Onlinemedien	<i>Online media</i>
Soziale Netzwerke	<i>Social network</i>
NFT	<i>NFT</i>
Film- und Serienentertainment	<i>Streaming-Services</i>
Nahrungsergänzungsmittel für Gamer	<i>Food supplements for gamers</i>
Merchandising-Produkte	<i>Merchandising-Products</i>
Plüsch & Puppen	<i>Plush & puppet</i>
Collectibles, Figuren & Statuen	<i>Figure & statue</i>
Textilien & Taschen	<i>Textiles & pockets</i>
Geldbörsen	<i>Wallets</i>
Geschirr	<i>Dishes</i>
Schmuck & Pins	<i>Jewellery & pins</i>
Schlüsselanhänger	<i>Key jobs</i>
Uhren & Wecker	<i>Watches & alarm-clocks</i>
Spardosen	<i>Saving boxes</i>
Poster, Bilder & Artbooks	<i>Poster, imagery & artbooks</i>
Kalender & Notizhefte	<i>Calendar & pocketbooks</i>
Stifte & Mäppchen	<i>Pens & pencil cases</i>
Magnete & Sticker	<i>Magnets & sticker</i>
Feuerzeuge	<i>Lighter</i>
Brett- & Kartenspiele	<i>Board and card games</i>
Mousepads	<i>Mousepads</i>
Zeichnungen / Illustrationen	<i>Drawings / Illustrations</i>
Comics, Cartoons, Graphic Novels	<i>Comics, Cartoons, Graphic Novels</i>