

The background features a series of concentric, glowing blue arcs that create a tunnel-like effect, receding into the distance. The arcs are centered horizontally and have a slight 3D appearance with shadows.

gamescom
opening night live

LIVE AUGUST 23, 2022

Produced by Geoff Keighley

**RECORD 2021 RESULTS
OVER 2.3 MILLION CONCURRENT VIEWERS**



**5.8 MILLION UNIQUE VIEWERS, UP 30% YOY
25% INCREASE IN CO-STREAMING YOY**



LIVE IN-PERSON ON AUGUST 23!

This August, the opening night celebration of gamescom returns to Cologne for a spectacular in-person event with thousands of fans at Koelnmesse.

Hosted by Geoff Keighley, Opening Night Live will feature:

- New game announcements
- Trailer/gameplay reveals
- A first look at gamescom 2022 events

Date: Tuesday, August 23

Time: Live from 8 – 10 PM CET

Location: live from Koelnmesse



FREE DISTRIBUTION

Free, no friction distribution. gamescom Opening Night Live will once again be available as a global livestream across all major video platforms.

Local translations/co-streaming will also be available.



2022 OPPORTUNITIES

Qualified publishers and developers can participate in ONL in one of two ways.

Editorial: Brand new game announcements and breaking game news that will drive awareness/audience for the livestream. This can include developer interviews, gameplay clips or other ideas!

Sponsorships: Purchasing in-show time to promote games and initiatives that do not qualify for editorial placement, or games that are about to be released. This sponsorships can include commercials, pre-produced creative or in-show developer interviews.

REQUIREMENT TO PARTICIPATE:

ONL is only available as an opportunity to publishers/developers with an on-site activation at gamescom. For details on definition, see following slide.



ONL SPONSORSHIPS

To participate in OPENING NIGHT LIVE with editorial or sponsored content, you (as a publisher/developer) must be a gamescom partner with a B2C booth or other on-site activation.

On top of the partnership, the cost for ONL integrated airtime for partners is as follows:

gamescom ONL SPONSORSHIP COSTS FOR INTEGRATED AIRTIME

FORMAT	CCVs (Est)	VIDEO VIEWS	30 SEC	60 SEC	90 SEC	2 MIN
ONL MAIN SHOW	2,500,000	120 Million	85.000€	125.000€	165.000€	210.000€

WILDCARDS: we will offer limited wild card slots to very strong editorial content / announcements from independent developers and/or publishers with global revenue under 100 million €/year.

**THANK YOU
SEE YOU ON AUGUST 23
LIVE IN COLOGNE!**



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