

gamescom
awesome indies show

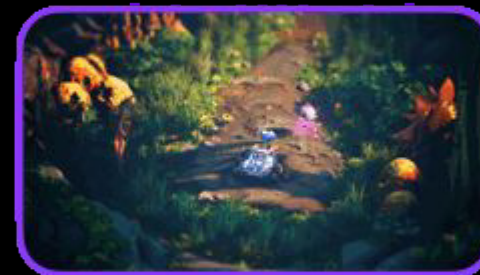
IGN Entertainment

GAMESCOM AWESOME INDIES SHOW X IGN ENTERTAINMENT



gamescom **awesome indies show**

From fresh debuts to celebrated indie hits – the gamescom awesome indies show puts the international indie scene in the spotlight. This is where independent developers, indie studios, and indie publishers unveil their latest titles — creative, surprising and full of passion. Get ready for exclusive trailers, first peeks at never-before-seen gameplay, amazing premieres and exciting newcomers!



AWESOME INDIES



RPS
940

OX

VG



gamescom awesome indies show

2025 BY THE NUMBERS

HOURS WATCHED

36.5K

CO-STREAMS

116

VOD
VIEWS

57.8K

INDIES
SHOWCASED

24



EVERYTHING ANNOUNCED

PEAK
CONCURRENT
VIEWERS

44k



2025 BY THE NUMBERS



gamescom **awesome indies show**

SPONSORSHIP OPPORTUNITIES

- Headliner
- Official Product Partner
- Content Segments
- Spotlight Trailers



OPPORTUNITIES





HEADLINER



RPS
940

O X

VG



gamescom awesome indies show Headliner

gamescom awesome indies show LIVE Headliner is our premium video product that extends across the entirety of gamescom partnership programming.

These sponsors will have presence across the full suite of gamescom awesome indies show O&O and YT channels!





gamescom awesome indies show

Headliner Example Integrations

BRANDED SNIPE



Plaion Games

Branded Snipes will appear throughout the duration of the livestream as continuous branding.

[EXAMPLE ►](#)



CONTENT SEGMENT



Borderlands 4

Content Segments are custom vignettes directly integrated into gamescom awesome indies show programming – offering a deeper dive into your title, gamescom booth tours, or both!

[EXAMPLE ►](#)

OR

SPOTLIGHT TRAILER



Plaion Games

Spotlight Trailers are client provided assets that run within gamescom awesome indies show programming, surrounded by Host Introductions.

[EXAMPLE ►](#)

⚠ Ad Integrations may be subject to change to ensure compliance with German broadcast law

gamescom awesome indies show LIVE

Official Product Partner

gamescom awesome indies uses *a lot* of tech to produce, prepare, and film each premium video program. Whether its a PC, television, or mobile device, join gamescom awesome indies as the Official On-Set Product for in 2026!



Headphones



Mouse



Microphone



Keyboard



Speakers



Tablet / PC



Peripherals



Cell/Services



Television



Batteries



Note: Options available for food and beverage partners.

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LIVE | Official Product Partnership



Opportunities	1
Ad Units / Integrations	× Branded Snipe × Product Placement (where applicable) × Custom Content Segment
Flight	Livestream: 27 August
Views	N/A
Line Item	\$50,000



SPONSORSHIP DETAILS



Spotlight Trailers

Spotlight Trailers are **client provided assets** that run within gamescom awesome indies show programming, surrounded by Host Introductions.

Spotlight trailers must be endemically aligned to indie gaming titles.



gamescom: awesome indies

Spotlight Trailers



Opportunities	5
Format	One (1) Livestream Integration + Trailer Amplification
Deliverables	✖ (1) Partner Spotlight integrated across gamescom awesome indies show LIVE coverage
Ad Units / Integrations	✖ Branded Snipe ✖ Client Asset (up to 1m:00s)
Flight	Livestream: 27 August
LIVE Platforms	✖ gamescom platforms: YouTube, Twitch, Website (via YouTube)
Line Item	\$10,000



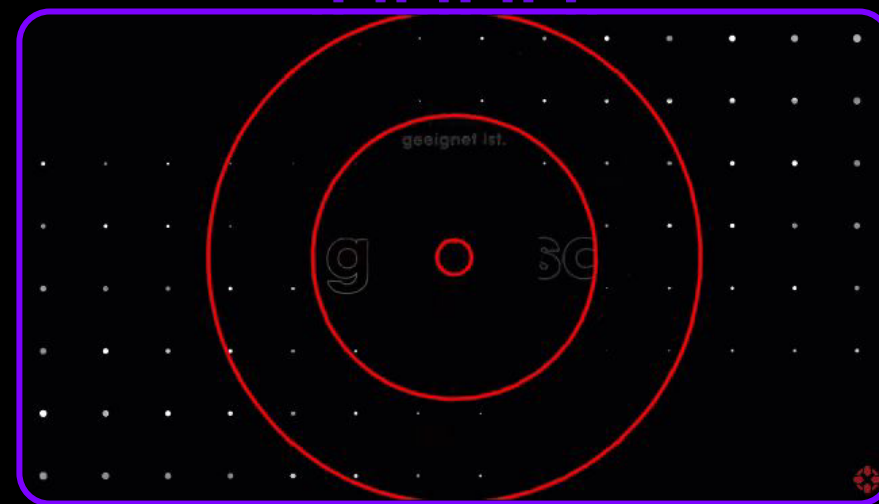
SPONSORSHIP DETAILS



Content Segments

Content Segments are custom vignettes directly integrated into gamescom awesome indies show programming – offering a deeper dive into your title, gamescom booth tours, or both!

These content segments are produced in partnership with indie gaming brands or pre-approved non-endemic partners. Segment length and airing depend on the scope of the idea.



gamescom awesome indies show

Content Segments



Opportunities	5
Format	One (1) Livestream Integration: Branded Segment
Deliverables	✖ (1) Branded Segment integrated across gamescom awesome indies show LIVE coverage
Ad Units / Integrations	✖ Branded Snipe ✖ Custom Segment (i.e. Dev Interview / Gameplay Footage / Showfloor Booth Tour / etc.)
Flight	Livestream: 27 August
LIVE Platforms	✖ gamescom platforms: YouTube, Twitch, Website (via YouTube)
Line Item	\$20,000



SPONSORSHIP DETAILS





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THANK YOU

