

gamescom asia

Executive Report 2024

17 - 20 October 2024 | Singapore

Held in



A division of



A brand of



Organised by



Executive Summary

- gamescom asia 2024 wrapped with record attendance, establishing itself as the largest combined gaming event in Southeast Asia for business and consumers.
- gamescom asia surpasses its target with **more than 40,000 visitors** from **78 countries** over the week of 17 – 20 October across business and entertainment area – a **20% increase compared to the previous edition** - welcoming games industry professionals, media representatives, creators, gamers and fans.
- The industry conference saw a significant rise in global engagement, with **over 70% international speakers** covering diverse topics from game development and publishing to future trends and mobile gaming.
- Ex-PlayStation Worldwide Studios Chairman Shawn Layden delivered strong insights around driving creativity for the industry's longevity at the industry conference.
- The entertainment area featured gaming heavyweights like CAPCOM, PlayStation, 2K, SEGA, Ubisoft, and an extensive spectrum of programmes for all communities, from indie games to retro games, board games, independent artists and much more.
- Continuing our ethos to spotlight and bolster the Asian gaming ecosystem, **over 80 made-in-Asia games** were showcased at gamescom asia.
- gamescom asia 2024 also nurtured more than 800 students from final-year game related courses by providing them free access to the event in an effort to support the ecosystem.



Show Concept

gamescom asia Industry and Fans in One Place!



business area



entertainment area

Exhibition

- Booths and Country Pavilions
- indie area
- Expo Talks Stage
- gamescom biz Lounge & Meeting Areas
- Recharge Area

Side Events

- B2B Party
- VIP Mixer
- Pitch Competition with Agora Gaming Partners

Conference

- Three stage Industry Conference
- Invest Circle

Exhibition

- Games, games, games!
- Main Stage and Guest Appearances
- Meet & Greet
- Cosplay Competition
- Esports

Special Areas

- artists area
- board games area
- retro games area
- indie area

Side Events

- CAPCOM Pro Tour 2024 Super Premier

Online

- PRIMETIME Show – 1-hour premiers and new trailers
- Steam Festival

Key Facts



41,013

visitors from 78 countries



177

Exhibitors & Sponsors across 5 halls



6M+

Hits on gamescom asia's Steam Festival



372

Media & Creators from 16 Countries

- Including **4,439 business visitors** from **68 countries**
- **90%** of consumers from Singapore

- **65%** of international participation
- More than **120 games** on demo

- Over **3.3 million views** and counting* on PRIMETIME online show

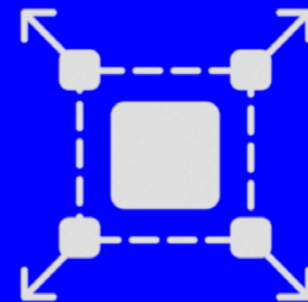
- **55%** increase in overall media coverage
- **39%** increase in international coverage
- **24 media partners** from **11 countries**

business area in Numbers

The largest B2B gathering for the games industry in Southeast Asia



4,439 business visitors
from 68 countries



10,000 sqm
gross exhibition space



177 exhibiting companies and brands
including 4 country pavilions - Philippines, Singapore, Spain, Thailand

Attendees by Profile

DEVELOPER 23%

PUBLISHER 20%

SERVICE PROVIDER 19%

INDIE DEVELOPER 17%

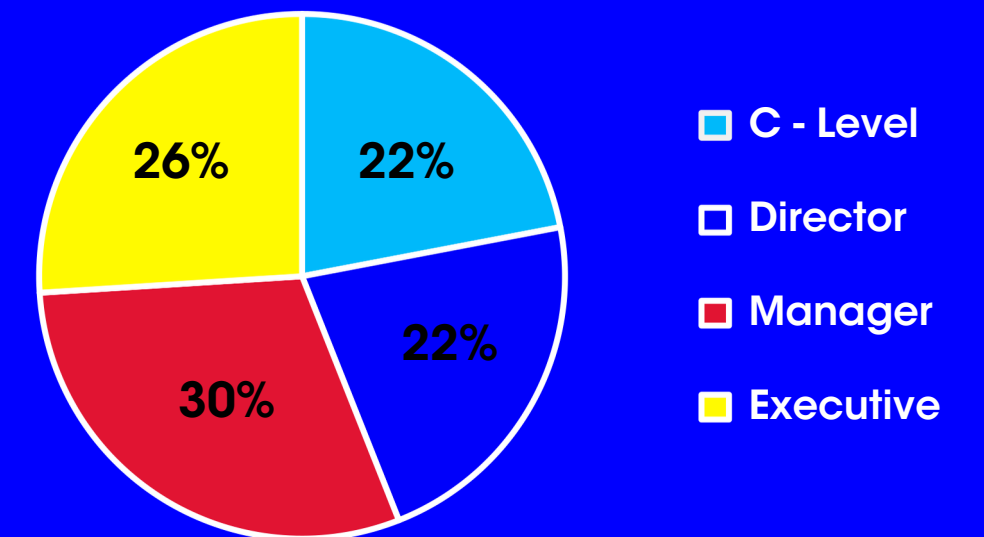
INVESTOR 9%

MEDIA/CREATORS 8%

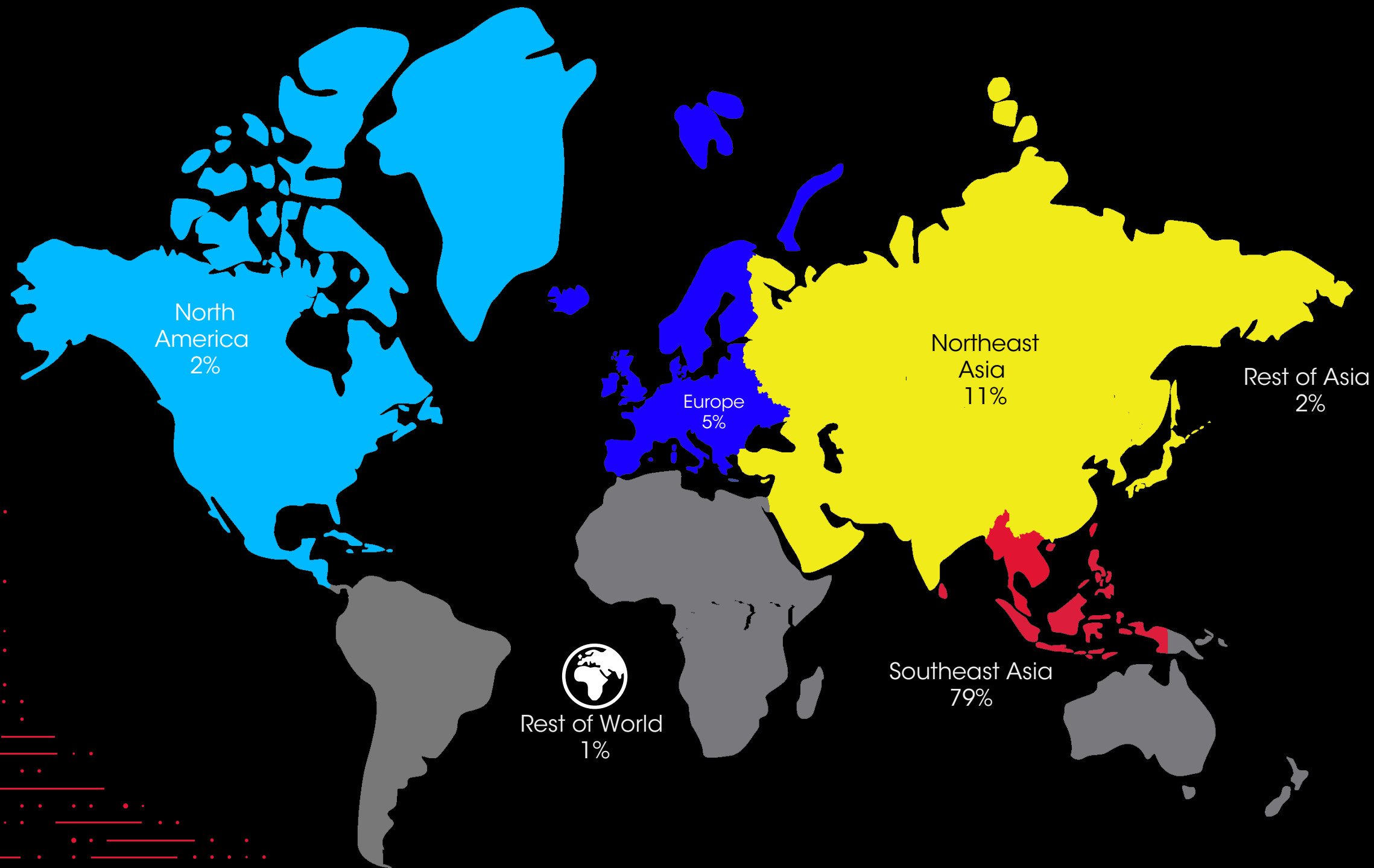
HARDWARE 2%

GOVERNMENT / ASSOCIATION 2%

Attendees By Seniority



business area Attendees At-a-Glance



Top 10 Countries



Conference

With **1,240 conference delegates from 52 countries** in attendance, the gamescom asia industry conference continues to be the **go-to premier Asia Pacific professional conference for the games industry.**

44 sessions over 4 stages covering the breadth of gaming

Invest Circle

Curated speed networking session for a limited number of business area attendees.

- 338 participants
- 32% publishers
- 56% developers
- 12% investors

71 speakers, including industry veterans Shawn Layden (former chairman of PlayStation Worldwide Studios) and Celia Hodent (former UX director of Epic Games), as well as senior representatives from companies such as...



- Agate International
- Altitude Games
- Carry1st
- Certain Affinity
- DANGEN Entertainment
- gumi Asia
- LIGHTSPEED STUDIOS
- Loadcomplete
- Makers Fund
- Metronomik
- MINTROCKET - NEXON
- Moon Active
- MyDearest
- NCSoft
- Neon Doctrine
- Neopets
- Nexters
- Ogre Head Studio
- PICO
- PixCapital
- Riot Games
- Rovio
- Voodoo
- Xbox
- and more.

Pitch Competition by Agora Gaming Partners

57 submissions, 13 finalists

3 winners each receive a cash prize of SGD 2,000 and a USD 2,000 G.Round Playtesting Voucher (courtesy of G.Round)

- Most Anticipated Game: Bit Egg Inc (Thailand)
- Best Game Design: Ammobox Studio (Malaysia)
- Best Pitch: BattleBrew Productions (Singapore)

From The Ground

Anyone interested in the future of video gaming needs to attend gamescom asia. This event showcases the vibrant and inventive gaming scene in Asia, reminiscent of the West's gaming culture 20 years ago. The passion of the attendees is palpable, with insightful questions reflecting their deep understanding of the market. I've met people from various countries, including studios from as far as Tasmania and the Maldives, highlighting the global reach of this event. gamescom asia is a window into one of the most dynamic and growing video game markets, where original IP is flourishing. It's the place to see the future leaders of the gaming industry!

**Shawn Layden, Former Chairman,
PlayStation Worldwide Studios (USA)**

Exhibiting at gamescom asia was a valuable experience for us at MiniGame. The event provided an exceptional platform for networking, knowledge exchange, and exploring potential collaborations within the gaming industry. The organizers did a fantastic job facilitating meaningful connections and delivering insightful programming that was highly relevant to our business. The exposure and engagement we received have reaffirmed our interest in participating again next year. gamescom asia stands out as a prime event for companies like ours to showcase products, exchange ideas, and connect with both industry leaders and emerging talent in the region. We would certainly recommend this event to our contacts as a key opportunity to expand their reach and influence in the Asia, even global market.

Felicia Chan, Director of Global Partnerships, MiniGame (China)

We were given a good spot for the exhibitor booth as well with a lot of footfalls and are very appreciative of that. The time spent on the exhibitor floor went very smoothly and with no hiccups. The indie area was also bigger this year and it is great to see. On the whole, gamescom asia provided the opportunity for us to see what the other indies were showcasing and to meet and connect with the other game developers. We would definitely recommend this event to those in the industry.

Nursyazana Zainal, Director and Co-Founder, The Gentlebros (Singapore)

It was an honor to speak at the conference on behalf of CrazyGames. Engaging with such a dynamic audience and sharing insights on behalf of our platform was incredibly rewarding. The event fostered meaningful discussions and connections, and I found the experience both inspiring and enriching. Thank you for organizing such a well-rounded and impactful gathering!

**Rafael Morgan, VP Marketing & Partnerships,
CrazyGames (Switzerland)**

We were really happy to see how much support gamescom asia gave the indie gamer community and we will definitely be looking to come back next year.

**Brionne Naish, Marketing Manager,
Covyne Entertainment (Australia)**

This gaming event really has a lot of soul. It has a very passionate supporter base. It is one of the most organised gaming events I've been to. I really felt looked after and the crowd was very present.

**Anthony Hilkmann, Founder,
Radiobush (Australia)**

entertainment area Highlights



41,013 gamers and fans
right here in Singapore!



80 game studios and publishers presented over 120 games
Includes more than **80 indie games!**



3.3 million views
and counting for our PRIMETIME online show!



6 million+
hits on our Steam Festival

2024's entertainment area featured:



And many more!

PRIMETIME Hosts

Mike Ross
(USA)



Mint
(Thailand)



Dejet
(Indonesia)



Flurish & Luan Nguye
(Vietnam)



Media

Total earned **media coverage reached 522***, marking an approximate 55% increase**. gamescom asia 2024 increased visibility beyond SEA markets, with over half of the coverage coming from international media—a 39% YoY increase.

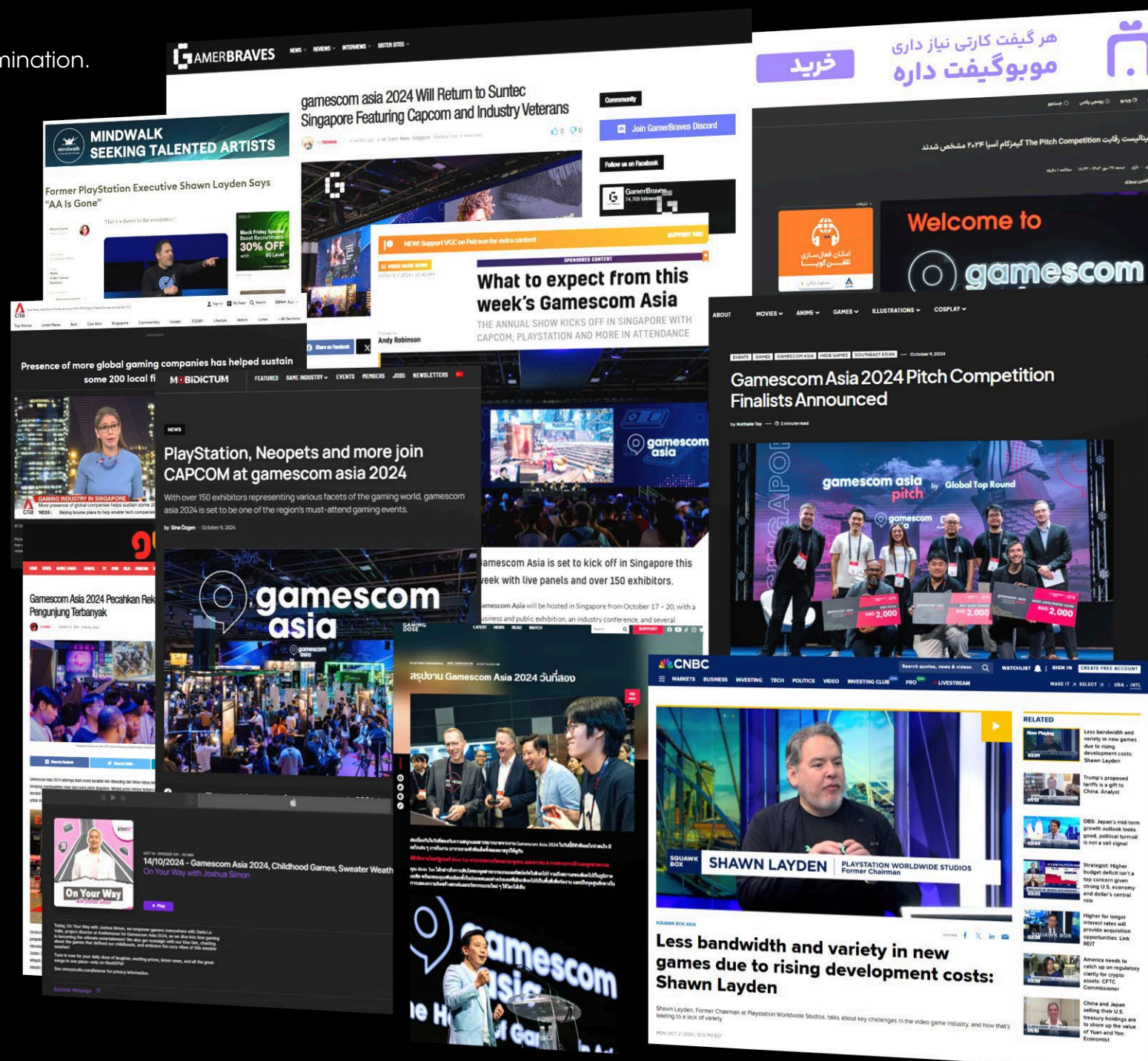
* As of 7 November 2024.

** 2023's earned coverage is at 338 and excludes aid newswire dissemination.

▲ **12%**
in social engagement rate

▲ **34%**
in social media following

372
registered media and creators
from 16 countries



Top 10 coverage sources

 Singapore 13%

 United States 13%

 Malaysia 10%

 United Kingdom 9%

 Philippines 8%

 Thailand 7%

 Indonesia 7%

 SEA* Regional** 5%

 Iran 4%

 India 3%

*SEA refers to Southeast Asia

** Regional refers to publications that cover multiple markets across the region.

Influencers and Creators

A total of **218 influencers and content creators** attended gamescom asia, including heavyweights such as @spicyuuu (1.9mil), The Joomers (1.35mil) and @xiaoyukiko (540k). This helped the event achieve **413 pieces of social coverage**.



Thank You Partners and Sponsors

Gold Sponsors:



Xsolla

indie area Sponsor:



indie area Partner:



artists area Partner:



board games area Partner:



retro games area Partner:



Official Energy Drink:



AI Photobooth Partner:



Supporting Association:



Media Partners:



Merchandising Partner:



Partner Events:



Official Production Partner:



Supported by:



Ready for 2025?

See you in Singapore!

30 October – 2 November 2025

**Suntec Singapore Convention &
Exhibition Centre**

GET IN TOUCH

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