

# TOP TOPIC: Gamescom 2022

## Gamescom again at last!

The gaming community will meet at the end of August at the fairgrounds in Cologne and revive the world's biggest event for video games after a two-year break.

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## What determines the games market

The gaming industry is booming: Massive growth, new markets, new technologies, and increasingly powerful hardware. Such a turbulent industry requires enormously flexible business models. At the same time, each of them would like to have the entire value chain under control.

## What hardware is needed

Fractions of a second decide on victory or defeat. Those who play and mean business therefore need components and peripherals that are optimised for peak loads, reaction speed and long nights. Advanced equipment also includes an elegant streaming set.

## How the world becomes a high score list

The path from technological innovation to everyday matter-of-factness is getting shorter and shorter. What tournament gamers used to shine with yesterday, office computers will use to run their team conferences tomorrow. And often enough, a piece of gaming logic finds its way into the economy.

## DATES

### On Sale

August 13, 2022

### Space close

July 26, 2022

### Materials

July 28, 2022

## FORMATE AND RATES

### 1/1 page



a) 185 × 256  
b) 210 × 297\*

4c: € 16,100

### 1/2 page



a) 185 × 126      88 × 256  
b) 210 × 152\*    103 × 297\*

4c: € 9,900

Other formats are possible.

## REACH: 946,000 READERS PER ISSUE

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