



STUTTGART

NOVEMBER

29th/30th 2025

BE A HERO

GAMING ZONE

55K ATTENDEES

+15% YOY

#3 MOST VISITED GERMAN GAMING EVENT*

SOURCE: GAMESWIRTSCHAFT.DE



11M

INSTAGRAM REACH
(+150% YOY)



8.2M

FACEBOOK REACH
(+141% YOY)

REASONS TO ATTEND

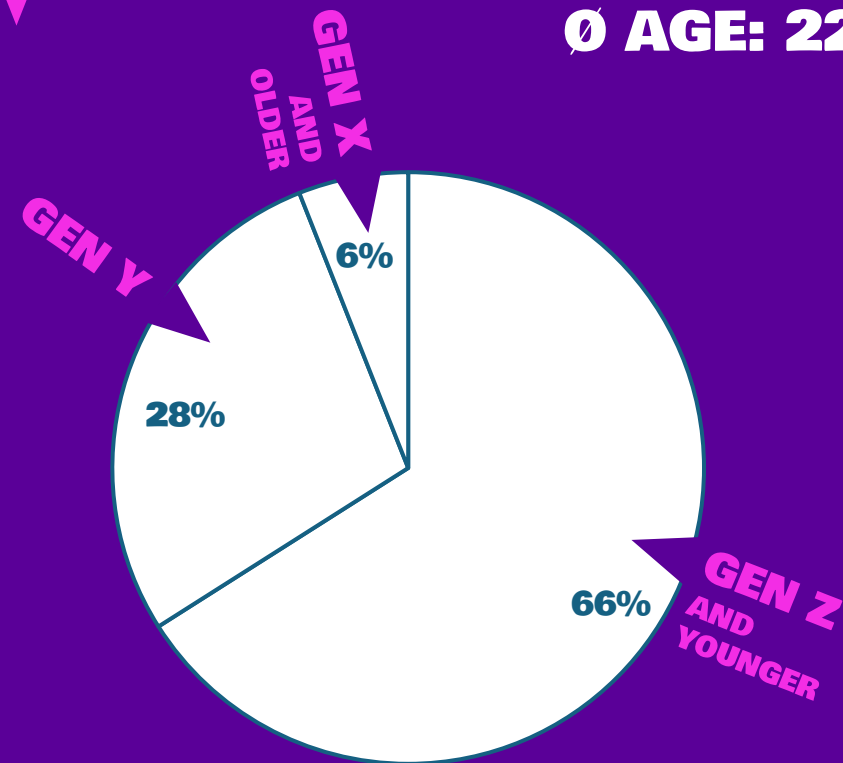
1. COSPLAY
2. MANGA
3. GAMES
4. MOVIES



LINK TO TRAILER



DEMOGRAPHICS



AUDIENCE

5.8 HOURS

VISITOR DWELL TIME
(+0.5 HRS. YOY)

1.5

AUDIENCE RATING
(0.2 HIGHER YOY)

85%

INTENTION TO RETURN
(+2% YOY)

850+ EXHIBITORS

(+6.25% YOY)

200+ RETAILERS

(+18% YOY)

60+ FAN GROUPS

(+20% YOY)

66% RETURNING VISITORS

(+1% YOY)