

game press release

gamescom 2025: 'Perfect entertainment' at the world's biggest games event

- **'Games – perfect entertainment' is the theme of gamescom 2025**
- **The trends at this year's gamescom are 'Games for three generations' and 'Blockbusters games to go'**
- **Numerous high-ranking politicians planning to attend gamescom**
- **gamescom 2025 to be held in Cologne and online from 20 to 24 August**

Berlin/Cologne, 15 July 2025 – Computer and video games offer fantastic entertainment, be it when talking to colleagues about the adventures you have experienced, the tense silence of thousands of spectators just before a crucial moment at an esports tournament or that sense of relaxation that sets in when playing a game with friends at the end of a stressful day. And nowhere is this more evident than at gamescom. The theme in 2025 of the world's largest games event is therefore 'Games – perfect entertainment'. After all, no medium captivates us quite like video games. They allow us to immerse ourselves in incomparable stories and experience fantastic adventures – together with a global community. Which is why games are the perfect entertainment. This is enough in itself. But games are also capable of so much more besides: they are already firmly established in healthcare and in the education system, and their innovations are advancing technologies which are key in other areas too, meaning they are increasingly also promoting growth generally in our ever more digitalised economy.

'Games are all about – but not only about – entertainment. Games captivate us like no other medium. We immerse ourselves in breathtaking stories and create fantastic worlds, then enjoy them together with a community based all over the world. Which is why games are the perfect entertainment. And that's all they need to be. But they can nevertheless be more! They can promote health, democracy, economic growth and innovation,' says Felix Falk, Managing Director of game – The German Games Industry Association.

gamescom trend: ‘Games for three generations’

There has been an unstoppable development in recent years: the average age of video game players has continued to increase. In Germany, it is now approximately 40 years of age. Meaning games have now been being played by parents and grandparents too for some time now. Ideally, all three generations play together. This is not only fun but also helps to teach media literacy – one of the pillars of proper digital media use. In addition, age ratings and parental controls, which are available on all gaming platforms, encourage positive media use among children and young people, even when their parents or grandparents are unable to play with them.

gamescom trend: ‘Blockbusters games to go’

These days, games are played everywhere and by all kinds of people. This year at gamescom, we will experience the next level in mobile gaming. The latest generation of gaming devices such as the Nintendo Switch 2 and the ROG Xbox Ally by Microsoft make it possible for games that until recently could only be played on fast gaming PCs or exclusively on stationary game consoles to now be played while on the move. This means the latest games blockbuster can now be played anywhere, be it at home in bed or on the balcony or while travelling by plane or rail.

Numerous high-ranking politicians planning to attend gamescom

gamescom 2024 was visited by more than 500 politicians looking to get an overview of developments in the game industry and engage in dialogue with its representatives. And once again this year, numerous leading politicians have already announced that they will be visiting the world’s largest games event. This year’s gamescom will be opened among others by Federal Minister of Research, Technology and Space Dorothee Bär, which is responsible for games within the Federal Government, and Hendrik Wüst, Minister-President of North Rhine-Westphalia. Many other politicians from the EU, federal and state levels are currently planning their visit to gamescom.

About gamescom

gamescom is the world's largest and leading event for computer and video games. It brings together the international gaming community and entire games industry in a unique way, both in person in Cologne and digitally. gamescom 2025 will take place from August 20 to 24. The event will kick off on August 19, 2025 with gamescom Opening Night Live. gamescom is jointly organized by Koelnmesse and game – The German Games Industry Association.

game – The German Games Industry Association

We are the association of the German games industry. Our members represent the entire video game ecosystem, from development studios and publishers to esports event organisers, educational institutions and other related entities. We are co-organisers of gamescom, the world's biggest event for video games. We are a shareholder in the Entertainment Software Self-Regulation Body (USK), the Foundation for Digital Games Culture, the esports player foundation, game events and the collecting society VHG, as well as co-host of the German Computer Game Awards. Serving as a central point of contact for media, as well as political and social institutions, we provide comprehensive expertise in areas including market development, game culture and media literacy, and address any inquiries or concerns. Together we are making Germany the heart of gaming worldwide. With games, we enrich the lives of all people.

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