

CAGGTUS
L E I P Z I G



LEIPZIGER
MESSE

YOUR GAMING FESTIVAL 2024 RECAP

www.caggtus.de/en





IMPRESSIONS #CAGGTUS2024



ENTERTAINMENT AREA

17.300
VISITORS

**DISTANCE
TRAVELLED**

61%

up to
100 km

24%

between
100 and
300 km

15%

over
300 km

GENDER



66%
male

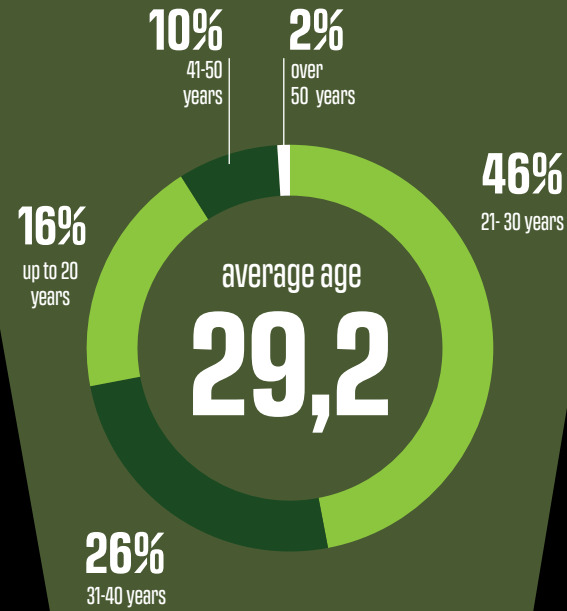


31%
female



3%
other

AGE



WHAT OUR VISITORS SAID



83% recommend the gaming festival



80% want to visit the gaming festival again



54% only attend CAGGTUS (and no other gaming event)

Participating brands
in the Entertainment
Area were:

SAMSUNG



ALIENWARE

MAD
Gaming



PROPADS.GG

GIANTS
SOFTWARE

webedia/.



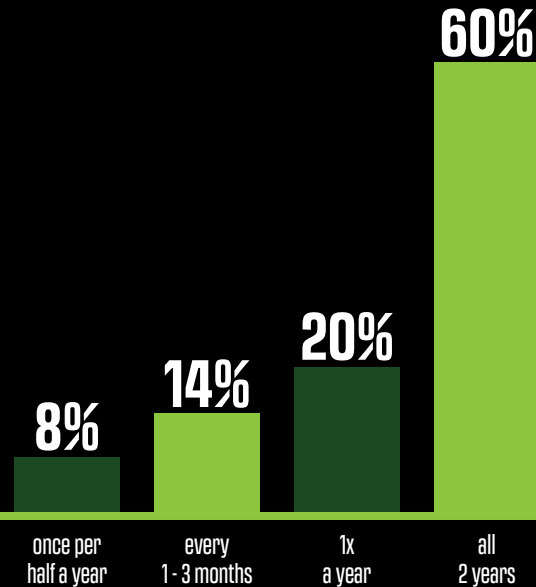
Zetti
Zeit für Schokolade

envia M

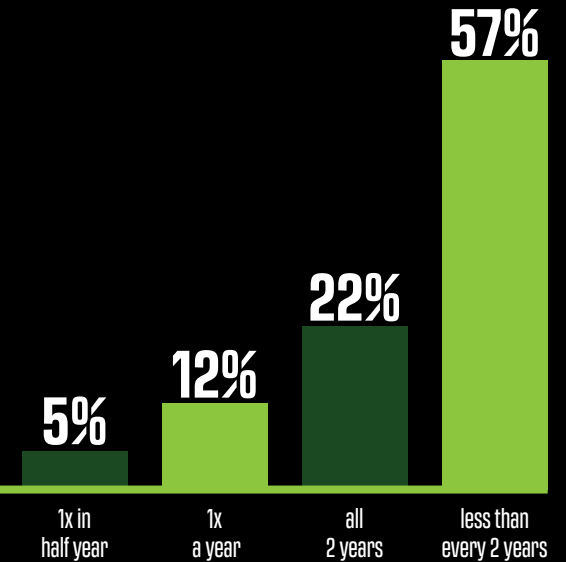
GAMES GROUND

ENTERTAINMENT AREA

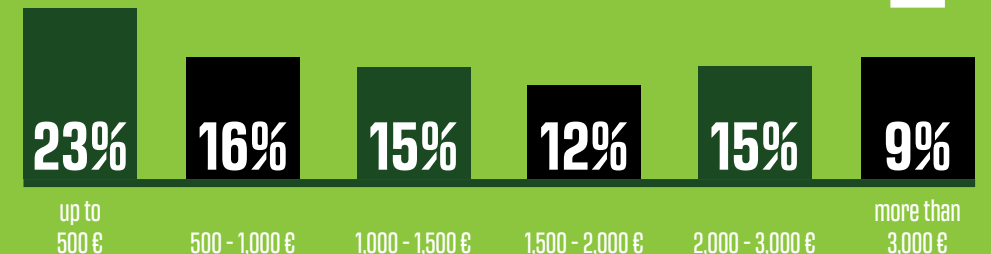
HOW OFTEN DOES OUR
COMMUNITY BUY
GAMING PERIPHERALS?
(MICE, KEYBOARDS, ...)



HOW OFTEN DOES OUR
COMMUNITY BUY
GAMING EQUIPMENT?
(GPU, CPU, MONITOR, ...)



HOW MUCH DOES THE
CURRENT GAMING DEVICE
OF OUR COMMUNITY COST



ENTERTAINMENT AREA

More comments on CAGGTUS:

[www.caggtus.de/
statements](http://www.caggtus.de/statements)



EXHIBITOR STATEMENTS

A firm favourite for gaming fans „The feedback from the audience regarding our presentation was extremely positive: they were very interested and there was a lot of testing and discussion. We see a successful future for CAGGTUS and are convinced that the festival has become a permanent fixture in the gaming fans' calendar.“

Ida Marie Weber, Product Manager CE Display at Samsung Electronics GmbH

The right concept „From our point of view, the event has the right concept to welcome many customers in person and show customer proximity. [...] CAGGTUS also offered the opportunity to explore the possibility of future cooperation with important partners from various business areas on site.“

Dr. Wolf Stertkamp, PR-Manager & Marketing, MSI Deutschland

Tremendous interest in gaming portfolio „Visitor interest in our gaming portfolio was enormous. [...] The organisation of the gaming festival was also first-class, and we are convinced that CAGGTUS will continue to be very successful in the future.“

Alan Denis, Experiential Marketing Manager, EMEA at Dell Technologies

Perfect Match „CAGGTUS and Zetti - it was a perfect match. Gamers are definitely a target group for our products, which is why we took part in CAGGTUS for the first time this year. We handed out our promo packs in the entertainment hall - and they were literally snatched out of our hands. We saw a lot of smiling faces and got great feedback.“

Michael Hohmann, Chief Executive Officer, Zetti - Goldeck Süßwaren GmbH

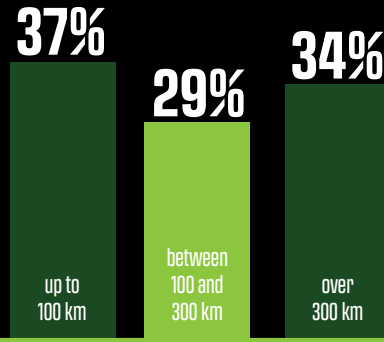
Increase awareness in the community „The event has already established itself and is exactly the right place for us to exchange innovative, digital ideas and projects with cool people. The community allows us to present ourselves as an attractive and innovative employer and raise our profile. CAGGTUS was a great way to do this!“

Evelyn Zaruba, Press Officer, Corporate Communications and Politics, enviaM-Gruppe

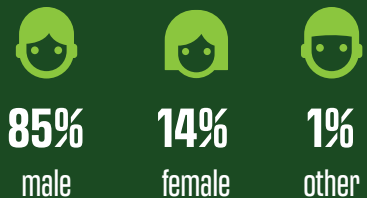
LAN AREA

AROUND 1,900 PARTICIPANTS

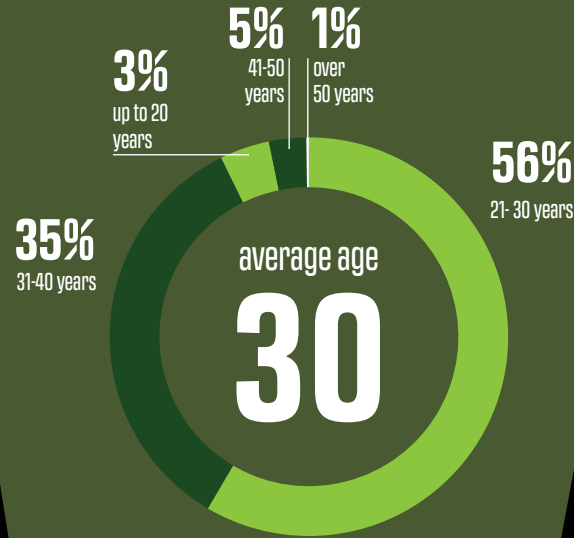
DISTANCE TRAVELLED



GENDER



AGE



HERE'S WHAT OUR LAN PARTICIPANTS SAY

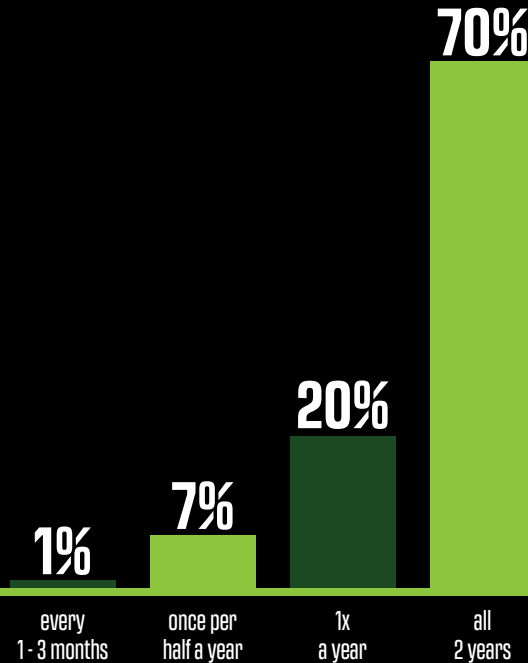


LAN AREA sponsored by

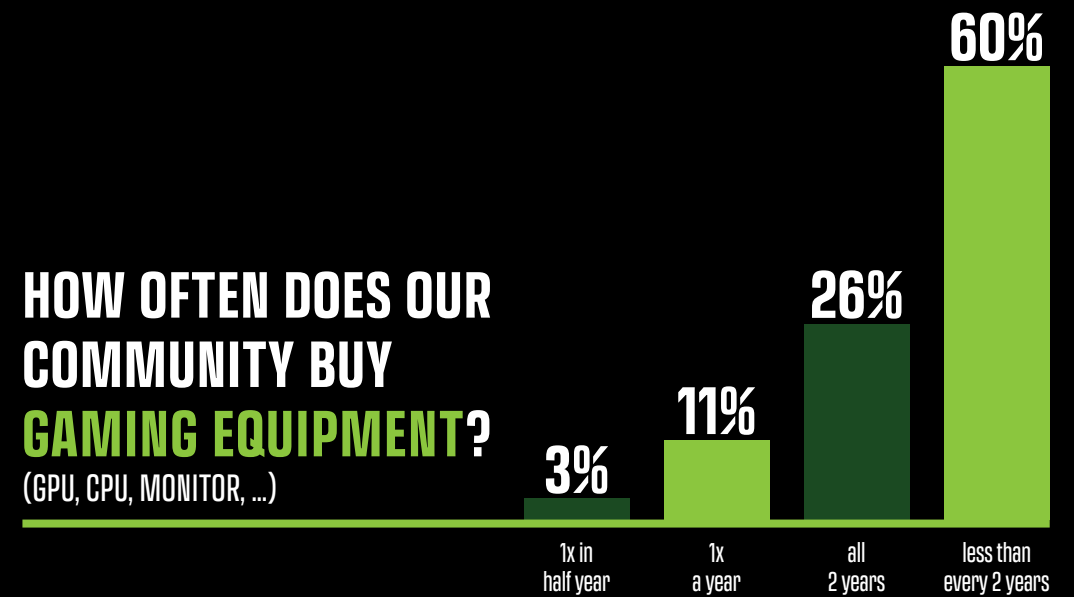


LAN AREA

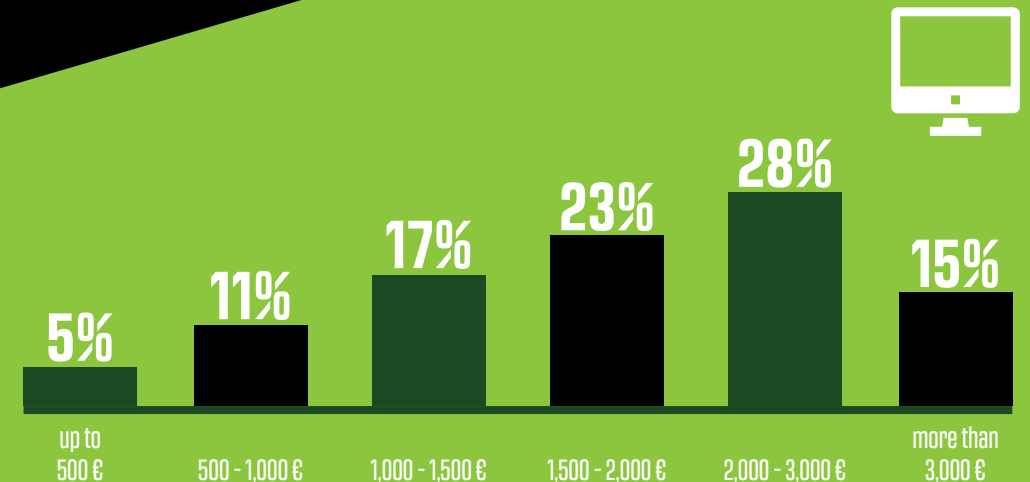
HOW OFTEN DOES OUR COMMUNITY BUY GAMING PERIPHERALS? (MICE, KEYBOARDS, ...)



HOW OFTEN DOES OUR COMMUNITY BUY GAMING EQUIPMENT? (GPU, CPU, MONITOR, ...)



HOW MUCH DOES THE CURRENT GAMING DEVICE OF OUR COMMUNITY COST?



STREAM AREA

AMONG OTHERS PRESENT WERE:



LIGHTNING COSPLAY

youtube.com/lightningcosplay



PHUNKROYAL

twitch.tv/phunkroyal



MAXIM

twitch.tv/maxim

TOTAL REACH OF
ALL THE CREATORS



3.220.694



2.618.530



755.223



801.143

All the creators at a glance:

www.caggtus.de/creators



Stream Area
powered by

**SB-MÖBEL
BOSS**

MAD
Gaming

33

talents
booked by us

4

streaming
booths

1

streaming
studios






848.831

views of our Twitch streams
during the event

SOCIAL MEDIA + PRESS

OVER **500**
MEDIA PROFESSIONALS
AT THE EVENT

SOCIAL MEDIA

				
8.033 MEMBERS	6.455 MEMBERS	7.901 MEMBERS	4.561 MEMBERS	4.164 MEMBERS
207.525 PROFILE VISITS	1.367 NEW FOLLOWER	14.585 PAGE AND PROFILE VISITS	1.624 AVERAGE VIEWERS	
403.300 IMPRESSIONS	533.828 IMPRESSIONS	1,4 MIO. IMPRESSIONS	3.564.180 MINUTES VIEWED	
16.436 INTERACTIONS	29.918 INTERACTIONS	3.904 INTERACTIONS		

PRESS

ONLINE	PRINT	SOCIAL MEDIA	TV	RADIO
203 CLIPS	142 CLIPS	2.758 CLIPS	23 CLIPS	26 CLIPS
303.137.151 REACH	5.836.339 REACH	363.367.583 REACH	5.662.754 REACH	2.498.571 REACH

TIME SPAN: 1 MAI 2023-30 APRIL 2024

RANGE
THE ACCREDITED
ON TWITCH:
8.168.881
FOLLOWERS

AD CAMPAIGNS

DISPLAY

994.115
IMPRESSIONS

15.565
CLICKS



ADVERTORIAL

437.156
IMPRESSIONS

PODCAST

35.624
PLAYS

META



3.541.636
IMPRESSIONS

17.343
CLICKS



TWITCH



1.034.425
IMPRESSIONS

803.410
VIEWS

YOUTUBE



2.654.616
IMPRESSIONS

957.950
VIEWS

GOOGLE SEARCH

64.314
IMPRESSIONS

29.205
CLICKS



**OUTDOOR
ADVERTISING**
**4.21 MILLION
CONTACTS (CLP)**



CONTACT PARTNERS



CONSTANTIN STROBEL

Project Director

+49 341 678-8041

c.strobel@leipziger-messe.de



MICHELLE HAMMER

Project Assistant

+49 341 678-8040

m.hammer@leipziger-messe.de



LAURA MÜLLER

Project Manager

+49 341 678-8043

la.mueller@leipziger-messe.de



SVEN HOLUBEK

Project Manager

+49 341 678-8044

s.holubek@leipziger-messe.de

SAVE THE DATE!

11.-13. APRIL 2025

LINKS

Aftermovie

Website

Press releases



Instagram



Twitter



Discord



Facebook



Twitch



TikTok



YouTube



LinkedIn