

**CAGGTUS**  
L E I P Z I G



LEIPZIGER  
MESSE

# YOUR GAMING FESTIVAL 2025 RECAP

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







IMPRESSIONS



#CAGGTUS2025





# ENTERTAINMENT AREA

**19.700**  
VISITORS

**DISTANCE  
TRAVELLED**

**63%**

up to  
100 km

**22%**

100 - 300 km

**15%**

over  
300 km

## GENDER



**67%**  
male

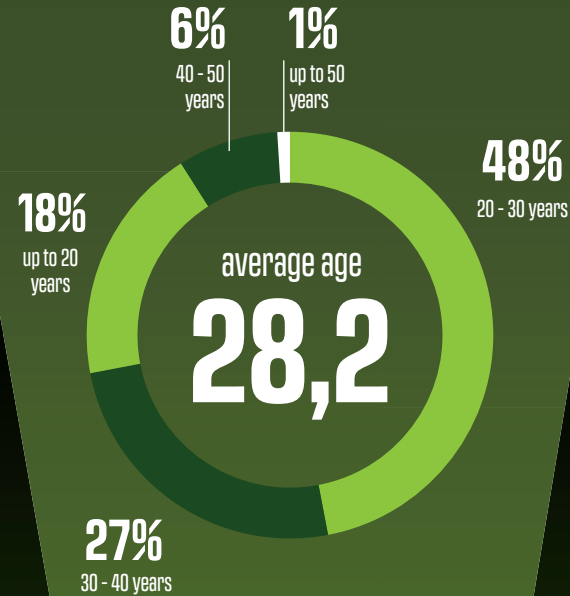


**30%**  
female



**3%**  
other

## AGE



## WHAT OUR VISITORS SAID



**90%** recommend the gaming festival



**88%** want to visit the gaming festival again



**56%** only attend CAGGTUS (and no other gaming event)

In the Entertainment Area were among others:

**SAMSUNG**



**ZOTAC GAMING**



**webedia/.**



# ENTERTAINMENT AREA

## EXHIBITOR STATEMENTS

**Direct exchange is a reality and not just a promise.** „We have been part of CAGGTUS since the first year - and have developed together with the festival. Our stand has grown with it, but the spirit remains the same: approachable, authentic and at the heart of the community. Direct exchange is a reality and not just a promise.“

**Dawid Hallmann, Director Webedia Gaming GmbH**

**Response was overwhelming** „We at ASUS ROG are very pleased about the interested and active community that took part in Caggtus 2025 both on site and in the stream. The positive response to our stage programme, the product exhibition and the gaming stations was overwhelming. We were able to record consistently good visitor numbers on all event days, which impressively underlines the success of our event.“

**Christian Wefers, Team Leader Public Relations Central Europe ASUS Republic of Gamers**

**Reach our target group 100%** „As ZOTAC, we have been supporting the topic of gaming in Leipzig for many years - and CAGGTUS seamlessly continues this tradition. The visitors not only showed great interest in the LAN, but also in the products of the numerous exhibitors. Together with Memory PC, one of our most important system integrators, we were able to realise an impressive joint stand. Our main focus was on presenting the new generation of graphics cards and our handheld - a product that you have to pick up and try out for yourself to experience all its strengths and features. With the CAGGTUS, we are reaching 100% of our target group - both hardcore gamers and casual gamers. And at the end of the day, there's a gamer in all of us.“

**Maciej Wieczorek, Marketing Director Zotac**

# ENTERTAINMENT AREA

## WHAT OUR EXHIBITORS SAID



**85%** rate the on-site discussions as good or better



**80%** recommend CAGGTUS without reservation



**80%** guaranteed to take part in CAGGTUS 2026



**88%** see good or very good opportunities for follow-up businesses



**86%** reach casual gamers good or very good on-site CAGGTUS

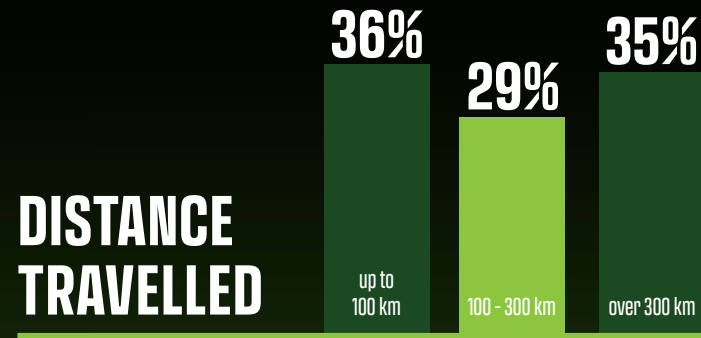


**83%** reach gaming enthusiasts good or very good on-site CAGGTUS



# LAN AREA

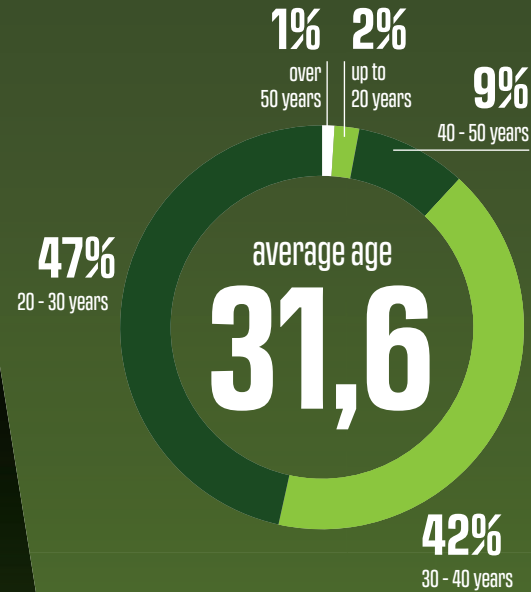
AROUND **2.100**  
PARTICIPANTS



## GENDER



## AGE



## HERE'S WHAT OUR LAN PARTICIPANTS SAY

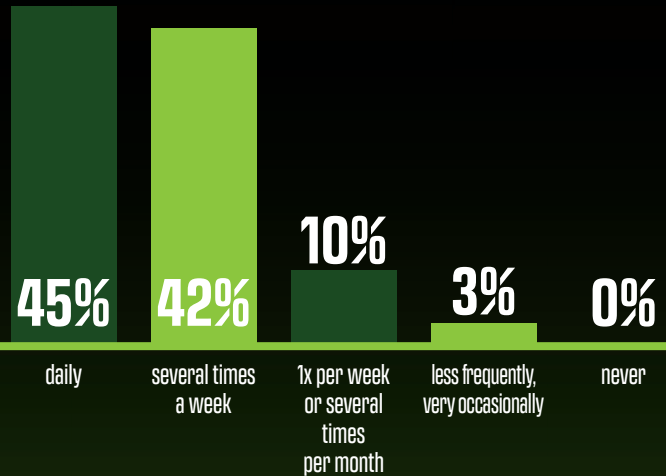


These brands were included:

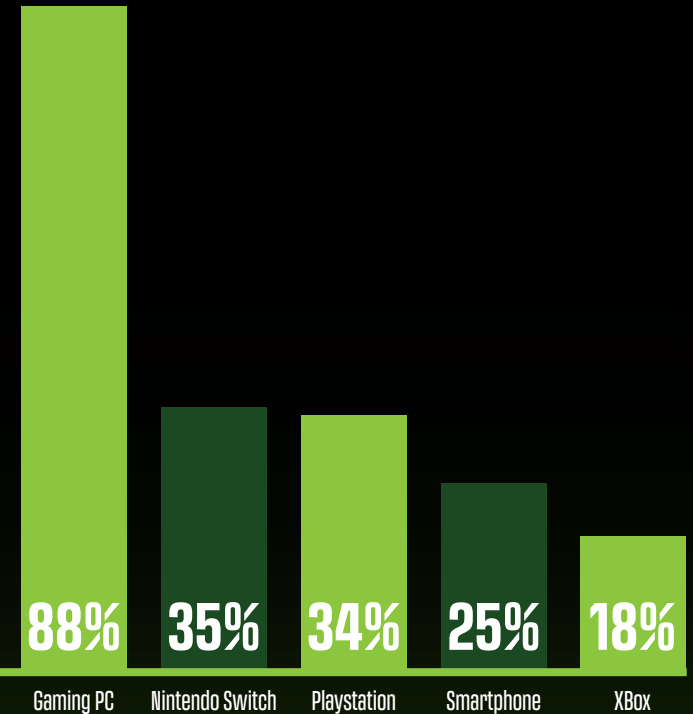


# LAN AREA

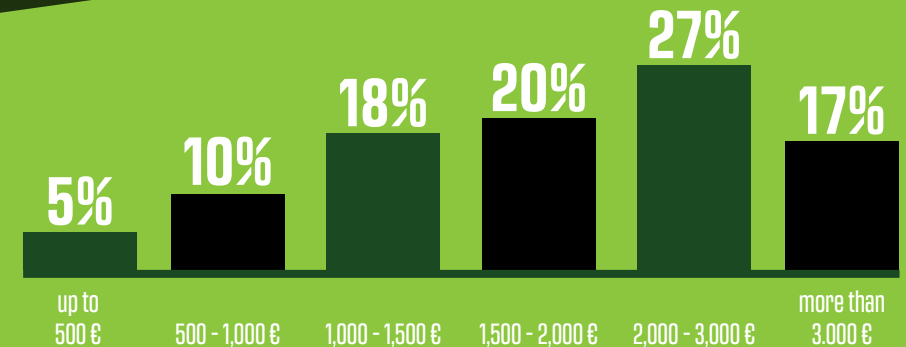
## HOW OFTEN DOES OUR LAN AREA COMMUNITY PLAY GAMES?



## ON WHICH DEVICE IS OUR LAN AREA COMMUNITY PLAYING ON?



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



# TALENTS

AMONG OTHERS WERE:



**DOKTORFROID**



**BENX &  
AWESOMEELINA**



**MAHLUNA &  
RVNXMANGO**

**TOTAL REACH OF  
ALL THE TALENTS**



**1.841.550**



**5.755.893**



**1.508.002**



**831.116**

All the Talents at a glance: [www.caggtus.de/talents-en](http://www.caggtus.de/talents-en)



**9**

Shows

**20**

almost

hours of live program

**60**

qm Event Stage

**40.967**

live views



# SOCIAL MEDIA + PRESS

## SOCIAL MEDIA



**8.265**  
FOLLOWER

**1,5 MIO**  
RANGE

**5,3 MIO**  
IMPRESSIONS

**28.131**  
INTERACTIONS



**7.843**  
FOLLOWER

**114.860**  
RANGE

**4,8 MIO**  
IMPRESSIONS

**1.180**  
INTERACTIONS



**4.957**  
FOLLOWER

**1.073**  
AVERAGE VIEWERS

**376.560**  
MINUTES VIEWED



**4.372**  
MEMBERS

OVER **800**  
MEDIA PROFESSIONALS  
AT THE EVENT  
(just over 600 of them  
content creators)

## PRESS

### ONLINE

**165**  
CLIPS

**181.065.157**  
REACH

### PRINT

**24**  
CLIPS

**5.496.586**  
REACH

### TV

**14**  
CLIPS

**1.858.831**  
REACH

### RADIO

**24**  
CLIPS

**798.492**  
REACH

TIME SPAN: 1 MAI 2024-30 APRIL 2025

RANGE  
THE ACCREDITED  
ON TWITCH:

**7.470.276**  
FOLLOWERS

# FRIENDLY FIRE 10

## 07.12.2024



FRIENDLY  
FIRE

**12 hours**  
OF LIVESTREAM  
FOR A GOOD CAUSE

**64.000**  
AVERAGE  
VIEWERS

**80.000**  
MAX.  
VIEWERS

**510k**  
INDIVIDUAL  
VIEWERS

**1.266.000**  
LIVE-  
VIEWS

**PROUDLY SPONSORED BY CAGGTUS**



Our  
highlights:



# AD CAMPAIGNS

FIRST FLIGHT  
(EARLY BIRD)

META



2.570.067  
IMPRESSIONS

7.607  
CLICKS

YOUTUBE



356.873  
IMPRESSIONS

197.936  
VIEWS



MAIN FLIGHT

DISPLAY

300.044  
IMPRESSIONS

ADVERTORIAL

419.384  
IMPRESSIONS

META



3.300.719  
IMPRESSIONS

32.821  
CLICKS



TWITCH



491.109  
IMPRESSIONS

395.553  
FULLVIEWS

YOUTUBE



1.869.936  
IMPRESSIONS

903.887  
VIEWS

GOOGLE  
SEARCH

3.696.834  
IMPRESSIONS

46.865  
CLICKS



REDDIT



2.518.179  
IMPRESSIONS



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## SAVE THE DATE!

# 17.-19. APRIL 2026

## LINKS



Aftermovie

Website

Press releases



Instagram



Discord



Facebook



Twitch



TikTok



YouTube



LinkedIn