

CAGGTUS
L E I P Z I G



YOUR GAMING FESTIVAL 2023 RECAP

www.caggtus.de/en



IMPRESSIONS



#CAGGTUS2023



ENTERTAINMENT AREA

14,800
VISITORS

DISTANCE TRAVELLED

65%

up to 100 km

20%

between 100 and 300 km

15%

over 300 km

GENDER



68%
male



29%
female



3%
other

GAMING DEVICES



17%



42%



45%

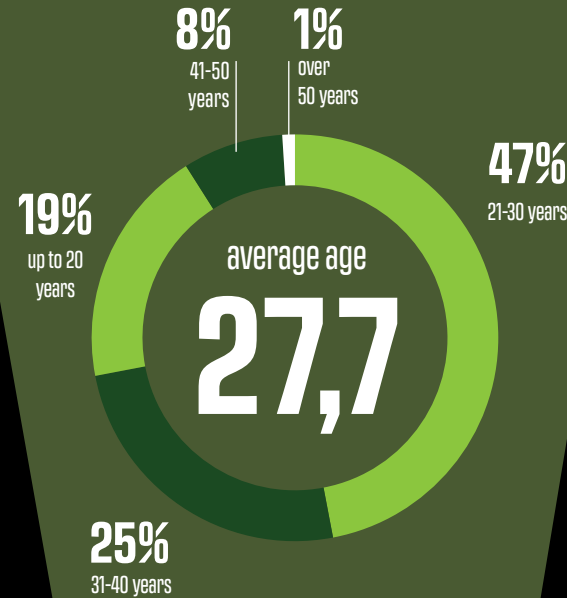


55%



68%

AGE



WHAT OUR VISITORS SAID



87% recommend the gaming festival



87% want to visit the gaming festival again



64% only attend CAGGTUS (and no other gaming event)

Participating brands were:

SAMSUNG

envia M-Gruppe

CASEKING.de

Landwirtschafts-Simulator 22

ENTERTAINMENT AREA

EXHIBITOR STATEMENTS

„With CAGGTUS 2023, Leipziger Messe successfully achieved its goal of creating a gaming festival for the community that satisfies the needs of all gaming enthusiasts – whether casual or professional, young or old and playing on consoles, mobile or on a PC. That’s why we at Samsung not only decided to support the event as a major partner but also to take advantage of the chance here at the event to present our very top product, the Odyssey OLED G9, for the first time ever. This year’s CAGGTUS was a tremendous success, giving us the opportunity for incredible interaction with the community on our broadly diversified premium portfolio.“

Ida Marie Weber, Product Manager for CE Displays at Samsung Electronics GmbH

„I was very positively surprised by the premiere of CAGGTUS, since it’s difficult to create a completely new event. The fantastic atmosphere showed how well the community embraced the event. This was also reflected at our stand. There was always something happening at our game testing stations and our off-season FSL tournament (Farming Simulator League) was an amazing success. Two thumbs up for CAGGTUS! The festival is definitely in a position to continue growing. We look forward to returning in the future with our farming simulator!“

Claas Eilermann, Event & E-Sports Manager, GIANTS Software GmbH

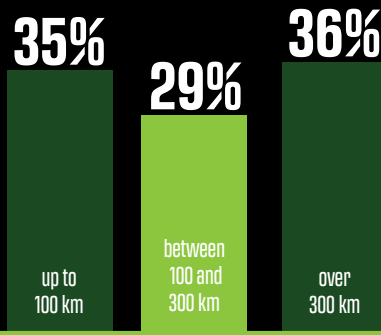
„We are very pleased with our participation in the first CAGGTUS! There was an awesome vibe, people had loads of fun and the products on display here in the hall were right on target with visitors. The CAGGTUS Store was always well-frequented and we had put together a good mix of products that really resonated with both the LAN participants and the regular visitors. If things continue along these lines, we will definitely be back!“

Vincent Rohloff, Communications Manager, Caseking.de

LAN AREA

AROUND 1,500 PARTICIPANTS

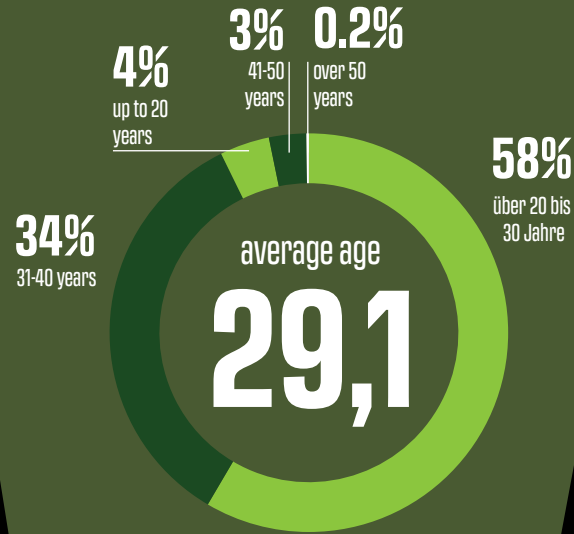
DISTANCE TRAVELLED



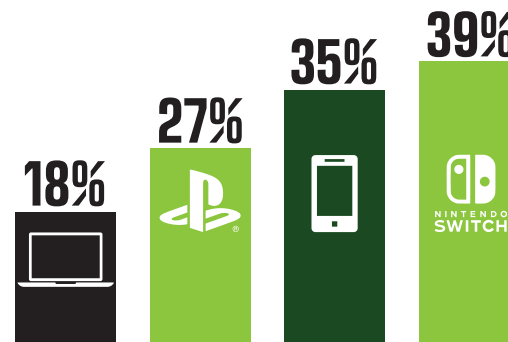
GENDER



AGE



GAMING DEVICES



HERE'S WHAT OUR LAN PARTICIPANTS SAY



LAN AREA sponsored by



PC GAME PASS



MAXNOMIC[®]
the original by NEED for SEAT[®]



BACKFORCE

87%



STREAM AREA

AMONG OTHERS PRESENT WERE:



RUMATHRA

twitch.tv/rumathra



FISHCOP

twitch.tv/fishc0p



MANGO

twitch.tv/rvnxmango



BASO

twitch.tv/baso



ANNI THE DUCK

twitch.tv/annitheduck

TOTAL REACH OF
ALL THE CREATORS

 5.147.274

 2.352.682

 1.849.847

 1.319.294

 1.609.276

All the creators at a glance:

www.caggtus.de/creators



Stream Area
sponsored by



4

streaming
booths

2

streaming
studios

39

talents
booked by us






49,800

viewers
on average

SOCIAL MEDIA + PRESS

OVER **450** MEDIA PROFESSIONALS AT THE EVENT

SOCIAL MEDIA

				
8.085 MEMBERS	5.088 MEMBERS	7.849 MEMBERS	3.918 MEMBERS	4.758 MEMBERS
207.525 PROFILE VISITS	2.238 NEW FOLLOWER	20.558 PAGE AND PROFILE VISITS	44.119 LIVE VIEWS	
2.099.101 IMPRESSIONS	1.568.037 IMPRESSIONS	971.134 IMPRESSIONS	435.331 MINUTES VIEWED	
5.039 REFERENCES	18.689 INTERACTIONS	3.430 INTERACTIONS		

PRESS

ONLINE	PRINT	SOCIAL MEDIA	TV	RADIO
189 CLIPS	162 CLIPS	7.613 CLIPS	21 CLIPS	6 CLIPS
146.994.258 REACH	6.707.266 REACH	216.523.800 REACH	1.810.000 REACH	630.000 REACH


TIME SPAN: 1 MAY 2022-30 APRIL 2023



AD CAMPAIGNS

DISPLAY

11.032.489
IMPRESSIONS

10.988
KLICKS 

ADVERTORIAL

497.968
IMPRESSIONS

PODCAST

89.947
PLAYS

META



6.421.320
IMPRESSIONS

27.129
KLICKS 

TIKTOK



6.254.910
IMPRESSIONS

26.104
KLICKS 

TWITTER



1.639.971
IMPRESSIONS

889.024
REACH

TWITCH



655.664
IMPRESSIONS

630.314
VIEWS

YOUTUBE



3.463.618
IMPRESSIONS

2.994.012
VIEWS

GOOGLE SEARCH

36.721
IMPRESSIONS

19.582
KLICKS 

**OUTDOOR
ADVERTISING
3.31 MILLION
CONTACTS**



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SAVE THE DATE!

5. - 7. APRIL 2024

LINKS

Aftermovie

Website

Press Service



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