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ORGANISERS

ORGANISER

Leipziger Messe is one of the ten leading trade fair companies in Germany and numbers among the Top 50 worldwide. The Leipzig trade fair centre takes in an exhibition area of 111,900 m² and has open-air grounds of 70,000 m². Around 280 events take place here every year – trade fairs, exhibitions, conventions and functions – attended by up to 12,000 exhibitors and over 1.2 million visitors from all over the world. Since 2016 Leipziger Messe annually hosts DreamHack Leipzig.

CO-ORGANISER

XMG is Schenker Technologies GmbH’s cult gaming brand, and one of the leading providers of customizable laptops and desktop PCs. Since their creation more than 15 years ago, many XMG gaming laptops and PCs have received awards both from German and international media. XMG promotes and supports players, teams and events throughout Europe. Since 2016 XMG has been co-organiser of DreamHack Leipzig.
<table>
<thead>
<tr>
<th>PARTNERS</th>
<th>MEDIA PARTNERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>XMG</td>
<td>eSports1</td>
</tr>
<tr>
<td>MONSTER ENERGY</td>
<td>MAX MONSTERS &amp; EXPLOSIONS</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>STREAMAREA</th>
<th>WIN THE WINTER</th>
<th>LAN AREA</th>
<th>COSPLAY CONTEST</th>
</tr>
</thead>
<tbody>
<tr>
<td>SAMSUNG</td>
<td>KNOPPERS Nussriegel</td>
<td>NICKNACKS</td>
<td>CAPTAIN MARVEL</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>LAN TOURNAMENTS</th>
<th>SCREEN RENTAL</th>
<th>GAMING CHAIRS</th>
<th>MERCHANDISE</th>
<th>DREAMSTORE</th>
</tr>
</thead>
<tbody>
<tr>
<td>WD BLACK</td>
<td>ZOWIE</td>
<td>MAXNOMIC the original by NEED for SEAT</td>
<td>ESL Shop</td>
<td>MediaMarkt</td>
</tr>
</tbody>
</table>

February 15 – 17, 2019
20,600 guests
2,000 LAN participants
76.5% male, 23.5% female

Age distribution:
- 12-15: 5.1%
- 16-20: 36.6%
- 21-30: 45.0%
- > 30: 13.3%

Exhibitors:
- 43 exhibitors
- 43 sponsors
- 43 partners

Gender distribution:
- 76.5% male
- 23.5% female

Sphere of influence:
- 21.8% <50km
- 21.8% 50-100km
- 21.8% 100-300km
- 21.8% >300km

From Germany: 97.5%
From abroad: 2.5%

11 different countries
WEBEDIA
“We are extremely satisfied with this year’s DreamHack. Everything that makes gaming great comes together in Leipzig – cosplay, eSports and hardware. Reactions from the audience were phenomenal.”

Yassin Chakhchoukh, Project Manager at Webmedia

DCMM
“Enthusiastic spectators, intense questions. The German Casemod Championship was well received. We got great feedback. The 45 mods as well as the 4 live mods sparked excitement. We were welcomed in Leipzig with open arms and felt that we were one of the main attractions. In the coming year we want to inspire even more modders at DreamHack Leipzig and beyond.”

Magnus Erichson, Event Manager planetlan GmbH

DREAMSTORE
“At DreamHack, we presented our complete range of gaming hardware. Our visitors were very satisfied with the DreamStore. Our stand was completely occupied for the duration. In our opinion, we have nothing to lose by re-launching our DreamStore next year.”

Jörg Camphausen, Managing Director of Media Markt Leipzig-Paunsdorf
BENQ ZOWIE
“DreamHack is a very important trade fair for our company and for our gaming brand Zowie. The user experience is especially important for us, as many of our products are characterized by the fact that you have to try them out directly. We could really feel the strong development of DreamHack and are looking forward to participating next year.”
Leonie-Alina Alder, Marketing Specialist B2C (ZOWIE), Region DACH & Benelux, BenQ Deutschland GmbH

INDIE ARENA BOOTH
“Our joint booth for multiplayer game developers was well received. The Indie Arena Booth became a meeting place for cool new games. The next generation of game developers will start their dream here in Leipzig. The community vibe at DreamHack is awesome.”
Wolf Lang, host of the Indie Arena Booth and Managing Director of Super Crowd Entertainment GmbH

MONSTER ENERGY
“At DreamHack Leipzig we had incredible fan interactions and reached our exact target group. The combination of trade fair and event is excellent, which makes DreamHack unique.”
Bastian Radloff, Communications Manager Monster Energy
Rocket League returned to #DHDE19 for the second year in a row! This time as part of the new international "DreamHack Pro Circuit". Dignitas won the kick-off of the tournament series which is touring across Europe and North America.

CS: GO made a brilliant comeback at #DHDE19. Sprout prevailed against expert eSport during a thrilling finale.

Our very own Hearthstone tournament “Win the Winter” took place for the second time in a row at DreamHack Leipzig. The qualifying matches took place in a specially built area in the DreamExpo, the LAN area as well as online prior to #DHDE19. The final was played live on the Event Stage.

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**PROFESSIONAL ESPORTS**

<table>
<thead>
<tr>
<th>TOTAL VIEWS</th>
<th>UNIQUE VIEWERS</th>
<th>TOTAL VIEWS</th>
<th>UNIQUE VIEWERS</th>
<th>TOTAL VIEWS</th>
<th>UNIQUE VIEWERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>3,481,153</td>
<td>608,437</td>
<td>42,372</td>
<td>14,327</td>
<td>53,456</td>
<td>16,722</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>HOURS WATCHED</th>
<th>PRIZE POOL</th>
<th>HOURS WATCHED</th>
<th>PRIZE POOL</th>
<th>HOURS WATCHED</th>
<th>PRIZE POOL</th>
</tr>
</thead>
<tbody>
<tr>
<td>1,438,055</td>
<td>100,000 USD</td>
<td>6,282</td>
<td>10,000 EUR</td>
<td>19,657</td>
<td>10,000 EUR</td>
</tr>
</tbody>
</table>
The eSport Bund Deutschland (ESBD) played for the first time the final of the League of Legends club cup at the DreamHack Leipzig. Magdeburg eSport club was able to secure the first victory in the history of the club cup.

University eSports Germany had its debut with the League of Legends Winterfinals at DreamHack Leipzig. KIT SC White from Karlsruhe is the new university champion.
<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOTAL VIEWS</td>
<td>129,098</td>
</tr>
<tr>
<td>UNIQUE VIEWERS</td>
<td>62,444</td>
</tr>
<tr>
<td>HOURS WATCHED</td>
<td>26,197</td>
</tr>
<tr>
<td>MAX. CONCURRENT VIEWERS</td>
<td>6,103</td>
</tr>
</tbody>
</table>
STREAMAREA

» 12 STREAMING SEATS with a total of 43 TALENTS attending throughout the event

» Exclusively German Streamers

» An arena shaped area emphasizing on community interaction and giving the opportunity to PERSONNALLY MEET ONE'S IDOL

» A high rate of interaction between the streamers creating a UNIQUE ATMOSPHERE

» Supporting mid-tier streamers to develop the COMMUNITY FEELING

207,017
TOTAL UNIQUE VIEWERS

2,581,496
TOTAL SOCIAL MEDIA REACH AND DURATION

hc_diZee
Twitch.TV/hc_dizee
73,854 FOLLOWER

thisGuy
Twitch.TV/thiseguy
198,897 FOLLOWER

Lory
Twitch.TV/lory
235,397 FOLLOWER

OrangeMorange
Twitch.TV/orangemorange
194,874 FOLLOWER

Kamikatze
Twitch.TV/kamikatze
57,534 FOLLOWER
LAN AREA FACTS & FIGURES

**MOST POPULAR GAMES PLAYED BY PARTICIPANTS**

<table>
<thead>
<tr>
<th>Game</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>CS:GO</td>
<td>49.6%</td>
</tr>
<tr>
<td>PUBG</td>
<td>38.2%</td>
</tr>
<tr>
<td>Battlefield</td>
<td>36.8%</td>
</tr>
<tr>
<td>League of Legends</td>
<td>31.8%</td>
</tr>
<tr>
<td>Rocket League</td>
<td>27.6%</td>
</tr>
<tr>
<td>Overwatch</td>
<td>26.7%</td>
</tr>
<tr>
<td>Apex Legends</td>
<td>23.6%</td>
</tr>
<tr>
<td>Minecraft</td>
<td>21.4%</td>
</tr>
<tr>
<td>Pokémon</td>
<td>20.7%</td>
</tr>
<tr>
<td>Call of Duty</td>
<td>16.9%</td>
</tr>
<tr>
<td>Hearthstone</td>
<td>13.9%</td>
</tr>
<tr>
<td>Destiny</td>
<td>12.2%</td>
</tr>
<tr>
<td>Starcraft 2</td>
<td>1.5%</td>
</tr>
</tbody>
</table>

**FACTS AND FIGURES**

- **2x20 GBIT/S** extended data cable
- **14 GBIT/S** at peak times
- **56 HOURS** constant transfer rate and **56 KILOMETRES COPPER CORED CABLE**

**LAN SPONSOR**

- **NicoNacs**

**100% TARGET GROUP: FREQUENCY OF COMPUTER GAMES GAMEPLAY**

- 2.4% less frequent
- 7.9% several times a month
- 32.3% many times a week
- 57.4% daily
LAN AREA BYOC TOURNAMENTS

THE BYOC MAIN TOURNAMENTS HOSTED IN THE LAN AREA

- Counter Strike: Global Offensive
- Hearthstone: Heroes of Warcraft
- League of Legends
- Fortnite
- Overwatch
- Playerunknown's Battlegrounds
- Rocket League

WITH PRIZE POOL UP TO €15,000 PROVIDED BY

- Arctic
- Corsair
- Esport Management
- iiyama
- Insurninja
- Nic Noc
- NVIDIA
- Rapid LAN
- Trust Gaming
- WD Black
- Zotac
BUSINESS

For the third time, the congress sparked interest in many eSports enthusiasts – with 20 experts and around 180 participants the event grew once more. The business event proved to be an ideal transfer of knowledge for important representatives of eSports and participants from various business fields. Renowned speakers from Germany and abroad reported on the balancing act between millions of investments and sustainable growth, the franchise debate, investments and the latest developments.

BUSINESS LOUNGE

Once again, the Business Lounge was the perfect place for trade visitors as well as exhibitors, partners and sponsors to meet and greet their business partners as well as to establish new contacts. More than 1,000 visitors used the opportunity to withdraw from the buzzing DreamExpo to hold small meetings, network or recharge in a relaxed lounge atmosphere.
### Advertising Campaigns

<table>
<thead>
<tr>
<th>Platform</th>
<th>Impressions</th>
<th>CTR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Online Banner</td>
<td>6,106,317</td>
<td>0.25%</td>
</tr>
<tr>
<td>Youtube</td>
<td>610,462</td>
<td>0.16%</td>
</tr>
<tr>
<td>Facebook</td>
<td>416,211</td>
<td>3.19%</td>
</tr>
<tr>
<td>Instagram</td>
<td>693,327</td>
<td>0.57%</td>
</tr>
<tr>
<td>Google Search</td>
<td>32,315</td>
<td>34.93%</td>
</tr>
</tbody>
</table>

**Advertisement Format**

- *Estimated value

**Time Span**: 2 weeks

**Contacts**: 4,000,000
SOCIAL MEDIA ACTIVTIES

**TWITTER**
- Impressions 973,213
- Engagements 31,050
- Link-Klicks 3,692

**FACEBOOK**
- Impressions 1,959,703
- Engagements 9,168
- Link-Klicks 12,005

**INSTAGRAM**
- Posts 100
- Likes 12,000
- Comments 303
- New followers 978

**YOUTUBE**
- Videos 14
- Trailer 5
- Aftermovie 1
- Streamer-Announcements 6
- Live-Streams 2
- Total Views 261,509

**LIVE-STREAMS FACEBOOK & TWITCH**
- Newsstreams from Studio 5
- Livestream from Event 2
- Instagram Live Storys 5

**WEB STATISTICS**

<table>
<thead>
<tr>
<th></th>
<th>SEP. 18</th>
<th>OCT. 18</th>
<th>NOV. 18</th>
<th>DEZ. 18</th>
<th>JAN. 19</th>
<th>FEB. 19</th>
<th>Σ</th>
</tr>
</thead>
<tbody>
<tr>
<td>Guests</td>
<td>14,619</td>
<td>13,268</td>
<td>18,648</td>
<td>33,376</td>
<td>67,113</td>
<td>111,250</td>
<td>258,274</td>
</tr>
<tr>
<td>Impressions</td>
<td>38,365</td>
<td>32,023</td>
<td>45,274</td>
<td>74,636</td>
<td>154,330</td>
<td>291,042</td>
<td>635,670</td>
</tr>
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</table>

February 15 – 17, 2019
# PRESS ACTIVITIES

<table>
<thead>
<tr>
<th>ACTIVITY</th>
<th>RUN</th>
<th>TIME SPAN</th>
<th>COVERAGE/CONTACTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Print</td>
<td>309</td>
<td>June 1, 2018 - February 21, 2019</td>
<td>5,679,533</td>
</tr>
<tr>
<td>Online</td>
<td>500</td>
<td>June 1, 2018 - February 21, 2019</td>
<td>800,787,111</td>
</tr>
<tr>
<td>TV</td>
<td>11</td>
<td>June 1, 2018 - February 21, 2019</td>
<td>2,150,000</td>
</tr>
<tr>
<td>Radio</td>
<td>59</td>
<td>June 1, 2018 - February 21, 2019</td>
<td>8,260,000</td>
</tr>
<tr>
<td>Social Media</td>
<td>20.204</td>
<td>June 1, 2018 - February 21, 2019</td>
<td>327,020,315</td>
</tr>
</tbody>
</table>

$$\Sigma 1,143,896,959$$

262 journalists from 11 different countries

(Germany, Estonia, Great Britain, Israel, Latvia, Netherlands, Portugal, Sweden, Switzerland, Czech Republic, Austria)
SAVE THE DATE

JANUARY 24 – 26, 2020

DREAMHACK - LEIPZIG 2020

DREAMHACK-LEIPZIG.DE
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