



EGX

LONDON OCTOBER 2024

130K ATTENDEES



30% UP



3.3M+
WEB VIEWS
(10% UP vs May)



2.1M+
APP VIEWS
(30% UP vs May)



33K
FAN SCANS
(45% UP YOY)



420K
FAN HUB ENGAGEMENTS
(24% UP vs May)



2.98B
MEDIA IMPRESSIONS
(56% UP vs May)



275K
EMAIL SUBS
(53% UP vs May)



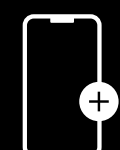
3.2M
INSTA IMPRESSIONS



949K
FACEBOOK & X (TWITTER) IMPRESSIONS



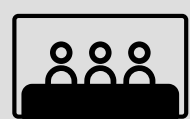
160K
TIKTOK VIEWS



481K
TOTAL SOCIAL FOLLOWING



900+
INDUSTRY PROFESSIONALS



750+
CREATORS AND INFLUENCERS



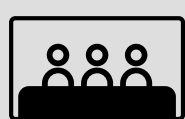
307
ARTIST ALLEY CREATORS



86
AUTHORS IN WRITERS BLOCK



450
EXHIBITORS & RETAILERS



18
STAGES & PERFORMANCE AREAS



800+
PANELS & WORKSHOPS



1.4M
STEAM PAGE IMPRESSIONS

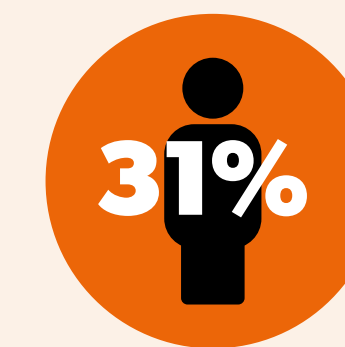
DEMOGRAPHICS

AGE

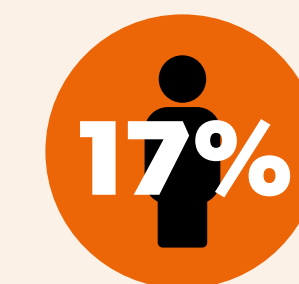
(PREFER NOT TO ANSWER: 3%)



MILLENNIALS



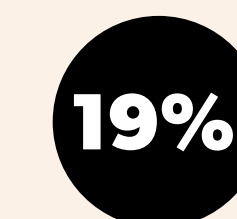
GEN-Z



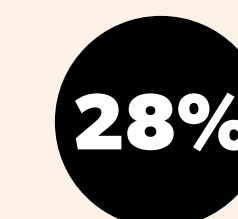
GEN-X

EARNINGS

(PREFER NOT TO ANSWER: 37%)



UP TO £35K



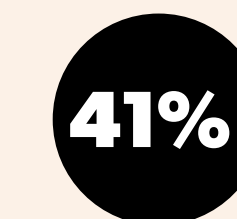
£36K-75K



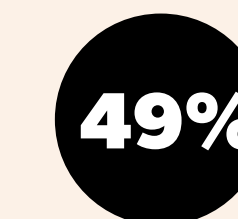
£75K+

GENDER

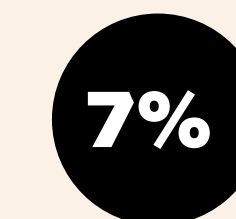
(PREFER NOT TO ANSWER: 3%)



FEMALE



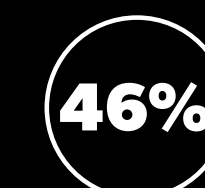
MALE



NON-BINARY

REASONS TO ATTEND

- 1 COSPLAY
- 2 CONSOLE & PC GAMING
- 3 SHOPPING/ EXHIBITORS
- 4 ARTIST ALLEY
- 5 PLAYABLE GAMES



OF FANS SPEND £100+ ON THE SHOW FLOOR



OF FANS SAID THEY'RE MORE LIKELY TO USE A PRODUCT OR SERVICE FROM AN EXHIBITOR OR SPONSOR SEEN AT MCM X EGX



ARE RETURNING MCM COMIC CON FANS



ARE RETURNING EGX FANS