



Schedule GCO Business Talks

Thursday, 8th July 2010

09:00 - 10:00	Registration		
10:00 - 10:30	GAMES CONVENTION ONLINE Media Summit (Moderator: Dieter Marchreiter, Marchreiter Communications GmbH Speaker: Dr. Richard Bartle, University of Essex; Partrick Streppel, gamigo AG; Thomas Lagemann, Two Pi Team; Marian Härtel, CPMStar)		
10:30 - 11:00			
11:00 - 11:30	International Discussion Panel: "Still the same game!?! Implications of social networks and games growing together" (Mickey Maher, Sometrics; Tony Pearce, TeePee Games; Thomas Jarzombek, Member of Parliament; Axel Toelke, VZnet Netzwerke; Nils-Holger Henning, Bigpoint)		
11:30 - 12:00			
12:00 - 12:30			
12:30 - 13:00			
13:00 - 13:30	Lunch Break		
13:30 - 14:00			
14:00 - 14:30	Business Talk/Discussion: "Why social gaming is so much fun. Users, Motives and Motivations" Talk 1: "Gaming, communicating, sharing – Users and their experiences in social games" (Janne Paavilainen, Game Research Lab, Department of Information Studies and Interactive Media, University of Tampere)	Business Talk: Marketing "How to scale your gaming business" (Patrick Warnking, Google) "Online-Games and successful conversion" (Dr. Jarg Temme, deal united)	Panel: Trends & Challenges "The importance of music in Online Games" (Moderator: Philipp Issa, Gamesrocker Speaker: Christian Mix-Linzer, Tracks & Fields; Michael Stöckemann, European Composers; Markus Schmidt, Markus Schmidt Sound Music; Axel Rohrbach, Dynamedion GbR)
14:30 - 15:00			
15:00 - 15:30	Talk 2: "Playful clusters – Motivations and resulting social structures in social gaming" (Ben Kirman, Lincoln Social Computing Research Centre, University of Lincoln)		
15:30 - 16:00		Business Talk: Financing Models "Independent Browser Game Development and Publishing" (Alexander Piutti, POPMOG; Tim Werner, InnoGames GmbH)	Business Talk: Financing Models "Micropayment solutions" (Boris Schmidt, Freiwillige Selbstkontrolle Telefonmehrwertdienste e.V.)
16:00 - 16:30		Business Talk: Technologies "Building a game engine for the web" (Paul Bakaus, Dextrose AG)	"Three directives for the profitable operation of FTP and social game" (Matthias Letzelter, Sören Stark, mopay c/o MindMatics AG)
16:30 - 17:00	Business Talk: Social Games "Social Gaming - a trend and a gold mine" (Achim Himmelreich, Mücke, Sturm & Company GmbH)		
17:00 - 17:30		Business Talk: Technologies "Multi-Platform Avatar Systems for iPhone, Android, and PC" (Mike Grundvig, Jobe Makar, Electrotank)	Panel: Marketing "Advertising in the digital gaming environment. Which risks and chances does the national and international commercialization of advertising spaces hold for publishers?" (Moderator: Tobias Berlin, Tobias Berlin Consulting; Speaker: Daniel Siegmund, GAN Game Ad Net GmbH; Martin Kreuzberg, Travian Games GmbH; Sebastian Teuber, Upjers)
17:30 - 18:00	Business Talk: Internationalization "Localization pitfalls - What publishers should consider when entering new markets" (Julian Migura, Béatrice Compagnon, Jayanda)	Business Talk: Legal Issues in Online Games "Legal Issues for Social Games" (Andreas Lober, SchulteRiesenkampff RechtsanwältsGes. mbH)	
19:00	Exhibitors' Party - Kanupark Markkleeberg		

Business Talk
Press
Panel

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Schedule GCO Business Talks

Friday, 9th July 2010

09:00 - 10:00	Registration			Community Manager Conference
10:00 - 10:30	Business Talk: Social Games "Pivoting to Social Media" (Lloyd Melnick, Playdom)		Business Talk: Marketing "Paradigm Shift: How Online and Print Press Is Changing in the (Online-)Gaming Industry" (Peter Konhäusner, MediaXP Verlag)	
10:30 - 11:00		Business Talk: Trends & Challenges "Trends in a rapidly changing gaming world - how to successfully keep up with the speed" (Nils-Holger Henning, Bigpoint) "Downloading is dead" (Doki Tops, Kalydo)		
11:00 - 11:30	Business Talk/Discussion: "Persuading the user by design. Mechanisms, Tweaks and Social Principles to Get the Player Playing"		Panel sponsored by M-Days: "Online und Mobile Casual Gamer: Wie unterscheiden sich die Gattungen und was kann Mobile von Online lernen" (Speaker: Fritz Weinke, Jennifer Smith, Greentube IES GmbH; Malte Prien, TIC Mobile GmbH) (Session only in German)	
11:30 - 12:00	Talk 1: "Principles and patterns of social games - Where's the difference compared to other games?" (Staffan Björk, Chalmers University of Technology and University of Gothenburg)			
12:00 - 12:30	Talk 2: "Metrics, Aesthetics, Design – Game design and social network integration" (Aki Järvinen, Digital Chocolate)	Business Talk: Internationalization "Launching an international MMORPG for an independent publisher located in Italy" (Fabrizio Cali, Kalicanthus)		
12:30 - 13:00		Business Talk: Financing Models: "Falling In Love With Numbers: Leveraging Monetization And Growth Through Efficient Analytics"(Tobias Berlin, Tobias Berlin Consulting)		
13:00 - 13:30	Lunch Break			
13:30 - 14:00				
14:00 - 14:30	Panel: Trends & Challenges "Reinventing a broken wheel: Online properties that re-launch successfully" (Moderator: Sean Kauppinen, International Digital Entertainment Agency)	Business Talk/Discussion: Mobile Gaming (Moderator: Peter Konhäusner, MediaXP Verlag) "The iPhone... what else?" (Maarten Noyons, NCC) "Gaming with the World" (Volker Hirsch, Scoreloop AG) "The Developer Ecosystem - what is Nokia's role in the Game" (Jens Dissmann, Nokia)	Panel presented by AIOMI: "The Italian Online Games Market" (Marco Accordi Rickards and Raoul Carbone, AIOMI; Giovanni Caturano, SpinVector; Fabio Viola, DigitalFun; Fabrizio Cali, Kalicanthus)	
14:30 - 15:00	Speaker: Dr. Pascal Zuta, Aeria Games Europe GmbH; Nils-Holger Henning, Bigpoint; Doki Tops, Kalydo)			
15:00 - 15:30				
15:30 - 16:00				
16:00 - 16:30	Business Talk: Internationalization "World Domination or: how will my game conquer the world?" (Iris Ludolf, Partnertrans)	Business Talk: Mobile Gaming "SOFTGAMES innovative drive for virtual goods in mobile gaming" (Alexander Krug, SOFTGAMES)	Special presented by Universität Leipzig / FSM "Wie klassifiziert man Online-Spiele und andere Internethalte selbst? - Ein System der FSM nach dem neuen JMStV" (Moderator: Prof. Dr. Hartmut Warkus, Universität Leipzig Speaker: Stephan Dreyer, Hans-Bredow-Institut; Otto Vollmers, Freiwillige Selbstkontrolle Multimedia (FSM); Sabine Frank, Freiwillige Selbstkontrolle Multimedia (FSM)) (Session only in German)	
16:30 - 17:00	"Overcoming the challenges of high quality end user global gameplay and game delivery" (Carsten M. Steffen, CDNetworks)			
17:00 - 17:30		Business Talk presented by iPhone Developers Conference "Becoming rich and famous in the games industry" (Hendrik Klindworth, InnoGames; Florian Bender, Neue Mediengesellschaft Ulm mbH)		
17:30 - 18:00	Business Talk: Social Games "AT.LANT.IS in a social network – a game development history" (Jürgen Mayer, plazz entertainment)			
18:00 - 19:00	Networking Reception hosted by BusinessXP			

- Business Talk
- Community Manager Conference
- Panel
- Special

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Schedule GCO Business Talks

Saturday, 10th July 2010

09:00 - 10:00	Registration	
10:00 - 10:30	Business Talk/Discussion: "Casually Social? On the interdependency between Social and Casual Games" Talk 1: "Casual social games for serious social purposes" (Valentina Rao, Center for Advanced Gaming and Simulation, Utrecht University) Talk 2: "The Death of the Game Designer" (Dr. Julian Kücklich, Mediadesign Hochschule für Design und Informatik)	
10:30 - 11:00		Business Talk: Trends & Challenges "Building Browser-Based MMOGs: Challenges and Solutions" (Mike Grundvig, Jobe Makar, Electrotank)
11:00 - 11:30		Business Talk: Legal Issues in Online Games "International roll-out of browser games" (Dr. Tobias Schelinski, Taylor Wessing)
11:30 - 12:00		
12:00 - 12:30	Lunch Break	
12:30 - 13:00		
13:00 - 13:30	Special: Possibility to visit the World Cyber Games / ACER Soccer Challenge at the BELANTIS Park Leipzig Entrance ticket: € 19,90 (online-offer at www.gamesconvention.com/esports) (shuttle bus from the CCL to BELANTIS is available, if requested)	
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Business Talk

Special

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