



LA GAMES CONFERENCE

MAY 8, 2018 ■ W HOTEL ■ HOLLYWOOD, CA ■ WWW.LAGAMESCONFERENCE.COM



#LAGC2018

Room: Great Room I

9:30 AM - 9:40 AM

Welcome and Introductory Remarks:

Trends to Watch in Games and Entertainment

Speaker: Ned Sherman, Counsel/Director, **Manatt Digital**, Chairman, **Digital Media Wire**

Room: Great Room I

9:40 AM - 10:00 AM

Featured Presentation:

Measuring the impact of battle royale on the games industry

Battle royale titles like Fortnite and PlayerUnknown's Battleground are not just popular among dedicated PC and console gamers — they are a genuine cultural phenomenon. A-list celebrities play Fortnite and teachers are wondering what exactly their students are obsessing over. The new game type is disrupting nearly every aspect of the \$108B interactive entertainment market, from mobile gaming to live streaming to esports. This talk will provide attendees with an understanding of the impact of battle royale games and which companies stand to gain or lose.

PRESENTER:

Carter Rogers, Senior Analyst, **SuperData Research**

Room: Great Room I

10:00 AM - 10:45 AM

View from the Top: The State of the Game Industry

Industry leaders discuss the current state of the game industry as the business continues its transition towards a digital future. What does it take to make a successful game these days across platforms? What emerging gaming platforms will be the most important in the years to come? How do you make money in this more and more complicated gaming universe with new digital platforms competing for the time and pocketbooks of consumers?

PANELISTS:

Dan Murray, President, **Skybound Interactive**

Dan Winters, Head of Business Development, Amazon Digital Games, **Amazon**

Deepak Gupta, Chief Revenue Officer, **MZ**

Nanea Reeves, CEO and Co-Founder, **TRIPP**

Robert Nashak, COO, **Survios**

Moderator: Eric Goldberg, Managing Director, **Crossover Strategies**



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10:45 AM - 11:15 AM

Fireside Chat with Craig Donato, Chief Business Officer at Roblox

11:15 - 11:30 AM Networking Break

Room: Great Room III

11:30 - 11:40 AM

Featured Presentations

Jalal Fattouh, Chief Strategy Officer, **Elyland**
Dmytro Kustov, Chief Strategy Officer, **Elyland**

11:45 AM - 12:15 PM

Room: Great Room I

PANEL: The X[R] Factor: Creating Immersive Experiences for Games & Entertainment

This panel of leaders will discuss the hardware and software, including sensory interfaces, applications, and infrastructures, that are enabling immersive content creation for virtual reality (VR), mixed reality (MR), augmented reality (AR), and cinematic reality (CR). How are these tools being used to generate new forms of reality by bringing digital objects into the physical world and bringing physical world objects into the digital world? The panel will focus on what is available in the market today. What are the available apps, content, devices, and headsets? What is the current state of consumer adoption?

PANELISTS:

Bjorn Book-Larsson, VP, Product, **HTC Viveport**, Board Member, **VRChat**

Daniel Oberlerchner, Director of Content Operations, **Method EXP**

Julia Sourikoff, Executive Producer, AR/VR/360, **Tool of North America**

Phil Greenspan- **Oculus**

Ryan Pulliam, CMO, **Specular Theory, Inc.**

Moderator: Margaret Wallace, CEO, **KijiCo**

Room: Great Room III

PANEL: Virtual Currency & Crypto Collide: How Will ICO's and Blockchain Disrupt Gaming and Entertainment?

Los Angeles is an epicenter for ICOs and the next market to be disrupted after FinTech is gaming and entertainment. This panel will discuss the latest ICO activity in games and entertainment. How will ICOs



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and blockchain disrupt the gaming and entertainment industries?

PANELISTS

Malcolm CasSelle, Chief Innovation Officer, **Worldwide Asset eXchange (WAX)**

Michael Frasier, Vice President, Business Development, International, **InComm**

Paul Kim, Managing Director, ICO's, **Blockchain Industries**

Tony Sheng, Product Lead, **Decentraland**

Moderator: Jay Moore, Alchemist of Fun, **Convergence 4D**

12:15 AM - 12:45 PM

Room: [Great Room I](#)

PANEL: Innovation in Mobile: What Developments Will Fuel Future Growth?

The mobile games market continues to grow at a record-breaking pace. The market reached a new high in 2017 with consumers spending \$14B more on mobile games in 2017 than in 2016 (SuperData Research). To put this in perspective, revenue generated by mobile games is now equal to all global movie box office sales during the same period, and mobile games now account for half of the entire global digital games market. Make no mistake about it: mobile games are big business, and the market to attract and retain users is highly competitive. This is panel will discuss what is required today to make a successful game for iOS, Android and emerging mobile platforms. How important is creativity and innovation? What developments are expected to fuel future growth in the market?

PANELISTS:

Andrew Stalbow, CEO & Co-Founder, **Seriously**

Ben Cohen, Partner, **Umbrella Games**

Chang Kim, CEO and Founder, **Tapas Media**

Lisa Anderson, Vice President, Games, **The Walt Disney Company**

Mark van Ryswyk, SVP, **Glu Mobile**

Moderator: Justin Pierce, Intellectual Property Division Chair, **Venable LLP**

Room: [Great Room III](#)

PANEL: What's Next for Mixed Reality Location-Based Entertainment (LBE)?

PANELISTS:

Bruce Vaughn, CEO, **Dreamscape VR**

Eric Gradman, CTO & Mad Inventor, **Two Bit Circus**

Joanna Popper, Global Lead, Virtual Reality Location Based Entertainment, **HP**

Louisa Spring, CEO, **VARI Parks**

Shiraz Akmal, Co-Founder and Chief Executive Officer, **SPACES Inc.**

Moderator: Eunice Shin, Managing Director, **Manatt Digital**

12:45 PM - 1:45 PM



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VIP/Speakers Luncheon

1:45 PM - 2:30 PM

Room: Great Room I

GAMES & ENTERTAINMENT INDUSTRY DEAL-MAKERS ROUNDTABLE

This panel of leading game and entertainment executives will discuss the future of the game business as it continues to grow and reach new heights. What kind of deals are being done today? How is the business changing as more entertainment brands and talent are getting involved in the business? What does media consolidation mean for the business? What does the future hold?

PANELISTS:

Chris Heatherly, EVP of Games & Digital Platforms, **NBCUniversal**

Jon Goldman, Managing Partner, **Skybound**, Venture Partner, **Greycroft**

Rick Phillips, President of Games Publishing & Licensing, **FoxNext Games**

Ted Schilowitz, Futurist, **Paramount**

Moderator: Ned Sherman, Director, **Manatt Digital**

Room: Great Room I

2:30 PM – 3:00 PM

Keynote Conversation

Bernard Kim, President of Publishing, **Zynga**

Interviewer: Stephanie Chan, Reporter, **VentureBeat**

3:00PM - 3:30PM - Networking Break

3:30 PM – 4:00PM

Room: Great Room I

PANEL:

The Opportunity for Brands, Agencies and Marketers in Esports

The panel will discuss the best of brand activations of eSports teams, leagues, competitive gamers and streamers.

PANELISTS:

Allan Pang, AirAsia Allstars Engagement and Internal Branding, Internal Communications, Group People & Culture. Esports Evangelist, **Air Asia**

Allen Lu, Founder/CEO, **Team VGJ**

Dave Madden, SVP, Global Brand Partnerships, **Electronic Arts (EA)**

Dustin Callif, Managing Partner, **Tool of North America**



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Rishi Chanda, Head of Gaming Content Partnerships, **Twitter**

Moderator: Minard Hamilton, Managing Partner, **Driver Ventures**

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PANEL: China and Beyond: The Opportunity in China and APAC's Emerging Markets

The APAC territories generated \$51.2 billion or 47% of total global game revenues in 2017 with China alone taking one-quarter of all global game revenues (Newzoo's Global Games Market Report). With mobile gaming leading the way, it is expected that the Chinese market will continue to grow. With China continuing to lead the way, it is expected that the fastest-growing region in the coming years will be rest of Asia (excluding China, Japan, and Korea), with total game revenues expected to grow to \$10.5 billion in 2020, up from \$4.5 billion last year (Newzoo's Global Games Market Report). This panel will discuss China's global dominance and the opportunity in APAC's emerging markets.

PANELISTS:

Anthony Castoro, former General Manager of H1Z1, **Daybreak Games**

Isabel Gan, Managing Director, **Puji Capital**

Michael Metzger, Partner, **Drake Star Partners**

Michael Zhang, CEO, **Firefly Games**

Moderator: Michael Cai, President, **Interpret**

4:00 PM - 4:30 PM

Room: [Great Room I](#)

PANEL: Hollywood & Games

This panel brings together a mix of companies and executives from the film and games industries to share ideas about relationship between games and the film industry and how to create new business opportunities at the intersection of these two exciting media industries.

PANELISTS:

Chris Hewish, Executive Vice President, Interactive, **Skydance Interactive**

John Linden, President, **Seismic Games**

Josh Brooks, SVP, Brand Strategy & Marketing, **Jam City**

Javon Frazier, EVP, Strategy & Business Development, **Studio71**

Lydia Bottegoni, SVP of Story and Franchise Development, **Blizzard Entertainment**

Moderator: David Bloom, Columnist, **Tubefilter**

Room: [Great Room III](#)

PANEL: Fighting Toxicity in Gaming

The global game industry has a big problem. Toxicity is so prevalent in online gaming that many players are resigned to its presence. All publishers and most players agree that toxicity is problematic. There is no grey area like with loot boxes or crate drops. Everyone benefits from gaming communities free of toxic behavior.



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PANELISTS:

Carlos Figueiredo, Director, Community Trust & Safety, **Two Hat Security**

J Goldberg, Head of Community, **Daybreak Game Company**

Kat Lo, Researcher, **University of California, Irvine**

Michael Salmon, Game Consultant, **Something Fishy Gaming**

Moderator: Dewey Hammond, Vice President, Games Research, **Magid Advisors**

4:30 PM - 5:00 PM

Room: [Great Room I](#)

PANEL: The Future of eSports

Providing a potent mix of real-life spectatorship and digital entertainment, today the worldwide phenomenon of competitive gaming today counts over 200 million spectators annually (SuperData Research) and presents a unique, new avenue in the entertainment market. This panel will discuss the rapidly growing and evolving market for eSports.

PANELISTS:

Andrew Paradise, CEO, **Skillz**

Ann Hand, Chairman & CEO, **Super League Gaming**

Ari Segal, President and COO, **Immortals and LA Valiant**

Arnold Hur, Chief Growth Officer, **KSV eSports**

Yvette Martinez-Rea, Chief Executive Officer, **ESL**

Moderator: Jonathan Pan, Esports Instructor, **University of California Irvine**

Room: [Great Room III](#)

Panel: Licensing: The Road to Happy Hour

Join us as our panel of interactive licensing veterans present a quick state of the market overview, share war stories and answer your questions regarding licensing in entertainment content for video game development and licensing out video game franchises for consumer products.

PANELISTS:

Careen Yapp, SVP Global Business, **Mixed Dimension**

Chelsea Faso, Head of Licensing/343 Industries (Halo), **Microsoft**

Germaine Gioia, President, **Playlife Company**

Josh Austin, VP Worldwide Licensing & Interactive, **Paramount Pictures**

Moderator: Ben Elliott, VP, Business Development & Licensing, **Warner Bros**



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5:00 PM - 5:30 PM

Room: Great Room I

PANEL: The Future of Interactive Entertainment

A mix of the most cutting edge faculty, alumni, and partners of the university discuss new ways to tell stories, find and reach players, and promote across multiple digital media.

PANELISTS:

Jane Pinckard, Associate Professor of the Practice of Cinematic Arts, Interactive Media and Games division, School of Cinematic Arts, **University of Southern California**

Margaret Moser, Professor, Interactive Media and Games division, School of Cinematic Arts, **University of Southern California**

Marientina Gotsis, Associate Professor of Research, Interactive Media and Games division, School of Cinematic Arts, **University of Southern California**

Richard Lemarchand, Associate Professor in the USC Games program, Associate Chair, Interactive Media and Games division, School of Cinematic Arts, **University of Southern California**

MODERATOR: Gordon Bellamy, Visiting Scholar, **University of Southern California**

5:30 PM - 6:30 PM - Closing Reception