



# LA GAMES CONFERENCE

MAY 7, 2019  
W HOTEL  
HOLLYWOOD, CA

Room: [Great Room I](#)

**9:30 AM - 9:40 AM**

**Welcome and Introductory Remarks:**

**“Top Trends to Watch in Games and Entertainment”**

**SPEAKER:** Ned Sherman, Partner & Leader, Digital & Technology Transactions, **Manatt**

Room: [Great Room I](#)

**9:40 AM - 9:50 AM**

**Opening Presentations: The Future of Games and Entertainment**

**"Understanding the Sub-13-Year-Old Mobile Gamer Market"**

**PRESENTER:** Jesse Divnich, Vice President, Research & Strategy, Interpret

Room: [Great Room I](#)

**9:50 AM - 10:00 AM**

**Opening Presentations: The Future of Games and Entertainment**

**“The Fortnite Phenomenon: The Social Network of the Future”**

**PRESENTER:** Grady Miller, VP of Strategy and Innovation, **National Research Group**

Room: [Great Room I](#)

**10:00 AM - 10:40 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?



# LA GAMES CONFERENCE

MAY 7, 2019

W HOTEL

HOLLYWOOD, CA

## PANELISTS:

Chris Early, Vice President, Partnerships & Revenue, **Ubisoft**

Chris Enock, VP of Publishing, **Riot Games**

Ian Howe, CEO, **Skybound Games**

Aaron Loeb, President of Studios, **FoxNext Games**

Taewon Yun, General Manager, Global Publishing, **Super Evil Megacorp**

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

**Room: Great Room I**

**10:40 AM - 11:05 AM**

**Keynote Conversation with Josh Yguado of Jam City**

## SPEAKERS:

Josh Yguado, President and Co-Founder, **Jam City**

Interviewer: Ned Sherman, Partner & Leader, Digital & Technology Transactions, **Manatt**

**11:05 AM - 11:15 AM**

**Networking Break**

**Room: Great Room I**

**11:15 AM - 11:45 AM**

**Keynote Presentation with Rikard Steiber of HTC Vive**

**PRESENTER:** Rikard Steiber, President of Viveport, **HTC Vive**

**Room: Great Room I**

**11:45 AM - 12:15 PM**

**The Next Wave in Experiential: 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 XR. How are these tools being used to generate new forms of experiential entertainment 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?



# LA GAMES CONFERENCE

MAY 7, 2019  
W HOTEL  
HOLLYWOOD, CA

## PANELISTS:

Guy Costantini, Vice President of Global Interactive Marketing, **Skydance Media**  
James Iliff, Co-Founder and Chief Creative Officer, **Survios**  
Joanna Popper, Global Head of Virtual Reality for Location-Based Entertainment, **HP**  
Nanea Reeves, Co-Founder & CEO, **TRIPP**  
Moderator: Gabrielle Kessler, Vice President, **Future Plc**

**Room: Great Room III**

**11:45 AM - 12:15 PM**

### Games & Blockchain

This panel will discuss the latest developments at the intersection of blockchain and games and entertainment. What are the blockchain innovations most likely to disrupt the gaming and entertainment industries?

## PANELISTS:

Steven Haft, Head of Global Partnerships, **CONSENSYS**  
John Linden, CEO, **Mythical Games**  
Laura Naviaux Sturr, CMO, **Robot Cache**  
William Quigley, CEO, **Worldwide Asset eXchange (WAX)**  
Yuan Wang, Chief Product Officer, **Prasaga**  
Moderator: Jim Gatto, Blockchain and Digital Currency Team Leader, **Sheppard Mullin**

**Room: Studio 2**

**11:45 AM - 12:15 PM**

### Virtual Hollywood: What Are the Major Studios Doing to Embrace XR?

Hollywood franchises have surged beyond the theater to generate billions of dollars in revenue from video games to toys to live experiences. What is the opportunity to extend storytelling and fan engagement into the realm of AR/VR/MR. What monetize opportunities exist and this intersection and storytelling and XR? What roles will immersive technologies play in brand engagement and storytelling moving forward?

## PANELISTS:

Ted Schilowitz, Futurist, **Paramount**  
Dane Smith, VP, **The Third Floor**  
Jake Zim, Senior Vice President, Virtual Reality, **Sony Pictures**  
Christina Lee Storm, VP of Business Operations, Strategy, & Emerging Technology, **DreamWorks Animation**  
Moderator: Chris Thomes, Vice President Marketing Strategy, **ABC Studios**



**Room: Great Room I**

**12:15 PM - 12:45 PM**

### **The Power of Diversity: Women in Gaming Roundtable**

This panel of women leaders in the game industry will discuss the role of diversity in the games industry, including the challenges and opportunities to create a more balanced workforce and development teams that reflect the diversity of gamer culture and the population as a whole. The panel will share ideas and best practices to bring about change and increase diversity in the industry.

**PANELISTS:**

Lisa Anderson, SVP, Studio Operations, **Jam City**  
Sarah Fuchs, Vice President & General Manager - Covet Fashion, **Glu Mobile**  
Jeonghee Jin, CEO, **Pearl Abyss America**  
Catherine Silvestre, Executive Producer, **N3TWORK**  
Tanya Zuger, Vice President of Product, **Arkadium**  
Moderator: Stephanie Barish, Founder & CEO, **IndieCade**

**Room: Great Room III**

**12:15 PM - 12:45 PM**

### **Innovation in Mobile: What Developments Will Fuel Future Growth?**

The mobile games market continues to grow at a record-breaking pace with revenue now equal to all global movie box office sales and accounting for half of the entire global digital games market. However, the market to attract and retain users is highly competitive. This 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:**

Travis Boatman, CEO, **Carbonated**  
Samir El Agili, President, **Tilting Point**  
Henry Lowenfels, SVP of Business Development, **Scopely**  
Sabaa Rehmani, Co-Founder and President, **Denali Publishing**  
Moderator: Eric Futoran, CEO, **Embrace Mobile**

**Room: Studio 2**

**12:15 PM - 12:45 PM**

### **XR Developers Roundtable**

This panel of developers will discuss the future of AR/VR/MR for the game and entertainment industries. What does it take to create a compelling AR/VR/MR experience, from the design and research phase, to asset creation, to programming and production? What essential tools and considerations when it comes to the game engines and user platforms?



# LA GAMES CONFERENCE

MAY 7, 2019  
W HOTEL  
HOLLYWOOD, CA

## PANELISTS:

Ralph Barbagallo, Founder, **Flarb**  
Eddie Lee, Founder, **Funktronic Labs**  
Michael Masukawa, Strategy & Business Development, **Secret Location**  
Ryan Pulliam, Co-Founder, **Specular Theory**  
Moderator: Bjorn Book-Larsson, VP, Product, **HTC Viveport**

**12:45 PM - 1:45 PM**

**VIP/Speakers Luncheon**

**Room: Great Room I**

**1:45 PM - 2:30 PM**

### **View From The Top: 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:

Derek Douglas, Head of Video Games Department, **Creative Artists Agency**  
Javier Ferreira, Co-CEO, **Scopely**  
Jon Goldman, Managing Partner, **Skybound** / Venture Partner, **Greycroft**  
Chris Heatherly, EVP of Games & Digital Platforms, **NBCUniversal**  
Delilah Panio, VP, Capital Formation, **Toronto Stock Exchange**  
Moderator: Ned Sherman, Partner & Leader, Digital & Technology Transactions, **Manatt**

**Room: Great Room I**

**2:30 PM - 3:00 PM**

### **Keynote Conversation with Craig Donato of Roblox**

## SPEAKERS:

Craig Donato, COO, **Roblox**  
Interviewer: Ned Sherman, Partner & Leader, Digital & Technology Transactions, **Manatt**



# LA GAMES CONFERENCE

MAY 7, 2019

W HOTEL

HOLLYWOOD, CA

**3:00 PM - 3:30 PM**

**PM Networking Break**

**Room: Great Room I**

**3:30 PM - 4:00 PM**

## **Esports: The Opportunity for Brands, Agencies and Marketers**

The panel will discuss the best of brand activations of esports teams, leagues, competitive gamers and streamers and the rapidly growing and evolving market for eSports.

### **PANELISTS:**

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

Matt Edelman, Chief Commercial Officer, **Super League Gaming**

Seth Ladetsky, Senior Vice President/Sales, **Turner Sports /ELEAGUE**

Nicole Pike, Managing Director, **Nielsen Esports**

Dennis Yi, Head of Business Development, **OGN Esports**

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

**Room: Great Room III**

**3:30 PM - 4:00 PM**

## **The Games Business in China and APAC's Emerging Markets**

This panel will discuss China's global dominance in gaming and the opportunity in APAC's emerging markets.

### **PANELISTS:**

Michael Cai, President, **Interpret**

John Hwang, VP Operations, **Vespa USA**

Jeonghee Jin, CEO, **Pearl Abyss America**

Bill Wang, CEO, **Giant Games**

Moderator: Josh Burns, Founder, **DigitalDevConnect**

**Room: Studio 2**

**3:30 PM - 4:00 PM**

## **What's Next for AR/VR/MR Location-Based Entertainment (LBE) Content?**

The roll-out of LBE centers in the U.S. and globally is creating a high demand for quality AR/VR/MR LBE content as well as new monetization opportunities for both established franchise and new original content. This panel will discuss the latest developments in LBE. How do you develop successful AR/VR/MR LBE content? What are the different considerations in working with licensed IP versus original IP?





# LA GAMES CONFERENCE

MAY 7, 2019

W HOTEL

HOLLYWOOD, CA

## PANELISTS:

Shiraz Akmal, Co-Founder, Chief Executive Officer, **SPACES**

Aaron Pulkka, Head of Attractions, **Two Bit Circus**

Neville Spiteri, Co-founder / CEO, **Wevr**

Bruce Vaughn, CEO, **Dreamscape Immersive**

Moderator: Mary Ermitanio, Manager, **Manatt Digital and Technology**

## Room: Great Room I

**4:00 PM - 4:30 PM**

### Hollywood & Games

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

## PANELISTS:

Aaron Berndtson, Head of Business Development, **FTX Games**

Matt McMahon, SVP, Business Development, **Seriously**

Lee Rawles, Vice President, **Electronic Arts**

Kate Wolff, SVP, Client Service, **RQ**

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

## Room: Great Room III

**4:00 PM - 4:30 PM**

### Cloud Gaming

This panel will discuss the latest developments in cloud gaming.

## PANELISTS:

Olivier Avaro, CEO, **Blacknut**

Stan Kwon, Practice Lead and VP, Emerging Technology and Gaming, **PSB Research**

Chris Younger, President, Principal, **Ayzenberg Group**

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

## Room: Studio 2

**4:00 PM - 4:30 PM**

### The Next Wave of Augmented Reality (AR) for Gaming and Entertainment

It has been two years since Pokemon GO exploded on the scene, showing the power of AR to take mobile gaming to new levels. While nothing has come close to the popularity of Pokémon GO since, AR is being used by millions each day and analysts predict that we will see major growth in the industry in the years to come. With the 2018 releases of AR platforms from



# LA GAMES CONFERENCE

MAY 7, 2019

W HOTEL

HOLLYWOOD, CA

Apple, Google, and Snapchat, game developers are producing a variety of apps, games, and features opening new horizons for exciting strategies in gaming. How will AR shape mobile gaming moving forward? What does the future hold for AR gaming?

**PANELISTS:**

Ashley Crowder, CEO, **VNTANA**

Alex Hertel, CEO, **Xperiel**

Ariella Lehrer, President, **HitPoint Studios**

Moderator: Susan Brazer, CEO, **LionShare**

**Room: Great Room I**

**4:30 PM - 5:00 PM**

**Games Creators & Influencers Roundtable**

Join this panel of creators, influencers and industry representatives to discuss strategies, platforms, campaigns and more. What are the most effective strategies today for working with influencers and what are the metrics that determine success?

**PANELISTS:**

Lester Chen, Head of Gaming Content Partnerships Americas, **YouTube**

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

Chrissie Scelsi, General Counsel, **Wargaming (USA)**

Mari "AtomicMari" Takahashi, Co-Founder, **SMOSH Games**

Moderator: Kimberly Culp, Director, **Carr McClellan P.C.**

**Room: Great Room III**

**4:30 PM - 5:00 PM**

**Machine Learning and AI: Applications for Gaming and Entertainment**

Machine learning and artificial intelligence (AI) applications are being tapped to allow for new experiences in games and entertainment. How are consumers reacting to new AI-powered experiences? What does the future hold for this exciting area of innovation?

**PANELISTS:**

Jeff Patterson, Co-Founder & Head of Product, **Directly**

Joe Schaeppi, CEO, **12traits**

Karl Zhao, VP of Engineering, **Cloudminds**

Moderator: Michael Marina, VP, Digital, **Ayzenberg Group**





# LA GAMES CONFERENCE

MAY 7, 2019  
W HOTEL  
HOLLYWOOD, CA

**Room: Great Room I**

**5:00 PM - 5:30 PM**

## **View from the Top: Monetizing the Next Wave of Esports**

Competitive gaming tournaments have been packing stadiums and drawing record viewers online for some time, and are increasingly becoming part of the network and cable television mix. What do the next few years look like for the growth of esports programming in television broadcast? How are esports rights deals likely to evolve? What is the opportunity for shoulder and behind the scenes content? When will we see the first mainstream cross-over talent? What is the expected esports monetization mix in the years to come?

### **PANELISTS:**

Chris Hopper, Head of Esports for North America, **Riot Games**

Jeff Liboon, Co-Founder and President, **ESP Gaming**

Andrew Paradise, CEO, **Skillz**

Josh Swartz, COO, **Popdog**

Kent Wakeford, Co-Founder & COO, **Gen.G Esports**; Co-Founder, **Kabam Games**

Moderator: Felix LaHaye, Founder & CEO, **United Esports**

**Room: Great Room III**

**5:00 PM - 5:30 PM**

## **Licensing & Games**

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:**

Casey Dickinson, CEO, **FTX Games**

Darion Lowenstein, Chief Marketing Officer, **Gamblit Gaming**

Rob Zakari, EVP Corporate Development & General Counsel, **Jam City**

Moderator: Stuart Drexler, CEO & Founder, **Jago Studios**



# LA GAMES CONFERENCE

MAY 7, 2019  
W HOTEL  
HOLLYWOOD, CA

**Room: Great Room I**

**5:30 PM – 6:00 PM**

**Fireside Chat with ELEAGUE & Warner Bros Entertainment**

**“Building Successful Esports Partnerships”**

Deals in the esports space are happening at a fast pace, but true partnerships – ones which leverage the capabilities of all parties involved – are far less common. What makes these comprehensive pacts work for fans, brands and advertisers? Representatives from ELEAGUE and Warner Bros. Interactive Entertainment will engage in a discussion about how they have collaborated across the WarnerMedia portfolio on several video game and esports content and live event initiatives, serving fans of multiple game titles with innovative experiences.

**SPEAKERS:**

Jennifer Dill, Sr. Director, Global Business Operations, esports, **Turner Sports**  
Bonnka Lim, VP, Content Marketing & Partnerships, **Warner Bros Entertainment**

**6:00 PM - 7:00 PM**

**Closing Reception**