

4th International Video Game Forum

"The New Deal..."

22 Workshops & Seminars - 22 November 2005

Programme

■ **8.30 Welcoming delegates**

■ **9.00 Forum President's introduction**

Speakers:

- **SARDIN Geoffroy**, Directeur Général Ubi Soft France - Ubi Soft

■ **9.15 The history of video games: demonstrations of breakthrough games**

Speakers:

- **Philippe ULRICH**, Auteur, producteur, fondateur de CRYO

■ **10.00 Session 1 : Devices, UMTS & Video Games : Technological challenges and future prospects**

Video games will be among the pioneer content developed for UMTS handsets. Competition on the handheld console market is heating up. Nintendo is now having to go head to head with Nokia, Sony, Tigers Telematics, Tapwave...and with more and more mobile phone manufacturers.

Chairman:

- **Laurent MICHAUD**, Chef de projet Loisirs Numériques - IDATE

Speakers:

- **Alain TIQUET**, Group Director, Marketing EMEA & India - nVidia

- **Nicolas GAUME**, Senior VP, Mobile Games - Lagardère

- **Gonzague DE VALLOIS**, Vice President Publishing - Gameloft

- **Carole FAURE**, Manager - Kaolink

■ **11.00 Coffee Break**

■ **11.30 Session 2: New generation consoles in the starting block**

The release of new generation consoles is imminent. According to IDATE estimates, these new consoles could carry the gaming market to the symbolic threshold of 40 billion euros in sales in 2008.

Chairman:

- **Fred HASSON**, CEO - TIGA

Speakers:

- **François RUAULT**, Directeur Division Grand Public - Microsoft

- **Abrial DA COSTA**, Marketing Director - Elektrogames

- **Geoffroy SARDIN**, General Manager Ubi Soft France - Ubi Soft

■ **12.30 Lunch**

■ **2.00 Session 3: Massively multiplayer games: the mass market era**

Massively multiplayer games are currently played by 8 million gamers around the globe, of which 60% in South Korea alone. With more than 1.2 million subscribers, World of Warcraft appears to be lending a new dimension to subscription-based gaming in the United States and in Europe.

Chairman:

- **Pierre CARDE**, Directeur - LyonGame

Speakers:

- **Thomas BIDAUX**, Director of Product Development - NCsoft Europe

- **Stéphane CHIRIE**, Manager - Orfane

- **Jean-Vincent SEGARD**, Game producteur et co-fondateur - Orfane

- **Hendrik H. HEIMER**, Managing Director - NAVUS GmbH

■ **3.30 Session 4: Creation funding & regional policies : The Quebecois example**

Several years ago, the province of Quebec rolled out a proactive financing strategy aimed at video game designers. Since then, a great many leading publishers have set up a development structure there. What lessons can France draw from this initiative?

Chairman:

- **Guillaume DE FONDAUMIERE**, President, APOM

Speakers:

- **John KROEGER**, Head, Computer Games Publishing - Department of Trade and Industry, (UK)

- **Charles JOLICOEUR**, Directeur de projets, direction des mesures fiscales - Investissement Québec

- **Erik FACKELDEY**, Project Manager - IT Sector - Paris Development Agency

- **Laurent SORBIER**, Conseiller référendaire à la Cour des comptes

■ **4.00 Coffee Break**

■ **4.30 Session 5 : Is industry concentration inevitable?**

The wave of publisher takeovers by the competition, and growing interest in gaming of media conglomerates like News Corp and Turner are expected to shrink the sector to an oligopoly, reminiscent of the one that now dominates the movie and music business.

Chairman:

- **Paul HEYDON**, Managing Director - Unity Capital

Speakers:

- **Antoine VILLETTE**, CEO - Darkworks

- **Jason KINGSLEY**, CEO and creative director - Rebellion

- **Laurent MAIROT**, Directeur à la Direction de la Stratégie et du Développement, Vivendi Universal

■ **5.30 Session 6 : Japan : state of the art**

A reporter who has been living in Japan for 10 years will provide the Japanese viewpoint on each of the topics addressed during the day.

Chairman:

- **François HERMELIN**, correspondant permanent au Japon pour les magazines de VNU

Speaker:

- **Meguro TASUKU**, Journalist - FamicomTsushin

■ **6.30 End of the seminar**

■ **7.30 IDATE International Conference opening reception**

Scientific coordinator: Laurent MICHAUD - Tel.: 04 67 14 44 39. e-mail : l.michaud@idate.org

For information: Aida Soumaoro - Tel. : 04 67 14 44 06. email : a.soumaoro@idate.org

With the support of:

