

Trade Conference

20 - 21 October 2022

Overview

The last two years have been extraordinary for the games industry. The global pandemic has supercharged interest in gaming across the board, while spurring pre-existing industry trends.

The near future will continue to see mobile prosper and accessibility increase with the rise of subscription business models and cloud gaming, driven by innovation, investment, and competition. From mergers and acquisitions, blockchain gaming to the metaverse, the buzzwords that dominated conversations will continue—and even accelerate—into 2022 and beyond.

The gamescom asia 2022 conference will cover the hottest trends and topics that make the industry's prospects exciting, while not forgetting the fundamentals of game design, and the tried-and-true games business and marketing principles. Hear and be inspired by our remarkable line-up of international speakers and their experiences.

Dates: 20 October 2022 (Thursday), 9:15am – 4:30pm
21 October 2022 (Friday), 9:15am – 3:30pm

(Registration starts at 8:00am on both days)

Venue: Suntec Singapore Convention & Exhibition Centre
Level 4

Agenda Day 1

Thursday, 20 October 2022

Time	Session	Topic
9:15am	Opening & Welcome Remark	
9:30am	Applying Immersive Sims Values to Other Game Genres Immersive Sims are a rare breed of games that have been known to shine in the matters of player choice, consequences, and emotional response. This session will explore how Immersive Sims achieve this and how these values and methods can be replicated and transferred to any game genre. Speaker: Raphael Colantonio, President & Creative Director, WolfEye Studios (USA)	Development
9:50am	Keynote Reserved for Sponsor	
10:10am	Cinematic Directing in Real-Time Worlds Lights... Camera... Login! Take an inside look at the world of directing real-time cutscenes and one woman's journey to land her dream job. Learn what cinematic directing involves (and doesn't!), the challenges of linear storytelling in not-so-linear games, and the collaboration that takes place along the way. Join seasoned cinematic director, Sarah Delahanty, as she shares her fascinating work on World of Warcraft, with some anecdotes involving Heroes of the Storm and StarCraft II. You might also get bonus insights into her previous cinematic magic on WildStar (NCSoft / Carbine Studios), Lord of the Rings Online and Dungeons and Dragons Online (Turbine Entertainment). Speaker: Sarah Delahanty, Cinematic Director, Blizzard Entertainment (USA)	Development; Narrative; Visual Arts; Design
10:30am	Coffee Break & Networking	

A Look 20 Years Ahead: Game Development 2042

11:00am Veteran game maker, Tim Fields, will discuss 5 major trends that will shape the future of game development between now and 2042. Tim will talk about demographic changes that will tell us where the gamers of the future are, and how they will engage with the games we make. He will also discuss advances in inputs and display technology, new trends in game design, business models, and the profound impact of artificial intelligence (AI) on game development and the way players interact with social games. This talk will steep in futurism, optimism, and a love for game creation for fans.

Development;
Future Trends

Speaker:
Tim Fields, Senior Vice President & General Manager of Digital Gaming, [Wizards of the Coast \(Canada\)](#)

11:20am **Topic TBA**
Speaker: [GameDriver](#)

Panel Discussion

Culturally-Infused Games: How to Spice Up Your Game with Unique Southeast Asian Flavours

11:40am More and more game studios from Southeast Asia are developing games that differ significantly from Western or Japanese mainstreams. Audio-visuals and content are increasingly drawn from elements of the creators' own contexts while allowing Southeast Asian culture to become an essential feature of their games. By doing so, local games invite gamers worldwide to experience local myths, impressive landscapes, traditional music, culinary art, or even the modern everyday life of Southeast Asians.

Development;
Visual Arts;
Design;
Research

In this panel, leading game creators from Southeast Asia will explain how incorporating local cultures turns "normal" games into extraordinary works with a unique cultural touch. Panel participants exchange their experiences on best practices and on mistakes that can and should be avoided. Together, they will discuss chances and challenges of integrating culture into digital games.

Panelists:
Brigitta Rena Estidianti, Co-Founder & Art Director, [Mojiken Studio \(Indonesia\)](#)

Saqina Latif, Co-Founder & Managing Director, [Persona Theory Games \(Malaysia\)](#)

Jedidiah Siah, Co-Founder & Director, [AlterCulture Studios \(Singapore\)](#)

Hannah Donato, Senior Events Manager & Brand Coordinator, [Secret 6 \(Philippines\)](#)

Moderator:

Andreas Betsche, Founder & Editor-In-Chief, [Virtual SEA \(Sri Lanka\)](#)

12:20pm Lunch & Networking

How Will User-Generated Content (UGC) Shape the Future of Gaming

1:50pm

Speaker:

Jason Lee, Director of Business Development, [Overwolf \(South Korea\)](#)

Marketing;
Design

2:10pm

Topic TBA

Marketing

Panel Discussion

What's Happening in the Esports Space

2:30pm

Panelist:

Hans Jagnow, Vice President Operations, [ESL Pro League \(Germany\)](#)

Esports;
Business;
Marketing

Moderator:

Jane Guo, Vice President, Head of Analytics & Insights, [ONE Esports \(Singapore\)](#)

Hard to Learn, Harder to Master: Composing Sifu's Convoluted Yet Satisfying Combat System

3:10pm

"Easy to learn, hard to master" has been the holy grail of combat design in games. Yet going against this saying might sometimes result in a miraculously satisfactory outcome — in this case for Sifu. It is painfully challenging to learn but doesn't lose its fun and still find its way to a large audience.

Development;
Design

Speaker Théo Caselli spearheaded the design of many of the core combat mechanics that made Sifu an indie success story

of 2022. He will go through how the team managed to achieve this through their fascination with martial arts and many iterations on combat systems.

Speaker:
Théo Caselli, Game & Combat Designer, [Sloclap \(France\)](#)

Indie De-Risking: Which Game Should You Greenlight

3:30pm When deciding which game to work on next, you'll often have many game concepts to choose from. How do you effectively compare your concepts to decide on the one that is most likely to succeed? In this talk, veteran indie developer, Ryan Clark, will discuss factors such as: genre viability, hooks (pre-play and post-play), theming, player fantasy, prototype period duration estimation, game scope vs. profitability, game design considerations, and the viability of sequels.

Development;
Business;
Marketing

Speaker:
Ryan Clark, Founder & Chief Executive Officer, [Brace Yourself Games \(Canada\)](#)

3:50pm Panel Discussion
Transmedia Development & Globalization Strategy of Your Game IP
Biz & Marketing

4:30pm Day 1 Ends

Agenda is subject to change.

Agenda Day 2

Friday, 21 October 2022

Time	Session	Topic
9:15am	Opening & Welcome Remark	
9:30am	My 20 Years Running an Independent Games Company A veteran of 30+ years in the games industry, Dylan Cuthbert, shares trials and tribulations of founding and running an indie	Business; Production

game company for 20 years. Q-Games now consists of 50 passionate games developers and has developed over 25 games, including smash hits for the likes of Nintendo and PlayStation, as well as self-published indie classic, the PixelJunk series.

Speaker:
Dylan Cuthbert, Chief Executive Officer, [Q-Games \(Japan\)](#)

9:50am **Keynote**

A Future Vision for Engaging Digital Therapeutics

10:10am

DTx (Digital Therapeutics) is a new, cutting-edge industry where creatives and developers can use their powers for greater good by working closely with neuroscientists and healthcare professionals to create immersive, engaging games and digital experiences to improve human health. This talk will provide a snapshot of this new field as it exists today and outline an exciting near future where these technologies will be commonplace in our society, and parity will exist between cognitive and physical health.

Applied Games; Development; Design

Speaker:
Matt Omernick, Co-Founder & Chief Creative Officer, [Akill \(USA\)](#)

10:30am Coffee Break & Networking

11:00am **Topic TBA**

Panel Discussion
The Culture Cultivation Toolkit

11:20am

Panelists:
Darryl Long, Managing Director, [Ubisoft Singapore & Ubisoft Philippines \(Singapore\)](#)
Pawel Rohleder, Co-Founder & Studio Director, [PixelAnt Games \(Poland\)](#)
Catherine Chew, Investment Director, [Kepler Interactive \(Singapore\)](#)

Production; Team Management

Raji: An Ancient Epic Enhanced Edition

12:00pm

Speaker:

Avichal Singh, Co-Founder & Game Director, [Nodding Heads Games \(India\)](#)

Development;
UX; Research

12:20pm

Lunch & Networking

Effective Live Ops Strategies to Grow Daily Active Users & Gross Bookings

1:40pm

- Overview and understanding of player churn
- Strategies to optimise your game for players retention and onboarding
- Analysis of live ops and content uplifts for growth even when there is no user acquisition activity

F2P; Mobile;
Marketing

Speaker:

Vanesa Lorena Tate, Studio Director & Head of Eternal Games, [King \(UK\)](#)

2:00pm

Topic TBA

Panel Discussion

How AAA Publishers are Evolving

2:20pm

Panelists:

Simon Alty, Vice President & Managing Director Asia Pacific, [ZeniMax / Bethesda \(Australia\)](#)

Liam McClure, Director of Asia Marcom Strategy, [Electronic Arts \(Australia\)](#)

Business;
Marketing

Architects of the Metaverse: The Keys to Creation on Roblox

3:00pm

With promises of the metaverse making headlines across the globe, it's clear the opportunities extend far beyond entertainment. In fact, Roblox believes that it will be developers who build this digital future. In this session, Roblox Head of Community Expansion Jad Boniface will explore how to get started as a Roblox creator, key program such as Game

Business;
Tech; Future
Trends

Fund, what makes a successful experience, and the tools to leverage to push the boundaries of what's possible on Roblox.

Speaker:

Jad Boniface, Head of Community Expansion, [Roblox \(USA\)](#)

3:20pm

Day 2 Ends

Agenda is subject to change.

Speakers



Andreas Betsche, Founder & Editor-In-Chief, [Virtual SEA \(Sri Lanka\)](#)

Andreas Betsche is the founder of Virtual SEA, an online media hub specialising in the coverage of Southeast Asian games. He is a passionate supporter of the local game development community, and his expertise has been sought for in various activities such as a judge for award shows and game jams, cross-media interviews, and podcasts.



Avichal Singh, Co-Founder & Game Director, [Nodding Heads Games \(India\)](#)

Avichal Singh co-founded Nodding Heads Games along with Ian Maude and Shruti Ghosh, where they built one of India's first successful premium console and PC titles, *Raji: An Ancient Epic*. Avichal co-wrote the story of *Raji* and takes care of game design, level design and project management. The studio was able to create its own niche in a market flooded by mobile games while putting India on the gamedev map. To date, *Raji* has been accredited with 35 nominations and 10 wins at prestigious events such as E3, The MIX, SXSW, Taipei Game Show, The Games Awards, Pegases and more. Prior to this, Avichal was with Zynga, where he worked on IPs like *Farmville* and *Empires and Allies*.



Brigitta Rena Estidianti, Co-Founder & Art Director, [Mojiken Studio \(Indonesia\)](#)

Brigitta Rena is a game artist from Surabaya, Indonesia. One of the co-founders of Mojiken Studio, she is also the creator of "When the Past was Around", and writer of "A Space for the Unbound". Through creating video games, Rena realized that she could communicate any of her thoughts and unspoken words. She enjoys making

merchandise and designing fabric patterns. She is also a coffee lover and nature enthusiast.



Dylan Cuthbert, Chief Executive Officer, **Q-Games (Japan)**

Dylan Cuthbert is an industry veteran of 30+ years. He has developed over 25 games, including smash hits for the likes of Nintendo and PlayStation, including the self-published PixelJunk series. Dylan founded Q-Games in 2001 which now consists of 50 passionate games developers.



Hannah Donato, Senior Events Manager & Brand Coordinator, **Secret 6 (Philippines)**

Hannah Donato started her career in Secret 6 as a game producer for mobile, PC, VR games and emerging tech in 2014. In 2018, she shifted to a marketing role and has been instrumental in facilitating Secret 6's brand development and awareness, and participation in various speaking engagements and game conventions locally and internationally. Most recently, her focus has been on PR, events and other marketing efforts for Secret 6's homegrown title, Project Xandata.



Hans Jagnow, Vice President Operations, **ESL Pro League (Germany)**

Hans Jagnow is the VP Operations for the ESL Pro League and the Louvre Agreement. He joined the Commissioner's Office at its inception in 2020 after several years as President of the German Esports Federation and initiator of the European Federation. Previously, he was President of Esports Europe in Brussels and has been heavily involved in shaping Germany's digital and data policies through many years of work as a legal expert in Berlin state politics.



Jad Boniface, Head of Community Expansion, **Roblox (USA)**

Jad Boniface serves as Head of Community Expansion at Roblox, supporting developers and studios in their quest to build the next generation of experiences on the Roblox platform. His career in developer relations and content development spans over 20 years, working with a wide range of developers and partners to create high quality experiences and games on mobile, PC, VR, and console.

Jason Lee, Director of Business Development, **Overwolf (South Korea)**



Jason Lee is a California native working remotely from Seoul, South Korea. He currently works on partnerships with game developers and app developers for Overwolf's UGC solutions and developer framework. Jason began his career in the gaming industry working on Hollywood IP partnerships for a mobile game publisher. He then worked on business development for one of the biggest stats sites in gaming and led the launch of an app built on Overwolf. Seeing Overwolf's empowerment of UGC firsthand, Jason decided to take his partnership with Overwolf to the next level by joining the Wolf Pack. Jason graduated with a Bachelor's from Stanford.

Jedidiah Siah, Co-Founder & Director, **AlterCulture Studios (Singapore)**



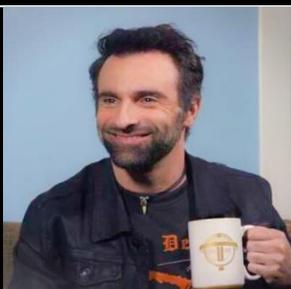
Jedidiah Siah is the co-founder and director of AlterCulture Studios, which does game design consultation, education and promoting the usage of games across non-gaming industries. Jedidiah is also the co-founder and one-quarter of Sagakaya Collective, organisers of the annual Heritage Game Jam, a Singapore Jam that aims to utilise games in promoting Singapore culture and heritage. He also serves as an Associate Trainer at Civil Service College (Singapore) for Game Design.

Matt Omernick, Co-Founder & Chief Creative Officer, **Akili (USA)**



Prior to co-founding Akili, Matt Omernick served as Executive Art Director at LucasArts, the video game division of Lucasfilm. Matt oversaw studio-wide art teams on multiple projects. Prior to LucasArts, he held senior positions at Microsoft, Dreamworks, Electronic Arts, and Day 1 Studios. Matt has shipped over 20 game titles including, Star Wars: The Force Unleashed, Mercenaries, Star Wars: Battlefront, and the critically acclaimed Medal of Honor franchise. He has spent over seven years teaching college-level computer graphics courses at Cal State, The Academy of Art University and the Art Institute of San Francisco. He also authored the book, "Creating the Art of the Game," published in 2004, which has become an industry and educational standard.

Raphael Colantonio, President & Creative Director, **WolfEye Studios (USA)**



Raphael Colantonio has been in the game industry since 1993, started with Electronic Arts, then founded Arkane Studios in 1999. Arkane Studios gained its fame with the RPG Arx Fatalis in 2002, Dark Messiah in 2005, Bioshock 2 co-development in 2009, Dishonored in

2012, Dishonored2 in 2016, and Prey in 2017. The studio received hundreds of awards. Raphael Colantonio sold Arkane to Zenimax and left for new adventures in 2017. He is now the President and Creative Director of WolfEye Studios and his specialties include creative direction, game mechanics, problem solving, level design, AI design, project management, pitching games and prototyping.



Ryan Clark, Founder & Chief Executive Officer, **Brace Yourself Games (Canada)**

A veteran independent game developer, Ryan Clark has 18 years of experience and 13 shipped titles, including numerous award winning and profitable games such as Crypt of the NecroDancer, IncrediBots, FizzBall, and Professor Fizzwizzle. He writes game industry articles on his Gamasutra blog and frequently speaks at GDC, PAX, TwitchCon, and other conventions. He was also an advisor for the GDC's Independent Games Summit for 5 years and streamed regular game industry analysis on YouTube and Twitch for 6 years.



Sarah Delahanty, Cinematic Director, **Blizzard Entertainment (USA)**

Sarah Delahanty currently oversees real-time cutscene design for World of Warcraft. As a veteran with over 13 years at AAA studios, Sarah has created gameplay trailers and in-game cutscenes for several renown games including Dungeons and Dragons Online, Lord of the Ring Online, WildStar, StarCraft II, and Heroes of the Storm. After a steady diet of video games and LEGOs at a young age, plus a BFA from the Rhode Island School of Design in Film/Animation/Video, Sarah was well prepared for the wild world of in-game cinematics.



Saqina Latif, Co-Founder & Managing Director, **Persona Theory Games (Malaysia)**

Saqina Latif is one of the three co-founders of Malaysian indie games studio, Persona Theory Games. The team proudly tells the Southeast Asian stories through games and other mediums. Prior to starting Persona Theory Games, Saqina was an award-winning producer in Leo Burnett KL, and worked with clients such as McDonald's, Samsung, AIA and more.

Simon Alty, Vice President & Managing Director Asia Pacific, **ZeniMax / Bethesda (Australia)**

Simon Alty has been a part of the global video games and entertainment industries for over 30 years and today, he leads the team representing Bethesda's games across the Asia Pacific region. Coming to the fore as part of the pioneering Ocean Software team in the nineties, Simon developed his career with global gaming

companies Infogrames/Atari, Rising Star Games and the 3DO Company before running award-winning business development and marketing consultancies in both Australia and the UK. A leader in today's rapidly changing creative business, Simon has an innate understanding of gaming and the consumer and this, combined with new thinking in developing strategy, has delivered repeated creative and commercial success. A passionate advocate of the global potential for video games, Simon has played a pivotal role in bringing hundreds of games to market – from V-Rally, Jurassic Park and Worms to The Elder Scrolls, Wolfenstein, Dishonored, Fallout, DOOM and now Deathloop, Ghost Wire: Tokyo, Redfall and Starfield.

Tim Fields, Senior Vice President & General Manager of Digital Gaming, **Wizards of the Coast (Canada)**



Tim Fields has been leading game development and publishing for more than 25 years. He had been a part of hit franchises like Call of Duty, Halo, Marvel Contest of Champions, Disney Mirrorverse, Need for Speed, Fast and Furious, Transformers: Forged to Fight, Dungeons and Dragons, and more, winning multiple editor's choice and other awards and generated billions of dollars in earnings. He recently served as CEO of mobile game publisher, Kabam, and currently works at Wizards of the Coast, bringing beloved franchises to life as digital games. Tim authored five books on the games industry - the latest which entitled "Game Development 2042" will hit shelves in October 2022.

Vanesa Lorena Tate, Studio Director & Head of Eternal Games, **King (UK)**



Vanesa Lorena Tate is the head of Eternal Games studio at King, where she leads the game development of multi million dollars games such as Pyramid Solitaire Saga, Bubble Witch 2 Saga, Farm Heroes Super Saga, Diamond Diaries Saga and Blossom Blast Saga. She also heads the Eternal ads experimentation and player behaviour team. Vanesa is the head of audio at King working across all the live titles, new games, and marketing. She is a creative and business leader / entrepreneur with decades of experience in film, tv, documentaries and commercials. She is an active mentor to women in the film and music industry, speaker, and juror at prestigious festivals.
