

# 2008 MI6 CONFERENCE SCHEDULE – DAY 1

TUESDAY, APRIL 8

Hosted by Geoff Keighley, Spike TV/Gameslice

7:30 – 9:00 am REGISTRATION

9:00 – 9:15 am

**Chairman's Welcome**

**Peter Moore, President, EA Sports and Chairman, MI6 Board of Governors**

9:15 – 10:00 am

**Going Global**

A comprehensive global launch strategy is increasingly viewed as the best way to cut through clutter, avoid piracy issues and put your worldwide stamp on the marketplace. Hear from television and gaming marketing executives about how they have faced similar challenges and achieved success.

**Michael Benson, EVP Marketing, ABC Entertainment**  
**Jonathan Simpson-Bint, President, Future US**

**Will Kasso, SVP Global Brand Management, Activision**

10:00 – 10:45 am

**The Next New Game**

As the games business evolves from a product business to a media business, free to play MMOs, casual games and virtual worlds are rapidly growing, garnering tremendous customer adoption, high revenues and growing demand. Join the experts who lead the field in this new type of game play as they talk through the opportunities and challenges - and give insight on their belief that this is indeed the future of gaming.

**Moderator: Mark Friedler, Biograph Games, Media and Ad Entrepreneur**

**Kevin Xu, CEO, IGG.com**

**Craig Sherman, CEO, Gaiaonline.com**

**Min Kim, Director of Game Operations, Nexon America, Inc.**

**Daniel James, CEO, ThreeRings.com**

10:45 – 11:00 am

**BREAK**

11:00 – 11:45 pm

**Leveraging Brand Power**

Influencers are turned into brand ambassadors by leveraging brand power and bringing value to the gamer. Learn why the gamer is important to brands, how publishers can partner with brands and how to move past product placement to the future of in game advertising.

**Matt Story, Director of Play, a division of Denuo**

**John Rafferty, Creative Director of Play, a division of Denuo**

11:45 – 12:30 pm

**New Marketing Avenues**

Both the digital storefronts of the latest consoles and Accomplishment systems have created new opportunities for traditional and out-of-the-box marketing campaigns - but does embracing them have an impact on sales? Industry experts provide new research based on statistical analysis to arm you with the knowledge necessary to make the most from these emerging technologies and marketing solutions for your game titles.

**Greg Short, Chairman, Electronic Entertainment Design and Research**

**Geoffrey Zarkin, President and COO, Electronic Entertainment Design and Research**

12:30 – 2:00 pm

**LUNCH**

2:00 – 2:45 pm

**New Marketing Models and The Repercussions on Self-Regulation**

Self-regulation may work when games are sold in stores and marketed in the mainstream, but what is regulation's role when games are played, sold and marketed on the internet? Industry insiders discuss how self-regulatory practices may evolve in an online gaming environment and share how other online industries are addressing heightened regulatory pressure and governmental scrutiny of internet practices.

**Moderated by: N'Gai Croal, General Editor, Technology, Newsweek**

**Patricia Vance, President, ESRB**

**Boyd Multerer, GM, Microsoft's XNA Community Game Platform**

2:45 – 3:30 pm

**Perfecting the Agency-Client Paradigm**

Publishers are partnering with advertising agencies for assistance in branding, packaging and intricate mass-market launches. Leading game marketing and agency executives discuss successes and failures and debate best practices in understanding the client-agency dynamic.

**Katherine Evans, Senior Director, Advertising and Marketing Communications Roundtable**

**Scott Hayman, Creative Director, Hammer Creative**

**Adam Novickas, Director of Marketing, Ubisoft**

3:30 – 3:45 pm

**BREAK**

3:45 – 4:30 pm

**e-Marketing for Games: Case Studies and Best Practices**

Mastering the tools of the trade are critical for your next big win. From traditional on-line advertising to email campaigns, website optimization to community marketing, E-marketing experts will explore best practices to understand the keys to success in e-marketing.

**Tom Nichols, Senior Director, LucasArts**

**Kym Nelson, VP Games Sales IGN and MySpace Gaming Group**

4:30 – 5:00 pm

**Revealing Truths: The Video Game Resale Market**

Hear the first public results of a major new study conducted by OTX for MI6 on one of the fastest growing segments in the gaming space. We've taken a critical look at this burgeoning category and will provide analysis as to where the opportunities may lie. Get the answers as to who re-sells, who buys used, what games are hottest in the resale market, when and where are games resold and why consumers are selling some games and holding on to others.

**Eric Villain, EVP Media and Entertainment Insights, OTX**

5:00 – 5:15 pm

**BREAK**

5:15 – 6:00 pm

**State of Our Art**

We've looked far and wide for the most effective and inspiring work in advertising, promotion and design. You will walk away with a broader point of view of the creative possibilities applicable to your own brand.

**Carolyn Feinstein, Group Vice President, Consumer Marketing Electronic Arts**

6:30 – 9:00 pm

**MI6 Opening Reception**

**Vessel, 85 Campton Place (directly across from Grand Hyatt)**

**'boards**

Session Sponsor

# 2008 MI6 CONFERENCE SCHEDULE – DAY 2

WEDNESDAY, APRIL 9

Hosted by Geoff Keighley, Spike TV/Gameslice

8:00 – 9:00 am REGISTRATION

9:00 – 9:45 am

## Moving the Needle with Mainstream Gaming

More and more, mainstream gaming is taking a lead with brand extensions, social gaming and consistent exposure outside of the hardcore game comfort zone - all being met with significant success. Hear from content and publishing executives who are making the most of an ever broadening audience, ultimately taking gaming to it's next mainstream level.

**Moderator: John Davidson, President and Co-Founder, What They Like**  
**Bob Picunco, VP Electronic Gaming and Interactive Products, MTVN**  
**Craig Relyea, Senior Vice President, Global Marketing, Disney Interactive Studios**  
**Sarah Anderson, SVP Marketing, 2K Games**

9:45 – 10:45 am

## Gaming's Advertising Age

Console and PC gaming platforms provide the most comprehensive and detailed user rating system in the history of advertising-driven media. The advertisers are ready to get in on the action, so what is standing in the way of mass adoption? Our panel zeros in on the eco-system of the game advertising market and considers how to create efficiencies/economies of scale to grow it to its projected size of \$1 billion by 2010.

**Moderator: Julie Shumaker, VP Worldwide Sales, Double Fusion**  
**Dave Martin, Interactive Media Director, Ignited**  
**Glenn Broderick, Executive Director of Gaming, AT&T's Entertainment Services**  
**Andy Swanson, Senior Director, Strategic Sales & Partnerships, Ubisoft**



10:45 – 11:00 am

BREAK

11:00 – 11:45 am

## MARKETING KEYNOTE

**Jeff Swystun, Director Global Communications, DDB WW**

11:45 – 12:30 pm

## Striking The Chord

Of all the components in creating entertainment content, whether it's the marketing campaign or the game itself, the sound track is what can make it a memorable masterpiece. In this session, we will meet the man who is charged with the pursuit, creation and continuous development of the global vision for music in EA games, who will walk us through his vision on the importance of music in the music publishing 2.0 era.

**Steve Schnur, Worldwide Executive of Music and Marketing, Electronic Arts**

12:30 – 2:00 pm

LUNCH Sponsored by 

2:00 – 2:45 pm

## Multi-Media View of the Video Gamer

Exclusively for the MI6 audience, Gerardo Guzman, Nielsen Games director, will present results and analysis of a major Nielsen media study: cross-platform video game usage across consoles, PC, handheld and mobile platforms, cross-platform consumption, shopping behavior, consumer insights as well as online, TV and print media consumption by video gamers. From this packed 45 minutes of content, take away concrete data and insight into the minds and habits of your target audience.

**Gerardo Guzman, Business Development and Product Strategy Director, Nielsen Games**

2:45 – 3:30 pm

## CREATIVE KEYNOTE

**Anthony E. Zuiker, Creator and Executive Producer, CSI**

3:30 – 3:45 pm

COFFEE BREAK

3:45 – 4:30 pm

## Launch Pad: The Stories Behind the Biggest Games of 2007

Join us for an insightful overview of the strategies and tactics that made the launches of the expected hit Halo 3 and the sleeper hit BioShock major industry successes.

**Tom Bass, Director of Marketing, 2K Games**  
**Chris Lee, Global Group Product Manager, Microsoft**  
**Jerret West, Global Group Product Manager, Microsoft**



4:30 – 4:45 pm

BREAK

4:45 – 6:00 pm\*

(\*may go long)

## Gaming 2020

Following up last year's top-rated session, a blue ribbon panel of experts project their vision of where gaming sits in the arena of entertainment media and give insight and thought as to what is to come next.

**Moderator: Michael Pachter, Senior Analyst, Wedbush**  
**Peter Moore, President, EA Sports**  
**Nolan Bushnell, Chairman, NeoEdge and Founder, Atari**  
**Alex St. John, Wild Tangent, Chief Executive Officer and Co-Founder**  
**Kathy Vrabeck, President, EA Casual Entertainment**  
**Laurent Detoc, President, Ubisoft North America**

6:00 – 7:30 pm

Championship Gaming Series: "Play the Pros" Challenge and Beer Bash – featuring Fatal1ty and Vanessa



7:30 – 9:30 pm

## The 2008 MI6 Awards Celebration

Celebrate with drinks and hors d'ouevres the best marketing, promotion and design work of the year. Join comedian and game enthusiast Christian Finnegan from Comedy Central and VH-1's "Best Week Ever" who will navigate the evening with silver nods, gold awards and platinum entertainment.