

Press Release

Hamburg Games Conference on 17 March 2011

Interdisciplinary conference focuses on new trends and virtual goods

Hamburg (Germany), 24 February 2011: New business models and technological innovations have fundamentally transformed the games industry in recent years, making it an economically significant sector. New technological developments and the corresponding changes in usage patterns continue to shape the industry today. The Hamburg Games Conference is set to shed some light on what the future of gaming may look like. Following the successful premiere in 2010, this year's conference on March 17 will focus on computer game industry trends and the relevance of virtual goods for online games.

The Hamburg Games Conference aims to provide a view beyond the boundaries of the industry to identify opportunities to optimally utilize current trends. To this end, representatives from many different trades address a diverse range of subject areas at this annual, interdisciplinary conference. After focusing on merchandising and financing in 2010, this year's Hamburg Games Conference on March 17 turns the spotlight on current trends in the computer game industry and the significance of virtual goods in online games.

National and international experts from various industries will appear at two panel discussions. Usage patterns and the impact of HTML5 on digital gaming are some of the aspects covered in the first panel, entitled "Gaming Trends in 2011" and featuring speakers Sean Dromgoogle of Some Research (London) and Thomas Bachem of United Prototype, among others. The second panel, "A New Business: Risks and Opportunities of Free2Play Games and Virtual Goods", includes speakers Dr. Pascal Zuta of Aeria Games and Dr. Gunnar Clausen of Simon Kucher & Partners and focuses on ways to optimize the monetization of Free2Play games, the pricing of virtual goods, as well as associated legal issues.

The admission fee for the conference is € 119 plus VAT. Registrations are accepted at www.gamesconference.com. The website also provides full details on the program and the panelists. The 2011 Hamburg Games Conference is supported by InnoGames and the Bucerius Law School.

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The Hamburg Games Conference

The Hamburg Games Conference is an interdisciplinary conference for the computer game industry initiated by the media law firm GRAEF Rechtsanwälte. Featuring different topics each year, the conference addresses current issues and trends presented by leading experts from various fields. The annual conference is supported by gamecity:Hamburg, Germany's biggest regional network of the digital gaming industry. Additional information about the Hamburg Games Conference is provided at www.gamesconference.com.

GRAEF Rechtsanwälte

Based in Hamburg and Berlin, the law firm GRAEF Rechtsanwälte (www.graef.eu) is a provider of high-end legal advice on complex matters in the areas of media law and intellectual property. The team headed by the firm's founder, Dr. Ralph Oliver Graef, represents leading German and international media companies, such as film producers, television stations (incl. IPTV), publishers, advertising agencies, publishers of computer games, online platform operators, and music labels. GRAEF Rechtsanwälte is a member of the International Association of Entertainment Lawyers (IAEL) and is recommended by the leading law firm directory of the JUVE publishing company and by the Legal 500 handbook in the areas of "Press & Publishing" and "TV, Film & Entertainment" (JUVE-Handbuch Wirtschaftskanzleien 2010/2011).

gamecity:Hamburg

Gamecity:Hamburg has approximately 1,800 members and is Germany's largest regional network of the games industry. As a division of the Hamburg@work initiative for media, IT and telecommunication, gamecity:Hamburg is concerned with creating optimal local conditions for the digital entertainment industry. Its target groups are computer, console and mobile game developers and producers, as well as related industries such as advertising, technical service providers, online agencies, and music and film production companies from Hamburg and Europe. The network helps companies to establish cooperation agreements and to break into new markets. In addition, gamecity:Hamburg supports local businesses by providing a broad range of services including workshops, industry meetings, joint trade show appearances in Germany and abroad, affordable office space, start-up consulting, qualification programmes and funding for prototype production. To provide demand-oriented training of junior staff, a Games master's degree programme was created in cooperation with the Hamburg University of Applied Sciences (HAW Hamburg) which began in the 2010 summer term. Gamecity:Hamburg is a public-private partnership headed by Stefan Klein (Hamburg@work) and Achim Quinke (Quinke Networks). Detailed information is available at www.gamecity-hamburg.com.

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