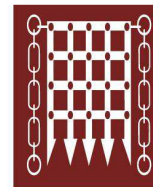


Westminster Media Forum Keynote Seminar:

The UK video games industry - innovation, commercial opportunities and next steps for policy

Timing: Morning, Thursday, 16th October 2014

Venue: Royal Aeronautical Society, No.4 Hamilton Place, London W1J 7BQ



WESTMINSTER
MEDIA FORUM

Agenda subject to change

- 8.30 - 9.00 Registration and coffee
- 9.00 - 9.05 **Chair's opening remarks**
Justin Tomlinson MP, Former-Chair, All-Party Parliamentary Group for Video Games
- 9.05 - 9.20 **Trends, challenges and opportunities**
Mark Green, Research Director, Creative Development Group, Sony Computer Entertainment Europe
- 9.20 - 9.30 **The UK video games market**
Nick Parker, Video Games Strategy Consultant, Parker Consulting
- 9.30 - 10.15 **Next generation - mobile gaming, 'connected consoles' and digital distribution**
How is the rise in mobile gaming affecting the games market in the UK and globally, including barriers to entry and widening consumption? How well are games developers taking advantage of advances in next-generation consoles? How is connectivity - including cloud gaming - changing the consumer experience and commercial opportunities, and how is this set to develop? What are the emerging strategies for accelerating digital distribution - such as through increasing discoverability, widening content, new distribution channels and competitive pricing - and how successfully are they being realised? What impact will cross-platform access to gaming have on the console? What challenges does increased digital distribution - particularly the collection, storage, and application of data - create for stakeholders across the industry and how can these be addressed going forward? What are the most promising approaches to dealing with backward compatibility and what are the implications for digital rights management?
Nicholas Lovell, Director, GAMESbrief and Author, *The Curve*
Paul Croft, Co-Founder and Director of Games, Mediatonic
Simon Bennett, Director, Roll7
Professor James Newman, Subject Leader, Department of Film, Media and Creative Computing and Director, Media Futures Research Centre, Bath Spa University
Questions and comments from the floor with **Nick Parker**, Video Games Strategy Consultant, Parker Consulting
- 10.15 - 10.20 **Chair's closing remarks**
Justin Tomlinson MP, Former-Chair, All-Party Parliamentary Group for Video Games
- 10.20 - 10.45 Coffee
- 10.45 - 10.50 **Chair's opening remarks**
Ann McKechin MP, Member, All-Party Parliamentary Group for Video Games and Member, Business, Innovation and Skills Committee
- 10.50 - 11.10 **The value of games industry to UK economy and challenges facing the sector**
Dr Richard Wilson, Chief Executive Officer, TIGA
Questions and comments from the floor
- 11.10 - 11.50 **Commercial opportunities and regulatory challenges**
How well placed is the UK games industry to compete in the international marketplace? How can UK industry ensure it capitalises internationally - particularly through game localisation to drive revenues and increase international appeal? What more can be done to encourage international games developers to open studios and create jobs in the UK? What are the emerging options for the industry to fully exploit its IP through merchandising? How can Government and industry work together to educate the public about Intellectual Property Theft and promote legal distribution channels? How can IP enforcement be improved to keep pace with the fast-evolving industry? What are the priorities for protecting gamers whilst offering new payment methods, additional content and innovative experiences?
Paul Heydon, General Partner, London Venture Partners
Alex Chapman, Partner, Computer Games and Digital Media Groups, Sheridans
Vicki Shotbolt, Founder and Chief Executive Officer, The Parent Zone
Questions and comments from the floor
- 11.50 - 12.05 **Next steps for supporting creativity, innovation and economic growth**
Dr Jo Twist, Chief Executive Officer, UKIE
- 12.05 - 12.55 **Enabling growth in the sector - skills, diversity and tax relief**
What effect the EU decisions to grant tax relief to qualifying productions have on stakeholders across the industry? What are the next steps to support UK independent developers through collaborative investment programmes such as Greenshoots between Microsoft and Creative England? What are the options for producing - and exporting - more 'culturally British' content? What are the next steps for attracting more overseas investors to the UK? How the UK address the skills-shortage - particularly for programmers - and retain its home-grown talent? How can industry and Government work together to further promote diversity within the sector and widen access to relevant higher education courses?
Ian Johnson, Director and Principal Consultant, Game-tech Development Services
Professor Carsten Maple, Pro Vice Chancellor (Research and Enterprise) and Professor of Applicable Computing, University of Bedfordshire
Kate O'Connor, Executive Director and Deputy Chief Executive Officer, Creative Skillsset
Jaspal Sohal, Head of Games and Digital Media, Creative England
Questions and comments from the floor with **Dr Jo Twist**, Chief Executive Officer, UKIE
- 12.55 - 13.00 **Chair's and Westminster Media Forum closing remarks**
Ann McKechin MP, Member, All-Party Parliamentary Group for Video Games and Member, Business, Innovation and Skills Committee
Peter van Gelder, Director, Westminster Media Forum