

gamescom congress 2010

Social consequences of games.

The gamescom congress is a free event organised by the state government of North Rhine-Westphalia, the City of Cologne and the BIU (German Federal Association for Entertainment Software). Organisation and realisation by HMR International.

Date: Thursday, 19 August 2010, 10:00 a.m. to 6:00 p.m.

Location: Koelnmesse, Congress Centrum Nord, Rheinsaal

Industry decision makers are especially confronted with the new issues and challenges arising from the increasing popularity of online and social games. There is also a special focus on improving the quality of computer games and the impact that game use has on society. The conference is targeted towards game industry players, political, cultural and press representatives as well as opinion leaders in the areas of education and development.

Moderation: **Torsten Zarges**, Correspondent, kressreport, Köln

10.00 a.m., accreditation

10.30 a.m. – 10.45 a.m., opening

Jürgen Roters, Oberbürgermeister der Stadt Köln

10.45 a.m. – 11.00 a.m., greeting

Developing branches and taking over social responsibility

Marc Jan Eumann, Staatssekretär für Bundesangelegenheiten, Europa und Medien des Landes Nordrhein-Westfalen

11.00 a.m. – 11.15 a.m., greeting

Games 2010: Actual development of games branch

Ruth Lemmen, Referentin Medienkompetenz, Bundesverband Interaktive Unterhaltungssoftware e.V., Berlin

11.15 a.m. – 11.30 a.m., coffee break

11.30 a.m. – 12.00 p.m., Keynote, Q&A

Market analysis: Games industry as factor of economy

Prof. Dr. Jörg Müller-Lietzkow, Institut für Medienwissenschaft, Medienorganisation und Mediensysteme, Universität Paderborn

12.00 p.m. – 12.30 p.m., Keynote, Q&A

Subsumption: Who plays what?

Prof. Dr. Winfred Kaminski, Geschäftsführender Direktor des Instituts für Medienforschung und Medienpädagogik, Fachhochschule Köln

12.30 p.m. – 01.00 p.m., Keynote, Q&A

Games and their influence on youth culture

Prof. Dr. Christoph Klimmt, Juniorprofessor für Publizistik mit Schwerpunkt Online-Kommunikation, Universität Mainz*

01.00 p.m. – 02.00 p.m., lunch break

02.00 p.m. – 02.30 p.m.

Case Study I: Social gaming

Theoretical classification

Harald Hesse, Chefredakteur, Gamesmarkt, München

Creating a perfect world

Ibrahim Evsan, Gründer und Geschäftsführer, UP Webgame GmbH, Köln

02.30 p.m. – 03.00 p.m.

Case Study II: Emotional Gaming

Theoretical classification

Christian Stöcker, Stellvertretender Ressortleiter Netzwelt, Spiegel Online, Hamburg*

Heavy Rain – game and emotion

Guillaume de Fondaumière, Co-CEO and Executive Producer, Quantic Dream, Paris

03.00 p.m. – 03.30 p.m., coffee break

03.30 p.m. – 04.00 p.m.

Case Study III: phenomenon eSports

Theoretical classification

Alexander T. Müller, Managing Director, SK Gaming, Köln

Virtual team spirit

Peter Siedlatzek, Beirat, n!faculty e.V., Köln

04.00 p.m. – 04.30 p.m.

Case Study IV: Games go TV

Theoretical classification

Marc Ziegler, Geschäftsführer, Mediencluster NRW GmbH, Köln

Virtual playbook – the digital character of future

Olaf Coenen, Geschäftsführer, Electronic Arts GmbH, Köln

04.30 p.m. – 05.30 p.m., Final panel

Media competence and social consequences: create and realize future chances

Nils Holger Henning, CCO, Bigpoint GmbH, Hamburg

Guido Kahlen, Stadtdirektor, Stadt Köln

Martin Lorber, PR Director und Jugendschutzbeauftragter, Electronic Arts GmbH, Köln

Ralf Reichert, Geschäftsführer, Turtle Entertainment GmbH, Köln

Jürgen Schattmann, Referatsleiter, Referat für Kinder- und Jugendschutz, Medienkompetenz in der Kinder und Jugendhilfe Jugendsozialarbeit, Düsseldorf

Olaf Wolters, Geschäftsführer, Bundesverband Interaktive Unterhaltungssoftware e.V., Berlin

10.30 p.m. – 06.00 p.m., Supporting programme

- Information booths and game stations
- Exhibition artworks contest
- A guided tour by ESL-Gamer through the area of Koelnmesse

*angefragt