

Q gamelab 2011 Barcelona

Conference

Gabinete de prensa   

Zenit Comunicación:

Sylvia Suárez
Sofía Pedroche
Emilia Esteban
Pablo López

prensa@gamelab.es 91 559 91 88 – 609 17 16 69 www.gamelab.es

Table of Content

<u>Background: The Videogame Industry</u>	<u>3</u>
<u>What is Gamelab?</u>	<u>4</u>
<u>Objectives</u>	<u>6</u>
<u>Structure, Sections and Format</u>	<u>8</u>
<u>Professional Conferences and Debates</u>	
<u>Networking Space</u>	
<u>Trade Exhibition</u>	
<u>Gamelab360: I Digital Industries Forum</u>	
<u>Gamelab National Awards for the Videogame Industry</u>	<u>10</u>
<u>Useful Information</u>	<u>12</u>

BACKGROUND: THE VIDEO GAME INDUSTRY

Today **Video Gaming** produces the greatest economic impact and social and cultural expansion of the entire **Cultural Industry**. On a global level, the sector is worth more than 44 billion dollars just in the area of consoles alone. To this can be added a growing, but not yet known, volume of business from the world of downloads, online games, social networks, mobile devices and other windows of electronic entertainment which are either less widespread or still emerging. To offer just one example of what this could represent, in 2010 the US market was worth more than 5.8 billion dollars in digital downloads alone, some 36% of the market, (source NPD, a company that controls videogame sales data for the US market).

With an annual turnover of almost 1.3 billion Euros, Spain is the fourth largest European country and the sixth largest internationally when it comes to videogame consumption.

Interactive digital entertainment has recently experienced a boom only comparable to that of the Internet in the 1990s. Studies tell us that between 28 and 37 per cent of the population aged between 16 and 49 are "active gamers", and that the arrival of the latest consoles has led to consumption by demographic groups previously unseen in the market, such as women and people over the age of 50. Once again, these official figures only take into account the physical distribution or retail market, leaving out business from phenomena such as online worlds, casual web games, social games and games for mobile devices (source ADESE). The videogame industry is the most predominant of all **audio-visual entertainment** in Spain, enjoying a market share of 54%.

At industry level, Spain has some 120 companies specialising in the development and publication of video games across all platforms. Although this figure is still not comparable to that of the consumer, it is at least a remarkable example of the quality of production, with some studies placing Spain among the best in the world. Digital Legends Entertainment, MercurySteam, Novarama, Virtual Toys, Zed, Fx Interactive, Over the Top Games and Bitoon Entertainment are just some examples of Spanish companies whose products are triumphing internationally.

Finally, and besides the economic results driven by the sector, it should be pointed out that video gaming also acts as an **engine for development and business in other industries**, providing

technology and qualified professionals for the creation of civil, medical, military and educational simulations, as well as commercial channels for the distribution and use of other digital content. Spain also has a large range of companies that demonstrates these benefits and relationships across different sectors.

WHAT IS GAMELAB?

Gamelab is the **leading event** of the industry, the official date for professionals and companies within the Spanish video gaming sector. A meeting place, a hub for business and the exchanging of ideas, which in recent years has also become the sector's main **platform of communication** within the media sector, general public, government and the world of academia.

The fair is a must-see event on the international gaming calendar, taking a lead role and representing, not only the Spanish market, but also the emerging Latin-American and Spanish-speaking markets. The Speakers at Gamelab have included some important international figures from the sector such as **Ian Livingston** (creator of *Tomb Raider* and Lara Croft), **Bryan Neider** (one of the most senior figures at EA Games) and **Richard Bartle** (pioneer of virtual worlds).

Gamelab 2011 will host some of the most influential creators and entrepreneurs on the international scene, such as:

- **Hideo Kojima**, one of the most acclaimed figures in the industry worldwide, thanks largely to his innovative work in the *Metal Gear* saga, considered to be one of the best games of all time. Mr Kojima will receive the Honorary Award from the Academy of Interactive Arts and Science as part of the show's events.
- **Cliff Bleszinski**, the star of Microsoft, recognised across the world for his creative work on the revolutionary *Gears of War* (topping 13 million copies sold on Xbox), and the *Unreal* saga, will undoubtedly be one of the main attractions of the show.
- **Peter Molyneux**, one of the industry's most valued professionals (according to a recent publication in *USA Today*), is one of the most creative minds in the sector. Designer and Programmer of games such as *Fable*, *Populous* and *Sindycate*,

and creator of the so-called "God Games" will receive the International Gamelab Award 2011.

- **Trip Hawkins**, one of the greatest visionaries of the sector and founder of some of the most important multinational companies of the video gaming world, including Electronic Arts and Digital Chocolate, will offer his vision of the future for creation and operating trends (social networks, mobiles, online games,...).
- **American McGee**, will be another of the popular and influential creators to share top billing. After his success in games such as *Doom*, *Quake* and *American McGee's Alice*, Mr McGee is committed to the challenge of new mobile platforms (iPhone and iPad) and the online business models and Free2Play.
- **Louis Castle**, founder of the mythical Westwood Studios (*Command & Conquer*), currently Vice-President of Zynga (the largest company in the world in terms of games for Facebook) and main collaborator with Steven Spielberg in his foray into the gaming world, will discuss how social games will revolutionise the future of digital entertainment.
- Another conference to look out for will be that of **Siobhan Reddy** (Director of the Media Molecule Studio, creators of the innovative and successful franchise *LittleBigPlanet*), **Daniel Kaplan** (Business Manager at *Minecraft*, the indie videogame that has gone from online testing in 2009 to having more than 8 million registered users), **Richard A. Bartle**, (creator of MUD, the first virtual world –will visit us for a second year-) and **Dino Patti** (Founder of the independent studio Playdead and credited for the game *Limbo*, one of the most original and decorated downloadable games of recent times).

Of course we will also be accompanied by Directors and Creators of the most important companies in Spain, including **Xavier Carrillo** (Digital Legends Entertainment), **Enric Álvarez** (MercurySteam), **Daniel Sánchez Crespo** (Novarama), **Gonzo Suárez** (Arvirago Entertainment), **Roberto Álvarez de Lara** (Over the Top Games) and **Fernando Piquer** (Bitoon Entertainment), among others.

Gamelab also holds the annual **showcase** of Spanish productions and is the **point of contact** between the industry and the outside world, attracting investors, editors and international distributors as well as the attention of the main media players in Europe and across the world. This year we will be graced with the presence of some of the key players in the gaming media, such as Gamasutra-The Art &

Business of Making Games, Edge entertainment, Gameindustry and Eurogamer.

As a supplement to its main sections, the event will also promote **cultural and social activities** within the site, including art and interactive exhibits, as well as hosting the **National Gamelab Awards for the Gaming Industry**, presented by the Academy of Interactive Arts and Sciences.

OBJECTIVES

The specific objectives of Gamelab 2011 are:

- To make the wider public aware of **new forms of business and consumption** with regard to **the phenomenon of interactive digital entertainment**.
- To use the fair as a springboard **to launch the videogame into a more cultural and discorsal role similar to that of other, more tradition, cultural industries**.
- To strengthen the relationship and two-way **communication** between **public institutions and the interactive entertainment sector**.
- Provide opportunities for **meetings and specialized training for students and professionals**.
- To provide **direct connection between professionals seeking job opportunities and companies that able to offer employment**.
- To promote the **exchange of information, ideas and experiences** between the world of video gaming and other related industries at a technological, creative and business level.

- To generate **business opportunities** between national companies and the main international players of the sector, fundamentally seeking:
 - Distribution and sales agreements of local products in international markets.
 - Agreements regarding the international distribution of content within our own markets (Spanish and Spanish-speaking).
 - Exportation of infrastructure, tools and service to international companies.
- Strengthen the **international image of the Spanish industry** as an interlocutor and natural partner in approaching the exploitation of Latin-American and Spanish speaking markets.
- Increase the **visibility of our industry** and its level of international connections.
- To project and restore the image of international products among **international markets and media**.

STRUCTURE, SECTIONS AND FORMAT

In order to achieve the above objectives, Gamelab presents several sections and areas of content and activities in its own name. The purpose and format of each one is described below:

*Conferences and professional discussions

The Gamelab section with the most tradition is the congress area, a must-see event for fans, students and professionals of the sector, essential for **keeping up-to-date, both technically and creatively as well as on an industrial and business level**, at the hands of the most prestigious international figures.

The sessions of this professional conference cover all areas of the creation of video games (design, programming, art, platforms mobiles, online games, social games, consoles, etc.) and business (company, finance, development, distribution...)

Chats, debates and seminars are other formats in which the activities in this section are developed.

*Networking Space

This space, which is dedicated to business, **has the objective of bringing local companies together with potential international buyers and partners**. The companies and individuals invited to the event (investors, publishers, distributors, online portals, leading opinion contributors and, in general, any company, professional or media organisation that can offer the chance to increase business for participating companies) can **get to know first-hand what opportunities the industry and the Spanish market has to offer**.

The event will provide companies with the opportunity to organise **private meetings** with potential international buyers and exporters who are present at the event. These meetings could be used to **generate business opportunities** or they could just simply be an opportunity for consultation, **exchanging visions about the products and business projects** presented at the event.

This year the event will see participants such as Big Fish Games, Sony Computer Entertainment Europe, Game, Nexon, NHN, Hangames, NCC Games, Cartagena Capital, Score Loop, Choirock, Autodesk, Playnet, Joymax, Native Prime and Wemade, among others.

***Trade exhibition**

This is the exhibition area of the show which is **open to both the professional and general public**.

This area will be open to distributors, development studios, tools and services companies, academic institutions, as well as hosting a specialist bookstore. Here facilities such as Nintendo, Playstation, Xbox-Kinect and Bittoons Games, among others, can all be enjoyed.

This exhibition area will also host **promotional events** organised by exhibitors (audio-visual and interactive demonstrations, product presentations, seminars, competitions, contests, etc.) such as **art exhibitions** themed around the world of videogames, including the now classic exhibition **"Interactive Fantasy Reflections"**, which brings together a remarkable selection of photographers who explore the social and cultural influences of the phenomenon of the videogame. Through images, the authors discover the intimate relationship between Contemporary Culture and the world of Interactive Entertainment

In short, activities designed to provide a more general public awareness of the industry.

***Gamelab360: I Digital Industries Forum**

Gamelab 2011 opens a new content section called Gamelab360, in collaboration with the Directorate General for Policy and Cultural Industries of the Ministry of Culture, and the Catalanian Institute of Cultural Industries (ICIC), dedicated to **discussing and providing clues about the new business landscape of Cultural Industries**.

Gamelab360 will bring together, in Barcelona, international experts from all areas of business and prominent representatives of culture to delve into the new sphere of business that video gaming has brought about, with the purpose of providing a **transversal dialogue which can be of use in other sectors**.

Using the experience that it has acquired in the video game industry, Gamelab wants to create new panoramas within these market and consumer realities for the producers and editors of traditional content. The videogame is a leading means with which to take on the cinema and music sectors, with some assurance, in this new digital economy.

GAMELAB NATIONAL AWARDS FOR THE VIDEO GAME INDUSTRY

The **Gamelab National Awards for the Video Game Industry** have been awarded since 2008 within the events that form part of **Gamelab**, the International Video Game Fair and Interactive Entertainment, in order to distinguish **the best work developed over the last year**. They denote the greatest recognition for dedication and results of companies and professionals within the sector.

In turn, they provide the public and the media with a **reliable gauge with which to measure our industry** and its companies.

The awards ceremony, led by figures from the world of media and entertainment such as Verónica Blume, Antonio Garrido, Maria José Suárez and Javier Veiga, is watched and followed by the entire community of Spanish interactive entertainment professionals.

This year the ceremony will take place on **Thursday 30th of June** and shall be presented by the Actor and Director **Jose Corbacho**.

Traditionally, the award panel has comprised prestigious professionals from within the sector, and from the world of media and communication. In the 2011 edition, as a new feature, the **winners will be voted for** by members of a recently created **Academy of Interactive Arts and Sciences**, except for those special awards which are chosen by the press and the public, and honorary awards.

The **People's Award** for the Best Video Game is voted for via www.gamelab.es and the winner will be disclosed at the awards ceremony.

The **Special Press Award** is voted for by press organisations accredited with Gamelab.

You can find out the winners of the previous three editions by going to: <http://www.gamelab.es/2011/es/historia/>

In this seventh edition the following categories of award have been established:

- **BEST GAME OF THE YEAR:** Best game on any platform.
- **BEST GAME FOR PORTABLE DEVICES:** Best game launched on smartphones and tablets.
- **BEST GAME FOR PORTABLE CONSOLES:** Best game on the Nintendo DS and Sony Playstation Portable consoles.
- **BEST ONLINE PC GAME:** Best online multi-player for PC's on downloadable versions, web or social networks.
- **BEST INDIE GAME:** Best low-budget game for the console or PC.
- **BEST GAME DESIGN:** The game with the most original and addictive elements of gameplay.
- **BEST ARTISTIC DIRECTION:** The game with the most innovative artistic line and/or the best executed.
- **BEST ANIMATION:** The game with the most complex animation and best resolution.
- **BEST ORIGINAL MUSIC:** The game with the most original musical composition.
- **BEST SOUND:** The game with the best sound and technical effects.
- **BEST TECHNOLOGY:** The game with the best quality and/or technical innovation.
- **PEOPLE'S AWARD:** The best Spanish game of the year chosen by the consumers.
- **PRESS AWARD:** The best Spanish game of the year judged by press organisations accredited with Gamelab.

This year the **Gamelab Special Tribute Award 2011**, awarded to personalities from any area related to the Industry whose importance and commitment to the development of the sector deserve public recognition, goes to **James Armstrong**, Managing Director of Sony Computer Entertainment for the South of Europe. This prize is awarded in recognition of his professional career and his committed and successful work in video game production in Spain under the stamp of the Japanese giant, Playstation.

As a new feature to this edition, the Academy of Interactive Arts and Sciences will take advantage of Gamelab to award its highest honour, the organisation's Honorary Award, to the prestigious Japanese Creator Hideo Kojima.

Moreover, the British Creator Peter Molyneux, for his 25 year career, will receive the International Gamelab Award 2011, an award which recognizes a figure or organization, of the world of video games, for their influence and contribution to the sector.

USEFUL INFORMATION

Gamelab 2011
Arenas de Barcelona
Gran Vía de Les Corts Catalanes, 373-385
08015 Barcelona
29th June – 1st July
www.gamelab.es

Social networks:   

Press office
Zenit Comunicación
91 559 91 88 – 609 17 16 69
zenit@zenitcom.com – prensa@gamelab.es

Gamelab 2011 is **supported by** the Ministry of Culture, the Government of Catalonia via the Department for Enterprise and Employment and the Catalanian Institute for Industrial Cultures (ICIC) of the Department of Culture, the Institute of Overseas Trade (ICEX), the Spanish Association of Video Game Developers (DEV), the Academy of Interactive Arts and Sciences, the Government of Barcelona and “Fira de Barcelona”; **sponsored by** Game, Sony Playstation, Nintendo, Kinect for Xbox360, Orange, Mediapro, Spanair and U-Tad (University Centre for Technology and Digital Art); and works in **collaboration with** ICIC 360, Acc1ó, European Regional Development Fund, Games from Spain, the European Federation of Video Games Companies (EGDF), HP, Native Prime and Filmoteca de Catalunya.

Rtve.es, elmundo.es, vadejuegos.com, meristation.com, eurogamer.es and gameindustry.biz are the official media associations of this seventh edition. TV3 y Catalunya Radio are the media partners.



Supported by:



Sponsored by:



Strategic Partners:



Media Partners:

