

## Session Summary—Wednesday, July 23

|       | Casino   | Games as a Service  | Mobile  |
|-------|--|---|---|
| Time  | Continental Ballroom 7–9   | Continental Ballroom 2–3  | Golden Gate Ballroom  |
| 10:00 | When is Online Gaming Online Gambling?<br><i>Castle Production Services</i>  | F* Free-to-Play<br><i>Defiant Development</i>   | Decoding Mobile Games Industry Consolidation<br><i>Upsight</i>  |
| 10:30 | Real Money Gaming—Bane or Savior of the Game Industry?<br><i>b Spot</i>  | Make It the Happiest Game on Earth<br><i>The Workshop</i>   | Pinpointing the ‘Next Big Thing’ with Data-Driven Insights<br><i>App Annie</i>  |
| 11:00 | One-Arm Bandits with One Arm Tied Behind Their Back—The World’s Best Slots Designers Reveal All!   | Evil Game Design Challenge 3<br><i>XEODesign, Inc., GSN, EA Mobile, Fo</i>  | Mobile Web: To Spree or Browse?<br><i>Arkadium, GameHouse, SOFTGAMES, Unity, GSN</i>  |
| 11:30 | <i>NHN Entertainment Labs, Leading Edge Design, Playstudios, 2 By 2 Gaming, FunBinge, Inc</i>  |   |   |
| 12:00 | LUNCH SESSION: Place Your Bets: Real vs. Social Poker  | LUNCH BREAK   | LUNCH BREAK   |
| 12:30 | <i>Bee Cave Games Inc., NHN Entertainment Labs, Peak Gaming Group, Richard Weil Inc.</i>   | Player Relationship Management: Why Players are Leaving Your Game and How to Change It<br><i>deltaDNA</i>                             | The Best Time or The Worst Time: Opportunities and Choices for Mobile Game Starters in China<br><i>Geoe Game (Beijing) Co., Ltd</i>                           |
| 1:00  | Mobile Social Casino’s Past Helps Gage Its Future—Best Practices Gleaned from a Review of Its History<br><i>Big Fish</i>                                     | Satisfaction as a Service<br><i>Hyperkinetic Studios, LLC</i>   | What Technologies Will Change the Face of Mobile Gaming?<br><i>Google, Unity, Pocket Gems, TechCrunch</i>   |
| 1:30  | The New Opportunity of Casual Casino: How It Works, and What It’s Worth<br><i>Gamblit Gaming</i>   | OMG! We Co-Produced a Mid-Core Global Hit with Casual Fans: An OMG:TD! Postmortem<br><i>Yodo1</i>                                     |   |
| 2:00  | The 20% Solution—Gaming’s Love/Hate Relationship with Recruiters<br><i>Prime Candidate, Inc., VonChurch, Pentasia, Kixeye, The Las Vegas Whaling Company</i> | The Merits of Multiplayer: Actionable Insights, Workable Advice and Real World Examples<br><i>GamePoint</i>                           | Messaging Apps: A New Frontier for Gaming Developers to Acquire and Engage Gamers<br><i>Tango, Burns, GAMEVIL USA, Samsung Media Solutions Center America</i> |
| 2:30  |  | Making Social Games More Social—Converting Single Player to Multiplayer<br><i>East Side Games</i>                                     |   |
| 3:00  | Paying for Better Odds: Redefining Monetization in Social Casinos<br><i>FlowPlay</i>   | Longevity is King: Tips and Tricks for Making Your Success Last!<br><i>GREE</i>   | How Tencent WeChat Will Impact Mobile Gaming<br><i>Chukong Technologies</i>   |
| 3:30  | Skill-Based Cash Gaming: Have You Ever Given a Game a Five Star Rating For Showing You Ads?<br><i>Skillz</i>   | The First 48 Hours<br><i>Fuse Powered</i>   | Building a Successful Cross-platform Game<br><i>Rumble Entertainment</i>  |
| 4:00  | PC to Console to Mobile: The Proliferation of eSports<br><i>Skillz Inc., Virgin Gaming, Twitch, Industrial Toys, Magid Advisors</i>                          | How to Win Back (Some of) the 80% of Users Who Will Abandon Your App & Get More Engagement Out of the 20% Who Don’t<br><i>Appoxee</i> | The Secrets of Cross-platform Development in a Mobile World<br><i>TrialPay</i>  |
| 4:30  |  | The Merits of Mobile Multiplayer Games—For Indie Game Developers<br><i>Nextpeer</i>   | High School Story: Making Money & Making a Difference<br><i>Pixelberry</i>  |

# Session Summary—Wednesday, July 23

|       | Business: Funding, Partnerships, New Markets   | Creative: Game Design   | Indie Games: Production & Design   | Coin Congress   |
|-------|--|---|--|---|
| Time  | Imperial Ballroom  | Franciscan Room   | Executive Boardroom  | Grand Ballroom  |
| 9:30  |  |   |  | Overview of the State of Bitcoin<br><i>ZipZap</i>   |
| 10:00 | How to be Successful in Taking a Game to a Global Audience<br><i>ZQGame</i>  | What Game Designers Need to Know About The Cloud<br><i>Amazon Game Studios</i>                                    |  | Merchant On-Ramp for Digital Currencies<br><i>GoCoin</i>  |
| 10:30 | Big Brands Need Your Games—The Power Of Partnerships<br><i>Fingerprint</i>   | Warhammer® 40,000™: Carnage Postmortem<br><i>Roadhouse Interactive</i>  | Running For Your Life<br><i>UpTap</i>  | Charity with Bitcoin<br><i>Sean's Outpost</i>   |
| 11:00 | Big Brands Seeking Startups<br><i>Comcast Ventures, Turner Broadcasting System, Inc., Zynga</i>  | Beyond Messaging<br><i>Layer</i>  | The Lean Game Studio<br><i>Altitude Games</i>  | Accelerator Panel<br><i>Context &amp; Narrative, 500 Startups, Boost, Bitcoin Decentral, Plug and Play</i>                              |
| 11:30 |  | Games as Brand Extension and Invention<br><i>Playmatics</i>   | Embedding Narrative in Game Design: Telling Stories with Balls<br><i>Phantom Compass</i> | <i>Bitcoin</i>  |
| 12:00 | LUNCH BREAK  | LUNCH BREAK   | LUNCH BREAK  | LUNCH BREAK   |
| 12:30 |  | Finding Inspiration for Game Design Everywhere You Look<br><i>Greg Lemon Interactive</i>                          |  | Legal & Regulation Panel<br><i>Gloebit, Libra Services, Inc., Strategic Counsel Corp., Bryan Cave LLP, MaicoIn, IdentityMind Global</i> |
| 1:00  | The Power of Deal or No Deal<br><i>Endemol</i>   | Adventures on Foot: The World through Ingress<br><i>Niantic Labs, Google</i>                                      | Think Small<br><i>Imaginary Games</i>  |   |
| 1:30  | Going the Angel and VC Route for Your Gaming Company<br><i>Nix Hydra Games</i>   | Chasing the Goddess: Designing to Include Women<br><i>Wicked Fun, Inc.</i>  | Marketing & Monetization for Mobile Indies<br><i>Execution Labs</i>                      | Five Things Holding Bitcoin Back from Going Mainstream<br><i>FreshPay</i>   |
| 2:00  | Indie Entrepreneurship: Lessons from the Trenches<br><i>ClutchPlay Games, Funomena, gametheory, Little Worlds Interactive, Execution Labs</i>              | Designing Games for Women (or any Audience)<br><i>Crowdstar</i>   | Entering the Mobile Game Market<br><i>Avocoder</i>                                       | Crypto Currency, Big Data, and Privacy<br><i>Timeline Labs</i>  |
| 2:30  |  | Get Off The Treadmill!<br><i>EA Mobile</i>  | Bringing 3D Printing Into the Mobile Gaming Community<br><i>Mico Studio</i>              | Bitcoin 2.0 Panel<br><i>BitAngels, Swarm, Decentralized Applications Fund, Mastercoin, Bitcoin Decentral, Team BlockChain</i>           |
| 3:00  | Funding the Next Billion Dollar Gaming Company<br><i>Institutional Venture Partners, WB Games, IDG Ventures, Signia Venture Partners, Covert &amp; Co.</i> | Gaming Meets TV and Film: Blockbuster or Bust?<br><i>MegaZebra</i>  | 5 Amazing Cross-platform Learnings<br><i>MavenHut</i>                                    |   |
| 3:30  |  | Organic Installs: Designing an Effective Viral Loop<br><i>SOOMLA</i>  | The 7 Elements of Fun<br><i>Signus Labs</i>  | Trading Cryptocurrency<br><i>Binary Financial</i>   |
| 4:00  | SPONSORED SESSION: Mobile First Markets<br><i>vserv.mobi</i>   | An Engagement Focused View of the User and Game Design<br><i>Hyperkinetic Studios</i>                             |  | The Confluence of Bitcoin and the Global Sharing Economy<br><i>Early Stage Venture Capital Investor</i>                                 |
| 4:30  | Market Update & What's Trending in M&A<br><i>Corum Group</i>   | Crowd Design: How a Large Group Can Create a Great Game<br><i>Bake450, Roboto Games, Rushmo, ROC Applications</i> |  | The Next Generation of Bitcoin Wallets<br><i>ZeroBlock</i>  |
| 5:00  |  |   |  | The Future of Banking and Remittance<br><i>Robocoin</i>   |