



## **“Converged Media - Another Games Growth Opportunity”**

**6<sup>th</sup> February 2008**

**Venue – Jesus College, Cambridge CB3 0DE**

### **AGENDA**

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14.00 **Registration and Refreshments**

14:40 **Update and Introduction to the afternoon by Jeremy Cooke of Gameware Development Ltd and championed by Rob Precious of Geomerics**

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14:50 **“New Opportunities in Media Convergence”**

**Chris Deering, former CEO Sony Europe and Chair of the Edinburgh Interactive Festival**

An exploration of opportunities in converging media and new entertainment experiences focusing on Mega trends, implications of trends, scale of opportunity, how to identify opportunity and starting your own media company

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15.10 **Q & A**

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15.15 **“Is TV ready to embrace Games now?”**

**Mike Dicks from Somethin’ Else**

Broadcasters have made a number of attempts to bring games culture and technology to a TV audience since the early days - think of Knightmare and the Adventure Game in the 80's and subsequently Gamesmaster, Pokemon, Bamzooki and Fightbox. Now shows like Lost and Torchwood are developing more integrated games into their formats and Endemol are making Bebo Gameshows - is the broadcast market finally grown-up enough to play games?

The presentation will use various examples of past and emerging formats and some first hand experience from Fightbox along with an overview of some UK and US broadcasters new approach to integrating games into their formats.

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15:35 **Q & A**

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15:40 **Five minute Break**

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15:45 **“Entertainment sells – delivering real value from interactivity”**

**Alex Wrottesley and Tor McLaren from Near**

Games producers, like the early film producers, make great content that engages audiences. However the real value of the medium has not yet been fully established. Compelling new interactive entertainment platforms promise to deliver that value - and then some.

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16:05 **Q & A**

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16:10 **Round Table Discussion with all speakers- Chaired by Jeremy Cooke, CEO, Gameware Development Ltd.**

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16:40 **Fill in Evaluation Form**

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16:45 **Networking over coffee/tea**

17.30 **Event closes.**

*Games Eden is the regional digital creative networking organisation, chaired by Jeremy Cooke of Gameware Development Ltd. The Converged Media event is championed by Rob Precious from Geomerics and other industry partners. Games Eden support is delivered in partnership between: EEDA, East of England International (EEI), Screen East, Cambridge Wireless, EMMA, TIGA and FDMX.*

## **Profiles of the Speakers**

### **Chris Deering**

Chris Deering has been involved with film, video and interactive entertainment in Europe since 1982, initially as Vice President- International for Atari game consoles and computers, and subsequently as Executive Vice President and COO for Columbia Pictures International Video, and from 1995 to 2005 as President of Sony Computer Entertainment - Europe (SCEE). At SCEE he led the team that has sold over 80 million consoles and facilitated the sale of over 1 billion games. Most of SCEE's original management team, set up by Chris, remains at the core of PlayStation leadership, now including the management of Sony's worldwide game development studios. Chris now serves on the boards of Codemasters, In Game Advertising, Geomerics, HandHeld Learning Ltd, Jalipo and Wayfinder, and is an advisor for Jetix Europe, PlaySpan and Text Appeal. Chris is also Chairman of the Edinburgh Interactive Entertainment Festival.



### **Mike Dicks**

Mike has worked with a number of Broadcasters, new media teams and games companies over the last 10 years, developing TV gameshow formats like Fightbox for the BBC and Ghosthouse for ITV, Interactive Dramas like Wannabes for the BBC and Multi-player 'real' racing games for Scalextric.

At Somethin' Else, Mike is involved in game production for clients such as Audi, Writing and Sound production for Buzz on the Playstation and online Drama's and Music video's for distribution on the new Playstation Network. Currently Mike is developing an interactive film for cinema release and a multi-platform Horror series for the BBC.



### **Alex Wrottesley**

Alex began his media career as a reviewer of videogames for TimeOut London and promoting new games as a freelance PR.

His career led him to Europe, Russia and Asia developing and managing high profile events including the Summit of the Heads of State of the G15 Nations in Jakarta in 2001 (which focused on bridging the digital divide) and Real Madrid's historic tour of Asia with David Beckham in 2003. Since then Alex has consulted major organisations on branded content across multiple platforms: TV, games, mobile, internet and live events.

Alex is now busy building his favourite cities, one street at a time, so he can visit them without leaving his native West London.



### **Tor McLaren**

Tor's career has been devoted to making profitable content (and content profitable).

As a former director of channels for Universal Studios Networks, Tor has launched and run more TV channels than most people watch including SciFi, where he acquired his interest in interactive entertainment. Tor's stock-in-trade is the creation of value in the converging media, technology and entertainment sector.

He began his career in advertising before moving into early digital television. In the frenzy of channel launching Tor was responsible for defining airtime value and delivering audiences for new channels on new platforms in Australia, Europe and the UK.

