

# bgf 2009

browsergames forum 2009

Frankfurt am Main, 29. Oktober 2009

## **browsergames forum 2009: Das Programm der Veranstaltung.**

(Stand: 30. Oktober 2009)

### **Friday, 6 November 2009**

9:00: Doors Open

10:00: Welcome (Dr. Andreas Lober)

#### KINO 3:

Block 1: Business models

10:15: Subscriptions vs. Microtransactions: Why Subscriptions Aren't Dead (Simon Seefeldt, Head of Business Development, Jagex Ltd.)

10:30: Panel discussion: "Item sales, subscriptions, downloads, boxed games: business models and how they affect gamedesign" (Odile Limpach, CEO Blue Byte GmbH; Simon Seefeldt, Head of Business Development, Jagex Ltd.; Eckart Foos, Head of Products, Travian Games GmbH; Moderator: André Peschke, Krawall.de)

11:00: Coffee break and networking in Lounge Area

#### KINO 3:

Block 2: Game design

11:20: Balancing in Browsergames (Eike Klindworth, CEO InnoGames GmbH)

11:40: Browser vs. box: How Asian Games achieve long-term stickyness (Patrick Streppel, CEO Gamigo Games AG)

12:00: Panel discussion: "Graphics or Gameplay: What makes a Triple A title?" (Heiko Hubertz, CEO Bigpoint GmbH; Hendrik Klindworth, CEO InnoGames GmbH; Stefan Weyl, Business Development Manager, Namco Bandai Partners Germany GmbH; Moderator: Jan Wagner, Cliffhanger Productions)

12:30: Lunch Break and networking in Lounge Area

#### KINO 3:

The Games on Show

13.20: PRESENTATION: Bigpoint reveals Hellblades (world exclusive)

15:00 to 17:00: OPEN SPACE

KINO 2:

Block 3:

14:00: Player support and community management: Pitfalls and challenges (Florian Bohn, CEO Travian Games GmbH)

14:20: Serious business with plenty to play for (Bernhard Stampfer, Deutsche Bank AG)

14:40: Browsergames from an Entrepreneur's Perspective: Dos and Dents from Financing to Exit (Lukasz Gadowski, Team Europe Ventures)

15:00: Localizing browser games in the upcoming regions -Middle East & Asia (Hristo Tenchev, Managing Director XS Software JSCo)

15:20: Coffee Break and networking in Lounge Area

KINO 2:

15.40: KEYNOTE: Heiko Hubertz, CEO Bigpoint GmbH

Block 4: Beyond Hardcore

16.00: Pennergames - Raising Awareness for the Homeless and Doing Good through Online Gaming (Marius Follert, CEO Farbflut Entertainment GmbH)

16:20: Panel discussion: "Casual Games - lessons learned" (Margaret Wallace, CEO Rebel Monkey; Stephan Winter, CEO Limbic Entertainment; Christian Sauer; CEO Xybris Entertainment; Moderator: Teut Weidemann)

16:50: Music in browsergames (Pierre Langer, Managing Director, Dynamedion GbR)

17:10: Social Games (Jens Begemann, CEO wooga GmbH)

17:30: Storytelling (Dr. Stefan Blanck, CEO Chromatrix GmbH)

17:50: end of programme day 1

Evening programme: EIGA (European Innovative Games Award) - Free entry for all bgf attendees - Enjoy the best of European Innovative Games, cool vibes and great food

**Saturday, 7 November 2009**

8:00 Networking Breakfast powered by SponsorPay

9:30: Doors Open

9.45': Welcome Malte Behrmann, G.A.M.E. Bundesverband  
(German Game Developers' Association)

Track 1 / Kino 3: Business

Block 1: Monetization

10:00: Monetization of non-paying players (Jan Beckers,  
CEO SponsorPay)

10:20: Performance based marketing for games and  
monetizing (Irina Lutz, SuperClix)

10:50: Overview and Evaluation of alternative  
monetization platforms (Janusz Buttgerit, CEO Datasturm  
GmbH)

11.20: Convergence trends between client-games, browser-  
games and social networks and their common opportunities  
and challenges around monetization, Martin Herdina (CEO  
fatfoogoo AG)

11.50: A global perspective on Mobile Payment for the  
Browser gaming industry (Steffen Ruppert, MindMatics AG)

12.10: Coffee break and networking

Block 2: Marketing, Community & Monetization

Werner, Cooperation Manager InnoGames)

12.30: Social Communities as a marketing tool (Victor  
Pulz, Coblis.at)

12.50: The monetarisation of social media needs a  
community education (Olivier Issaly, Owlent SA)

13.10: Massive growth of player numbers through Google  
Adwords (Dominik Wöber, Relationship Manager, Media &  
Entertainment, Google)

13.30 Bigpoint's DEV-Lounge as non-exclusive distribution  
platform (Torben Reis, Bigpoint GmbH)

Block 3: Legal & Business

13.45: Legal advertising: Adwords, Affilinet and Domains  
(Carina Neumüller, LL.M., Rechtsanwältin,

SchulteRiesenkampff)

14.10: Legal impacts of microtransactions and virtual money (Dr. Andreas Lober, Rechtsanwalt, Partner, SchulteRiesenkampff)

14.25: Founders@Work: How to get capital (Malte Paul, Co-Founder playnik GmbH)

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Track 2 / Kino 2: Development

Block 1: Technology

10:00: Practical browsergame-development with Silverlight (Bernhard Falk, Project Lead/Technical Artist - Chimera Entertainment)

10:30: Music in browsergames (Axel Rohrbach, Lead Sound Designer Dynamedion GbR)

11:00: Scaling infrastructre for browsergames - Alternatives beyond stacks of 1U-x64 servers (Dr. Roland Kaltefleiter, NetUSE AG)

11.30: 3D Graphics (Sven Liebich, Bigpoint GmbH)

11.50: FastFunFantastic: Making 3D Browsergames with the Unity Engine (tba, PixelPlaying GmbH & Co. KG)

12:20 Coffee break and networking

Block 2: Game design & Community

12:50: Game balancing and monetization (Julian Hühnermann, Head of Publisher Relations, Gratispay / Balao GmbH)

13.10: Community and the fight against Cheaters (Alexander Piutti, CEO/Founder POPMOG & Tim Werner, Cooperation Manager InnoGames GmbH)

13:30: How to expand the bottleneck called database through caching (Gregor Woitczyk, Trollgames GmbH)

Wie jedes Jahr wird die Veranstaltung von einer Vielzahl Sponsoren aus der Branche gefördert und findet in Kooperation mit dem European Innovative Games Award (EIGA) statt. Neben dem Hauptsponsor Bigpoint GmbH, unterstützen die Travian Games GmbH, Upjers GmbH & Co KG und die InnoGames GmbH das Forum als Premium Sponsoren. Zu den weiteren Sponsoren zählen die paysafecard.com

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Über Verlauf und Ergebnisse des Forums berichten zahlreiche offizielle Medienpartner des Forums. Dazu gehören makinggames.de, galaxynews.de, gamesmarkt.de, gamelawblog.de und bbgsite.com.

Die Anmeldemöglichkeit für das browsergames forum 2009 finden Sie unter [www.bgf2009.de](http://www.bgf2009.de).

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