

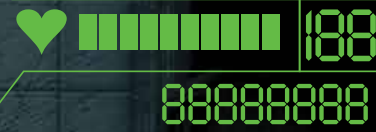
GAME DEVELOPMENT DESIGN

C O N F E R E N C E

21 - 22 February 2019
Pune



UBM



**VANQUISH EVERY CHALLENGE
IN THE GAMING INDUSTRY.**

MENU

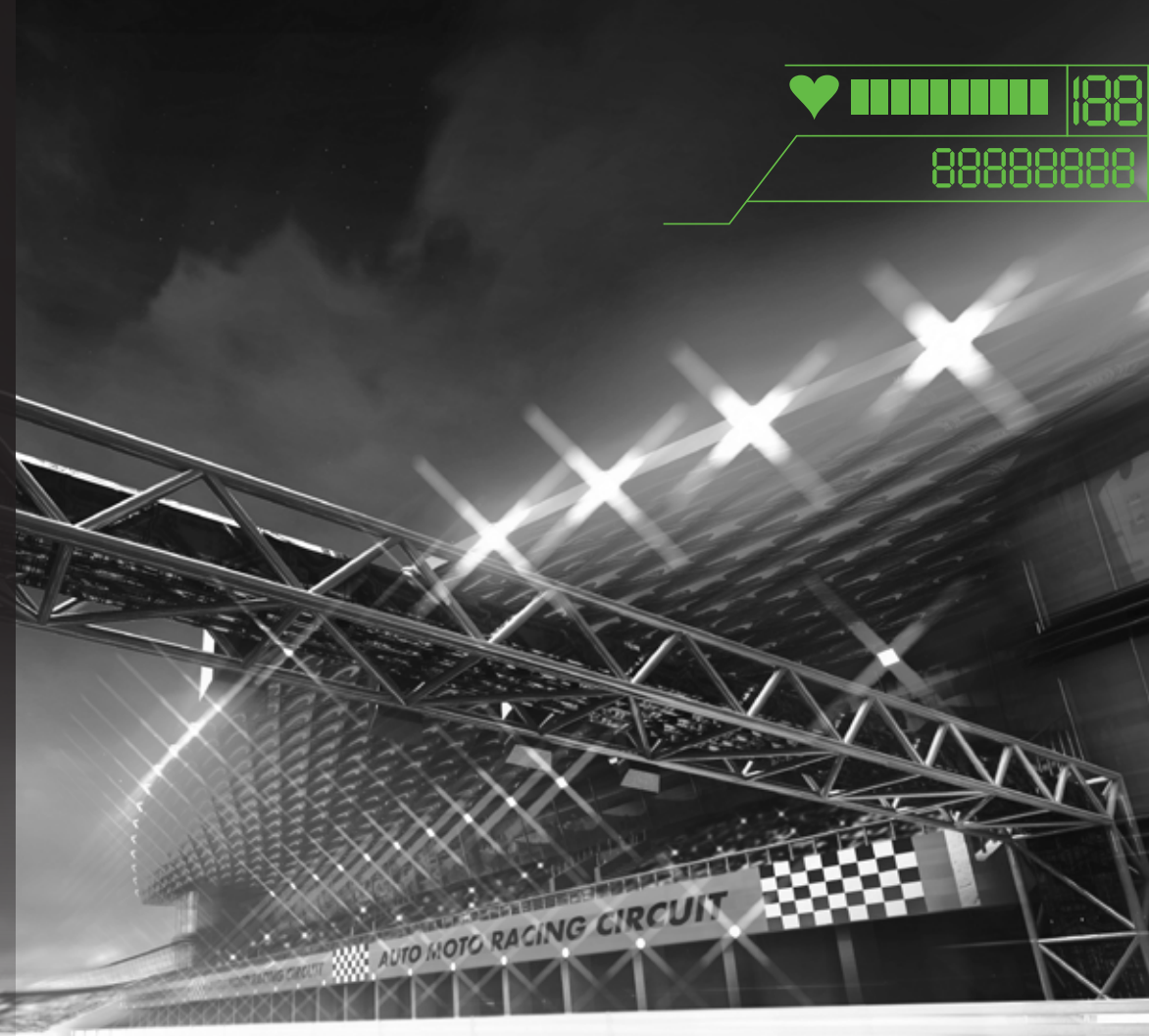
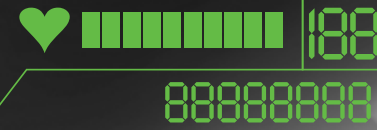


www.gddcindia.com

EVENT OVERVIEW

The Indian gaming industry is at a turning point. It is set to become one of the largest and fastest growing game markets in the world. With the rise in online gamer base and affordable gaming technologies there is a rise in technological advancements, adoption of new innovations and challenges in revenue generation and payment methods.

UBM India is pleased to announce **Game Development and Design Conference India** to be held on **21st -22nd February 2019 in Pune** which aims to bring different stakeholders under a single rostrum from the industry to be a part of the 2-day interactive conference with keynote presentations, brainstorming panel discussions and case studies. This summit will provide a platform for game designers, programmers, artists, producers, and business professionals in the gaming community to enhance their knowledge, address challenges and gain insights on future trends of the industry.



MENU



www.gddcindia.com



KEY HIGHLIGHTS



Gaming and game development revolution in India

Digital Distribution Platforms and Smart Monetisation: New revenue generation methods for Indian markets

Understanding Game design and Development for Indian market by India developers

Emerging technologies for gaming industries

Mobile games to Augmented engagement level online games

Integration of Production, Designing, Programming and Level creation for better game development



DESIGNATIONS

CXO

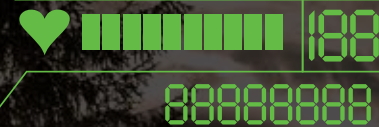
VP

HEAD

DIRECTOR

MANAGERS

ARTISTS



DEPARTMENTS



Productions



Designing



Programming



Level creation



Testing

ORGANIZATIONS/COMPANIES

- Production Houses
- Publishers
- Game development companies
- Game designing Companies
- Game programming Companies
- Independent Developers
- Indie game Development companies
- Music Production houses
- VFX and Animation Production houses
- Third Party : Audio, dialogue, motion capture, programming etc

MENU



www.gddcindia.com



WHY ATTEND?



Network With Industry Stalwarts

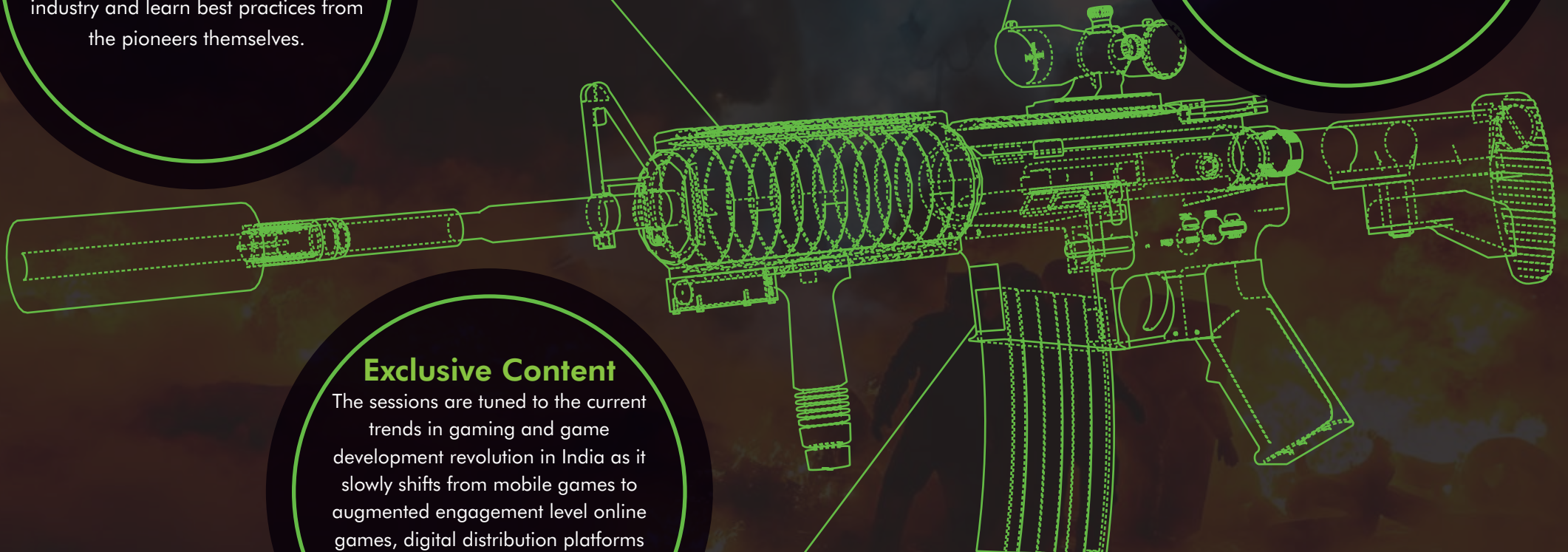
The conference will be your gateway to interact with decision makers from the industry and learn best practices from the pioneers themselves.

Engage With Eminent Speakers

Be a part of interactive discussions, real-time case studies and one-on-one networking to deliberate upon current challenges and their probable solutions

Exclusive Content

The sessions are tuned to the current trends in gaming and game development revolution in India as it slowly shifts from mobile games to augmented engagement level online games, digital distribution platforms and smart monetisation, emerging technologies for gaming industries.



MENU



www.gddcindia.com



EXPERT SPEAKER PANEL AND ADVISORY (CONFIRMED AND INVITED)



88888888



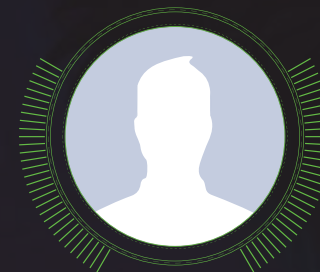
Laxmi Desai-Khanolkar
Co-founder and
Chief Executive Officer
Apar Games



Ratul Chakraborty
Creative Director
Electronic Arts



Sachin Uppal
Chief Marketing Officer
Play Games24x7



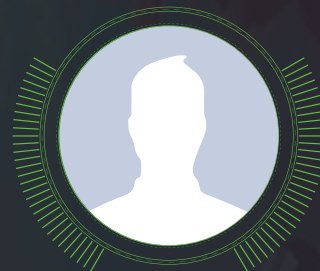
L. Rahul Mehta
Senior Art Director
Zynga



L. Rahul Mehta
Senior Art Director
Zynga



Anuj Tandon
Chief Executive Officer
Yoozoo Games India

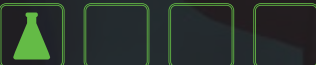


Imtiaz Hussain
Mobile Games Strategist
[x]cube GAMES



Rajesh GS
Chief Technology Officer
EC-Interactive India

MENU



www.gddcindia.com





08:30

Registration

09:30

Inaugural Session

09:30

Welcome Address by UBM

09:45

Opening Remarks by Chairperson

10:00

Keynote Address: Mobile Gaming Revolution in India

- Proliferation of low cost smart phones
- Digital payment users on the rise
- Affordable new technologies

10:30

Investor's perspective: Understanding game development business

- Exploring the business side of gaming industry
- Investing environment in India
- What is an Investor looking for?

11:00

Analysing the evolving customer behaviour in Indian gaming market for development of engaging games

- Value driven consumption
- Improved age and gender parity among online gamers
- Building local brands



11:30

Networking Break

12:00

Panel Discussion:



The evolving business models in game industry

- Bankable Revenue generation models and Smart Monetization
- Developing high retention games
- Challenges of consumer behaviour in Indian gaming industry



13:00

Case studies: New strategies for marketing games with increased focus on local development.

- Identifying target audience
- Using social media and influencers

13:30

Importance of choosing a project management tool for game development

- Using the definitive tool for game production
- Importance of choosing right project management tool
- Better efficiency and better task management

14:00

Lunch Break



15:00

Increasing use of online streaming services and subscription based payment models for revenue generation Indian gaming market

15:30

Integrate development of high end games that can be supported by different platforms

16:00

Exploring new areas like healthcare and education where games can be developed and implemented

16:30

Networking Break



17:00

How are local companies at the fore front of end to end development of games for the Indian market? Case study

- Growing local developer ecosystem
- Gaming content and themes to be developed keeping in mind local preferences and languages
- Increased focus on India as the end market

17:30

Enabling and encouraging independent game development through increasing use of digital distribution platforms for games

18:00

Closing remarks by chairperson

End of conference Day 1





09:00

Registration

09:45

Opening Remarks by Chairperson

10:00

Keynote Address: Playing for the Future: shift from Mobile games to augmented engagement level online games

10:30

Enabling advanced programming skills and techniques to develop games across platforms

11:00

Addressing the rising demand for interactive games on different platforms like including consoles, mobile, PCs



11:30

Networking Break

12:00

Panel Discussion:



The Indian digital game development landscape and its challenges and potentials

- Leading Design teams in Indian gaming industry
- Advanced levels of game designing
- Approaches for better art and content development

13:00

Art development (2D and 3D and more) for games at different platforms with new genres, new ideas, new quality.

13:30

How is big data and digital revolution disrupting the gaming industry?



14:00

Lunch Break

15:00

Commercialization of Virtual reality and Augmented Reality Technologies in games bringing next generations of gaming

15:30

Next generation innovations in game development through new digital platforms and software and technologies

16:00

Talent development: Developing the regional talent in different aspects of game development

16:30

Closing remarks by chairperson



16:45

Networking Break and End of conference



WHO SHOULD PARTNER?



Hardware Service Providers

- o Chips, Graphic hardware
- o Gaming Laptops
- o Automation
- o Gaming accessories like mouse, consoles, headphones/headsets



Middleware service providers

- o Audio, Visual
- o Graphics, Sensory
- o Gaming technology solutions-Motion capture technology, Sensory platform technologies



Software Service Providers

- o PC Gaming platforms for playing games
- o Mobile Gaming platforms
- o Cloud Platforms for Game development
- o IOT/Bigdata/ AI applications providers



Visualization technologies

- o Animation and Visual effects(VFX) service providers
- o AR VR platforms
- o 2D or 3D animation tools



Content Production services



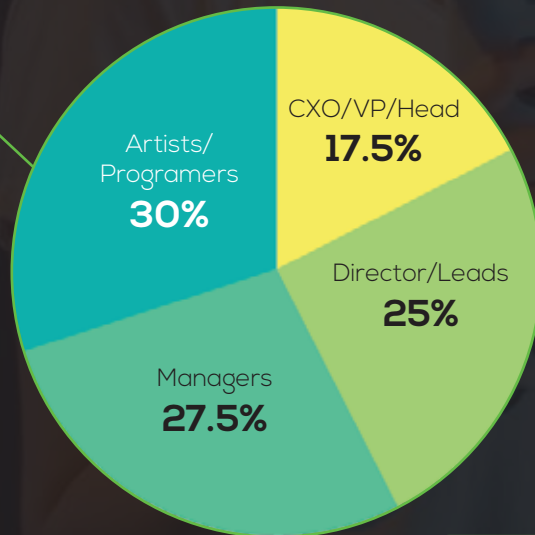
Music Libraries



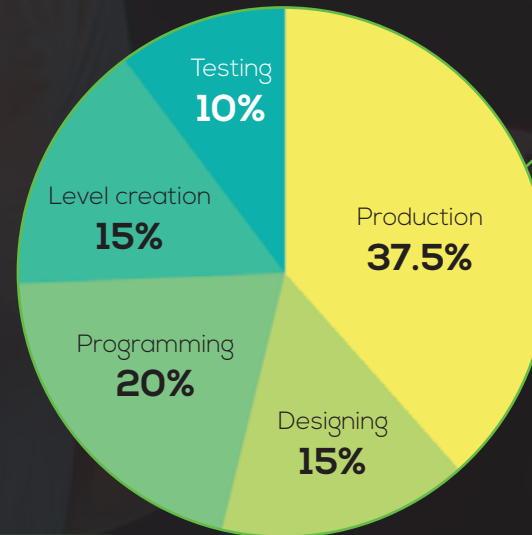
Online Streaming Service Providers

ATTENDEE PROFILE

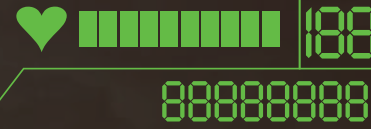
Designations



Department



JOIN US TO CONNECT, NETWORK AND INTERACT



Customized Packages
to Suit Your Needs



One-on-One Meetings



Speed Networking
Session



Exclusive and
Engaging Experience



Speaking Engagements



Premium Branding
Opportunities

and much more.....

PROMOTIONAL ACTIVITIES



Extensive
promotion
through 7
advertisements in
the leading
publications and
e-portals



Personalized
invitations to be
sent through
direct
communication to
2500 key decision
makers and
in uencers



SMS reminders
and easy
registration
messages
reached
out to 1500+
contacts



A comprehensive
email marketing
campaign (20
E-mailers) to be
undertaken to
widen your
horizons



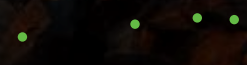
5000+ Electronic
brochures to be
shared with the
participating
companies,
associations and
media fraternity



Dedicated Event
website to target
the audience and
direct the unique
visitors to the right
information
and an opportunity
for partners to
showcase their
company pro le



Social Media
campaign to be
executed to
create
awareness and
generate
discussions
within the industry



CONTACT



For
Content & Speaking Opportunities:
Ancy Vadakethala
T: +91 226172 7382
M: +91 70304 85707
E: ancy.vadakethala@ubm.com



For
Marketing Communications
Steffi Misquitta
T: +91 22 6172 7082
M: +91 91671 20429
E: steffi.misquitta@ubm.com

For
Exhibiting & Partnership
Bhumika Bhide
T: +91 22 6172 7363
M: +91 9152 219455
bhumiika.bhide@ubm.com



UBM India Pvt. Ltd.
Times Square, Unit No. 1 & 2, B Wing, 5th Floor, Andheri-Kurla Road,
Marol, Andheri (E), Mumbai 400059
Tel: +91-22-61727000 | Fax: +91-22-61727273

