

# GAMES CONVENTION ONLINE Conference

## Schedule



### Timings

Industry, Technology  
& Services

Usage & Effects

Society & Politics

### Friday, 31.7.

08:30 - 08:45	Registrierung, Get-In			
08:45 - 09:00	Welcome Address			
09:00 - 09:10	Greeting & Opening Note			
09:10 - 09:20	Keynote 1 - Schrödingers Cat and Heisenberg's Dog - The Change from Offline to Online			
09:20 - 09:30	Keynote 2 - East and West: Different Gamers and Business Strategies			
09:30 - 09:50	Keynote 3 - Digital Culture (R)Evolution and the Society of Fun			
09:50 - 10:00	Coffee Break			
10:00 - 10:15	Panel Discussion: Stocktaking – Where Business Stands and Where it's Headed			
10:15 - 10:20	Lunch			
10:20 - 10:45	Lunch			
10:45 - 11:00	Lunch			
11:00 - 11:15	Lunch			
11:15 - 11:30	Lunch			
11:30 - 11:45	Lunch			
11:45 - 12:00	Lunch			
12:00 - 12:15	Lunch			
12:15 - 12:30	Lunch			
12:30 - 12:45	Lunch			
12:45 - 13:00	Lunch			
13:00 - 13:15	Lunch			
13:15 - 13:30	Lunch			
13:30 - 13:45	Track Introduction	Session: Online and Mobile Games in the Focus of Media and Social Sciences	Track Introduction	Track Introduction
13:45 - 14:00	The What, Who and How - Overview on the Industry Sectors, Game Types and Genres		Research on Games, in Games and around Games - Overview on Current Research Topics	Politics and Public Discourses - Video Games as a Social Phenomenon
14:00 - 14:15	New Markets, New Platforms and New Business Models: Riding Roller Coasters and Expansion Curves to New Heights of Profitability		The "Online-Me" - What does Research Know About the Relationship between the Gamer and his Avatar?	It's always History Repeating - Cycles of Public Debates Using the Example of Video Games
14:15 - 14:30	Panel Discussion: Competition, Coexistence, Symbiosis - How are Traditional Media Sectors affected by Online, Browser and Mobile Games?		Always-and-Everywhere-Games - On the Role of Mobile Games as a Pastime and Companion	Panel Discussion: Cultural Progress or Moral Decline? - (Pretended) new Chances and Menaces
14:30 - 14:45				
14:45 - 15:00				
15:00 - 15:15				
15:15 - 15:30				
15:30 - 15:45	Kaffee			
15:45 - 16:00	Kaffee			
16:00 - 16:15	Session: Technology and Infrastructure	Session: Status quo of Research into Game Usage – Who is the Gamer and How Does he use Games?	Who plays what Games - and why. - Current Findings of User Research	Session: Games in the Crossfire of Social Debates
16:15 - 16:30			Role of Gamers as Content Producers	
16:30 - 16:45			Panel Discussion: What User Research can explain - and what it cannot. - A Debate on Expectations, Practical Relevance and Data Bases	
16:45 - 17:00				
17:00 - 17:15				
17:15 - 17:30				
17:30 - 17:45				
17:45 - 18:00				

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### Saturday, 1.8.

08:30 - 08:45	Get-In								
08:45 - 09:00									
09:00 - 09:15	Session: Real Money and Virtual Economies	Session: Communication and Socialization in Online-Games	For where two or three are gathered together - Socialization Processes in Games and Gaming Networks	Session: Transparency of Law and Transparency of Services	Law as Foundation and Obstacle for Game Business - Where Traditional Law Reaches its Limits				
09:15 - 09:30			When Money is Looking for Bargains - Growth Markets in the Games Sector as Honey Pots for Investors		Panel Discussion: Mice, not Dice - Are Social Games the Modern Board Games?	(Un)informed Consumers - What Requirements does Consumer Protection put on Game Distribution and Usage?			
09:30 - 09:45			To Have, or Not to Have a Closed Economy in a Virtual World			Players Pinching Pennys - The Role of Payment Services and the Importance of Transparency			
09:45 - 10:00									
10:00 - 10:15									
10:15 - 10:30									
10:30 - 10:45	Coffee Break								
10:45 - 11:00									
11:00 - 11:15	Session: The Role of the User and User Communities	Session: What does the Game do to the Gamer?	There's Always a Next Level - Excessive and obsessive gaming. An examination of the causes and consequences of online game addiction.	Session: The Complicated Relations between Game and Reality	Entertainment, Sport, Learning, Job - When Play becomes Work				
11:15 - 11:30			Gods, Dictators and Democracies - Roles and Rights of Communities		Diving into New Worlds - Immersion as an Extra-Personal Game Experience	Real Life API - What Effects do Virtual Worlds have on the Real One?			
11:30 - 11:45			Panel Discussion: Communities as Co-Developer, Marketing Tool and Source of Income - A Preprogrammed Conflict of Roles?		Training Programme: Games - Status Quo of Research Concerning Pro-Social Effects and Acquisition of Skills	Discussion Panel: Farewell to the "Magic Circle" - Expansion of Society into the Digital? Virtual Worlds as Social Worlds.			
12:00 - 12:15					What is the Sum of Minus and Plus - A Synopsis of Risks and Positive Effects				
12:15 - 12:30									
12:30 - 12:45									
12:45 - 13:00									
13:00 - 13:15	Lunch								
13:15 - 13:30									
13:30 - 13:45									
13:45 - 14:00									
14:00 - 14:15	Session: Future of the Industry and Debates on Quality	Session: Self-conception of a responsible business culture	Panel Discussion: What responsible Gaming looks like - and how the Industry may support it	Session: Good Game Governance	Panel Discussion: Evolution of Law or Evolution of Business Culture as an Answer to Regulatory Challenges?				
14:15 - 14:30						Panel Discussion: On the Future of the Games Sector - Innovative Technologies, Young Talents and Creative Freedom = Infinite Growth?			
14:30 - 14:45									
14:45 - 15:00									
15:00 - 15:15									
15:15 - 15:30									
15:30 - 15:45	Coffee Break								
15:45 - 16:00									
16:00 - 16:15									
16:15 - 16:30	Discussion Panel: „Way Back, in 2009. On the Future of the Online Game Industries“								
16:30 - 16:45									
16:45 - 17:00									
17:00 - 17:15	Endnote - No More Games! - On the Next Generation of Interactive Entertainment								
17:15 - 17:30									

