BACK FOR THE 2ND YEAR

VIRTUAL WORLDS FORUM

VWF
EUROPE LONDON 08

CONGRESS & EXPO 6-7 OCTOBER
WORKSHOPS 8 OCTOBER 2008

THE BRIDGE, SE1, LONDON

Entertainment, enterprise and education – the future of virtual worlds and online games?

John Burns,
Electronic Arts
Europe

5 Industry Keynotes

Mel Guymon,
Google

Geoff Iddison,
Jagex

Craig Sherman,
Gaia Online

Luba Cherbakov,
IBM

15+ virtual worlds

- Marc Goodchild, BBC Children's Interactive
- Nils-Holger Henning, Bigpoint GmbH
- Arend Stuhrmann, CCP Games
- Malcolm Clark, Cybersports
- Scott Arpajian, Dizzywood
- Jeroen Dontje, Endemol
- Raph Koster, Metaplace
- Mirko Caspar, Metaversum
- Michael Acton Smith, Mind Candy
- Marco Behrmann, MindArk PE AB
- Eric Emanuel, NC Soft Europe
- James M. Bower, Numedeon Inc.
- Dr Michael Müller, ProSiebenSat1 Group / Seven Games
- Kerry Fraser-Robinson, RedBedlam
- Timo Soininen, Sulake Corporation Ltd
- Philippe Moitroux, TAATU SA
- Bruce Joy, VastPark
- Filip Fastenaekels, VRT
- Cindy H. Rose, Walt Disney Internet Group EMEA

10+ enterprises and brands

- Popke Rein Munniksma, ABN AMRO Bank N.V.
- Jeff Barr, Amazon
- Julien Onillon, ArcelorMittal
- Jelena Godjevac, HP Micro-Enterprise Acceleration Institute
- Dave Taylor, Imperial College London
- Liliana Mircescu, International Organization for Migration
- David Gettman, McKinsey & Company
- Stefan Rehm, SEAT S.A. / VW Group
- Tatiana Dearden, SGS Group Management Ltd
- Dolf Wittkämper, Philips Design

5+ educators and analysts

- Professor Richard Bartle, University of Essex
- Steve Prentice, Gartner
- Ren Reynolds, philosopher and writer
- Christian Renaud, Technology Intelligence Group
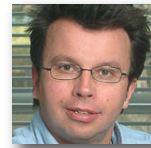- Dr Sara de Freitas, Serious Games Institute

Choice of ③ optional workshops:

Legal and tax guide for virtual worlds – national and international guidelines to ensure compliance
Alex Chapman, Partner, Sheridans

Establishing metrics - key performance measurement for virtual worlds and MMOs
Nic Mitham, Managing Director, K Zero

Planning and rolling out enterprise virtual worlds applications
Christian Renaud, CEO, Technology Intelligence Group

VWF08 is the only virtual worlds event in Europe to give you:

- Three streams of research-based content
- Speakers from 17 countries
- Demo and keynote theatre
- Free FT.com subscription and Gartner Research Report
- Free 4-day pass to the Hospital members club
- Show guide with editorial content from The Economist and others
- Dedicated venue

The VWF was the most energetic and vibrant event I've been to - speakers, ideas and chat. Not the usual dull production and stale atmosphere. Away from the stage there was more networking than I'd expect at speed dating night.

Mark Boyd, BBH

90+ speakers and 100s of companies including...

ABN AMRO Bank N.V., ArcelorMittal, Astrum Online Entertainment, Atlas Venture, Aurelia Private Equity, BBC, Beijing Cyber Recreation Development Corp (CRD), BERR (Department for Business, Enterprise & Regulatory Reform) , Bigpoint GmbH, Blitz Games Studios, BP, CA Labs, Campbell Hooper Solicitors LLP, CCP Games, Channel 4, Community Chest, Corporation Pop, Cybersports, daesign, Designing digitally, Disney, Dizzywood, Echo and Shadow, Electronic Arts, Elysium Gaming Ltd, Elzware Ltd, Endemol, Esprit Capital, European Commission, European Network and Information Security Agency (ENISA) , Fatfoogoo, Field Fisher Waterhouse, Forterra Systems, Frenzoo, Gaia Online, GamesIndustry.biz, Gartner, Google Lively, HP Micro-Enterprise Acceleration Institute, IBM, IGA Worldwide, ImaginVenture, Imperial College London, Interactive Software Federation of Europe (ISFE),, Iovation, Ironstar Helsinki, Jagex, K-Zero, LEGO Company Ltd, London Games Festival, McKinsey & Company, Metaplace, Metaversum GmbH, Mind Candy, MindArk PE AB, Monster Worldwide, Mosi-Mosi Metaverse, Myrl, NCIS Norway, Nokia, Numedeon Inc, OgilvyOne, Parature, Paynova, paysafecard.com Wertkarten AG, PIXELearning Limited, PlayGen, ProSiebenSat1 Group / Seven Games, Qwaq, RedBedlam, Schulte Riesenkampff, SEAT S.A. / VW Group, Second Interest AG, SGS Group, Sine Wave Company, Smashing Concepts, Smeet, Sony Computer Entertainment Europe, Spin/Freggers, Sulake, TAATU SA, Technology Intelligence Group, Testronic, The Electric Sheep Company, The Guardian, The Open University, The VEGA Group, Trinity Mirror Plc, Unity 3D, Universidade da Coruña, University of Essex, University of Westminster, VastPark, Virtual Economy Research Network, Virtual Policy Network, VRT, Walt Disney Internet Group EMEA, Watagame, Xumeo, Yoghurt, ZDNet UK

VWF
EUROPE LONDON 08

CONGRESS & EXPO
6-7 OCTOBER 2008
WORKSHOPS
8 OCTOBER 2008

www.virtualworldsforum.com

Dear delegate,

I'm delighted to welcome you back to the second year of the Virtual Worlds Forum Europe – the virtual worlds and online game show with the track record in Europe.

Check out the detailed programme here; this year's show is bigger and better, with

* Editorial quality content – researched with participants like you
* 90+ European and international speakers from 17 countries
* Three streams of congress content; including our new developers' track
* Bigger expo, with demo and keynote theatre
* A dedicated venue and party/networking atmosphere
* Registration benefits including 3 months FT.com subscription, Gartner Research Report and 4-day pass to The Hospital private members club

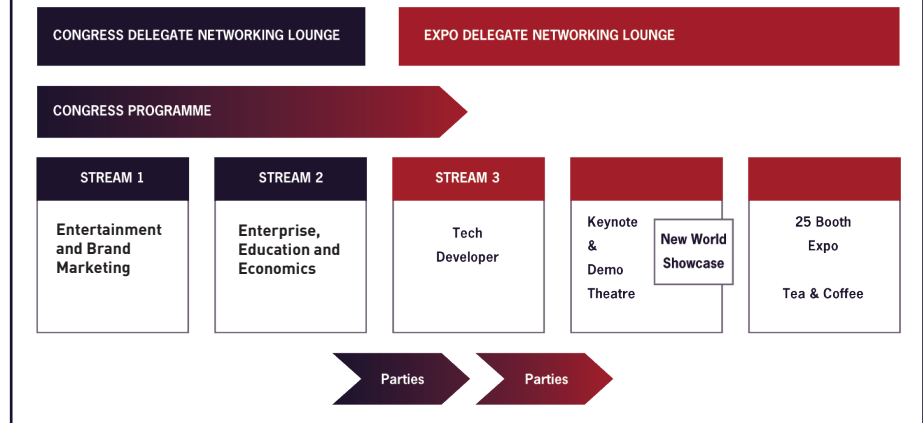We know how much business got done last year, and we can't wait to welcome you to London,

Sasha Frieze
Founder and CEO
Virtual Economic Forum

VWF08 Advisory Board

• Lord Puttnam of Queensgate, CBE
• Jessica Mulligan, COO, ImaginVenture SA
• Professor Richard Bartle, University of Essex
• Ren Reynolds, philosopher and writer
• Steve Prentice, VP & Gartner Fellow, Gartner
• Joe Little, Chief Technology Office, BP
• Leigh Jackson, Deputy Director (Business Engagement), Communications & Content Industries Unit, BERR (Department for Business, Enterprise & Regulatory Reform)
• Phil Elliott, editor, GamesIndustry.biz
• Aleks Krotoski, Journalist, The Guardian and virtual worlds researcher
• Alice Taylor, Commissioning Editor, Education, Channel 4
• Duncan Best, ELSPA Events – London Games Festival

Monday 6th and Tuesday 7th October 08

CONGRESS DELEGATE NETWORKING LOUNGE	EXPO DELEGATE NETWORKING LOUNGE

CONGRESS PROGRAMME

STREAM 1	STREAM 2	STREAM 3	Keynote & Demo Theatre	New World Showcase	25 Booth Expo
Entertainment and Brand Marketing	Enterprise, Education and Economics	Tech Developer			Tea & Coffee

Parties   Parties

Wednesday 8th October 08

A choice of 3 optional hands-on workshops:

Legal and tax guide for virtual worlds – national and international guidelines to ensure compliance	or	Establishing metrics - key performance measurement for virtual worlds and MMOs	or	Planning and rolling out enterprise virtual worlds applications
Alex Chapman, Sheridans		Nic Mitham, K Zero		Christian Renaud, Technology Intelligence Group

The venue – The Bridge, SE1

Located a few moments walk from London Bridge station, The Bridge is situated in a series of Victorian arches adjacent to the historic London Bridge site, dating back to the early nineteenth century, between the centrally located City of London and Southwark. Just like last year, the VWF will be creating an innovative immersive space to enable you to do business - a congress and expo like no other.

London Bridge is fast becoming one of the most dynamic areas of London, with its thriving business district, emerging arts and media sector and proximity to many tourist attractions (Tate Modern, the Monument and The Mayflower). The central location and excellent transport links lend a charismatic backdrop to Europe's major virtual worlds event.

www.virtualworldsforum.com

Congress Programme

CONGRESS DAY ONE - Monday 6th October 2008

Time	
8.00	REGISTRATION
9.00	WELCOME: Sasha Frieze, Virtual Economic Forum CHAIR'S OPENING REMARKS: Tom Standage, The Economist
9.10	KEYNOTE Mel Guymon, Google
9.40	Hard facts and figures - who's using virtual worlds and for what? How has the picture changed since last year and what are the forecasts for 2009-2012? Jessica Mulligan, ImaginVenture SA Steve Prentice, Gartner
10.20	KEYNOTE Emerging models for online gaming : trends in direct to consumer entertainment offerings John Burns, Electronic Arts Europe
10.50	COFFEE AND EXPO Coffee break sponsored by Walt Disney Internet Group

Time	STREAM A Kids and teens virtual worlds	Time	STREAM B Virtual world business strategies – the emergence of the intraverse for enterprise and education applications
11.20	CASE STUDY Habbo – the continuously evolving teen virtual world Timo Soininen, Sulake Corporation Ltd	11.20	KEYNOTE 3-D Intranet: Rewriting collaboration in the enterprise Luba Cherbakov, IBM
11.40	CASE STUDY Dizzywood: A case study of building a safe and fun world for kids Scott Arpajian, Dizzywood	11.40	CASE STUDY Leveraging virtual worlds to develop a new client relationship Popke Rein Munniksma, ABN AMRO Bank N.V.
12.00	Q&A SESSION	12.00	CASE STUDY Firmspace: A basic platform for 3D virtual meetings David Gettman, McKinsey & Company
12.10	CONVERSATION What results are brands getting from their experiences of kids and teen virtual worlds – are the results living up to their objectives? Moderator: Edita Kaye, Association of Virtual Worlds Philippe Moitroux, TAATU SA Celia Francis, WeeWorld Inc Michel Cassius, Dubit	12.20	CASE STUDY Exploring business opportunity domains with a view to new and increased value at lower cost Dolf Wittkämper, Philips Design
		12.40	Q&A SESSION
12.50	LUNCH AND EXPO		
14.00	PANEL DISCUSSION Legal and regulatory perspective – what do kids virtual worlds and associated brands need to prepare for? Moderator: Dr Andreas Lober, Schulte Riesenkampff Carolin Kasparek, Bigpoint GmbH Dr. Michael Müller, LL.M., ProSiebenSat.1 Media AG / Seven Games David Naylor, Field Fisher Waterhouse	14.00	PANEL DISCUSSION What are the operational implications of enterprise virtual worlds? Moderator: Steve Prentice, VP & Gartner Fellow, Gartner Greg Nuyens, Qwaq Robert Gehorsam, Forterra Systems Luba Cherbakov, IBM *Showcasing innovative virtual world applications in the education sector*
15.00	Lifting the lid on kids and teens behaviour online Liz High, Intrepid	14.40	CASE STUDY Medical education using virtual worlds Dave Taylor MSc MBCS, Imperial College, London
		15.00	CASE STUDY Playful pedagogy: the computer games-based classroom Dr Ben Williamson, Futurelab
		15.20	Q&A session
15.30	COFFEE AND EXPO		
16.00	CONVERSATION Where next for education in kids and teens virtual worlds? Moderator: Lizzie Jackson, University of Westminster James M. Bower, Numedeon Inc. Marc Goodchild, BBC Children's Interactive	16.00	PANEL DISCUSSION: Interoperability, transferability of standards and open source solutions Moderator: Tom Standage, The Economist Chris Howard, IBM Research Francesco d'Orazio, Myrl Christian Renaud, Technology Intelligence Group Adam Frisby, Sine Wave Company
16.45	PANEL DISCUSSION Is mobile the untapped market for virtual worlds? Moderator: Lizzie Jackson, University of Westminster Tim Gorree, Nokia Timo Soininen, CEO, Sulake Corporation Ltd	16.45	PANEL DISCUSSION How can governments and industry produce an international governance framework for virtual worlds? Moderator: Anne Grikitis, Department for Business, Enterprise & Regulatory Reform Ren Reynolds, philosopher and writer Dr. Olaf Weber, LL.M., European Commission, Patrice Chazerand, Interactive Software Federation of Europe (ISFE)
17.30	CLOSE OF DAY ONE		
18.30	SXSW Party limited guest list, delegates on a first-come first served basis on sign-up		

CONGRESS DAY TWO - Tuesday 7th October 2008

Time	
8.00	REGISTRATION
9.00	CHAIR'S OPENING REMARKS: Dave Green, London Games Fringe
9.10	KEYNOTE Why virtual worlds are really taking off, and how we can prevent a nose dive Craig Sherman, Gaia Online
9.40	PANEL DISCUSSION Global differences in business models, usage patterns and take up rates between major eastern and western markets Arend Stuhrmann, CCP Games Eric Emanuel , NC Soft Europe
10.20	KEYNOTE Choosing the right business model - experiences in adapting a business to embrace technology Geoff Iddison, Jagex
10.50	COFFEE AND EXPO

Time	STREAM A Entertainment and marketing in virtual worlds Virtual worlds and MMOs – entertainment's latest platform?	Time	STREAM B Virtual world implementation strategies – enterprise and serious gaming applications
11.20	CASE STUDY Cindy H. Rose, Walt Disney Internet Group EMEA	11.20	CASE STUDY Enterprise virtual worlds applications Jeff Barr, Amazon
11.35	CASE STUDY Filip Fastenaekels, VRT	11.40	CASE STUDY Virtual interactive training for small businesses Jelena Godjevac, PhD, HP Micro-Enterprise Acceleration Institute
11.50	CASE STUDY Jeroen Dontje, Endemol	12.00	Q&A SESSION
12.05	Q&A SESSION	12.20	PANEL DISCUSSION User experience. What is required for enterprise applications to achieve their full potential? Moderator: Edita Kaye, Association of Virtual Worlds Julien Onillon, ArcelorMittal Liliana Mircescu, International Organization for Migration (IOM) Tatiana Dearden, SGS Group Management Ltd
12.10	PANEL DISCUSSION How are virtual worlds and MMOs merging to make a killing in the games market? Moderator: Gareth Jones, Revolution Malcolm Clark, Cybersports Ed Bartlett, IGA Worldwide Craig Sherman, Gaia Online		
12.50	LUNCH AND EXPO		
14.00	CONVERSATION Are virtual worlds the killer app for immersive marketing? Lessons learned by brands Moderator: Giles Rhys Jones, OgilvyOne Rodrigo Bruecher, SEAT S.A. / VW Group Matthew Brotherton, BT Group Chief Technology Office		Monetisation, economics, growth and maturity
		14.00	Who buys virtual goods and why? Vili Lehdonvirta, Helsinki Institute for Information Technology HIIT
14.45	Developing ROI models for virtual worlds and virtual world campaigns Giff Constable, The Electric Sheep Company	14.30	PANEL DISCUSSION Monetising virtual worlds and MMOs: evolving business models for subscriptions, virtual goods and currencies Moderator: Grant Murgatroyd, Corporate Financier Michael Smith, MindCandy (MoshiMonsters) Nils-Holger Henning, Bigpoint GmbH Björn Wahlgren, Paynova AB
15.15	COFFEE AND EXPO		
15.45	PANEL DISCUSSION Harnessing social networks, virtual worlds and MMOs to create community Moderator: Stuart Dredge Raph Koster, Metaplace Marco Behrmann, MindArk PE AB Mirko Caspar, Metaversum Burckhardt Bonello, SMeet Ltd	15.45	PANEL DISCUSSION Finance / industry perspectives - how will the sector mature and attract investment Moderator: Mike Butcher, TechCrunch Stefan Lemper, Aurelia Private Equity Nic Brisbourne, Esprit Capital Uri Adoni, JVP Adam Martin
16.45	CLOSING PLENARY PANEL DISCUSSION What is the future of proprietary and non proprietary virtual worlds? Moderator: Jessica Mulligan, ImaginVenture SA Raph Koster, Metaplace Ginsu Yoon, Linden Lab Frank Campbell, MindArk PE AB Bernard Horan, Sun Labs		
17.25	CLOSING REMARKS: Sasha Frieze, Virtual Economic Forum		
17.30	CLOSE OF CONGRESS		
18.00	Closing Party hosted by Sony Computer Entertainment Europe		

8.00 REGISTRATION

9.00 WELCOME
Sasha Frieze, *Founder & CEO*, **Virtual Economic Forum**
CHAIR'S OPENING REMARKS
Tom Standage, *Business Editor*, **The Economist**

9.10 KEYNOTE
Mel Guymon, *Head of 3D Operations and Product Manager for Lively*, **Google**

9.40
Hard facts and figures - who's using virtual worlds and for what? How has the picture changed since last year and what are the forecasts for 2009-2012?

Entertainment Sector
• What evidence is there that the technology has shifted into the mainstream?
• What metrics are important?
• Market segmentation – kids, teens, adults
• Who's making money? In what territories?
• Projections for growth in Europe and worldwide
Jessica Mulligan, *COO*, **ImaginVenture SA**

Enterprise and education
• What are the figures to support the buzz around enterprise virtual worlds?
• How are virtual worlds being used for innovation in education, collaboration and R&D?
• Virtual worlds as a serious platform for trade and commerce not solely play – how are virtual world economies developing?
• Projections for growth in Europe and worldwide
Steve Prentice, *VP & Gartner Fellow*, **Gartner**

10.20 KEYNOTE
Emerging models for online gaming : trends in direct to consumer entertainment offerings
John Burns, *Senior Director of Online Publishing*, **Electronic Arts Europe**

10.50 COFFEE AND EXPO
Sponsored by Walt Disney Internet Group

WALT DISNEY INTERNET GROUP

STREAM A:
Kids and teens virtual worlds

11.20 CASE STUDY
Habbo – the continuously evolving teen virtual world
• Developing and operating a successful teen virtual world - insight into teenager behaviour
Timo Soininen, *CEO*, **Sulake Corporation Ltd**

11.40 CASE STUDY
Dizzywood: A case study of building a safe and fun world for kids
• Starting with a story: how classic storytelling fits into virtual worlds for kids
• Evaluating business models: choosing between advertising, subscription, micro-transaction and more
• Appealing to the under-10 crowd: experiments that worked and some that didn't
• It's all about safety: how to make sure a kids world stays safe, private and secure
• Approaching partnerships and distribution: special considerations
• The secret is service: why customer care is critical for kids
Scott Arpajian, *Co-founder*, **Dizzywood**

12.00 Q&A SESSION

12.10 CONVERSATION
What results are brands getting from their experiences of kids and teen virtual worlds – are the results living up to their objectives?
• How receptive are kids/teens to having brands in their virtual world?
• How does a brand evaluate the success of a campaign?
• What metrics – if any – are being used?
• How are these brands adding to user experience

and using presence to add value for this demographic?
• How to handle kids generated content?
Moderator: **Edita Kaye,** *Publisher*, **iVinnie.com** and *Founder*, **Association of Virtual Worlds**
Philippe Moitroux, *CEO*, **TAATU SA**
Celia Francis, *CEO*, **WeeWorld Inc**
Michel Cassius, *Board Member*, **Dubit**

12.50 LUNCH AND EXPO

14.00 PANEL DISCUSSION
Legal and regulatory perspective – what do kids virtual worlds and their associated brands need to prepare for in terms of existing and forthcoming legislation?
Moderator: **Dr Andreas Lober**, *Partner*, **Schulte Riesenkampff**
Carolin Kasparek, *Legal Adviser*, **Bigpoint GmbH**
Dr. Michael Müller, *LL.M.*, *Lawyer*, *Head of Interactive Business*, **ProSiebenSat.1 Media AG / Seven Games**
David Naylor, *Partner*, **Field Fisher Waterhouse**

15.00
Lifting the lid on kids and teens behaviour online
• Conducting research in virtual worlds for this demographic
• What environment suits which age groups best?
• What are the gender differences? How can these be addressed research-wise?
• How should designers design for certain age niches?
• What impacts the point at which kids will progress and evolve up the age range of virtual worlds? Does it stop – why / when?
• To what extent do kids use virtual worlds differently from adults?
Liz High, *Founding Partner*, **Intrepid**

15.30 COFFEE AND EXPO

16.00 CONVERSATION
Where next for education in kids and teens virtual worlds?
• How important is the learning component in kids virtual worlds?
• Balancing fun and learning components
• How are schools experimenting with virtual worlds as a learning channel?
• There are lots of people working in this area, but are there any results?
Moderator: **Lizzie Jackson**, *AHRC Researcher*, **University of Westminster**
James M. Bower, *Founder, Chairman of the Board and Chief Visionary Officer*, **Numedeon Inc.**
Marc Goodchild, *Head of Interactive and On-Demand*, **BBC Children's Interactive**

16.45 PANEL DISCUSSION
Is mobile the untapped market for virtual worlds? Will they be the long awaited mass market window into virtual worlds?
• What are the resource and capacity issues over a thin client?
• When will rich content be a reality? How will they work as an adjunct to virtual worlds?
• What new business models might open up for telcos?
Moderator: **Lizzie Jackson**, *AHRC Researcher*, **University of Westminster**
Tim Gorree, *IT Architect, Web Technologies*, **Nokia**
Timo Soininen, *CEO*, **Sulake Corporation Ltd**

STREAM B:
Virtual world business strategies – the emergence of the intraverse for enterprise and education applications

Enterprise virtual worlds - making the business case for investing in 3D virtual environments for competitive advantage - best practice case studies

11.20 KEYNOTE ADDRESS:
3-D Intranet: Rewriting collaboration in the enterprise
In this session Luba will focus on best practices and lessons-learned from a large-scale enterprise (IBM) adopting virtual worlds, including: training and learning, rehearsals and

events, games for team building, accessibility and translation in-world
Luba Cherbakov, *Director and IBM Distinguished Engineer, Technology and Innovation, CIO Office*, **IBM**

11.40 CASE STUDY
Leveraging virtual worlds to develop a new client relationship
In this presentation, you will hear from the leading financial company who has taken steps to develop their presence in 3D online social communities
• Examining the changes taking place online to understand the 3D Experience project
• Creating content and applications in Second Life and Active Worlds to optimize added value
• Establishing a new type of relationship and communication vehicle with customers by meeting them outside the office
• Integrating a multi-channel strategy by incorporating Internet, interactive television and virtual worlds
• Analyzing the possible future of expanding branches and customer advice in an online world
Popke Rein Munniksma, *Head of 3D Experience, Direct Channels & Innovation*, **ABN AMRO Bank N.V.**

12.00 CASE STUDY
Firmspace: A basic platform for 3D virtual meetings
• The business need for 3D in consulting
• Early experience with Second Life
• A more business-friendly software platform
• Designed by architects, not graphic artists
• Website reservation and invitation system
• Ensuring confidentiality in chat and displays
• Helpful features for managing meetings
• Target users and application areas
• Insights gained from early adopters
• Firmspace subscriptions available to all
David Gettman, *Consultant*, **McKinsey & Company**

12.20 CASE STUDY
Exploring business opportunity domains with a view to new and increased value at lower cost
• Creating a community for co-creation and discovery
• The 4 business opportunity domains
• Can web 3D leapfrog web 2.0?
• Business transformation, the next challenge
Dolf Wittkämper, *Senior Director*, **Philips Design**

12.40 Q&A SESSION

12.50 LUNCH AND EXPO

14.00 PANEL DISCUSSION
What are the operational implications of enterprise virtual worlds? Who is responsible and how is it integrated into the business?
• What level of regrouping and restructuring is required in the marketing, communications, IT departments in particular
• Where should ownership of the virtual world sit?
• Movement of skills around the business
• Migrating the business mindset from web1.0 to web2.0 (or web3.0?)
• Having a credible champion in the business – who should do this?
• How to make the virtual environment part of the norm rather than being a bolt-on – integration strategies
Moderator: **Steve Prentice**, *VP & Gartner Fellow*, **Gartner**
Greg Nuyens, *CEO*, **Qwaq**
Robert Gehorsam, *President*, **Forterra Systems**
Luba Cherbakov, *Director and IBM Distinguished Engineer, Technology and Innovation, CIO Office*, **IBM**

Showcasing innovative virtual world applications in the education sector
• What examples are there of the novel application of 3D games and virtual worlds in education, libraries and information science?
• Creating vibrant learning places which encourage peer 2 peer learning
• How are educational institutions validating the pedagogic value of virtual worlds?
• Re-evaluating the role of the tutor relative to virtual worlds

14.40 CASE STUDY
Medical education using virtual worlds
Imperial College is pioneering the use of virtual worlds for medical service design, training and simulation, for example by enabling clinical staff to practice and perfect procedural innovations in realistic scenarios but in perfect safety. They have also worked on the use of publicly accessible virtual worlds for a more effective and engaging representation of the patient experience. In this case study Dave Taylor will outline some of their recent work.
Dave Taylor MSc MBCS, *Programme Lead, Virtual Worlds and Medical Media*, **Imperial College, London**

15.00
Playful pedagogy: the computer games-based classroom
At a time when computer games and virtual worlds are increasingly being cited as models for motivating meaningful learning amongst children, this presentation examines how teachers' pedagogies and curriculum design might adapt to these powerful media. It will draw on several interconnected research and development projects carried out by Futurelab between 2005 and 2008, including a one-year study of teachers' uses of games in secondary school classrooms. Ben will specifically ask how the playful pedagogies of games and VWs challenge existing educational practices, provide case studies of teachers applying games in curricular planning, and discuss the implications of these media being regarded as ideal learning platforms for a "digital age."
Dr Ben Williamson, *Senior Researcher*, **Futurelab**

15.20 Q&A SESSION

15.30 COFFEE AND EXPO

16.00 PANEL DISCUSSION
Interoperability, transferability of standards and open source solutions
• What progress are we making with interoperability?
• Understanding the maturity curve for virtual worlds platforms – where do the technology companies think we are?
• Where do these three strands meet and where are we on the curve? Hardware / connectivity / virtual worlds technology
Moderator: **Tom Standage**, *Business Editor*, **The Economist**
Chris Howard, *Manager, Worldwide Solution Development and Delivery, Emerging 3D Internet & Virtual Business*, **IBM Research**
Francesco d'Orazio, *Founder*, **Myrl**
Christian Renaud, *CEO*, **Technology Intelligence Group**
Adam Frisby, *CTO*, **Sine Wave Company**

16.45 PANEL DISCUSSION
How can governments and industry work together to produce an international governance framework for virtual worlds?
• What are the issues that need to be borne in mind - from the point of view of:
 - government
 - industry?
• How can the wide range of Virtual Worlds be encompassed in a workable framework?
• What initiatives are already in place to deal with governance issues?
• How should the interfaces between Virtual Worlds and the Real World be handled and by whom?
• Virtual worlds and society – the blurring of personal and professional life is being accelerated as enterprises adopt 3D spaces. What is the social and political impact of this shift?
Moderator: **Anne Grikitis**, *Senior Policy Advisor*, **Department for Business, Enterprise & Regulatory Reform**
Ren Reynolds, *philosopher and writer*
Dr. Olaf Weber, *LL.M.*, *Legal Service*, **European Commission**
Patrice Chazerand, *Secretary General*, **Interactive Software Federation of Europe (ISFE)**

17.30 CLOSE OF DAY ONE

18.30 SXSW PARTY
Limited guest list, delegates on a first-come first served basis on sign-up

SXSW '09

8.00 REGISTRATION

9.00 CHAIR'S OPENING REMARKS
Dave Green, Communications Director, **London Games Fringe**

9.10 KEYNOTE
Why virtual worlds are really taking off, and how we can prevent a nose dive
• How virtual worlds differ from social networks. Why do they empower individuals in ways that social networks just can't compete with?
• The benefits of connecting users through entertainment (i.e. online events, gaming, media viewing/listening)
• The importance of incorporating brands into the virtual world in a manner that excites users, instead of alienating - or worse boring - them
• The responsibility of each virtual world to the industry and its users. How do we avoid complacency and keep users enthusiastic about the medium?
Craig Sherman, *CEO*, **Gaia Online**

9.40 PANEL DISCUSSION
Global differences in business models, usage patterns and take up rates between major eastern and western markets
• What are the cultural differences that influence the success or failure of different virtual world business models globally?
• Are virtual worlds built (intentionally or unintentionally) to reflect the societies they originate from or as global phenomena?
• What are the most popular payment methods in each region and why?
• What new trends are coming out of Asia and what is the likelihood of their adoption in the west?
Arend Stuhrmann, *Associate Producer for EvE Online*, **CCP Games**
Eric Emanuel , *Online Business Manager*, **NC Soft Europe**

10.20 KEYNOTE
Choosing the right business model - experiences in adapting a business to embrace technology
• Understanding how technology is changing consumer behavior
• Translating an offline experience into an online experience
• Keeping ahead of the game
Geoff Iddison, *CEO*, **Jagex**

10.50 COFFEE AND EXPO

STREAM A
Entertainment and marketing in virtual worlds

Virtual worlds and MMOs – entertainment's latest platform?
• How can virtual worlds assist in the navigation and consumption of AV (i.e. long and short form content) and other content?
• How are savvy media companies using virtual worlds to create compelling new way of delivering entertainment?
• Are they likely to move litigation from P2P networks to virtual worlds instead of embracing them?
• What are the business, technical and legal issues that entertainment channels and brands face when using virtual worlds as complete media platforms?
- PC versus console debate
• What new revenue streams are emerging? What is the value of content and what is the balance between
  - professional content
  - premium content
  - user generated content – will it subside?
• Will entertainment kick start the long awaited mainstream adult uptake of virtual worlds?

11.20 CASE STUDY
Cindy H. Rose, *Senior Vice President and Managing Director*, **Walt Disney Internet Group EMEA**

11.35 CASE STUDY
Filip Fastenaekels, *Producer Digital Media*, **VRT**

11.50 CASE STUDY
Jeroen Dontje, *Head of Endemol Virtual*, **Endemol**

12.05 Q&A SESSION

12.10 PANEL DISCUSSION
How are virtual worlds and MMOs merging to make a killing in the games market?
• What are the tools and tricks from each side which can be combined to increase accessibility? What are the lessons learned so far:
  - Design
  - Technology
  - Business models
  - Web integration
• Why are churn rates so high in virtual worlds – what can be done to address it?
• How are niche / microworlds developing as the next big opportunity?
  - What is the viable minimum size of a virtual world?
  - What peak simultaneous usage do you need to keep them thriving?
• Tapping into the psychology of presentation in virtual worlds – how can this be capitalised on by the games market?
Moderator: **Gareth Jones,** *Editor*, **Revolution**
Panelists include:
Malcolm Clark, *CEO*, **Cybersports**
Ed Bartlett, *Vice President*, *Publisher Relations Europe and Co-Founder*, **IGA Worldwide**
Craig Sherman, *CEO*, **Gaia Online**

12.50 LUNCH AND EXPO

14.00 CONVERSATION
Are virtual worlds the killer app for immersive marketing? What lessons have been learned by brands and agencies from the first B2C campaigns?
• Retention, churn reduction and fostering long term engagement – what's the secret?
• Addressing the needs of the consumer - determining which applications generate enough value add to persuade them to join the virtual world
• Build own community or find one that matches your target market – what's best for your brand?
• Should the focus be purely on high value / high communication needs consumer products?
• Is market research a good application to explore for brands in virtual worlds?
Moderator: **Giles Rhys Jones**, *Digital Strategy Director*, **Ogilvy Group UK**
Panelists include:
Rodrigo Bruecher, *New Media Marketing Communication*, **SEAT S.A. / VW Group**
Matthew Brotherton, *Project Manager & Innovation Consultant*, *Applied Technology Centre*, **BT Group Chief Technology Office**

14.45
Developing ROI models for virtual worlds and virtual world campaigns; a look at metrics, monetization and cost structures
This talk is for anyone designing a new virtual experience or planning a campaign in an existing world. What are the key things to track? What are the hidden costs? What are effective monetization methods and how do they differ depending on the audience?
Giff Constable, *Head*, *Software Business Unit*, **The Electric Sheep Company**

15.15 COFFEE AND EXPO

15.45 PANEL DISCUSSION
Harnessing social networks, virtual worlds and MMOs to create community
• Playing to the strengths of social networks and virtual worlds – what are they each good at?
• How can they be mixed and for what? What role might casual gaming play in their integration?
• What should a mass market casual virtual world look like?

• How interested are social network players in adding virtual worlds to their offerings? How is partnering developing?
• Will virtual worlds grow into social networks themselves? How good are they at supporting them?
• Looking at the collision of mobile social networks and virtual worlds - where will people consume?
Moderator: **Stuart Dredge,** *freelance journalist & blogger*
Raph Koster, *President*, **Metaplace**
Marco Behrmann, *Entropia Universe Community Director*, **MindArk PE AB**
Mirko Caspar, *CMO & Co-founder*, **Metaversum**
Burckhardt Bonello, *Founder & CEO*, **sMeet Ltd**

16.30 CLOSE OF STREAM A

STREAM B
Virtual world implementation strategies – enterprise and serious gaming applications

What the virtual environment is most suitable for in different enterprise settings and vertical sectors?
• Where to start? Deciding which niche application will give the greatest value in order to commit budget
• Gaining business confidence in the technology and its application – demonstrating proof of concept
• The strategic objectives for implementation and whether or not they have been met
• Understanding, defining and measuring success with the virtual environment
• The user experience so far

11.20 CASE STUDY
Enterprise virtual worlds applications
• Why do enterprises need a virtual world?
• What are the barriers to adoption and how do you get around them?
• Which enterprise killer apps which can win over the skeptics?
• What does the future hold?
 Jeff Barr, *Web Services Evangelist*, **Amazon**

11.40 CASE STUDY
Virtual interactive training for small businesses
The primary goal of our training is to demonstrate how entrepreneurs can improve the success of their businesses using Information and Communication Technology (ICT).
Jelena Godjevac, *PhD, Executive Director*, **HP Micro-Enterprise Acceleration Institute**

12.00 Q&A SESSION

12.10 PANEL DISCUSSION
User experience. What is required for enterprise applications to achieve their full potential?
• Building better engagement tools and natural communication tools
• How to tie virtual world with real world content on the web to ensure accessibility to all
• Using virtual worlds as an alternative or supplementary (richer) learning tool rather than a replacement for web content
• Eliminating the complexity of navigating within and using 3D interfaces
Moderator: **Edita Kaye**, *Publisher*, **iVinnie.com** *and Founder*, **Association of Virtual Worlds**
Julien Onillon, *Vice President Investor Relations*, **ArcelorMittal**
Liliana Mircescu, *Head, Staff Development and Learning Unit*, **International Organization for Migration (IOM)**
Tatiana Dearden, *Corporate Training and Development*, **SGS Group Management Ltd**

12.50 LUNCH AND EXPO

Monetisation, economics, growth and maturity

14.00 Who buys virtual goods and why?
• What different motivations do consumers have for spending money on virtual goods?

• Who are the spenders? Some data from a recent survey
Vili Lehdonvirta, *Researcher*, **Helsinki Institute for Information Technology HIIT and Virtual Economy Research Network**

14.30 PANEL DISCUSSION
Monetising virtual worlds and MMOs: How are business models for subscriptions, virtual goods and currencies evolving and with what impact on engagement, stickiness, churn rates, ROI?
• Pre-paid cards, premium SMS, subscription, advertising, micro-payments - what works and why
• Monetising casual gaming and media tie-ins - what makes people want to buy virtual items in different contexts?
• Using physical products as a gateway to a virtual world or online play experience
• Subscription versus RMT debate – what are the pros and cons?
• How do you sell power-ups and performance boosts without spoiling the game?
• Sustainability: are there limits to how long you can sell virtual items to the same user? What if the user has already bought everything? What kind of sinks can you use without angering the buyer?
• What are the business models for selling user-created content? Revenue sharing with users or third party content developers?
Moderator: **Grant Murgatroyd,** *Editor*, **Corporate Financier**
Panelists include
Michael Smith, *CEO & Founder*, **MindCandy**
Nils-Holger Henning, *Director of Business Development*, **Bigpoint GmbH**
Björn Wahlgren, *CEO*, **Paynova AB**

15.15 COFFEE AND EXPO

15.45 PANEL DISCUSSION
Financial and industry perspectives on how the sector will mature and what it will take to attract investment
• Industry perspective – case study on funding a start-up – lessons learned
• What are VCs and investors projections for how the market will develop and how the value chain will evolve?
• What business models do investors favour and why?
• How is the value chain developing - are we starting to see a difference between infrastructure providers (graphics engines, character AI, etc.) and the consumer front end?
•Working with complex partnerships for profitable virtual worlds projects
Moderator: **Mike Butcher,** *UK & Europe Editor*, **TechCrunch**
Stefan Lemper, *Partner*, **Aurelia Private Equity**
Nic Brisbourne, *Partner*, **Esprit Capital**
Uri Adoni, *Venture Partner*, **JVP (Jerusalem Venture Partners)**
Adam Martin, *until recently CTO NC Soft Europe, now working on a new start up*

16.35 CLOSING PLENARY PANEL DISCUSSION
What is the future of proprietary and non proprietary virtual worlds?
• What plans do the major players have for the next 12 months?
• How many proprietary virtual worlds can coexist?
• There is a gap in the market that needs filling – will existing players reinvent what they do?
• How might emerging markets start to be served by localised (or generic) virtual worlds?
Moderator: **Jessica Mulligan**, *COO*, **ImaginVenture SA**
Raph Koster, *President*, **Metaplace**
Ginsu Yoon, *VP Business Affairs*, **Linden Lab**
Frank Campbell, *Chief Business Officer*, **MindArk PE AB**
Bernard Horan, *Senior Staff Engineer*, **Sun Labs**

17.25 CLOSING REMARKS
Sasha Frieze, *Founder & CEO*, **Virtual Economic Forum**

17.30 CLOSE OF CONGRESS

18.00 CLOSING PARTY PlayStation Home
hosted by Sony Computer Entertainment Europe

VIRTUAL WORLDS FORUM

VWF

EUROPE LONDON 08

Developers Track
Producing, Architecting & Operating Virtual Worlds

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DAY ONE - Monday 6th October 2008

11.20 — Evolution through revolution: new MMO genre possibilities
- How to develop variety – why are we only achieving incremental change?
- If social worlds can do why it why can't game worlds?
- Bottom up or top down approach to developing new genres
- "Female, divorced, 2 kids, highly literate, comfortable with technology.." what new MMO genre would intrigue her?

Professor Richard Bartle, University of Essex

11.50 — Content development, management and delivery
What MMOGs are made of: content development, management and release
This brief session will cover aspects of content creation during MMOG development and post-release, including:
- Optimal team structure
- Development methods and approaches
- Empowering creativity
- Evaluating content quality and user reception

The session will expose how Jagex and its teams deal with creativity, content production, evaluation and delivery, along with methods to reach good and consistent end results in a fast-paced development environment.

Henrique Olifiers, *Director of Game Content*, **Jagex**

12.20 — Building microworlds – where small is smart
Find out about the cost savings, UGC potential and unique development issues in building microworlds and widgetized interactive content

Bruce Joy, *CEO*, **Vastpark**

12.50 — LUNCH BREAK & EXPO

14.00 — How do we get serious? - The practicalities of using Serious Games in an enterprise environment
- What do we mean when we say 'serious games'?
- What organizations are doing in 2008 and why they are doing it.
- Keeping it real for learning & development.
- The investment outlay – the real internal and external costs of a project.
- Sensible timescales & stages – implementing a project to guarantee success.
- Processes & approaches that work (and that don't work)
- Deployment issues – hosting, bandwidth, costs, internal promotion and support.

Kevin Corti, *CEO and Chief Learning Architect*, **PIXELearning Limited**

14.30 — ENISA report on virtual world security and privacy
The vulnerabilities – including:
- Variants of classic security and privacy problems in Virtual Worlds: e.g. port-scanning, DOS, profiling, identity theft, privacy in virtual worlds
- Security and privacy problems specific to Virtual Worlds: Virtual World Malware e.g. duping, virtual money theft, extortion, illegal automation.
- Legal, and social issues. E.g. definition and valuation of assets in Virtual Worlds, EULAs, Governance and dispute resolution

Recommendations – including:
- Top 5 implementation issues to watch
- Information-sharing platform for providers
- Legislative clarification on IP issues and Virtual Assets
- Privacy policies and guidelines

Giles Hogben, *Expert in Network Security Policy*, **European Network and Information Security Agency (ENISA)**

15.00 — How can educationalists and corporates capitalise on game theory's unique insight into learning?
- Encouraging people to learn very complicated things in an engaging and absorbing way
- Understanding what motivates people in these environments and how that might be applied to learning in the academic arena
- Which scenarios are better for serious learning?

Dr Sara de Freitas, *Director of Research*, **Serious Games Institute (SGI)**

15.30 — COFFEE & EXPO

16.00 — Visualising virtual footprints - the gathering and visualization of data from virtual worlds
- Tools and case studies
- Techniques and tools for data gathering and visualization
- SLOOG content indexation engine
- Metrics, studying user behaviour
- Benefits, users and privacy issues

Daniel Aguilar, *CTO*, **Mosi-Mosi Metaverse**
Stefan Rehm, *Corporate Identity & Architecture, Marketing Communication*, **SEAT S.A. / VW Group**

16.45 — Open source and innovation in virtual worlds
- Why the open source model makes sense for virtual worlds
- Notable virtual world open source success stories
- Why you don't need to develop the cost of base platforms to get to features
- Interoperability and cross technology – case study and highlights from OpenSim
- Developing virtual world features and sharing innovation in parallel with other developers
- Open source and cloud computing
- How you can participate

Adam Frisby, *CTO*, **Sine Wave Company**
Jeff Barr, *Web Services Evangelist*, **Amazon**
Melanie Thielker, *CEO*, **Xumeo**

17.30 — CLOSE OF DAY ONE

DAY TWO - Tuesday 7th October 2008

11.20 — Building a virtual world is a long-term commitment – what do developers need to know to plan for long-term success?
Building and launching a new virtual world is just the beginning of a long haul effort. Development never stops, technologies evolve and sometimes are completely replaced, and even business models may need overhauling. How can you plan the resourcing and investment needed to stay successful over years of operation?

Osma Ahvenlampi, *CTO*, **Sulake Corporation Ltd.**

11.50 — Virtual cultures: it's not just a product - it's a service. How to do both at once?
- Community: Customers, Citizens or Subjects?
- The technical challenges of community management
- Hackers, criminals, stalkers and cheaters: how to cope with them
- Cybercrime and punishment
- Respect for other cultures and individual responsibility

Kerry Fraser-Robinson, *Managing Director*, **RedBedlam**

12.20 — An introduction to developing assets for PlayStation®Home
This presentation will cover the major features available in the Home Development Kit and will give an overview of how to create art, audio and scripted assets for PlayStation®Home. Creation of environments, mini-games, Home Rewards and launching PS3 titles from Home will be covered. Information will also be provided for developer support.

James Cox, *Senior Producer - Home Tools and Support*, **Sony Computer Entertainment Europe**

12.50 — LUNCH BREAK & EXPO

14.00 — A strategic approach to developing virtual world applications for mobile devices

- Augmented reality – what's the real purpose of having a VW on mobile devices?
- What new commercial opportunities does rendering VW on mobile platform provide:
  - Identity
  - Payment
- Unifying avatars and identity
- Implications of mobile device processing capability and user experience environment

Tim Gorree, *IT Architect*, **Web Technologies, Nokia**

14.30 — Intelligent avatars – how are they being used to enhance virtual worlds?

The Semantic Web, intelligent avatars, and non-player characters: commercial reality time is here
- Technical overview and industry statistics
- Using natural conversational behaviours to generate profit and increase customer satisfaction - what we know works.
- Difficulties with algorithmic generations and the implications for non-predictable systems
- The economic and social benefits of using intelligent non-player characters in games and other sectors
- Harnessing intelligent avatars to encourage participation and sales in virtual worlds
- Using intelligent avatars for moderation and governance systems in virtual worlds
- "It's virtual life Jim, but not as we know it"...the future...

Mark Stephen Meadows, *Founder*, **Echo and Shadow**
Phil Hall, *MD & Founder*, **Elzware Ltd**
Lizzie Jackson, *AHRC Researcher*, **University of Westminster**

15.15 — COFFEE & EXPO

15.45 — What if the TV audience invades virtual worlds?

Server development - load balancing, scaleability and hosting

Lode Nachtergaele, *Business Architect*, **VRT – Belgium**

16.15 — Usability - what are the do's and don'ts?

- According to Wikipedia, "Usability is a term used to denote the ease with which people can employ a particular tool or other human-made object in order to achieve a particular goal".
- How can avatars interact neatly in User Generated Content virtual worlds? How should the environment be designed? What are the limits of texture sizes so they can produce the desired effect? Look alike environments, fantasy environments - what are the limits?
- A series of 10 do's and 10 don'ts illustrated by practical examples

Robert Vinet, *Founder and CEO*, **Community Chest**

17.30 — CLOSE OF DAY TWO

Demo & Keynote Theatre

DAY ONE Monday 6th October 2008	
10.30 - 10.50	**Unity: The Cloud Console Revolution** David Helgason, CEO & Co-Founder, **Unity3D**
11.00 -11.20	**Soft-skills training using Serious Games in leading International organisations** Damian Nolan, Sales & Marketing Director, **daesign**
11.30 - 11.50	**Entropia Universe – From Online Game to Global Virtual World Platform. Entropia Universe's development from an MMO to a platform for independent companies to develop their own virtual worlds** Frank Campbell, Chief Business Officer, **MindArk PE AB**
12.00 -12.20	**An Organized Defense Against Virtual World Fraud & Abuse** Dave Wiseman, European Sales, **Iovation**
12.30 - 12.50	**Real Cash for Virtual Worlds** Andrea McGeachin, Commercial Director, **Ukash**
13.00 - 13.50	NEW WORLD SHOWCASE Philipp Boutellier, CEO, **sMeet** **Sloog. Tagging the New World** Mateo Austin, CMO, **Sloog**
14.00 -14.20	**Live Demo: What engagement means in Habbo** Alastair Williams, Marketing Manager, **Sulake UK**
14.30 - 14.50	**How to Increase Sales and Reduce Total Cost for your Virtual World** Karl Alberts, Director Emerging Markets, **Paynova**
15.30 - 15.50	**Twinity - When virtual worlds become real!** Dr. Mirko Caspar, CMO and Managing Director, **Twinity**

DAY TWO Tuesday 7th October 2008	
10.00 -10.20	**A Flash Based 3D Virtual World: Yogurtistan** Cemil Türün, Founder & CEO, **Yogurt**
10.30 - 10.50	**Linden Lab**
11.00 -11.20	**Dresden Gallery: How to Create a Museum 3.0 Experience in Second Life** Michael Schumann, CEO, **Second Interest**
11.30 - 11.50	**World-class customer service techniques for the Virtual World industry - Turn your residents into raving fans and the support department into a revenue generator** Drew Cozart, Account Executive, **Parature**
12.00 -12.20	**There is money in your game - Monetization Strategies for your Virtual World Through Microtransactions** Martin Herdina, CEO, **Fatfoogoo**
12.30 - 12.50	**Forterra Olive Live Demo** Robert Gehorsam, President, **Forterra Systems Inc** and Ron Edwards, CEO, **Ambient Performance**
14.00 - 14.20	**Freggers.com - dancing, farting, having fun in 2.5D** Paul Schmid, CEO, **Freggers**
14.30 - 14.50	**West Midlands:Serious About Games** Presentations will be from a range of companies based in the region that will show examples of games and 3-D immersive environments can do than just entertain
15.30 - 15.50	**IBM's virtual Green Data Center Demonstration** Kevin Aires, Global Web Strategy & Enablement, **IBM Virtual Business Centre**

VWF

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Unity

Unity is the leading technology to bring console quality graphics and interactivity to the browser, the iPhone, the Nintendo Wii, and PC and Mac games. With Unity scaling from 2D casual games to full-blown 3D massively multiplayer universes, Funcom and Cartoon Network recently announced Unity-based MMOs. Over a dozen virtual worlds are in development, around one hundred casual online games, boxed retail games, and advertising games have been released. Thousands of players install the Unity Web Player every hour. Already the cutting-edge choice for efficient production of visually rich games, the recent Unity 2.1 release included a full slate of MMO features, including on-demand streaming of assets and infinite terrains, character customization features, and customizable asset and automatic build pipelines.

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Entropia Universe

Entropia Universe offers a unique mixture of online entertainment, social networking and E-commerce through the connection of a real cash economy to a gigantic three dimensional virtual universe. Its PED currency has a fixed exchange rate of 10:1 with the USD. Launch the free software, your avatar is created and transported to the virtual planet Calypso. Set in a distant future, participants assume the roles of colonists; adventures lead them from cities across fantastic landscapes. Mindark PE AB operates and markets Entropia Universe.

IBM

IBM is aligned around a single, focused business model: Innovation. We believe that the 3-D Internet will drive innovation that will change the way we live, work and play. IBM is working across multiple virtual environments and applications to help define make the 3-D Internet "fit for business". Our approach is to partner with our clients and work with a broad community to define and drive the standards and business applications for creating the next generation 3-D Internet. For more information on IBM, visit: www.ibm.com/3DInternet

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fatfoogoo

fatfoogoo provides the leading game commerce ecosystem for the monetization of online games and virtual worlds via micro transactions. Our plug-n-play system supports publisher-to-player and player-to-player transactions as well as traditional subscription models. fatfoogoo enables the implementation of highly successful business models into games quickly and reliably through its comprehensive services platform and open architecture. Clients include SUN Microsystems for their game server project "Darkstar"; Game-Studios like Gamalocus, Vanilla Live Games and Papermint.

Forterra

Forterra provides distributed, enterprise-grade virtual world software that enables our customers and partners to create their own private, realistic 3D Internet solutions for the corporate, healthcare, government, and education industries. Our software enables users to train, learn, communicate, rehearse, analyze, collaborate, experiment, and socialize over any network. Using standard PC hardware customers can rapidly generate trusted, secure, collaborative solutions behind or through firewalls that scale to thousands of concurrent users. Forterra's open and extensible architecture works with 3D authoring tools and integrates with real-world data systems. Users get a better experience from 3D audio, realistic graphics, and anytime, anyplace access

Sponsors

Habbo

Sulake is an online entertainment company focused on virtual worlds and social networking. Sulake's main product is Habbo, the world's largest virtual world for teenagers. There are localized Habbo communities in 32 countries on six continents. To date over 108 million Habbo characters have been created and 9.5 million unique users worldwide visit Habbo each month. Sulake has over 300 employees in 15 country offices.

Iovation

iovation, based in Portland, Oregon, provides device-based fraud management services for virtual worlds and Internet gaming sites besieged by significant online fraud issues such as stolen credit cards and account takeover. Using patented device detection technology, iovation links accounts with the physical devices used to perpetrate online fraud and abuse, without collecting any personally identifiable information (PII). iovation currently manages the reputations of more than 60 million unique Internet-enabled devices worldwide. For more information, visit www.iovation.com.

Walt Disney Internet Group

The Walt Disney Internet Group (WDIG) offers a compelling mix of interactive entertainment and informational content and services for Internet and mobile devices for audiences around the world. WDIG is both a developer of unique new media experiences specifically designed for Internet and mobile media and a developer of new platforms for distributing content selected from broad, existing entertainment divisions and libraries of The Walt Disney Company (NYSE: DIS) or its affiliated companies.

Outso

Outso is an agency specializing in content, applications, middleware and services for console and PC based virtual worlds. We use our experience in creating AAA console and PC games to create world-beating experiences. Outso is working with some of the biggest high profile brands and IP's in the world on what we regard as the most innovative and exciting new experiences to be seen in the coming year in the field. If you want your customers to experience quality within your virtual world experience which rivals top quality console development then talk to us and we'll be happy to help.

Linden Lab

Second Life is a 3D online world with a rapidly growing population from over 100 countries around the globe, in which the Residents themselves create and build the world, which includes homes, vehicles, nightclubs, stores, landscapes and clothing. The Second Life Grid is a sophisticated development platform created by Linden Lab, a company founded in 1999 by Philip Rosedale, to create a revolutionary new form of shared 3D experience. Based in San Francisco, Linden Lab employs a senior team bringing together deep expertise in physics, 3D graphics and networking.

PlayStation Home
Sony Computer Entertainment Europe

Sony Computer Entertainment Europe (SCEE), based in London, is responsible for the distribution, marketing and sales of PLAYSTATION®3, PlayStation®2, PSP™ (PlayStation®Portable) and PLAYSTATION®Network software and hardware in 99 territories across Europe, the Middle East, Africa and Oceania. PlayStation®Home is the new 3D, online, high-definition, social gaming service, free to download for all registered PSN users, and available globally towards the end of 2008.

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BAR

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CONFERENCE ROOM 2

25 24 23
32
31
20 21 22
11 10
9
BAR

1 2 4

TECH DEVELOPER STREAM

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15 14
13

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5

8 7

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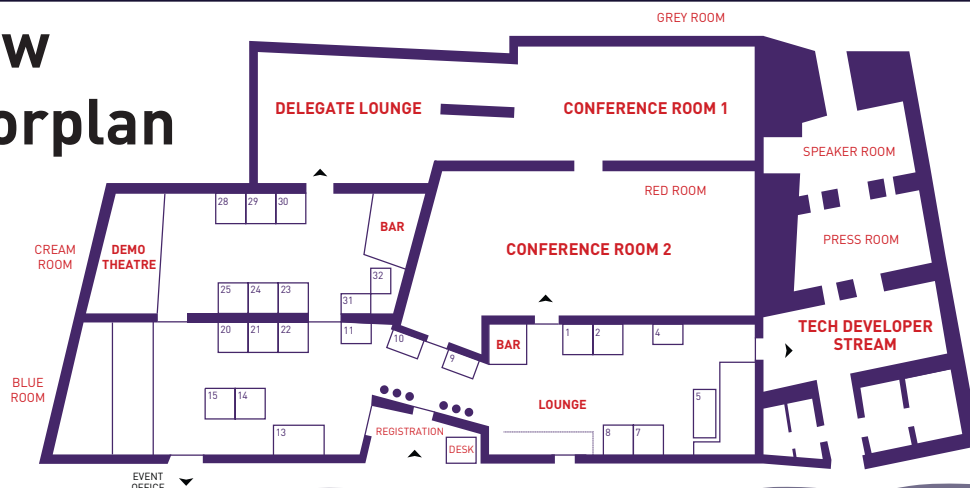
We've put a huge amount of thought and planning into developing a bespoke venue for you to do business in. Our expo has been designed with maximum flow from the Congress and developer streams, to ensure maximum stand visitors. All on one level – no lifts or stairs, no hard to reach rooms

www.virtualworldsforum.com

Workshops
Wednesday 8 October 8.00-12.30

We've developed a choice of three optional half-day workshops to help you look in-depth at the themes our research tells us you're interested in. Choose from:

Legal and tax update for virtual worlds – national and international guidelines to ensure compliance

- EU – so many different jurisdictions – what's the regulatory outlook and to what extent is there harmonization (esp UK, Germany, France)
  - How will different EU nation states legislate? What are the key differences to be aware of?
  - In the interim – what are the risks for businesses?
  - Perspectives on compliance and infringement from the banking community, legal and tax specialists
- Intellectual property protection:
  - IP around virtual goods
  - DRM / trademark and copyright issues - how far to let the customer go
  - I borrow ideas, you copy something, he rips people off – the thorny issue of who owns UGC in virtual worlds
- Taxation:
  - At what point will taxes apply? What are the criteria? What are the national and regional differences?
  - Will microtransactions be taxed?
  - What is the situation with VAT on virtual currencies?
  - Taxation of property rights
- Privacy, data collection and protection
- Recent case law on virtual items – implications for public and corporate virtual worlds
  - As new features are being layered into virtual worlds and MMOs – what questions are being raised around legalities and reporting requirements: eg offering VoIP – does this make you a telco?
- Etiquette - issues of identity, privacy, contract validity - are there different thresholds of perception and tolerance in virtual worlds? How is this impacting the evolution of legal frameworks?

YOUR WORKSHOP LEADER:

Alex Chapman, Partner, **Sheridans**

with Jeff Meek, Taheer Bashir and Andreas Lober

Establishing metrics – key performance measurement for virtual worlds and MMOs

The establishing metrics workshop is ideal for marketers considering entrance in the virtual worlds space as well as those building and operating VW. The session will lay out the current VW universe from a demographic and target market perspective to provide a framework for discussion. Building on this foundation, Nic will present and explain two successful brand campaigns in VW with accompanying datapoints and measurement tools. The workshop will then focus on the key metrics marketers should use when planning and implementing VW marketing initiatives:
- audiences – acquisition / retention / churn
- engagement
- community
- customer service
- ROI
Finally, the workshop will look at developing standards for VW audience measurement – how and when?

YOUR WORKSHOP LEADER:

Nic Mitham,
Managing Director,
K Zero

Planning and rolling out enterprise virtual worlds applications

Planning and rolling out enterprise virtual worlds applications
- what are the objectives
- what strategic, operational and technical pathway to take
- selecting the right development partners
- how much will it cost and how long will it take to implement
- demonstrating proof of concept
- where to start
- how to integrate, track, maintain and build on success
- understanding the maturity curve for virtual worlds platforms – making robust decisions to future proof your investment

YOUR WORKSHOP LEADER:

Christian Renaud,
CEO, **Technology Intelligence Group**

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Our regular Virtual Worlds Salons , in London and Berlin (with more venues in the pipeline) are a sell-out, and now a destination for those looking for business networking in a relaxed environment. We have relationships with both the industry players and enterprise / brand clients you want to do business with.

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Gartner Research Report
Virtual Worlds: The Grand Challenges - what to expect in 2009

An exclusive research report by Steve Prentice, VP and Gartner Fellow. As over-exuberant enthusiasm and euphoria wanes for virtual worlds, what lies ahead? What is the truth behind the headlines? Do the published numbers mean anything at all? Is now the time to cut and run, or time to start investing? But where to invest? What is the real state of virtual worlds today and what should we expect in 2009?

Four day members pass to the Hospital Club

Back for the second year, we're delighted to be partnering again with The Hospital Club, London's private members club for the creative communities. All delegates receive a complimentary four-day pass to the Hospital Club. When you're not at the show, it's the perfect venue to relax, network or meet business partners.

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