

MAKE GAMES. MAKE MONEY.

9:00 – 10:00 Keynote: 10 Questions to Ask About the Future of Games

Dean Takahashi has covered the game business for 17 years and been a tech writer for 25 years. He'll try his hand at making predictions and finding answers to today's challenges.

11:00 – 12:00 How Industry Leaders Manage Fraud Risk to Create Revenue

In this session, attendees will learn about how social elements and game design can create real world fraud risk and how industry leaders work to balance the trade-offs between fraud risk and engaging customers through adding social elements to a game.

MODERATOR: Michael Halls, Sr. Director, Risk and Fraud Management, Digital River

2:00 – 3:00 Generating Value Beyond the Game: What Opportunities Are You Missing?

This session will provide next-step solutions, whether you have an established or a new brand, to generating revenue and engagement with your IP beyond the game. See how others have optimized these programs to produce material results.

MODERATOR: Rob Smith, Editor-in-Chief at Machinima





3/19/2014

DIGITAL RIVER



DIGITAL RIVER AT A GLANCE

\$390M in 2013 revenue

\$30B annual online transactions (*ttm*)

20 years of experience

1,300+ commerce experts

31 offices around the world

243 countries and territories where we do business

200 payment methods



OUR CUSTOMERS INCLUDE TOP GLOBAL BRANDS



We spent a lot of time evaluating billing providers. As an online game dealing primarily in micro transaction currency, we had unique fraud risks and technical challenges. As an already operating business, we knew transition would be painful and risky. Digital River was confident and straightforward when addressing our concerns and their industry experience made us feel confident too. We found the team at Digital River easy to work with and results focused. Now that we have made the transition, the service is reliable and powerful. I would recommend Digital River to anyone working with an online game product.

Crystin Cox, Monetization Lead



END-TO-END COMMERCE PROVIDER

WITH OUR COMMERCE-AS-A SERVICE MODULAR OFFERING



AVOID THESE PITFALLS FROM HOME GROWN SOLUTIONS

LACK OF SCALABILITY

47%

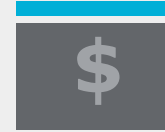
of existing e-commerce solutions won't scale to meet global expansion requirements.



SUBSTANTIAL OVERHEAD

7%

of business revenue spent on supporting in-house commerce technology.



INFREQUENT UPGRADES/ LACK OF INNOVATION

57%

of online retailers with an in-house solution upgrade platform once per year.



SLOW TIME-TO-MARKET

18

months, on average, to install an on-premise system.



HIGH TCO

43%

of commerce programs have a higher or significantly higher TCO than expected.



"Tech savvy eBusiness leaders are sidestepping their internal IT departments and turning to outside managed services and SaaS solutions...to bypass resource constraints, slow governance processes and conflicting objectives."

-Martin Gill, Forrester

THANK YOU

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Keynote: 10 Questions to Ask About the
Future of Games

Dean Takahashi, Lead Writer, GamesBeat





GamesBeat 2014

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10 questions about gaming's future

- ▣ Are we in a golden age?
- ▣ Are we in a bubble?
- ▣ Do valuations of game companies make sense?
- ▣ Who is going to win?
- ▣ Who is the most efficient at making games?

10 questions about gaming's future continued

- ▣ How many people do you need to make great games?
- ▣ Who is going to grow?
- ▣ What are the risks?
- ▣ How do you wind down a game?
- ▣ What is gaming's dark side?

Game company valuations (March 14, 2014)

Apple	\$468B	Google	\$394B	Microsoft	\$312B
Amazon	\$171B	Disney	\$140B	Tencent	\$135B
SoftBank	\$91B	Sony	\$18B	Nintendo	\$17B
Activision	\$15B	EA	\$9B	King	\$7B
GungHo	\$7B	GME	\$4.5B	Zynga	\$4.4B
Nexon	\$3.5B	Supercell	\$3B	Take	\$2.1B

Efficiency in revenue per employee

Company	Revenue per employee
Zynga	\$333,000
King	\$2.83 million
GungHo	\$2.2 million
Supercell	\$4.69 million
Flappy Bird	\$18.25 million

Thank you for attending.

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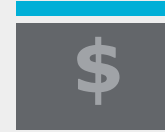
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How Industry Leaders Manage Fraud Risk
to Create Revenue





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Michael Halls
Senior Director, Risk and
Fraud Management,
Digital River



Panelist:
Chris Cleary
Game Security Lead,
ArenaNet



Panelist:
Sergey Kot
Head of Global Payments
Department, Wargaming



Panelist:
Stephanie Llamas
Senior Analyst of Consumer
Insights, SuperData Research



Panelist:
Jamy Nigri
Vice President, Business
Development and Publishing,
Jagex



Q & A

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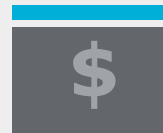
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Generating Value Beyond the Game:
What Opportunities Are You Missing?





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Rob Smith

Editor-in-Chief, Machinima



Panelist:

David Eddings

Vice President of Strategic Partnerships
and Licensing, Gearbox Software



Panelist:

Michael Horn

Founding Partner, rvckvs



Panelist:

Patrick O'Brien

Vice President, EA Entertainment and
Licensing, EA



Q & A



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