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‘The future plays’: Six stages, 36 Sessions and over 85 speakers at gamescom congress 2016



The gamescom congress on 18 August 2016 has announced its final line-up. With over 85 speakers spread over 5 key subjects and the additional ‘Open Stage - powered by WHU - Otto Beisheim School of Management’, the conference is the leading German event for professional discussions about computer and video games. The Congress will discuss questions like: To what extent will video games be involved in the cars of the future? What are the prospects of Bundesliga teams showing solidarity with eSports? What challenges do Child and Youth Protection authorities face in relation to hate speech in digital games? What possibilities can the new VR tech offer? In addition to the many other topics, there will be discussions on the success factors of Let’s Plays, possibilities of introducing eSports into the classroom, and the cultural perception of computer games. The complete schedule, a list of speakers and the ticket shop are available at www.gamescom-congress.com.

gamescom congress 2016

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www.gamescom-congress.com

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The gamescom congress will be opened on 18 August 2016 at 10.00 a.m. with a welcoming speech from Franz-Josef Lersch-Mense, Minister for Government Affairs, Europe and Media, and Chief of the State Chancellery for the region of North Rhine-Westphalia, as well as the Mayor of Cologne, Elfi Scho-Antwerpes.



The opening talk ‘Playing Instead of Steering: The Car of the Future’ will follow right after. Alexander Klotz (Continental), Marcus Kühne (Audi), Alexander Mankowsky (Daimler) and Jens Röper (Designit) will discuss the on-board entertainment of the future and will give insights on the form in which the technology from computer games may be implemented in self-driving cars. Directly after, the congress program will begin with over 36 sessions, spread over the Open Stage and the five concurrent key topics: knowledge, business, APITs, legal and life.

The round table discussion ‘The real costs of Let’s Plays’ will shed light on this internet phenomenon and its role as an influencer marketing instrument. Torsten Oppermann (DelaSocial) and Stephan Stricker (nevaly) will present the possibilities and the potential of Let’s Play videos for companies in various markets.

The growth market eSports will be the focal point of both panels ‘An unexpected promotion: eSports and football’ and ‘The experiment: Teaching eSports in school’, from different perspectives. While Berk Gocay (Besiktas Istanbul), Michael Haenisch (Freaks 4U Gaming), Tim Reichert (Schalke 04) and Felix Welling (VfL Wolfsburg) will

report on why professional football clubs are active in this field, school head teacher Andreas Eriksson from the Arlandagymnasiet in Sweden will give an overview of the challenges and successes experienced after a year of having had eSports as a taught subject.

A comprehensive overview of the novel potential applications of VR will be given in the talk 'Pimp my Ride: Rollercoasters & Virtual Reality'. Thomas Wagner (VR Coaster) and Michael Mack (Mack Media/Europapark) will speak together about the possibilities of combining spectacular rides with VR programs. The new challenges faced by the Child Protection authorities in relation to Virtual Reality will be discussed in turn by Felix Falk (USK), Lidia Grashof (OLJB), Martina Hannak-Meinke (BPjM) and Felix Hilgert (Osborne Clarke) during the panel 'Virtual Insanity? Child Protection and VR'.

Max Fraenkel (ARD/ZDF) and Rainer Sigl (videogametourism.at) will take part in the panel 'Cultural Criticism and Critical Culture: Games in the Editorial Office' about whether there already is a generation gap in culture journalism, or whether the media coverage of computer games will remain an exception. Aside from the future of gaming journalism, the umbrella topic of 'life' also exposes ethical aspects of the digital world. Whether hate speech is purely a digital problem, or a matter that affects society as a whole, will be discussed on the panel 'Digital hate - an analogue problem?' by Johannes Baldauf (Amadeu Antonio Foundation), Dr. Marc Jan Eumann (State Secretary for NRW), David Hiltcher (VP Gaming Communities ESL), Sami David Rauscher (Neue Deutsche Medienmacher) and Benjamin Rostalski (Stiftung Digitale Spielkultur).

Further exciting presentations await participants on the 'Open Stage - powered by WHU - Otto Beisheim School of Management'. Among them are sessions from Aktion Mensch about 'Gaming and inclusion', Spielfabrique and Twitch on 'Potential of live-streaming video portals'.

Additional speakers at the gamescom congress 2016 include: Andreas Fischer (Commission for Youth Media Protection of the National Media Institutes), Benedikt Grindel (Ubisoft Blue Byte), Katherine Isbister (University of California), Dr. Ralf Kleindiek (State Secretary of the Government Ministry for Families, Seniors, Women, and Children), Max Scott-Slade (Glitchers) and Olaf Zimmermann (German Culture Council).

Entry to the gamescom congress begins on 18 August 2016 at 9.00 a.m. The congress events run from 10.00 a.m. until 5:30 p.m. in the Congress-Centrum Nord at the Koelnmesse. Press accreditations can be made on 18 August 2016 in the Press Centre North / Congress Centre North (near Hall 8), 1st floor, as well as on the additional [accreditation counters](#) of gamescom.

Information at a glance:**Participation:**

- The ticket shop is available at www.gamescom-congress.com.
- Admission costs Euro 59.00. The congress ticket combined with a trade visitor ticket for gamescom on 18 August costs Euro 99.00.
- Tickets are available at the event box office for Euro 69.00 or Euro 109.00 respectively.
- Tickets for students and teachers cost Euro 25.00. A verification is required and must be shown at the day of the conference.

Transfer for professionals visiting gamescom:

For the quickest transfer to the congress, a shuttle service will run between the business area of gamescom (West entrance) and the gamescom congress in Congress-Centrum Nord (North entrance). Please be aware that there will be additional inspection measures after using the shuttle.

Advanced training:

This year, gamescom congress is once again recognised as a training programme for teachers and educators. Participants can request a corresponding document on the day of the event and have a certificate issued for themselves at the event.

About gamescom congress 2016

gamescom congress 2016 takes place on Thursday, 18 August from 9.00 a.m. to 5.30 p.m. in the Congress Centre North at Koelnmesse as part of gamescom, Europe's leading business platform for the gaming industry. In keeping with the motto 'The future plays', the congress sheds light on how digital games permeate our everyday lives and shape societal discourse. Its focus and diverse range of topics make gamescom congress unique in Germany. The congress is hosted by Koelnmesse GmbH and BIU – Bundesverband Interaktive Unterhaltungssoftware e. V. (Federal Association of Interactive Entertainment Software), sponsored by the City of Cologne and the Minister for Federal Affairs, Europe and Media of the State of North Rhine-Westphalia, and organised by Aruba Events GmbH. Further information is available at www.gamescom-congress.com.

Note for editors:

Photographs of gamescom congress can be found in our image database online at www.gamescom-congress.com in the 'Press' section. Please request a specimen copy if printed.

gamescom congress on Facebook:

<https://www.facebook.com/gamescomcongress>

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Seite

4/4

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