



AUSTRALIAN GAME DEVELOPERS CONFERENCE 2005

DEVELOPING DREAMS

Federation Square, Melbourne 1-3 December 2005



*The Australian Game Developers Conference,
1-3 December 2005, Melbourne*

Media Briefing Kit

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The 7th Annual Game Developers Conference – ‘Developing Dreams’

1-3 December, Melbourne

Come and visit the latest industry success stories ...

The 7th Annual Australian Game Developers Conference (AGDC), the leading forum for industry professionals to discuss the latest in cutting edge game technology, offers to media an essential on-the-pulse briefing into one of Australia's most thriving and innovative industries - one that is on the brink of usurping TV and the Movies as the revenue leaders of the entertainment market.

This three-day event explores the changing face of Australia's game development industry recognised today as a world-class hotbed of creative talent, advanced technology and superior management, producing and marketing a plethora of products to top global game publishers.

Accredited media are invited by AGDC to see and hear the latest and future success stories from the industry's experts. Find out exactly what is compelling Australians to spend on average \$2.3million per day on interactive games, and more importantly, how this exciting sector plans to ensure the talent supply continues to grow and meet future market needs.

The Conference sessions include a mixture of keynotes, technical panels and tutorials presented by industry leaders from game design, development, publishing and platforms as well as opportunities for one-to-one media interviews that may be pre-arranged through DatelineMedia.

... developing dreams within the classroom

This year's Conference also brings a national spotlight on the role of games in schools with a special pre-event summit, 'Harnessing the Future' on 30th November 2005. It's a must for anyone tracking the future direction of the education sector, as it scopes out how games are, and will, be used to enhance learning in the classroom environment, and how to harness their motivational appeal.

To register your attendance simply visit www.agdc.com.au and click on the Media Centre to log your details.*

**Should you be unable to provide accreditation then please call Datelinemedia on 02 9006 1614.*



AGDC – Backgrounder

What is AGDC?

The Australian Game Developers Conference is Australia's premier networking and knowledge-sharing event. It brings together Australian and international industry professionals to examine the future of game production, programming, design, games technology and games education.

Who founded AGDC?

The AGDC was founded by the Academy of Interactive Entertainment (Australia's leading computer game and 3D animation school) which was founded by John De Margheriti, the "father of the Australian computer game industry".

Why was AGDC founded?

The AGDC was founded in Sydney in November 1999 to answer a growing industry need to create a single, accessible platform that would showcase Australia's game development talent to the world. It aims to bring together experts from across all aspects of the industry, locally and internationally, forging mutually-beneficial relations for potential learning and investment opportunities.

How is AGDC benefiting the industry?

True to its aims, the AGDC has attracted major publishers looking to sign up Australia's exciting new game titles and has even inspired game developers to research establishing an Australian studio to take advantage of the immense talent to be found on these shores.

At the same time, attendees learn from the actual developers and designers that have developed some of the most creative games in the industry. And, the technical sessions continue to teach game developers about art, audio, programming, game design and production.

Who attends the AGDC?

AGDC attracts approximately 1,000 industry leaders, game developers, publishers, programmers, artists, animators, production staff, computer graphics companies, software tool developers, buyers and suppliers to the industry, media, government representatives, educators and students from the Interactive Entertainment industry worldwide.



Games Industry Overview

The games industry is booming, despite having evolved over a relatively short twenty five year history. On the world stage, it now equals the movie industry for revenue generation and is striding out rapidly into the console, mobile phone and on line games sectors.

Over the next few years, all aspects of the 3D animation and computer generated industries are predicted to grow, with most notable growth in the lucrative games industry. And, this impressive growth record is expected to continue at a rate above 20% for the next 3 years, according to PricewaterhouseCoopers Global Entertainment and Media Outlook report 2005-2009.

By 2008, it is predicted the global games industry will be worth approximately USD\$55.6 billion per annum, with the epicentre for games located in the Asia/Pacific region.

How does the Australian Games Industry compare?

It compares exceptionally well. Though it's a success story that is only just beginning to attract the focus it deserves. Annually, Australia now exports an approximate AU\$30M and can boast to have some of the oldest and most well established game development studios in the world producing 300 game titles over the last 20 years.

The Victorian Government's own research of the Australian games market has revealed Australians to now spend about (\$2 million a day) on interactive computer games. In 2002, Australians spent \$825 million on games software and hardware, and this figure is steadily ramping up year on year.

The Challenge

Along with the market's high growth curve comes an additional challenge – the need to generate a sustainable pool of talent that will drive the industry to its full growth potential winning an even larger slice of the global market.

The complexity of games development is such that where it once needed a team of four or five, it often now requires a team of over thirty reflecting a demand for a widening set of specialist skills. The pressures on industry to remain lean, flexible and innovative to compete, however, is great news for Australia's game enthusiasts seeking entry to this unique and fast-moving world.



Outline event program

Harnessing the Future - Schools & Computer Games Summit

Wednesday, 30 November 2005

Australian Game Developers Conference - "Developing Dreams"

Thursday, 1 - Saturday, 3 December 2005

AGDC Expo

Thursday, 1 December, 7:00pm - 8:00pm (Exclusive to Registered 3-Day Delegates Only)

Friday, 2 December, 8:30am - 6:30pm (Free entry. General public welcome)

Saturday, 3 December 8:30am - 4:00pm (Free entry. General public welcome)

Media Room Opening Hours

Thursday, 1 December 2005
8.00am - 5.45pm

Friday, 2 December 2005
8:00am - 5:30pm

Saturday, 3 December 2005
8:00am - 5:30pm



'Developing Dreams' Conference Program – Keynote Highlights

Dr. Ray Muzyka, Joint CEO Bioware Corp., Fri 1st Dec 05 - 16.25pm to 17.25pm

"Surviving & Thriving in the Game Development Industry: Discussing the Future of Video Games Development"

Abstract:

The videogame industry is rapidly changing: more than ever before, this pace of change brings both challenges and opportunities for developers. This talk is about what changes are occurring and will occur in the future, and also how developers can reduce risks resulting from the change, and at the same time, maximise their opportunities. Some of the changes occurring in the industry are obvious ones such as industry stratification: publishers are becoming very selective and developers need to differentiate to survive, and thrive. As well, there are new opportunities arising via digital distribution and going direct to customers. Industry consolidation is upon us; syndicated development is more and more common now. Increasingly, developers are exploring new types of financing options which can lead to better deals. Any way you look at it, the next generation of development will be very complex and difficult - but the future also brings new opportunities!

Dr. Ray Muzyka is joint CEO with Dr. Greg Zeschuk at BioWare, as well as the Co-Executive Producers of BioWare's games. The company is an electronic entertainment company specialising in creating computer and console video games, with a vision is to deliver the best story-driven games in the world. Founded in 1995, BioWare Corp. is a privately owned Canadian corporation based in Edmonton, Alberta, Canada.

Other keynote speakers include **Chris Metzen, VP Creative Director** (top) and **Rob Pardo, VP Lead Designer of Blizzard Entertainment®** (bottom), a premier publisher of entertainment software. Since establishing the Blizzard label in 1994, the company has quickly become one of the most popular and well-respected makers of computer games.



With blockbuster hits including [World of Warcraft®](#) and the [Warcraft®](#), [Diablo®](#), and [StarCraft®](#) series, the company has enjoyed back-to-back number-one selling games, as well as consecutive Game of the Year awards. The company's free online game service, [Battle.net®](#), is the largest in the world with millions of active users.





Ian Livingstone, Creative Director at Eidos, UK also joins our team taking to the Conference rostrum for his keynote, 'Life Is A Game'. A leading pioneer of interactive entertainment, Ian founded Games Workshop Ltd in 1975 with Steve Jackson and also launched Dungeons & Dragons in Europe and the Games Workshop retail chain. In 1977 he launched White Dwarf, the UK's first interactive games magazine, and was its editor for 5 years. In 1982, again with Steve Jackson, he wrote the first in the series of Fighting Fantasy interactive gamebooks that sold over 15 million copies in 23 languages, including his own best-selling Deathtrap Dungeon. He has written more than 20 books and has also invented many board games. In 1992 he became Deputy Chairman of computer games company Domark. In 1995 he was instrumental in the merger and flotation of Domark with technology company Eidos and served as Executive Chairman of the Board of the new interactive entity Eidos plc until 2002. At Eidos - one of the UK's leading developers and publishers of video games - he has helped to secure many of the company's major franchises including Tomb Raider, Championship Manager and Hitman. In 2000 he was awarded an Honorary Doctorate of Technology by the University of Abertay Dundee. In 2002 he was awarded the BAFTA Special Award for his outstanding contribution to the interactive entertainment industry. In 2003 he was appointed Creative Industries advisor to the British Council. In 2004 he was made a Creative Industries Luminary for London. In 2004 he was appointed Non-Executive Chairman of Bright Things plc. In 2005 he was appointed Chair of the Computer Games Skills Forum.



Plus, the AGDC welcomes **Kurt Squire, Assistant Professor at the University of Wisconsin-Madison, US** in the Educational Communications and Technology division of Curriculum and Instruction. Kurt is a former Montessori and primary school teacher and, before taking his post at Wisconsin was Research Manager of the Games-to-Teach Project at MIT and Co-Director of the Education Arcade. Squire earned his doctorate in Instructional Systems Technology from Indiana University; his dissertation research examined students learning through a game-based program he designed around 'Civilization III'. He also co-founded Joystick101.org with Jon Goodwin and currently writes a monthly column with Henry Jenkins for Computer Games magazine. In addition to writing over 30 scholarly articles and book chapters, John he has given dozens of talks and invited addresses in North America, Europe, and Asia. Kurt brings to the AGDC, a specialist and invaluable insight gained from his current research interests which centre on the impact of contemporary gaming practices on learning, schooling and society. Along with several other University Wisconsin-Madison faculties, he runs the Games and Professional Practice Simulations (GAPPS) initiative located at the Academic Advanced Distributed Learning Co-Lab.

For upcoming details of speaker topics and to check the current program schedule visit www.agdc.com.au, and click on *Conference* then *Draft Program*.



Interview Opportunity – John De Margheriti

- Founder of Australian Game Developer Conference,
- Founder & Chairman of The Academy of Interactive Entertainment
- Founder of Game Developers' Association of Australia
- CEO BigWorld Pty Ltd
- CEO Micro Forté Pty Ltd



John's Bio:

John is the founder and Chair of the Academy of Interactive Entertainment Ltd. He also founded the Australian Game Developers Conference (AGDC) and the Game Developers' Association Australia (GDAA). His passion is finding new talent to incubate the next generation of Australian start-up game development companies. This led him to create Canberra Technology Park (CTP) in 2001 with the objective of building a creative industry cluster and supporting start-up businesses in the ACT.

John is an experienced CEO having founded his company Micro Forté some 20 years ago. Micro Forté is a highly successful Australian computer games development company and emerging publisher of wireless interactive entertainment products. In 2002 John established BigWorld™ Pty Ltd to license their award winning BigWorld™ Technology, the most scalable, fault-tolerant, and customisable Massively Multiplayer Online Game middleware available anywhere in the world.

To arrange an interview with John De Margheriti please contact:

Susan Fitzpatrick at DatelineMedia (details below)



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REGISTRATION OPENS FOR 7TH ANNUAL AUSTRALIAN GAME DEVELOPERS CONFERENCE

Federation Square, Melbourne, December 1-3, 2005

Melbourne, Australia, September 21, 2005 - The Australian Game Developers Conference (AGDC), the region's leading forum for games industry professionals, is now open for registrations and again features a stellar line-up of international and local speakers. This year's Conference brings national spotlight on the role of games in schools, and the industry's place in the multi billion dollar global games community. [www.agdc.com.au]

Organiser, Interactive Entertainment Events [IE Events], are expecting approximately 1000 delegates, drawn by speakers such as Ray Muzyka, Joint CEO, Bioware Corp; Ian Livingstone, Creative Director, Eidos Interactive and Brian Jacobson, Senior Software Engineer, Valve Software; and the increasingly significant role the region is playing in the international games sector.

Founder of the AGDC, John De Margheriti said this year's conference theme was "Developing Dreams" which refers to aspirational qualities of both the Australian games industry, and the outstanding titles coming out of the industry - particularly those with original IP.

"We are also particularly excited this year to present the one day pre-conference Forum showcasing powerful opportunities for schools to engage with computer games. The Schools and Computer Games Summit "Harnessing the Future" is a must attend for anyone in the education sector who wants to know how games are, and will, be used to enhance learning in the classroom environment, and how to harness their motivational appeal," said De Margheriti.

He said the Forum was inspired by the fact there has been a proliferation of higher and vocational education providers offering Electronic Games courses over the last few years, but no corresponding increase in games study in schools.

"In addition there has been a great deal of negative publicity and media stereotyping that has, understandably, caused many schools to be wary of the whole electronic games area," said De Margheriti.

The Schools and Computer Games Summit will be a highly practical day involving teachers, careers advisors, game developers, educational leaders and researchers.



A key fixture at the AGDC is the highly prized Australian Game Developers (AGD) Awards that celebrate and honour game developers in the Australian and New Zealand game industry who have devoted time and effort into creating innovative interactive entertainment. Nominations for the Awards are now open and close on October 21, 2005.

Winners also receive a copy of Microsoft Visual Studio .NET 2003 Professional [Special Edition] valued at over AUD\$900.00

ENDS

About the AGDC

The AGDC is the premier Australian Conference in the game developers' calendar. AGDC is committed to the growth of the Game Development Industry by raising the profile of Australian game development companies with publishers, distributors and investors. AGDC also educates the industry on the activities and demands of the global interactive Entertainment Industry.

AGDC aims to:

- **Provide a platform to showcase Australia's game development talent to the world.**
- **Highlight the latest technological innovations in interactive entertainment.**
- **Bring together Australian and international talent to examine the future of computer game production, programming, design, games technology and education.**
- **Foster and increase networking opportunities in the Interactive Entertainment Industry.**

About Interactive Entertainment Events

The AGDC is organised by Interactive Entertainment Events (IE Events), the event management division of The Academy of Interactive Entertainment Ltd (The [AIE Ltd](#)). The AIE Ltd is committed to the development of the Computer Games Industry and related creative industries. In addition to managing AGDC, IE Events also organise the Canberra Games Festival – www.canberragamesfestival.com and undertakes event management services for clients including BigWorld Pty Ltd and Micro Forté Pty Ltd.

Note: All AGDC press releases to date can be found in the Media Room at www.agdc.com.au



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Photo Gallery:

To be arranged – *SEE MEDIA PLAN*

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MD, Sidhe Interactive



Supporting organisation links:

www.agdc.com.au

<http://www.aie.act.edu.au/>

<http://www.gdaa.asn.au/>

<http://www.microforte.com/>

<http://www.bigworldtech.com/>

<http://www.ieevents.com.au/>

Useful industry research links:

<http://www.cultureandrecreation.gov.au/articles/digitalgames/>

http://www.dcita.gov.au/Article/0,,0_4-2_4008-4_114427,00.html

http://www.aie.act.edu.au/courses/the_industry