

24.03.2010

	TRACK I Convergence & Platforms	TRACK II Business & Production	Track III Society & Policy
10:00	Opening of the third Munich Gaming Keynote		
12:00	Lunch		
13:00	New Platforms – new Players: Fluctuation on the Market for Mobile Devices & Content	Cheap Money through Gaming? Financing Strategies in the Gaming Industry	<i>BIU</i> Serious Games: Application Areas of Technologies from PC and Video Games
14:30	Digital Distribution - Cloud Gaming - Stationary Trading: Complementary Models or Cutthroat Competition?	<i>Noerr LLP</i> Financing by Item Selling	<i>KJM</i> From Tin Soldier to virtual Warrior: When the Children's Room turns into a Theatre of War
16:15	Playground Network: Assumptions about Mega Trend Social Gaming		
17:30	Culinary Conclusion and Get Together		

25.03.2010

	TRACK I Convergence & Platforms	TRACK II Business & Production	TRACK III Society & Policy
10:00	Way out of the Crisis? Secret Success Stories in the Gaming Industry		
12:00	Lunch		
13:00	Licence Games: Blessing or Curse for Movie, TV & Games?	<i>FilmFernsehFonds Bayern</i> Bavaria plays! Between Culture and Commerce: How can Quality Standards contribute to Commercial Success?	<i>MedienCampus Bayern</i> Professions in the Gaming Industry
14:30	Internet and Games: Insights into a Growth Market	Successful Developing: German Games Productions on the International Market	<i>Cluster Audiovisuelle Medien</i> Serious Games - More than just a Game
16:15	Generation Games: Who is playing which Games? Target Group in Focus		