

30.03.2011

10:00	Opening of the fourth Munich Gaming Online Games: A Mass Market and its Challenges	
12:00	Lunch Break	
13:15	New Ways for Entertainment Marketing	<i>KPMG</i> The Relevance of Cloud Computing for the Games Industry – Economic Factor or Risk?
14:45	Cash Cow Micropayment? Lessons learned at Item Selling	Augmented Reality: Vision and Substantiality
	The Fight against Piracy in the Games Industry	Motion Control: When the Gamer turns into an Actor
16:30	<i>Kommission für Jugendmedienschutz</i> Online Games after the amendment of the Interstate Treaty for the protection of minors was blocked	How to make your social Game successful
17:30	Get Together	

31.03.2011

10:00	<i>Cluster Audiovisuelle Medien</i> Games in Science and Education	Speakers Corner Success Models in the Games Industry
	Lunch Break	
13:15	Young Game Talents I: Professional Projects at the University	Financial Concepts: Subsidies in Bavaria
		Cross Media Entertainment: Interface of Film & Games
14:45	Young Game Talents II: Education and Jobs in the Games Industry	Financial Concepts: Hints for Startups
16:30	Tablets, Smartphones and Co. – New Options for the World of Games?	