



16.08. - Games & Movie/TV Track im Südlichen Sitzungszimmer

Bridging the gap between the cinematic screen and the game platform, GDC Europe will host a one-day track providing workshops and panels with high level international speakers sharing their expertise in both fields. Attendees will gain insight into the challenges and emerging trends that come from blending these two fields together. The Games and Movies/TV track will take place on Monday, August 16 at GDC Europe.

09:00 – 09:50 **Speaker: Jörg Tittel**

Lecture Topic: Wanna Launch a Global Franchise in a Recession? There's an App for That

Both the film and games industry have learned the hard way that the licensing model just does not work. Even last year's biggest 3D movie-to-game adaptation has proven the point. Now google Jorg Tittel and he's been a part of two duds, too: Minority Report (the videogame) and Alone in the Dark (the unfortunate Uwe Boll movie).

Together with Oscar winning BreakThru Films, a leading UK TV network and leading game development talent, he set out to launch a truly cross- platform franchise, conceived by game and filmmakers from day one. Starting on the iPad and iPhone, their science fiction TV and videogame series, eX, aims to prove that a big idea can start small and can scale up to the biggest screen and audience.

Biography Jörg Tittel, BreakThru Films Ltd.

Jörg studied theatre at New York University Tisch School of the Arts and the Stella Adler Conservatory. To finance his degree he wrote for game magazines such as now defunct Edge sister magazine Next Gen, the Official Dreamcast Magazine (USA), MANIAC (Germany) and Famitsu DC (Japan). Somehow those two worlds went really

well together. On a mission to combine them even more, he worked as a writer and game designer at Treyarch/Activision, where he helped adapt MINORITY REPORT into an Xbox/PS2 videogame. He also somehow ended up with an associate producer credit on Uwe Boll's ALONE IN THE DARK movie. Clearly, Jörg has some explaining to do... Jörg's critically acclaimed play, 2+2+2, largely inspired by videogames, was performed in 2007 at London's King's Head Theatre and featured Richard E. Grant. Jörg is currently working on a science fiction TV and videogame series he created, produced by BreakThru Films (Oscar for Peter & the Wolf) in partnership with the UK's biggest non public TV network. PS3/Xbox 360, iPhone and Augmented Reality games are being made in a unique collaboration with leading developers. The soon-to-be-announced first iPhone game in the series will be released this summer. Jörg is a frequent panelist and speaker at game and multiplatform trade events, including Develop 2009, Sheffield Doc Fest, the British Academy of Film and Television Arts and the London Book Fair, to name but a few.

10:10 – 11:00 Speaker: Harry Lang

Lecture Topic: tba

Biography Harry Lang, Paramount Digital Entertainment

Since 2007 Harry Lang works for Paramount Digital Entertainment. He is a video game and wireless executive with extensive experience managing high-profile entertainment brands for a major motion picture studio, successfully overseeing their development and translation to video game and mobile products. Recent projects include "The Spiderwick Chronicles" and "The Godfather 2" video games.

11:20 – 12:10 Speaker: Gunnar Lott

Lecture Topic: Videogames vs. Movies: Fight!

A game-loving movie director (Cyrill Boss, Jerry Cotton, Neues vom Wixxer) and a movie-loving game creator (Jan Klose, Venetica, Ankh) talk shop: comparing the



strengths and weaknesses of the respective mediums and trying to perceive new ways of getting stories across to the saturated audiences of mainstream movies and mainstream gaming. This session aims to inspire, not teach. Listening to two young, yet well-respected professionals who represent two volatile media will offer attendees much to think about.

Biography Gunnar Lott, IDG Entertainment Media GmbH

He started 1998 as a trainee at "GameStar". 2001: promoted to Senior Editor. 2002: Founded "GamePro" as Editor-in-Chief. 2004: Switched to "GameStar" as Editor-in-Chief. 2005: Founded "Making Games", Germany's only gamedev publication 2007: Promoted to Director Online & New Business.

13:10 – 14:00 Speaker: Marc Lepetit, Kai Rosenkranz, Dieter Schoeller

Lecture Topic: The Idea About Communication

In this session, the participants evaluate whether it makes sense for professionals in the videogame and film industries to work closer together. They will focus the talk on three major points on how to work efficiently and successfully:

- A guide to easy communication: what we mean, what we want we want to find a common language where both parties can clearly outline what they want.
- How to cooperate: discuss the different possibilities of working together, especially in the creation sector we would like to show approaches, possibilities and facets.
- What happens if... development of three short content drafts that deal with Games, TV and Movie. No extension, no recycling, but truly content. We want to show rudiments in each case only on one sheet, which have been worked out due to the task. Therefore, it is essential to think about this topic. Every idea is welcome and will be discussed and commented on.

Biography Marc Lepetit, Phoenix Film Karlheinz Brunnemann & Co. Production

Marc Lepetit worked as a freelance journalist for several German newspapers. Besides he found his way into the German and US-American TV and Movie production and studied TV and serial producing at the Filmakademie Baden-Württemberg. Since 2003 he works for the Phoenix Film Karlheinz Brunnemann GmbH, a subsidiary company of UFA, as Creative Producer and New Media Developer. From 2005 on he started teaching regularly at European movie and media universities and is participating in diverse panels on the subject of “Triple xxx” or “Multiplattform Storytelling”.

Biography Kai Rosenkranz, Nevigo

After working in the games industry for 12 years, Kai Rosenkranz founded the Germany-based middleware company Nevigo in 2009. Together with a team of 15 developers he approaches synergetic cross-media production with fresh technological ideas. Rosenkranz was in charge of the audio sector of the role-playing game series Gothic and Risen. His orchestral score for Gothic 3 has been awarded with the German Game Developer Award. He is a frequent speaker at games industry events and a passionate gamer and cinema-addict.

Biography Dieter Schoeller, Headup Games

Dieter Schoeller went after his studies in law and an internship at Ubisoft to the Koch Media Deutschland GmbH where he worked as an International Marketing Manager. Beginning 2007 he started working as a leading Sales-Manager for RTL Interactive. He was directly involved in founding the RTL Games GmbH where he was working as the Chief Marketing Officer. From 2009 on he founded Headup Games GmbH & Co. KG, a company which aim it is to produce and distribute high quality games.



14:20 – 15:10 **Speaker: David Rose, Tom Thirlwall**

Lecture Topic: Games Meet Film: A camera, a Computer, a Blank Sheet of Paper

What happens when you take a group of award winning film makers and place them in a loft in London alongside a bunch of veteran game makers? The result has been inspiring and challenges many of the established rules both disciplines are used to. The advantage however has potential to produce product truly innovative and engaging for consumers while the rule book gathers dust on a shelf.

Being released from the shackles of Publisher and Brand funding is liberating. It enables investment in new ideas without restrictions surrounding existing franchises. Not to say brands and media partners are not involved, in fact the unique combination of games and film make for brand integrations that are truly engaging and reach the fluid audience we have today.

Biography David Rose, We R Interactive

Starting with the introduction of the original PlayStation, David has been making video games for nearly 20 years. He has held executive roles for leading games companies including SONY and Eidos in addition to building several new game companies. David's work includes wipEout, Hitman, Championship Manager and many other original franchises.

Biography Tom Thirlwall, Big Ball Films

Tom Thirlwall has had 14 years of experience working in media and advertising at agencies including Mediaedge:CIA, Leo Burnett Group and McCann Worldgroup, before becoming CEO of Bigballs Films.



15:30 – 16:20 **Speaker: Warren Spector**

Lecture Topic: What Videogames Can Learn from Other Media...What We Can't...And What We Shouldn't

During his keynote, Spector will share with the audience his thoughts on videogames as they compare to other media such as movies, television, theater, radio and comic books and explore the ways in which videogames use techniques borrowed from those mediums. Spector will question the assumption that videogames should be more like other media, and will discuss how valid these comparisons are while suggesting some new comparisons that may be more relevant for moving our industry forward. Using examples from a variety of media and a variety of games, Spector will examine what we have learned, what we still have to learn in the future and what may be holding us back from reaching our potential as the unique medium we must strive to become.

Biography Warren Spector, Disney Interactive

Warren Spector is a game development veteran with 6 years in tabletop games with Steve Jackson Games and TSR, followed by 21 years in electronic games with Origin, Looking Glass Studios, Ion Storm and most recently Junction Point, a division of Disney Interactive Studios.

In addition to making games, Warren has been a novelist ("The Hollow Earth Affair," published in 1988), a film reviewer for the Austin Chronicle and an Assistant Instructor for film and television studies at the University of Texas-Austin. From 2000-2002, he served on the Board of Directors of the International Game Developers Association and served as co-chair of the IGDA's education committee. In 2007, Warren returned to UT Austin to teach a Master Class in Videogames and Digital Media.

Warren graduated from Northwestern University in Evanston, IL with a B.S. in Speech and received his Master of Arts in Radio-Television-Film. He then remained at UT to

pursue a Ph.D in Communications until the game business lured him away from academia just a dissertation short of a degree. He is currently working on the Disney Epic Mickey video game available this holiday exclusively for the Nintendo Wii, offering gamers of all ages a new perspective on the world's most popular cartoon star, Mickey Mouse.

16:45 – 17:35 **Speaker: Don Daglow**

Lecture Topic: 10 Ways to Get the Best Video Game from Your Movie

The list of video games based on movies is full of dashed hopes and broken dreams. Why has such a promising game category produced so many disappointments? How can filmmakers learn from these mistakes to partner with game developers and create great titles? Originally trained in Theatre, Don Daglow designed games for the original movie version of Tron (1982) and led game development teams for The Lord of the Rings: The Two Towers (2002), Eragon (2006) and The Spiderwick Chronicles (2008). In this session he'll share ten key factors and guidelines that will help filmmakers inspire games that are extensions of their storytelling dreams... and not the stuff of filmmaking nightmares.

Biography Don Daglow, Don Daglow Interactive Entertainment

Don Daglow is a pioneering video game and online game designer whose career stretches from the birth of the industry to the present day. His design for Neverwinter Nights was honored with an Emmy® Award for Technology and Engineering in 2008, making him one of only three people (with id Software's John Carmack and Blizzard's Mike Morhaime) to accept both an Emmy® and an Academy of Interactive Arts & Sciences Achievement Award. Electronic Games has called him one of the best-known and respected producers in the history of the field, and in 2003 he received the CGE Award for groundbreaking achievements that shaped the Video Game Industry. He currently serves as a consultant for game developers, publishers and investors.



Starting in 1971, Don spent nine years creating games on mainframes, designing several first-ever titles that foreshadowed major game industry genres. After being selected as one of the original five in-house programmers at Mattel, he served as director of Intellivision game development during the first generation of Video Game consoles. In 1983 he accepted a position as one of three producers at a small start-up called Electronic Arts, where he produced two of the first three EA sports titles. He then took over leadership of the Entertainment and Education division at Broderbund, where he acquired the rights to Sim City and Star Wars, as well as managing development of the Carmen Sandiego series and the original Prince of Persia.

In 1988 he founded Stormfront Studios, which became one of the most successful game developers in North America. Over the next twenty years over 14,000,000 Stormfront games were sold, and the company also broke audience and sales records with pioneering online games. By the time the company closed in 2008 its products had generated over \$500,000,000 at retail for packaged games and online titles.

17:45 – 18:35 **Speaker: Gundolf Freyermuth**

Lecture Topic: What Game-Education can Learn from Film-Education (and Vice Versa)

Out of the Box: The panel will bring together experts from film schools and game schools who will discuss and explore how the teaching of games design can learn from the longstanding tradition of film education and how both sides can profit from practical cooperation.

Biography Gundolf Freyermuth, Cologne Game Lab

Prior to his academic career, Prof. Gundolf S. Freyermuth worked as an editor for Transatlantik (1981-1983), was a reporter and head of department for Stern (1983-2000) and head reporter for Tempo (1992-1994). He also worked as a freelance writer in the USA for over a decade, writing on the social, cultural and aesthetic



consequences of digitalization for (audio-) visual art and communication. He has taught at the international film school in Cologne since 2004, first as Professor of Aesthetics and Communication, since 2006 as Professor of Comparative Media Studies with a focus on audiovisual arts and communication. Gundolf S. Freyermuth has written several books, including "Cyberland. Eine Führung durch den Hightech-Underground" (1996), several novels, including "Bogarts Bruder" (1997) as well as movie scripts, radio texts and around 400 essays, short stories and articles. His current projects include a historical theory of audiovisuality in modern times.

20:00 – 01:00 GDC Night, Rheinterrassen, Rheinparkweg 1

The GDC Night is the official networking event of GDC Europe. The GDC Night is the perfect way to relax, chat, and network with game developers from around the world, don't miss this great networking opportunity. This year it will take place in the beautiful location of Rheinterrassen, where you have a stunning view over the Rhine. The whole event is sponsored by Crytek.