

How to get your money from all over the world?

Monetization hot issue at the Festival of Games

As distribution methods for video games are changing from retail to online, many game developers and publishers are looking for new monetization possibilities: per game, in game or per month. This resulted in an explosion of micro-payment needs. But by integrating payment systems into a platform or game is a daunting task, given the fact that you need to have many contracts with local banks and service providers. Payment Service Providers (PSP's) are offering game developers an easy and secure way of getting the buck out of your player. But at what cost?

The Festival of Games is organizing a roundtable with 4 different Payment Service Providers: Zong, Offerpal, Mopay and Gate2shop. Videogame veteran Sean Kauppinen will challenge these companies by comparing them, their performance and their services. What is their proposition? How easily can they be integrated into your systems? What share do they take for their services?

In their commercial session, the German company Atlas Interactive will look at the future of micro-payments and how this benefits the gaming industry. They will show that their new product "Kanzaloo" is the "next big thing". Expo and Career Fair visitors are lucky: Next to holders of a Conference pass, they have to opportunity to visit this session for free.

Among the 30-plus other speakers there will be talks about new business models, the search for investors, and the technology that enables a simultaneous play of hundreds of thousands of players.

SPEAKERS

The Festival of Games Conference shows a broad spectrum of speakers. Previously, the appearance of international thought leaders like David Perry (GAIKAI), Ian Livingstone (Eidos/Square-Enix), Kellee Santiago (thatgamecompany) en Alan Yu (ngmoco) were announced. Alongside, the best of the Dutch games industry they will present several varied, exciting sessions. The Conference will be opened this year by a very special guest from Japan: Professor Toru Iwatani, the inventor of one of the most famous games of all times: Pac-man.

The Festival of Games is a combination of several game-related events, aimed at developers, publishers and investors in and around the gaming industry. The conference will go alongside an international matchmaking event, an exposition, a career fair and a section where up and coming talents can show their skills.

The program for this year has been created in cooperation with Control, the magazine for the games industry in the Netherlands. Publisher Matthijs Dierckx-Kuijper and Editor-in-chief Eric Bartelson are responsible for the impressive list of speakers.

The Festival of Games takes place on June 3 and 4, at the Jaarbeurs in Utrecht. The Festival of Games is organized by the NLGD Foundation and is made possible by the ministry of Economic Affairs, the province of Utrecht and the city of Utrecht.

See www.festivalofgames.org for details.

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