

## 独立游戏

10月11日(周日)

13: 30-18: 00

1F/世纪厅

13: 30-14: 30

演讲题目: **独立游戏在西方市场上的趋势**

演讲嘉宾: [Simon Carless](#), **独立游戏节主席**

演讲摘要:

独立游戏节主席 Simon Careless 将在本演讲里剖析近几年来西方独立游戏增长中显著的设计和业务趋势, 解释例如游戏机上的数位下载、网络游戏的道具收费、iPhone 作品等的重要市场, 并且根据这样的趋势提供一些提示和建议, 以及对开发者而言如何在这个广阔但竞争激烈的市场里取得成功的最佳途径。

14:35-15:35

演讲题目: **独立游戏制作公司如何赢得资本市场的青睐**

演讲嘉宾: [李磊](#), **动视 ACTIVISION 中国战略增长总监**

演讲摘要:

中国的游戏产业再次向整个星球文明证明了“中国速度”的恐怖。在我们隔洋兴叹纳斯达克中国游戏盛宴的时候, 一批独立开发者正趴在电脑前码着自己的梦想。你们不是一个人在战斗, 不用管那些 NPC 们, 发行商们和资本们正在赛博坦星球上远远地观望。如何获得他们的青睐, 借助他们的力量尽速成就梦想, 其实有迹可寻。

15:55-16:55

演讲题目: **Nicalis - 西方独立开发者背后的故事**

演讲嘉宾: [Tyronne Rodriguez](#), **Nicalis, Inc.**

演讲摘要:

被众人议论纷纷的独立游戏开发商 Nicalis (曾为 WiiWare 开发了 Cave Story 和 Night Game) 将为我们带来一场讲座, 告诉大家西方独立游戏开发环境是如何运作的, 以及为什么当前独立游戏开发如此热门。听众们将了解到为什么签约项目对于宣传开发者的创造力是不错的途径, 以及一些关于项目申请提案与合同谈判方面的技巧, 还有签约工作中的行为准则。我们还将探讨市场营销以及如何通过自己明智的努力来有效的向媒体和广大游戏玩家进行宣传。本场演讲还将涉及西方的一些游戏机数码内容销售方案, 包括 PSN、WiiWare 以及 XBLA, 我们将介绍每个平台的功能和数据统计, 以及 Nicalis 当初选择 WiiWare 的原因。

17:00-18:00

专题讨论: 中国独立游戏市场趋势和机会

演讲嘉宾: [徐清麒, 大角鹿国际总经理](#)

[陈颖翊, Take Two 亚洲网络游戏业务拓展经理](#)

[许斌, 上海紫界网络首席执行官/上海骏梦网络独立董事](#)

演讲摘要:

大角鹿国际徐清麒先生、TakeTwo 的陈颖翊先生和第九城市的邓荣先生是从开发、玩家出身到现在以评估独立游戏工作室为主要工作的业界资深人士, 一起站在独立游戏开发者的角度, 探讨中国独立游戏的趋势和中小型公司的机会。例如 MMORPG 模仿还有机会吗? 小公司该选休闲游戏还是 MMO? 回合制还有戏吗? 3D 必要吗? MMORPG 创新该往哪个方向思考? 网页游戏该开发哪一种类型? 在 SNS 平台开发游戏是时候了吗? 等等。请带着你自己的问题一起来讨论, 并且和世界各地的独立游戏开发者一起交流。



## Independent Games

**SUNDAY, OCTOBER 11**

**13: 30-18: 00**

**1F/Century Hall**

**13: 30-14: 30**

**Session: Independent Games In The West: Market Trends**

**Speaker:** [Simon Carless, Chairman, Independent Games Festival](#)

**Brief Description:**

In this talk, IGF chairman Simon Carless looks at the notable design and business trends of the last few years around the rise of independent games in the West, explaining important markets such as console digital download, microtransaction-based online games and iPhone titles, and giving some tips and suggestions for trends and the best ways for developers to success in the wide open but incredibly competitive market.

**14:35-15:35**

**Session: How to Prepare Your Studio/Game to Attract Investors/Publishers?**

**Speaker:** [Kevin Li, Exec. Director of ACTIVISION China](#)

**Brief Description:**

Again, China game industry proved the 'China Speed' to the whole planet civilization. While we are tasting the China game feast in Nasdaq, groups of independent game developers are coding their dream on computers. You are not battling SOLO. Do not care about those NPCs, the publishers and moneyman are watching you on the planet Cybertron. There ARE solutions to have their favor on you and make your dream come true in virtue of their \$\$ & strength.

**15:55-16:55**

**Session: Nicalis - Behind The Scenes Of A Western Indie Developer**

**Speaker:** [Tyrone Rodriguez, Nicalis, Inc.](#)

**Brief Description:**

This talk - from the head of buzzed-about indie developer Nicalis (Cave Story, Night Game for WiiWare) will cover what developers should know about how the Western independent game scene is working, and why being Indie is so hot right now. Attendees will learn why contract projects are good ways to publicize a developer's creativity, with tips on RFPs and contract negotiation, as well as the do-s and don't-s of contract work. We will also cover marketing and how to effectively reach the media and hundreds of thousands of gamers via your own judicious efforts. The talk will also touch upon the Western console digital distribution schemes - PSN, WiiWare and XBLA - with what each service offers, data on each and why Nicalis opted for WiiWare initially.





17:00-18:00

**Panel Discussion: Chinese Indie Game Outlook and Opportunity**

**Speaker:** [Billy Hsu, CEO, DJL Worldwide](#)

[Tony Chen, Online Business Development Manager, Take Two Asia](#)

[Bin Xu, CEO, Purple-Zone Interactive / Founder, Dream2 Interactive](#)

**Brief Description:**

DJL Worldwide's Billy Hsu, TakeTwo's Tony Chen, and The9's Crazy Deng present a panel discussion on Chinese indie game outlook. Armed with their development background and market know-how, they are here to share what they have seen in this exciting Chinese developer landscape. They would bring different perspectives in answering a series of questions, such as Can another me-too 2D MMORPG make a profit? Should small studios work on casual game or MMO? Is a term-based MMO a good idea still? Do we really need 3D? Where can we find creative ideas for the next blockbuster MMO? What webcams could be successful? Is it time to developer SNS games in China? Etc. Bring your own questions to the panel and meet with other indie developers.

