

## 在线游戏开发和业务

10月12日(周一)

9:00-18:00

3F/黄河厅

9:00-10:00

**主题演讲: 波斯王子: 从游戏到电影的 20 年历程**

**演讲嘉宾:** [Jordan Mechner](#), 游戏设计师、程序员和编剧家

**演讲摘要:**

从一个视频游戏创造者转变为一个编剧家的 Jordan Mechner 将谈论《波斯王子》从苹果第二代计算机到次世代家用机到电影大屏幕的 20 年心路历程, 以及他自己如何将游戏设计、美术及说故事方面的个人想法与在当今迅速演变的跨媒体娱乐行业创立和保持一个强大品牌的需求相协调。

10:05-11:05

**演讲题目: 如何通过玩法设计减少外挂的危害**

**演讲嘉宾:** [林云枫](#), 网易娱乐互动在线游戏事业部梦幻西游工作室主策划

**演讲摘要:**

外挂一直是网络游戏设计与运营要面对的最重要的问题之一, 随着网游的大发展, 外挂技术也得到极速的发展, 外挂的存在会产生游戏玩家间的不公平, 最严重的是外挂破坏了网络游戏中玩家与玩家间的交互。在基本上全部的网游产品中, 均采用了通过技术手段监测、打击外挂的方式, 而这篇讲稿, 则主要探讨另一种方式, 即通过游戏玩法设计来减少外挂使用的利益。

11:10-12:10

**演讲题目: 网络游戏经济系统设计**

**演讲嘉宾:** [吴裔敏](#), 盛大游戏制作人和系统总经理

**演讲摘要:**

网络游戏提供了玩家一个最接近现实的虚拟世界, 同时, 网络游戏的经济系统也逐渐成熟, 成为网游开发者、运营者和用户共同参与的复杂系统。网游经济系统的实际意义是什么? 在游戏中实现了什么样的作用? 未来又如何发展? 本次演讲将带领大家共同思考这些问题。

**13:30-14:30****演讲题目:** 大规模地形贴图技术**演讲嘉宾:** [Colt McAnlis](#), 暴雪娱乐 Blizzard Entertainment 程序员**演讲摘要:**

本讲座将针对大量采用独特纹理的地形渲染系统介绍一些算法, 这些算法能够提升纹理贴图的质量。讲座的内容包含了用于减少系统开销的压缩算法的可行性讨论, 以及在程序运行期快速生成高分辨率纹理贴图的合成系统。Colt McAnlis 先生将展示纹理合成系统方面的最新研究成果, 并讨论如何把这项非常激动人心的技术应用到实际的游戏开发过程中。此外, 他将为如何直接应对在大型地形系统中日益增长的工作负荷问题, 提供解决方案, 并重点分析自动化算法以及多用户并发工作问题等。

**14:35-15:35****演讲题目:** 亚洲在线游戏在海外获得成功的关键**演讲嘉宾:** [Steve Jeong](#), NHN 游戏公司总监及海外业务部主管**演讲摘要:**

本演讲主要讲述亚洲游戏取得全球性成功的主要因素。要在海外市场成功, 游戏公司应该考虑游戏本地化及商业运营的相关策略。在这两方面上, 主要有 4 个关键: 游戏内容本地化、人事管理、建立良好的合作伙伴关系及 NHN 公司文化在当地的发扬。凭以上 4 点, 大部分韩国游戏公司得以在海外市场拓展成功。Steve Jeong 先生会在演讲中详细讲述此 4 要素, 及跟大家分享 NHN 游戏公司如何实现游戏全球化的成功。

**15:55-16:55****演讲题目:** 最优化用户体验: 整套 LOD (细节级别) 技术全面运用于现代高端 F2P 游戏中**演讲嘉宾:** [Christopher Pfeiffer](#), 和谐世界首席执行官和创办人**演讲摘要:**

要面对更广泛的用户群, 三维 F2P 游戏必须实现在低端电脑上的良好运行。而要实现在全球市场的成功角逐, 游戏的视觉和模拟的逼真效果必须超出玩家在高端电脑上的心理预期。那么如何才能同时满足这两种客户端的不同需求呢? 首当其冲的就是要准确定位出游戏的核心技术。然后再制定出能在最低规格电脑上实现这些技术的方案。之后确定出增强游戏用户体验的实施办法。运用每一细节级别 (LOD) 技术的生产过程要求在做好预算控制的同时, 按时完成的具延展性的高质量游戏。我们首先会介绍几种不同的有关 LOD 的概念, 然后会介绍在确定核心技术时一些常犯的错误。最后, 会话的主要精力会放在 LOD 技术在渲染, 动画, 模拟和视觉效果的具体运用方法上面。对每种技术, 我们会提供概述, 性能效益, 改进结果的方法, 并对生产和计划要求作出相应细节说明。

**17:00-18:00****演讲题目: 从进化到革命: 升级 EVE Online 游戏的图形引擎****演讲嘉宾: [Halldor Fannar](#), CCP 首席技术官****演讲摘要:**

本场演讲将专注讨论在为 EVE Online 这一经典 MMO 游戏升级图形技术和内容的过程中克服的各种挑战。EVE Online 的用户在一个统一、无分区的世界中进行游戏, 每一次更新都需要提供给所有的 250,000 位注册用户。开发者所面临的任務就好比在一辆正在奔驰的轿车上更换安装一个完全不同的新发动机, 同时对于轿车的其他部件只允许做出最低程度的调整。游戏的美术们已经在过去几款游戏资料片的开发中, 针对之前的引擎培养了很多技术能力, 而现在不得不针对全新的技术, 重新适应。我们是如何解决这些矛盾的? 有人成功完成了么? 我们将探讨当时做出的各种决定并演示这些技术是如何运作的。



10月13日(周二)

9:00-18:00

3F/黄河厅

9:00-10:00

**主题演讲: 宏伟的西进之旅**

**演讲嘉宾:** [Min Kim, Nexon 美国副总裁](#)

**演讲摘要:**

曾在亚洲地区一度被不屑一顾的微交易,目前在北美游戏市场已经成为具有进化意义的商业模式催化剂。从社区游戏到 iPhone,微贸易都被开发者和消费者高度接受与采用。在此演讲中,你将会了解 Nexon 游戏公司如何成功进军西方游戏市场,及为何他们认为真正的商机是如此近在咫尺。

10:05-11:05

**演讲题目: 社交网络的经验之谈**

**演讲嘉宾:** [Hugh de Loayza, Zynga 商务拓展副总裁](#)

**演讲摘要:**

在社交网络行业,企业家和开发者都需要投入很大的激情,学习广泛的商业知识,以及向行业资深前辈取经。在许多企业家屡战屡败的同时,另一些人却取得巨大的成功。真的存在成功的公式么?当然,在开始社交网络业务的同时就需要考虑很多因素,从衡量成功,到病毒式营销,以及了解什么时候该全力以赴。且让我们听听一位社交网络圈内的老手来讲述一下他所学到经验以及他如何化失败为成功之母。

11:10-12:10

**演讲题目: 整合研发和运营——把握中国网游市场的脉搏**

**演讲嘉宾:** [邴彦卿, 香港财华社龙游天下游戏集团总裁](#)

**演讲摘要:**

一个完善的网游产品研发需要3年或更长时间,但是往往产品推出之后却发现在题材、内容和形式上都已落伍,不能适应市场需求。演讲者将从研发策划部门和运营产品研究部门的配合工作入手,讲述相关工作的经验和技巧,强调完善工作制度的建立。从而确保游戏制作中既不改变已拟定的研发方向,又能逐步与玩家日渐改变的游戏习惯同步,并且能融入市面游戏中时兴的各种流行元素。做研发者理想中的游戏,和做受市场中流行的游戏并不矛盾!

**13:30-14:30****演讲题目: 开发一个 MSO 游戏: 病毒式情感散布和社交游戏玩法的核心****演讲嘉宾: [Nicole Lazzaro, XEODesign, Inc. 创始人和总裁](#)****演讲摘要:**

玩社交游戏并非是向你的朋友群发垃圾邮件。比起那些在社交网络的边缘小打小敲而增加病毒式的垃圾邮件传播, 只有玩转社交游戏的中心才能真正加深朋友之间的友谊。社交游戏玩法的核心创造出了全新的游戏体验形式, 即通过社交互动来营造游戏的参与动力和紧张气氛。进一步说, 社交游戏能够让朋友之间分享经验、增进感情, 通过提供这些人们最看重的社交功能, 创造出了其特有的社交体验(我们称之为大众乐趣)。就像“微支付”提供的功能那样, 人们也渴望能够把生活中的许多零碎时间转化成一种社会资本。而 MSO (大型社区在线游戏) 就可以把这些时间整合成有意义的社交体验, 这也是多人游戏领域中一个最大的机遇。我们将从游戏实例中一起探索社交游戏, 这些游戏有 WOW、MAPLE STORY、PARKING WARS 以及 XEODesign 公司的 iPhone 游戏 TILT 和 TATTLETALZ.com。

**14:35-15:35****演讲题目: 做与众不同的游戏****演讲嘉宾: [曾一炘, 上海游益网络总经理](#)****演讲摘要:**

国内网络游戏同质化严重, 是什么样的外在的因素和内在的因素, 引起同质化? 这个演讲, 将站在业内人士携手共创良性的行业环境的前提下, 论述网络游戏同质化的成因, 并提出如何改善这种窘境的想法。

**15:55-16:55****演讲题目: 国产网页游戏开发的趋势和未来****演讲嘉宾: [黄华, 广州游艺创始人和 CEO](#)****演讲摘要:**

在中国, 不管是网页游戏还是客户端游戏, 始终在开发上都要紧紧抓住中国消费者的习惯, 做贴合中国玩家的需求的产品最终才能赢得市场。网页游戏这个新的网络应用, 让开发者有更多的机会尝试不同的游戏设计思路, 未来做“精品”游戏还是做“精致”游戏将决定网页游戏开发团队的生存形态。

**17:00-18:00****演讲题目: 为儿童设计在线游戏---《摩尔庄园》成功的秘密****演讲嘉宾: [汪海兵, 上海淘米网络首席执行官和创始人](#)****演讲摘要:**

随着中国互联网市场发展, 儿童上网人数也快速增长。当前儿童上网最主要需求就是游戏内容, 这个市场需求进一步扩大。成年人的网络游戏不断获得成功, 成人游戏的经验是否可以用于儿童游戏中呢? 儿童游戏玩家和成人玩家在行为上还是有很多不同, 通过本次演讲向大家展示儿童在游戏中的行为特点, 如何理解儿童的游戏快乐, 以及健康的儿童游戏设计方法。

## Online Game Development and Business

**MONDAY, OCTOBER 12**

**9: 00-18: 00**

**3F/Yellow River Hall**

**9:00-10:00**

**Keynote: Prince of Persia: 20 Years From Game to Film**

**Speaker:** [Jordan Mechner, Game Designer, Programmer, and Screenwriter](#)

**Brief Description:**

Video game creator-turned-screenwriter Jordan Mechner discusses PRINCE OF PERSIA's 20-year journey from the Apple II to next-gen consoles to the big screen, and his own journey trying to reconcile personal ideals of game design, art and storytelling with the demands of creating and maintaining a strong brand in today's fast-evolving trans-media entertainment industry.

**10:05-11:05**

**Session: How to Use Game Design to Reduce the Negative Effect Caused by Bot Programs**

**Speaker:** [Yunfeng Lin, Chief Designer of Fantasy Studio, Online Game Department, Netease](#)

**Brief Description:**

Bot programs has been one of the most important challenges in MMO design and operating. With the massive growth of MMO games, bot programs has evolved greatly as well. The existence of the bot programs will generate unfairness between players, and most importantly it disturbs the interaction between online players. Almost every MMO game has applied some technical mechanisms to detect and ban bot programs. However, this session will primarily discuss an alternative way to reduce the benefit of using bot programs by game design.

**11:10-12:10**

**Session: Economic System in Online Game**

**Speaker:** [Yimin Wu, GM&Producer, Shanda Games](#)

**Brief Description:**

Online game has provided game players a virtual world similar to the real world. At the same time, economic system in online game has become complicated involving game developers, operators and the users. What's the real meaning of economic system in online game? What kind of role is it playing in games? What will it be in the future? This lecture will lead the audience to think about them.

**13:30-14:30****Session: Texturing Massive Terrain****Speaker:** [Colt McAnis, Programmer, Blizzard Entertainment](#)**Brief Description:**

This talk presents algorithms to help increase texture quality for large, uniquely textured terrain systems. The session covers availability of compression techniques to reduce unique footprint, along with compositing systems to generate high resolution texturing at runtime very quickly. Colt McAnis will present the latest research on Example Based Texture Synthesis, and discuss implementation ideas on how to adapt this exciting technology to content pipelines. Additionally, solutions for directly dealing with increased content burden related to texturing large unique terrains, focusing on automation algorithms, as well as multiple-user problems and solutions.

**14:35-15:35****Session: Keys to Overseas Success for Asian Online Games****Speaker:** [Steve Jeong, Director and Division Head, Overseas Business, NHN](#)**Brief Description:**

This talk presents key factors on Asian game's global success. To be successful in oversea market, companies have to consider both localization strategy and business strategy. Concerning two strategies, there are 4 Keys for overseas success. These are contents localization, people management, building friendly partnership and NHN's unique philosophies in branching out. With these keys, most Korean game companies made it possible to branch out into the Global market successfully. Steve Jeong will present 4 keys in detail and how NHN has made global game portals with them.

**15:55-16:55****Session: Maximizing the User Experience: A comprehensive suite of level-of-detail (LOD) techniques for modern high-end F2P games****Speaker:** [Christopher Pfeiffer, CEO and Cofounder, Balanced Worlds](#)**Brief Description:**

To reach a wide audience, 3D F2P games must be playable on low-end PCs. And to successfully compete in the worldwide marketplace, games' visual and simulation fidelity must also exceed players' expectations on high-end PCs. What is the best way to create an experience that best serves both extremes? It is important to first accurately identify your game's core mechanics. Then, determine how they will be realized on the minimum specification computer. The next step is to decide which methods will be used to enhance your game's user experience. The production ramifications of using each level-of-detail (LOD) technique must be considered to finish your scalable high-quality game on time and within budget. We will first introduce various LOD related concepts and then cover some of the common misconceptions made when determining core mechanics. Finally, the majority of session will be devoted to specific LOD approaches for rendering, animation, simulation, and visual effects. For each technique, we will provide an overview, performance benefits, methods to improve the results, and detail the production and scheduling requirements.

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17:00-18:00

**Session: From Evolution to Revolution: Upgrading the Graphics Engine of EVE Online**

**Speaker:** [Halldor Fannar, CTO, CCP](#)

**Brief Description:**

The session focuses on the many challenges overcome in upgrading the graphics technology and content of a classic MMOG, *EVE Online*. The game is played in a non-sharded universe and updates are pushed to all subscribers (250,000). Metaphorically the developers were tasked with swapping out the engine of a running car - and putting in a radically different engine while only allowed to make minor modifications to other parts of the car. The artists had evolved their skills with the previous engine over multiple expansions and now had to adapt to radically new technology. How did we handle this? Did anybody survive? We will explore the decisions made and demonstrate how the technology works.



**TUESDAY, OCTOBER 13**

**9: 00-18: 00**

**3F/Yellow River Hall**

**9:00-10:00**

**Keynote: A Fantastic Westward Journey**

**Speaker:** [Min Kim, Vice President, Nexon America](#)

**Brief Description:**

Once relegated to the continent of Asia, microtransactions have recently become an evolutionary catalyst for the North American games market. From social games to the iPhone, microtransactions are in high adoption by developers and consumers alike. Discover how Nexon has successfully navigated its fantastic westward journey and why the true opportunity lies just beyond the horizon.

**10:05-11:05**

**Session: Social Networking – Lessons Learned**

**Speaker:** [Hugh de Loayza, VP of Business Development, Zynga](#)

**Brief Description:**

To succeed in the social networking industry, entrepreneurs and developers alike need to commit to a deep passion, gain broad business knowledge and learn from the veterans. Many entrepreneurs attempt and fail while others become wildly successful. Is there a formula for success? There are certainly many aspects to consider when starting a social networking business, from measuring success, to virality and knowing when to go all in. Listen to a veteran in the social networking space speak about his lessons learned and how he turned his failures into a winning hand.

**11:10-12:10**

**Session: Integrate the R&D and Operating – Grasp the Overall Chinese Online Game Market Situation**

**Speaker:** [ALI \(Yanqing Li\), President, China Game](#)

**Brief Description:**

It needs three years or even more to develop a perfect online game, however, it is often found that when the product is presented to the market, the subject, content or style no longer fits the current market demands. The speaker will start with the cooperation between R&D and operating department, narrate his experiences and skills, emphasis the establishment of a better working system, in order to ensure the intended R&D direction as well as the adaptability to the changing market. There are no conflicts between a game ideal for the developers and popular in the market!

**13:30-14:30****Session: Creating an MSO: Viral Emotions and the Keys to Social Play****Speaker:** [Nicole Lazzaro, Founder and President, XEODesign, Inc.](#)**Brief Description:**

There is more to social gaming than spamming your friends. Rather than play to the edges of a social network to increase viral distribution playing to the center deepens the connections between friends. The Keys to Social Play map out new forms of engagement that create tension and motivation through social interaction. These Keys structure social engagement (what we call People Fun) by giving players what they value the most: shared experiences and increased bonds between friends. Like micropayments there are nickels of time in peoples lives and a thirst to convert them into social capital. The biggest opportunity in multiplayer gaming is an MSO (massively social online game) that aggregates these into meaningful social experiences. Together we will explore social gaming from WOW, MAPLE STORY, PARKING WARS, to XEODesign's own iPhone games: TILT and TATTLETALZ.com.

**14:35-15:35****Session: Making Games that Stand Out****Speaker:** [Robin Zeng, CEO, UYI Networking](#)**Brief Description:**

Why are so many Chinese online games look-alike? What are the internal and external root causes? This talk seeks to explain it and to provide possible directions for those interested in building games that stand out.

**15:55-16:55****Session: The Trend & Future of Domestic Webgames' R&D****Speaker:** [Hua Huang, Founder&CEO, Youyi Co.Ltd.](#)**Brief Description:**

In China, only the products that can meet chinese players' consuming habit can finally win the market share, no matter in the case of webgame or games client. This new network applications of webgame will give the developers more opportunities to try some different design ideas of game, in the future, the existing mode of webgame-development team will depend on producing "boutique game" or "exquisite one".

**17:00-18:00****Session: Online Game Design for Kids - The Secret of the 51MOLE Success****Speaker:** [Benson Wang, CEO and Founder, Taomee Inc.](#)**Brief Description:**

With the growth of the China internet market, the amount of kid online users grows fast. The current major online need of kids is the game, the market of which becomes bigger and bigger. The China game designers do a good job for adult, but can the experience switch to kid? Kid behavior in game is so different from the adult. This presentation will display what the kids do in game, how to understand the kids joy in game, how to design the game for them.

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