



SMF Ignite Presents Gaming Matters at the Pixel Studios, Singapore

Tuesday, November 29th 2016

1000-1200 - Gaming Matters Startup Sessions: Business 101 'How to' Sessions for the Gaming Startup Business

- 1000-1045 **Panel #1:**
Working with Brands Panel session between leading advertising agency and platform
Chris Stephenson, Senior Vice President, **PHD**
Nopporat Yokubon, App Developer Sales Lead, AUNZ/SEA, **Google**
Moderator: Scott Munro, Managing Director and Chief Content Officer, **Branded Ltd**
- 1045-1115 **Legal Insights**
Know your Rights Rights, regulations and rules and how to protect your company and it's brands
Matt Pollins, Partner, **Olswang**
- 1115-1200 **Panel #2:**
Best FANS Forever Building out a subscriber base - Panel session with Gamers and gaming companies
Elicia Lee, CEO, **GameStart Asia**
Matthias Beyer, Partnerships Lead SE Asia, **Twitch**
Rainel Tan, General Manager of Sales & Marketing, Singapore & SEA, **Bandai Namco Entertainment Asia**
Moderator: Nicholas Khoo, Co-Founder & Chairman, **(Singapore) Cybersports and Online Gaming Association**

1200-1400 - Lunch Break

1400-1700 - Gaming Matters B2B Programme: "Gaming 101"

- 1400-1410 **Opening Comments**
Research into the various Gaming verticals to set the scene and provide valuable reference topics for discussion
Scott Munro, Managing Director and Chief Content Officer, **Branded Ltd**
- 1410-1455 **Panel #1**
Gaming 101
An introduction to the wide world of online gaming. Leading gaming companies talk about the basics
Elicia Lee, CEO, **GameStart Asia**
Matthias Beyer, Partnerships Lead SE Asia, **Twitch**
Chris Stephenson, Senior Vice President, **PHD**
Moderator: Matt Pollins, Partner, **Olswang**

- 1455 - 1540 **Panel #2: eSports Matters**
 eSports has exploded worldwide in 2016 but the eSport industry is pretty fragmented, with different stakeholders from different areas of expertise doing their own thing. There is no one unifying platform for the community. The majority of eSports content is viewed on mobile and PC. Is there an opportunity for broadcasters to get into this space for TV broadcast?
Mickael Piantchenko, Asia Pacific Director, **ESL**
Benjamin Pommeraud, General Manager Singapore & Malaysia, **Riot Games**
CK Lee, VP Sports at Astro and lead on eGG, **Astro**
Moderator: Nicholas Khoo, Co-Founder & Chairman, **(Singapore) Cybersports and Online Gaming Association**
- 1540 - 1600 **Keynote #1: Dar Nothaft, General Manager, POLARIS by MAKER**
 Maker Studios continue to innovate by producing award-winning original series featuring global creators on their gaming entertainment channel POLARIS by MAKER. Dar Nothaft will shed some light on why the online gaming industry continues to go from strength to strength.
Interviewed by: Dom Lau, Gaming Matters emcee / Television & Radio Host
- 1600 - 1700 **Keynote #2: Meet the Gamers**
Gamers Matter
 Interview with four leading international and local Gamers
Dar Nothaft, General Manager, **Polaris by Maker is joined by international and local Gamers:**
Jian Hao Tan/Danial Ron, YouTubers - **@Notgoodgamers**
Meghan Camarena (SB 17), YouTubers - **@Strawburry17**
Benny Potter, Youtuber - **@Comicstorian**
Ando, YouTuber - **@UnlistedLeaf**
- 1800-1930 - Official Opening of the Pixel Studios**
- 1930-2100 - Gaming Matters "Meet the Gamers plus Q&A"**
- 1930-2100 **B2C Programme**
 "Meet the Gamers"
- 1945-2100 **Gamer/Fan Q&A**
 Moderated Q&A with Gamers and invited fans
Gamer Meet & Greet
 Meet & Greet for invited fans and Gamers
Jian Hao Tan/Danial Ron, YouTubers - **@Notgoodgamers**
Meghan Camarena (SB 17), YouTuber - **@Strawburry17**
Benny Potter, Youtuber - **@Comicstorian**
Ando, YouTuber - **@UnlistedLeaf**
- 2100 **Gaming Matters Ends**

End of Day