

**global
video game
associations
summit**



MONTREAL 2023

Agenda

MONTREAL 2023

Montréal Science Centre,
Belvedere Hall
2, de la Commune Street West
Montréal (Québec) H2Y 4B2

For any questions
regarding event logistics,
please contact:

Téa Jojua, ESA
tjojua@theesa.com
+1 (215) 305-2199

Jayson Hilchie, ESAC
jhilchie@theesa.ca

ARRIVAL TUESDAY MAY 2ND

5:00pm-7:00pm

WELCOME RECEPTION

*Co-Hosted by: Ubisoft, ESAC and ESA
InterContinental Hotel, Chez Plume
(Mezzanine Level)
360 Saint-Antoine Street West
Montréal (Québec) H2Y 3X4*

DAY 1: WEDNESDAY MAY 3RD

8:30am

Buses will depart from the InterContinental Hotel to the Science Centre. Approximately 1 km, 12 minute walk. For the Belvedere entrance, look for red windows up a set of stairs at the end of the Science Centre parking lot.

9:00am-9:45am

ARRIVAL AND BREAKFAST

9:45am-10:00am

WELCOME AND OVERVIEW OF PROGRAM

*Stan Pierre-Louis, President and CEO, Entertainment Software Association (ESA)
Jayson Hilchie, President and CEO, Entertainment Software Association of Canada (ESAC)*

10:00am-10:45am

KEYNOTE PRESENTATION INNOVATION IN GAMES: GENERATIVE AI

Acting as a bridge between academic research and video games production, La Forge combines Ubisoft's assets and data with the expertise of university researchers to drive innovation forward in the video game industry, while contributing to solving real-world problems through scientific publications.

Yves Jacquier, Executive Director (La Forge)

10:45am-12:00pm

PROMOTING RESPONSIBLE AND SAFE GAMEPLAY: PERCEPTION, RISKS AND STRATEGIES

This session will focus on how some stakeholders are portraying the issues of hate, harassment and extremism in the video game industry. Participants will discuss the reputational, legal and regulatory risks across jurisdictions, highlight examples of how the industry is promoting responsible gameplay and brainstorm additional strategies for addressing this issue.

PART 1: PERCEPTION OF THE INDUSTRY AND POLITICAL AND LEGAL LANDSCAPE

*Moderator: Maya McKenzie (ESA)
Panelists: Ben Au (IGEA); Dara MacGreevy (ISFE);
Gina Vetere (ESA)*

12:00pm-1:00pm

LUNCH



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DAY 1: WEDNESDAY MAY 3RD

1:00pm-2:45pm

PROMOTING RESPONSIBLE AND SAFE GAMEPLAY: PERCEPTION, RISKS AND STRATEGIES (CONTINUED)

*PART 2: MEMBER PERSPECTIVES ON TRUST & SAFETY
(1:00pm-1:45pm)*

Moderator: Aubrey Quinn (ESA)

Panelists: Anita Lam (Microsoft); Jeremy Marchadier (Ubisoft)

*PART 3: MESSAGING OVERVIEW AND BREAK-OUT
DISCUSSIONS (1:45pm-2:45pm)*

Introduction: Aubrey Quinn (ESA)

Break-out Session Moderators: Nicholas Elles (ISFE);

Jayson Hilchie (ESAC); Raelene Knowles (IGEA); Aubrey Quinn

2:45pm-3:00pm

BREAK

3:00pm-4:00pm

ASSESSING AGE ESTIMATION TRENDS: HOW CAN VIDEO GAME COMPANIES AFFECT FUTURE REQUIREMENTS AND TECHNIQUES?

As regulatory approaches to privacy and consent evolve, speakers will explore proposals for age verification and estimation. Summit participants will have the opportunity to engage in discussion about risk-based age assurance strategies using cross-jurisdictional consumer research as a jumping off point for this interactive session.

Moderator: Maya McKenzie (ESA)

Panelists: Willy Duhon (Activision Blizzard King);

Stacy Feuer (ESRB); Andy Tomlinson (EA)

4:00pm-6:30pm

FREE TIME AND OPTIONAL ACTIVITIES

Please refer to "Optional Activities" for RSVP information for May 3 and May 4 evening activities. Transportation is provided for the MELS tour; guests should arrange their own transportation to all other optional activities.

EVENING SHUTTLE BUS TRANSPORTATION

4:05pm: Bus will depart from Science Center to optional MELS studio tour (RSVP required; see "Optional Activities" for details) and will return guests to the InterContinental Hotel at 5:30pm.

4:15pm: Bus will depart from Science Center to InterContinental Hotel.

6:15pm: Bus will depart from the InterContinental Hotel to Brasserie 701.

6:30pm

DINNER

Brasserie 701

701 Côte place-d'Armes, Montréal (Inside the Hotel Place D'Armes)

(6-minute walk from InterContinental Hotel)

8:30pm: Bus will return guests to the InterContinental Hotel.

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DAY 2: THURSDAY MAY 4TH

8:00am

Buses will depart from the InterContinental Hotel to the Science Centre.

8:30am-9:30am

ARRIVAL AND BREAKFAST

9:30am-9:45am

DAY 1 RECAP/OVERVIEW OF DAY 2

9:45am-10:30am

DIGITAL WELLNESS CASE STUDY: CANADIAN LEGAL DEVELOPMENTS

This presentation will focus on recent class action lawsuits in Canada based on the alleged illegality of loot-boxes and video game addiction. This presentation will provide a case study on how concerns about “addiction-like behavior” – which will be discussed further in the next panel – are being addressed in Canadian courts and discuss potential implications for the global industry.

Michael Shortt, Partner (Fasken Montreal)

10:30am-10:45am

BREAK

10:45am-12:15pm

DESIGNING FOR DIGITAL WELLNESS: CAN GOOD GAME DESIGN BE ACHIEVED BY REGULATION?

Regulators across jurisdictions have scrutinized the design features of online services used by minors, worried that some aspects of those services manipulate children in ways that harm their health and wellbeing. This session will provide a brief overview of relevant online harms regulation around the world, including proposals or laws to address “addiction-like behavior.” Participants will then brainstorm potential policy responses to a short list of specific design mandates that have surfaced again and again in various laws and proposals.

Moderator: Michael Warnecke (ESA)

Panelists: Ann Becker (ISFE); Tim Scott (Roblox)

Break-out Session Moderators: TBC

12:15pm-1:15pm

LUNCH

1:15pm-2:15pm

DIGITAL WELLNESS: GLOBAL COMMUNICATIONS STRATEGY

This session will explore coordinated industry activities in advance of World Mental Health Day on October 10, 2023, and provide an update on the work of the Global Video Game Coalition (GVGC) and related messaging.

*Part 1: THE GLOBAL VIDEO GAME COALITION (GVGC): WHO WE ARE, WHAT WE DO, AND WHERE WE ARE GOING
Speaker: Tatjana Sachse, counsel with Sidley Austin LLP and lead spokesperson and counsel for the GVGC*

Part 2: GLOBAL CAMPAIGNS

Moderator: Jayson Hilchie (ESAC)

Panelists: Raelene Knowles (IGEA); Nicholas Elles (ISFE);

Kerry Hopkins (EA); Tony Justman (Sony)



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DAY 2: THURSDAY MAY 4TH

2:15pm-2:30pm

BREAK

2:30pm-3:15pm

STRATEGIES TO ADVOCATE FOR, MAINTAIN AND ENHANCE GOVERNMENT SUPPORT PROGRAMS

The video game industry has benefitted from funding programs, tax credits and other economic development measures to stimulate investment and job creation in many jurisdictions for over two decades. With major changes underway in the global economy, rapidly evolving tech and innovation ecosystems and an ever-shifting labour landscape, how can the video game industry continue to advocate for support programs and measures in an increasingly complex and competitive landscape?

Moderator: Adrien Perlinger (Ubisoft)

*Panelists: Kristian Roberts (Nordicity); Ben Au (IGEA);
Nicolas Vinolles (SELL); Paul Fogolin (ESAC)*

3:15pm-4:00pm

GLOBAL TRENDS IN RATINGS REGULATIONS

An update from rating authorities highlighting regional trends that are expanding the scope of age ratings as well as complicating the adoption and implementation of the International Age Rating Coalition (IARC) system.

Moderator: Pat Vance (ESRB)

Panelist: Elisabeth Secker (USK)

4:00pm-6:00pm

FREE TIME AND OPTIONAL ACTIVITIES

Please refer to the "Optional Activities" page for RSVP information and additional optional activities for the evenings of May 3 and May 4.

EVENING SHUTTLE BUS TRANSPORTATION

4:15pm: Buses will depart from Science Center to InterContinental Hotel.

5:45pm: Buses will depart from the InterContinental Hotel to the restaurant.

6:00 pm

DINNER (Location TBC)

8:00pm: Bus will return guests to the InterContinental Hotel.

Guests attending the 8:00pm Cirque du Soleil performance (see "Optional Activities") should arrange for their own transportation.



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DAY 3: FRIDAY MAY 5TH

8:00am

Buses will depart from the InterContinental Hotel to the Science Centre.

8:30am-8:55am

ARRIVAL AND BREAKFAST

8:55am-9:00am

DAY 2 RECAP/OVERVIEW OF DAY 3

9:00am-10:30am

PLAYER WELL-BEING: ACADEMIC RESEARCH AND INDUSTRY ENGAGEMENT

This session will explore the implications of academic research on policy issues, provide an update on industry participation in academic research on digital wellness, review findings of the public sector's work to develop treatment for "gaming disorder" patients, and discuss lessons learned for industry engagement in research.

Part 1: FIRESIDE CHAT (9:00am-9:40am)

*Moderator: Stan Pierre-Louis (ESA)
Dr. Christopher Ferguson (Stetson University)*

Part 2: PANEL DISCUSSION (9:45am-10:30am)

*Moderator: Amanda Denton (ESA)
Panelists: Per Stromback (Swedish Games Industry);
David Sweeney (Sweeney Consulting)*

10:30-10:45am

BREAK

10:45am-11:45am

AI AND IP: POLICY IMPLICATIONS FOR THE VIDEO GAME INDUSTRY

This session will focus on issues arising across jurisdictions and identify areas for possible industry consensus policy positions.

Panelists: Bijou Mgbojikwe (ESA); Dara MacGreevy (ISFE)

11:45am- 12:00pm

CLOSING REMARKS

12:00pm-1:30pm

LUNCH

Box lunches provided to be taken "to go" or to sit with your colleagues.

12:45pm & 1:15pm

Buses will depart from the Science Centre to the InterContinental Hotel.