

**global  
video game  
associations  
summit**



MONTREAL 2023

# Agenda

SCAN FOR DIGITAL COPY





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  
+1 (416) 671-6778

## ARRIVAL TUESDAY MAY 2<sup>ND</sup>

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 3<sup>RD</sup>

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 THE INNOVATIVE AND DISRUPTIVE RISE OF GENERATIVE AI IN VIDEO GAMES

Generative AI has captured the public imagination with the explosive popularity of ChatGPT and AI image generators – and its applications in video games are just as revolutionary. By leveraging this technology, game developers can produce more immersive game worlds, generate endless quests and challenges, and transform career paths in the industry. However, the adoption of generative AI also presents challenges that must be addressed. Join us to learn more about this ground-breaking technology and its implications for the future of gaming, while exploring potential and concrete applications.

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

12:00pm-1:00pm

### LUNCH

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# DAY 1: WEDNESDAY MAY 3<sup>RD</sup>

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); Brian Levine (Riot Games);  
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 (ESA)*

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.*

## DAY 2: THURSDAY MAY 4<sup>TH</sup>

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 and players 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." Attendees will then divide into groups and brainstorm potential policy responses to a short list of specific design mandates that have surfaced in various laws and proposals.*

*Moderator: Michael Warnecke (ESA)*

*Panelists/Breakout Session Moderators: Ben Au (IGEA);*

*Ann Becker (ISFE); Tim Scott (Roblox);*

*David Verbruggen (VGFB)*

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)*

*Associations: Nicholas Elles (ISFE); Raelene Knowles (IGEA);*

*Aubrey Quinn (ESA)*

*Members: Kerry Hopkins (EA); Tony Justman (Sony)*



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## DAY 2: THURSDAY MAY 4<sup>TH</sup>

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: Ben Au (IGEA); Paul Fogolin (ESAC);*

*Kristian Roberts (Nordicity); Nicolas Vignolles (SELL)*

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.*

6:00pm

### DINNER

*Le Richmond*

*377 Ave Richmond, Montreal, Quebec H3J 1T9, Canada*

*(2 km from the Intercontinental hotel/approx. 25-minute walk)*

*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 5<sup>TH</sup>

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: Marla Poor (Nintendo of America); 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.*