XDS

2017 AGENDA

Session Title	Speakers	Description
Executive Panel: Insights From The Top Floor On External Development	**Mike Verdu** - Senior Vice President - Ea Mobile **Leah Hoyer** - Vice President of Creative - Telltale Games **Jeferson Valdares** - Gm/VP of Product Development - Bandai Namco **Rod Fergusson** - Studio Head - The Coalition **Victor Lucas** - Creator, Executive Producer & Host - Electric Playground	Executives representing a cross-section of the industry will provide insights on the state of External Development within their organizations. The panel will address areas such as the continued importance of external development as games get larger and more complex, opportunities for advancement, trends/predictions, and opportunities to push the needle. The audience will have the opportunity to pose questions.
Outsourcing Beyond Assets: Solving Internal Bottlenecks Externally	**Alex Stein** - Lead Artist/Outsourcing Art Manager - Treyarch/Activision	Black Ops III, accompanying DLC, and the recently released Zombies: Chronicles were Treyarch's first major forays into large-scale outsourcing. With a staggering number of asset requests, spread across multiple SKUs, and with access to a huge number of external resources, it quickly became apparent that internal staff and processes were the most restrictive bottleneck, and biggest risk. In this presentation, Alex will illustrate the initiatives Treyarch undertook to shift more than art production itself to vendors, decentralizing production tracking and even asset packaging to increase throughput and engagement with our valued external partners.
Panel: The Global Production Support Revolution	**Ben Wibberley** - Managing Partner - DAQA **Darren Merrit** - Head of QA - Riot Games **Michael Gilmartin** - Vice President, Global Quality Assurance and Localization - Blizzard Entertainment **Peter Cardwell** - Head of Xbox Certification - Microsoft **Marija Radulovicnastic** - VP of Central Development Services - Electronic Arts	Global Production Support is undergoing a fundamental shift, not only having to establish itself as the fifth discipline of game creation, it is also splitting between embedding itself into the development teams, whilst still maintaining its traditional external support role. Most games now are live and operate as a service, this brings a multitude of challenges necessitating much closer collaboration, communication and even integration of the QA, localization and live operations teams, alongside the player communities themselves to ensure seamless support and complete coverage. The more tightly integrated these multi-team feedback loops are, helps improve quality and speed of response, all ultimately leading to a better overall player experience and increased retention. This panel will benefit both publishers and developers seeking to effectively build to support this transition of services.

Player 2 Has Entered The Game: Everything But Games Will Impact The Future Of External Development	**Sam Carlisle** - Senior Director - External Partner Relations - EMEA regions Microsoft	The world is waking up to the potential of the real-time engine. In this presentation we explore how everything outside games will impact the future of External Development for both vendors and developers.
Certifications Role In Today's World Of Game As A Service	**Peter Cardwell** - Head of Xbox Certification - Microsoft	What role does platform certification play in delivering quality to players in the world of constant updates and games as a service? Come hear Peter Cardwell, the head of Xbox Certification explain his view and how Microsoft's strategy has evolved from the original Xbox to the combined stores on Xbox One and PC today. Peter believes strongly that both platform and developer have a joint mission to bring the best possible games and experiences to our customers. This session will discuss an adaptive approach, in which development and QA work very close early in the development cycle, adding customer value through content and creation, and then once released collect data and telemetry which add value creation to direct future updates. At the platform level, Microsoft have developed a set of engineering solutions that reduce the risk by embracing a trust and verify approach. It's a continuous feedback loop that verifies existing and newly created features are working correctly and reduces the cost of making games, while delivering quality to consumers.

DAY 2

Session Title		Description
Specialty Panel: Consolidation Of Service Providers In The Games Industry	**Jason Harris** - Sr. Director of WW External Development - electronic Arts **Andrew Day** - CEO - Keywords Studios **Gilles Langourieux** - CEO - Virtuos **Harley Zhao** - Founder & CEO - Original Force	In 2016, the games industry as a whole saw $28.4 billion in merger and acquisition activity; a new record up 77% from the previous record year in 2014. This included a number of acquisitions among service providers such as Keywords, Virtuos, Globant, EPAM, Inovecs and Technicolor as well as publishers such as Zynga and Starbreeze acquiring service providers. The XDS industry survey indicated that over 30% of service providers are actively looking for art and animation acquisition targets and 2017 has also seen a number of acquisitions. This panel discussion will further delve in to the current state of consolidation among service providers in the games industry. Top executives from Virtuos, Keywords and Original Force will address topics such as M&A activity to date, current trends, opportunities and risks to developers/publishers, and future predictions.
Assassin's Creed Origins: Ubisoft-Sperasoft Co-Development Engagement, An XDS Success Story	**Isabelle Bismuth** - Project Manager - Codev & Outsourcing - Ubisoft **Igor Efremov** - CEO - Sperasoft **Alan Van Slyke** - Senior Director of Service Delivery - Sperasoft **Jose Arazia** - Producer - Ubisoft	This session will demonstrate how Sperasoft contributed to bring this Ubisoft AAA game to life. Closely collaborating with the Ubisoft development team based in Montreal, Sperasoft took the complete ownership of the Wildlife, working on its AI, behavior and animation. The first part of the presentation will be presented from a business perspective and explain how we established our partnership as well as the necessary groundwork to have those teams working together on a day-to-day basis. What challenges needed to be addressed on both sides? What steps were taken to build our partnership? The second part, from a production point of view, will address the challenges, lessons learned and best practices from the three phases of the project: initiation, execution and landing. We will also discuss the specific challenges associated with working in co-development on an Open World game.

Uncharted 4: A Thief's End - Winning With Distributed Audio Development	**Paul Lipson** - Vice President of Creative Services - Formosa Interactive **Shannon Potter** - Associate Creative Director & Supervising Sound Designer - Formosa Interactive **Erica Mehallo** - Senior Project Manager - Formosa Interactive **Robert Krekel** - Senior Sound Designer - Naughty Dog	Naughty Dog's Uncharted 4: A Thief's End is Sony PlayStations premier first party game experience, and it's stunning audio profile has garnered critical acclaim and recognition around the globe. Naughty Dog and Formosa Interactive partnered to bring this experience to life, and used proven outsourcing and distributed strategies to deliver audio excellence. The Formosa Interactive team and Naughty Dog will present an enlightening panel discussion on the best practices and partnership strategies for audio development. Topics include effective planning, content synchronization, discipline specific details from design, voice over, foley, and cinematic production. Attendees will gain insight into communication best practices, scoping challenges and solutions, and inspiration from audio leaders who aligned to deliver an award-winning experience.
Panel: Women In Animation Presents - A Multicultural Exploration Of Diversity In External Development	**Jenny Weiss** - Director of Product Development - Electronic Arts **Rebecca Chan** - Studio Director, EA Shanghai - Electronic Arts **Laurent Lugbull** - Category Manager - Outsourcing and External Development - Ubisoft **Anika Negi** - Production Manager - Technicolor India **Carolina Dolan** - Stay Relevant Partner - Globant	Over the years there have been many discussions around Diversity. The main focus of these conversations have been largely focused on North America or diversity within one particular country. But what happens when multiple cultures around the world start working together? Let's dig deep into the issues of diversity with developers and service providers from across the globe to gain a better understanding of this topic and how it varies from country to country. With panelists from 5 different countries, we will share personal stories about experiences around diversity that had a significant impact on each of us. We will also explore what diversity means to our studios and whether we approach diversity differently as a result of partnerships with other cultures. Finally, we will explore the topic of unconscious bias as well as how diversity is measured in these different countries. This panel will help shed light on global diversity issues, where they are similar and where they are different, helping us to better navigate the subject among partners.
External Engineering Partnerships - How To Get The Most Bang For Your Buck!	**Richard S Badger** - General Manager - d3t Limited	As AAA game budgets continue to burgeon, studios are increasingly looking toward nurturing long term relationships with external development partners, giving them the flexibility they need to rapidly bolster their development capacity to meet peak demands, and then smoothly ramp capacity back down during periods of lower bandwidth. Richard Badger is the General Manger of d3t, a 100% pure work-for-hire technology studio based in the Cheshire UK, specialising is delivering high quality engineering services in to the game and media industries for over 6 years. Drawing from his career experience of being both a buyer and a vendor of outsourced engineering services, Richard will paint a balanced picture of the engineering outsourcing landscape. To dispel preconceptions, showcase best practices and highlight common pitfalls. Case-study examples of co-development engagements will be explored, examples include; Codemasters MicroMachines (Combat vehicle AI development), CD Projekt's Witcher III (PS4 Rendering pipeline), Natural Motion's CSR Racing II (Game feature development), Boss Key's Lawbreakers (PS4 Optimisation and feature dev).

| Service Provider Only: Stop Guessing What Your Client Is Thinking; Start Tracking Key Performance Indicators Together! | **Pete Fabiano** - Senior Manager of Global Production - Capcom
Ashley Liu - CEO - Mindwalk Studios
Masashi Otake - art and Outsource Supervisor - Sony Interactive Entertainment | [This session is for service providers only]. As service providers, we think we know when we are doing well and when the relationship is in jeopardy. But do we? More often than not, if we are not tracking the same Key Performance Indicators (KPIs) as our clients, we are just guessing. It's important to have that conversation with your client and understand the KPIs that are important and how to track them. This two-part session will include a panel discussion, followed by a closed door session that will address approach to prioritizing and defining KPIs, getting buy-in, tracking, risk mitigation, decision making mechanisms and pitfalls to be aware of. |

DAY 3

Session Title		Description
Panel: Two Sides To Every Story - What Service Providers Expect From Game Developers	**Adrian Sosa** - Vp of Delivery - Globant **Richard Ludlow** - Audio Director - Hexany Audio **Arjun Agnihotri** - Director & Head Business Development - Dhruva **Marla Rausch** - Founder & CEO - Animation Vertigo **David Kern** - Technical Director - Technicolor, India	An operational overview of how Zynga San DieThis panel intends to address some of the needs and challenges that service providers face during engagements with clients. The goal is to have an open and constructive dialogue on the realities of service provider's needs and expectations, and how developer clients have a big role in helping achieve success before, during and after an engagement. The panelists will include a mix of seasoned service providers.go uses Hansoft to manage multiple projects, both live and in development, using internal and external art, design, engineering, and quality assurance resources. The talk will include how production organizes and balances long term planning, regular product releases, and a rigorous content release schedule to stay competitive in the mobile arcade space with nearly half of the development and testing occurring offsite.
Mass Effect: Andromeda, An External Art Post-Mortem	**David Lam** - Senior Art Manager - Bioware	Retrospective of the effort on Dragon Age Inquisition, David Lam will discuss the new challenges working on MEA; new partnerships formed, the difficulty of getting started, more complex pipelines, and a higher fidelity bar. David will showcase work produced by external teams and outline the roles of responsibilities of his growing team at Bioware. He will also discuss successes and growth opportunities gleaned from development on this title.
Gaining Buy-In And Setting Up For Success	**Jake Digennaro** - Sr. Business Development Manager - Virtuos **Dennis Cooper** - Director of External Production - Telltale Games	While there now exists a plethora of resources available focused on the execution side of external development (testing, feedback, tracking), what about everything that comes before the fun parts? Understanding company goals, getting Executives to understand cost/timeline benefits and constraints, ensuring IT is prepared from a security, infrastructure, and support perspective, reassuring internal artists their jobs aren't in jeopardy, convincing the old guard that it won't result in sacrificing quality or artistic integrity, deciding who is going to build the briefs and handle reviews _ all this and more comes into play well before the initial pilot period, any combination of which can quickly derail external production plans and potentially jeopardize the greater project as a whole. Dennis & Jake aim to address some of these topics from both sides of the aisle (developer / service provider), having both been confronted with a variety of obstacles to establishing a stable pipeline both between Telltale/Virtuos as well as with other partners.

Panel: Co-Development And Studio Growth - How A Successful Publisher/Developer Partnership Can Lead To Much, Much More	**Sean Murch** - Partner - Interactive Studio Management (ISM) **Eric Hayashi** - Executive - Sony Interactive Entertainment **Jeremy Ables** - CEO - Uber Entertainment **Stewart Neal** - Development Manager - Sumo Manager **Sebastien Tasserie** - Senior Business Development Manager - Microsoft Studios	Co-Development work can feel like a treadmill if you don't have light at the end of the tunnel. As part of a larger, strategic plan, however, it can play a crucial role. Sean Murch, from ISM, will moderate a panel of successful publishers and developers as they share insights and anecdotes about how successful co-development partnerships can drive opportunity - in the form of larger work for hire projects and even original game development deals.
Distributed Development Demystified	**Carla Rylance** - Outsourcing Manager - The Coalition **Dilber Mann** - Sr. Producer - The Coalition	Year over year, project after project, should we look to continue to evolve our external engagements? If your answer is yes, and you are in the mindset that continuous reflection and improvement is in your best interest, then you need a distributed development strategy. Building a Distributed Development Strategy in a multi-team development studio requires alignment within your organization, and across your external partners to bring a unified action plan through to successful execution. All for the continuing improvement of external engagements. The sessions will encompass; Framework for Distributed Development, Successful Engagements in Distributed Development, and Engagement Tracking.