

GDC Europe 2011 Best Review

Now in its third year, GDC Europe, held in Cologne Germany at the Koelnmesse and adjacent to gamescom—the world's largest game publisher event and trade fair, has succeeded to be our most successful GDC European event in terms of attendee turnout, sales sponsorships and exhibitions, as well as overall positive reception from the media and game development community to date!



Our final attendee numbers which we are going to announce tomorrow is **2,100** total attendees! (Remember too that GDC Europe does have an expo floor but no expo pass). GDC Europe also hosted **170** European and international speakers, a total of **46** exhibitors and **35** sponsors and more than **300** media representatives.



This game industry star studded event has made great headway with the introduction of the four new Summits added to this year's lineup including the Social Games Summit, Independent Games Summit, Smartphone & Tablet Games, and the Community Management Summit. In particular, the Social Games Summit also proved to be a forum that showcased the spirit alive across both European and Western independent developers including speakers Kellee Santiago from thatgamecompany, Frictional Games' Thomas Grip, and Spaces of Play's Marek Plichta.



The Game Developers Conference® (GDC) is the world's largest professionals-only game industry event. GDC hold 4 sites each year, GDC San Francisco、 GDC Europe、 GDC Online and GDC China. GDC China first debuted in 2007 and GDC China 2011 will be held on Nov.12th-14th in Shanghai. The 3-days event include Online Game Development & Business Track, Global Game Development Track, Social Games Track, Mobile Games Summit, Independent Games Summit, Sponsored Track, GDC China Tutorials, GDC China Expo Floor and the 3rd Annual Independent Games Festival China. You can find more information from: www.gdcchina.com



Highlights of Day One at GDC Europe included wooga CEO Jens Begemann giving a keynote discussing today's social games and how they are not designed to turn all core gamers into *Farmville* farmers. In his talk, Begemann surprised attendees with the live, real-time launch of *Magic Land*, a title that contains an exciting mix of social gaming elements with aspects from the dungeon-crawling genre of gaming. The first day of GDC Europe also featured a keynote talk by Enric Alvarez, game director and co-author of *Castlevania: Lords of Shadow* and founder of its development studio Mercury Steam, who discussed how the small Spanish studio met the challenge in taking on a beloved franchise from a Japanese developer.



Day Two of GDC Europe was headlined by Dr. Michael Capps, Epic Games president, who discussed lessons learned from the studio's development from *Unreal* to the *Gears of War* franchise to *Infinity Blade*, and also revealed that the studio is currently at work on five new unannounced games. Cevat Yerli, president and CEO of Crytek, also gave a keynote at the conference on Tuesday. Yerli identified the challenges that Crytek faced when working on the development of the highly innovative AAA online first-person shooter (FPS), *Warface*.



Day Three of GDC Europe was led by a keynote given by Richard Garriott, legendary creator of the genre-defining *Ultima* series and founder of social media games developer and publisher Portalarium, in which he focused on what he considers the three eras of gaming, from single player to massively multiplayer to casual/social, detailing the lessons learned from each.



GDC Europe also featured talks from video game veteran Mark Cerny, who commented on the shifting industry landscape, *Braid* creator Jonathan Blow, who touched on philosophical aspects of game design and development, FISHLABS Entertainment's Marc Hehmeyer, discussing taking an iOS-based game to Android, and Quantic Dream's Guillaume de Fondaumiere, illustrating the need for further evolution in game rating systems.

