

Spanish Presidency. Council of the European Union

Conference "Culture and Video Games"

Talks on video games and virtual environments

12 and 13 July

Place: Tenerife Espacio de las Artes – TEA. Santa Cruz de Tenerife.

Wednesday, July 12:

16:00 - 16:30 Spanish video games sector presentation.

Welcome and opening speeches by institutional representatives.

- Representative of the Government of the Canary Islands.
- Representatives of DEV and AEVI.
- Representative of the Ministry of Economic Affairs and Digital Transformation (Spain Audiovisual Hub).
- Representative of the Ministry of Culture and Sport.

16:30 - 17:30 Presentation of the European Parliament Pilot Project “Understanding the Value of a European Games Society”

Overview of key findings and recommendations emerging from this pilot project which set out to review the cultural, financial, and social impacts that video games have on society, as well as its challenges and opportunities. Beforehand, the Commission will present the main data and trends in the demand and supply of the video game sector, extracted from its report *European Media Industry Outlook*.

17:45 - 18:45 The value of the European Video Game Industry.

Topics to discuss: Analysis of the European video game scene, its recognition as a cultural sector and its importance in the present and future of European creative and cultural industries.

Moderator: Carmen Páez Soria. *Director General of Cultural Industries, Intellectual Property and Cooperation. Ministry of Culture and Sport. Spain.*

Speakers:

- Simon Little. *Video Games Europe.*
- Martin Dawson. *Unit Audiovisual Industry and media support programmes DG Connect, European Commission.*

- Ibán García del Blanco. *Member of the European Parliament. Committee on Culture and Education. Rapporteur on the European Commission's virtual worlds initiative.*
- Jari-Pekka Kaleva. *European Games Developer Federation (EGDF).*

19:30 Welcome cocktail at the Hotel Iberostar Mencey.

It includes a semi-interactive area.

Led by Borja Vaz, specialised journalist.

Participants:

- Festival LEV Gijón.
- Indie Dev Day.
- Madrid in Game.
- Museo OXO del Videojuego.
- Polo Nacional de Contenidos Digitales de Málaga.

Thursday, July 13:

09:00 - 10:00 Institutional support and promotion for the European video games ecosystem.

Topics to discuss: How the public cultural institutions support the videogame ecosystem: Creative Europe MEDIA Programme; grant schemes, financial instruments, tax exemptions and State aids of Member States. European Union video game industry key public and private stakeholders, state of play and coordination instruments.

Moderator: Johanna Nylander. *Dataspelsbranschen. Swedish Games Industry.*

Speakers:

- Youri Loedts. *Head of Game Fund. Flanders Audiovisual Fund (VAF).*
- Skander Morgenthaler. *Games Department at Federal Ministry of Economic Affairs and Climate Action. Germany.*
- Krešimir Partl. *Secretary of State to the Ministry of Culture. Croatia.*
- Carlo Penna. *Deputy Director of Cultural Industries. Ministry of Culture and Sport. Spain.*
- Julie-Jeanne Régnault. *Secretary General of EFAD-European Film Agency.*

10:15 - 11:15 Talent and professional skills in the European gaming industry.

Topics to discuss: Talent is the raw material of the video game industry, and it is necessary to analyse its current position and the challenges to overcome. Debates need to be articulated on the role of women in industry as well as educational needs for better incorporation into the labour market.

Moderator: Emanuele Carisio. *General Secretary of DEV.*

Speakers:

- Javier Capel. *Studio Manager, Ubisoft Barcelona.*
- Dries Deryckere. *The Digital Arts and Entertainment bachelor's programme, Howest University College. Belgium.*
- Anesa Hosein. *University of Surrey.*
- Marie Claire Isaaman. *Women in Games.*
- Jari-Pekka Kaleva. *European Games Developer Federation (EGDF).*

11:30 – 12:30 Games industry as the link to virtual worlds.

Topics to discuss: The role of the video games sector in relation to new technologies such as the metaverse and virtual worlds. Data analysis and growth and development potential for the video games sector. Artificial intelligence, transmedia, simulators and new genres and products.

Moderator: Iván Lobo. *General Secretary of Devicat.*

Speakers:

- Richard Bartle. *MUD cocreator.*
- Ann Becker. *Video Games Europe.*
- Lorena González. *Inmersiva XR.*
- Henrik Jonsson. *Amplifier Studios/Embracer Group.*
- Kinga Palińska. *CD Projekt Red.*

12:45 - 13:45 Cross-sectoral collaboration with the video games industry.

Topic to discuss: Video games offer a range of possibilities in other sectors such as education, research, industry, health... In this context, there is a debate on the promotion of good practices and the importance of self-regulation and accessibility. This round table also includes an analysis of the need for collaboration for the development of the sector.

Moderator: Lara Smirnova. *Specialised Journalist and coordinator of The Good Gamer (AEVI)*

Speakers:

- Déborah López Rivas. *Ars Games.*

- Dirk Bosmans. *General Director, Pan European Game Information (PEGI).*
- José Arcas. *NOOB Strategy & Business Development Director.*
- Juan Aguado Delgado. *ONCE Foundation.*

13:45 - 14:00 Closing summary.

14:00 - 15:30 Lunch.