



NY Games Conference Brings Together Top Games, Media, & Entertainment Executives in New York City, Sept. 25-26

NEW VENUE: Event to be held at Museum of Jewish Heritage in Battery Park

New York, NY (Billboard Publicity Wire) August 26, 2008 -- Digital Media Wire today announced its agenda, list of confirmed speakers and new venue for NY Games Conference (<http://www.nygamesconference.com>) to be held in New York City on Thursday and Friday, September 25-26, 2008.

The new venue for NY Games Conference, September 25-26, is:
The Museum of Jewish Heritage, 36 Battery Place, New York City
http://www.mjhnyc.org/visit_information_d.htm

The event had been planned in connection with Ziff Davis' DigitalLife, which has been postponed. Other than the venue change, the postponement of DigitalLife does not otherwise affect The NY Games Conference.

NY Games Conference is a dedicated insider forum for media and tech executives to network, do deals, and share ideas about the future of console, PC, online and mobile games. The two-day conference is modeled on Digital Media Wire's highly-acclaimed annual LA Games Conference and will bring together the leading video game publishers and developers, carriers, portals, technology companies, advertising execs, venture capitalists, lawyers and analysts to discuss the future of video games and social media. The conference will also feature elements from DMW's cutting edge series of Millennials conferences focused on digital entertainment trends and strategies and consumer marketing for the youth market.

Speakers at the conference include John Smedley, President of Sony Online Entertainment, a worldwide leader in massively multiplayer online games, with millions of gamers around the globe and ground-breaking titles including EverQuest®, EverQuest® II, Star Wars Galaxies®, PlanetSide®, The Matrix Online™, EverQuest® Online Adventures (for PlayStation®2), Champions of Norrath™ (for the PlayStation 2), Untold Legends™ and Field Commander™ (for PSP). Smedley will give a stimulating talk on Sony's strategy to "reinvent online games." He is also participating on the MMOG panel following the keynote with industry heavy-weights Jim Crowley, CEO & President, Turbine (creator of some of the most popular and exciting game worlds on the Internet, including the award-winning Asheron's Call®, Dungeons & Dragons Online™: Stormreach™, and The Lord of the Rings Online™: Shadows of Angmar™), Jon Radoff, CEO, gamerDNA and Matthew Bellows, VP, Consumer Strategy, Vivox.

Other highlights include an all-star session on "Games as a Marketing Tool", which will examine the increasing number of opportunities for advertisers and brands to reach consumers through the games, virtual worlds and social networks. Panel participants include Dave Anderson, a senior business development executive at Activision, Manny Anekal, Senior Manager of In-Game Advertising at Electronic Arts, Sulake's Jeremy Monroe (owner of the Habbo Hotel properties), and Jonathan Epstein, President & CEO, Double Fusion (one of the most experienced and knowledgeable executives focused on the intersection of games and advertising). The panel is moderated by Erik Hauser, Founder of the Experiential Marketing Forum.



Also on the agenda are sessions on: virtual worlds featuring Gaia's CEO Craig Sherman, CEO, Stardoll's GM Matt Palmer, Reuben Steiger, CEO of Millions of Us (formerly Evangelist for Linden Lab, creators of the 3-D virtual world Second Life) and Eric Goldberg, Managing Director of Crossover Technologies; social networks featuring Dan Porter, SVP, Corporate Development, Virgin USA; Ranah Edelin, VP, The Sims Internet Group, Electronic Arts; Nick Smith, Founder, PWNorDie.com; and Rob Urich, Senior Director, Digital Markets, PaymentOne; and casual games featuring Peter Blacklow, President, WorldWinner, John Welch, Co-Founder & CEO, Playfirst, and Eric Zimmerman, Co-Founder and Chief Design Officer, Gamelab.

The conference covers the rapidly evolving landscape of online, casual and mobile games, the future of the consoles and the digital home and the growing relationship between the game industry, Hollywood, social networks and advertisers. Panels and roundtable discussions include:

- **Top Gaming Trends - Analyst Presentations
- **Debate Club: Is the Console Entertainment Hub of the Future or Fighting to Stay Alive?
- **Get a (Virtual) Life! The Challenges and Opportunities For Monetizing Virtual Worlds and MMOGs
- **Reality Check! Q&A with our Panel of Gamers from the Millennial Generation
- **Games of Tomorrow and the Future of MMOGs
- **How to Win the Social Game - Harnessing the Power of Online Communities & Social Networks
- **Games as a Marketing Tool - Connecting Brands with the Favorite Medium of the Millennial Generation
- **Mass Market Gaming - What's Next for the Casual Games Industry?
- **Gaming in the Military
- **Games on the Go - Challenges & Opportunities in Creating and Distributing Mobile Games
- **Making the Games Work - The Importance of Online Game Infrastructure Deployment

Event sponsors include PaymentOne, Fish & Richardson, C&R Research, Switch & Data, Brickfish, Game Recruiter, Mary-Margaret Network, Parks Associates, EMF and ECA.

For complete agenda, registration and event details please visit: <http://www.nygamesconference.com>.

About Digital Media Wire, Inc:

Digital Media Wire is an events, news, and publishing company serving the digital entertainment & media industry since May 2000. Digital Media Wire produces executive forums featuring the leading executives in digital media and entertainment. Digital Media Wire also publishes an authoritative daily email newsletter and industry directory. For more information, please visit: www.digitalmediawire.com.

Contact:

Jay Baage, Event Director
Digital Media Wire, Inc.
310-855-0033
Jay@digitalmediawire.com

Ellen Gildersleeve, Director of Events & Marketing
Digital Media Wire, Inc.
310-855-0033



Ellen@digitalmediawire.com

###



Contact Information

Ned Sherman

Digital Media Wire

<http://www.nygamesconference.com/>

310-855-0033

Online Web 2.0 Version

You can read the online version of this press release [here](#).

PRWebPodcast Available

[Listen to Podcast MP3](#) [Listen to Podcast iTunes](#) [Listen to Podcast OGG](#)