
November 7, 2008

GAME THEORY/PLAY MONEY

Introducing the New York Game Scene

PROGRAM

2:00pm – 3:15pm

Panel I: “Game Theory” presents an overview of the academic efforts in and around New York that focus on the study of games.

3:15pm – 3:45pm **Break**

3:45pm – 5:00pm

Panel II: “Play Money” gives people who make a living designing and researching games a chance to discuss how they think New York City’s unique gaming environment relates to the industry at large.

5:00pm – 6:00pm **Happy Hour**

PANELISTS (alphabetically)

Greg Boyd is an attorney with Davis and Gilbert LLP in New York and an adjunct professor of law at New York Law School. He has represented some of the most prominent game companies in the world. His work includes licensing, counseling, and transactional work for both publishers and developers. He is co-editor of the leading textbook and reference Business & Legal Primer for Game Development from Charles River Media. Dr. Boyd has spoken at several national and international conferences including AIPLA, GDC, Austin, and State of Play. He has also been an invited lecturer at Harvard Business School, Columbia Law School and other institutions. His commentary on business and law in the game industry has appeared in publications including Fortune, Forbes, Game Developer Magazine, and Gamasutra. He sits on the Board of Advisors for Mobygames. Dr. Boyd obtained MD and JD degrees from the University of North Carolina at Chapel Hill and is currently enrolled in the NYU–Stern MBA program.

Greg Costikyan is CEO of Manifesto Games, a start-up devoted to creating a viable path to market for independently developed games. Prior to founding Manifesto, he was a games researcher for Nokia; and prior to that co-founder of Unplugged Games, one of the first mobile game start-ups in North America. He has designed more than 30 commercially published board, roleplaying, computer, online, and mobile games, including five Origins Awards winners (ludography at www.costik.com/ludograf.html); is an inductee into the Adventure Gaming Hall of Fame; and at the most recent Game Developers Conference, received the Maverick Award for his tireless promotion of independent games. His essay, “I Have No Words and I Must Design” is used across the globe in game studies classes, and he has written on games, game design, and game industry business issues for publications including Wall Street Journal Interactive, the New York Times, and The Escapist, as well as chapters to books including SECOND PERSON and BUSINESS AND LEGAL PRIMER FOR GAME DEVELOPMENT. He is also the author of four published science fiction novels.

Mary Flanagan investigates everyday technologies through critical writing, artwork, and activist design projects. Flanagan's work has been exhibited internationally at museums, festivals, and galleries, including: the Guggenheim, The Whitney Museum of American Art, SIGGRAPH, The Banff Centre, The Moving Image Centre, New Zealand, Central Fine Arts Gallery NY, Art-

ists Space NY, the University of Arizona, University of Colorado–Boulder, and venues in Brazil, France, UK, Canada, Taiwan, New Zealand, and Australia. Her projects have been funded by the National Science Foundation, the Pacific Cultural Foundation, and the National Endowment for the Arts. Please visit her site at: www.maryflanagan.com

James Grimmelmann is Associate Professor at New York Law School and a member of its Institute for Information Law and Policy. He received his J.D. from Yale Law School, where he was Editor-in-Chief of LawMeme and a member of the Yale Law Journal. Prior to law school, he received an A.B. in computer science from Harvard College and worked as a programmer for Microsoft. He has served as a Resident Fellow of the Information Society Project at Yale, as a legal intern for Creative Commons and the Electronic Frontier Foundation, and as a law clerk to the Honorable Maryanne Trump Barry of the United States Court of Appeals for the Third Circuit.

He studies how the law governing the creation and use of computer software affects the distribution of wealth, power, and freedom in society. As a lawyer and technologist, he aims to help these two groups speak intelligibly to each other. He writes on such topics as intellectual property, virtual worlds, search engines, electronic commerce, online privacy, and the use of software as a regulator.

Recent publications include *The Structure of Search Engine Law*, 93 *Iowa L. Rev.* 1 (2007), *Virtual Borders*, *First Monday* (Feb. 2006), and *Regulation by Software*, 114 *Yale L.J.* 1719 (2005). In 2007, he was named one of *Interview Magazine's* "New Pop A-List: 50 To Watch (Age 30 or Under)."

He has been blogging since 2000 at the *Laboratorium* (<http://laboratorium.net/>). His home page is at <http://james.grimmelmann.net/>.

Katherine Isbister is an Associate Professor of Digital Media at NYU–Poly, and also maintains an affiliation at the ITU Copenhagen Center for Computer Games Research. Dr. Isbister has written two books: *Better Game Characters by Design: A Psychological Approach*, and *Game Usability: Advice from the Experts for Advancing the Player Experience*. *Better Game Characters* was nominated for a *Game Developer Magazine Frontline Award* in 2006.

Current research interests include emotion and gesture in games, supple interactions, design of game characters, and game usability.

Aram Sinnreich is a Visiting Professor at NYU's Department of Media, Culture and Communication, where he teaches courses on video games, intellectual property and digital culture. He is also the Managing Partner of Radar Research, a media and technology consultancy.

He has written about media, culture and technology for publications including *The New York Times*, *Billboard*, *Wired News*, *Truthdig* and *American Quarterly*. As a Senior Analyst at Jupiter Research in New York for over five years (1997–2002), he produced research covering the online music and media industries and provided hands-on strategic consulting to companies ranging from Time Warner to Microsoft to Heineken.

Aram's kicked *World of Warcraft*, and is now quasi-addicted to *Spore*.

Martin Zagorsek is Executive Vice President, Client Service, at Knowledge Networks. Before joining Knowledge Networks, Zagorsek oversaw NPD Group's business unit serving clients in the videogame, PC game, and software sectors; there he developed new techniques and products to track consumer use of emerging digital channels for accessing games and software. Earlier, as NPD's Director, Product Management, Zagorsek worked with top entertain-

ment industry clients to identify new ways of providing strategic analysis across entertainment formats.

Zagorsek also served as Vice President, Strategy, for YaYa Media, which created games-based marketing ("advergaming") and training solutions for Fortune 500 clients. From 1998 to 2002, he was Director, Business Consulting, for Sapient Corporation, leading client engagements that integrated strategy, ethnographic user research, creative design and technical implementation of Internet platforms.

Zagorsek has a Master of Business Administration degree from The Wharton School, and a Bachelor of Applied Science in Systems Design Engineering from the University of Waterloo (Canada).

MODERATORS

Tara Colton has been with the Center for an Urban Future since 2003 and was named the Center's deputy director in 2007. She is the author of "Lost In Translation," a report about the dearth of ESOL classes in New York State, "Getting in the Game," a report on New York City's fast-growing video game industry and "A Bumpy Ride," a study of New York's cultural trolley programs. Prior to her work at the Center, Tara was the Project Manager for Listening to the City, a series of town hall meetings about the future of Lower Manhattan and the World Trade Center site. Tara graduated from Wesleyan University with a B.A. in Government. She recently completed the United Way of New York City's Senior Fellows program and is working towards her M.P.A. in Policy Analysis and Evaluation at Baruch College's School of Public Affairs.

Liel Liebovitz received his doctorate from Columbia University in 2007. His dissertation, titled "Thinking Inside the Box: Towards an Ontology of Video Games," examines the personal and social processes of play. Liel also served as associate professor of communications at Barnard College, and taught at Marymount Manhattan College. He is the author of two books of non-fiction: "Aliya," published in 2006 by St. Martin's Press, and "Lili Marlene," scheduled for publication by W.W. Norton in 2008.

ABOUT DiGRA NY

The New York chapter of DiGRA aims to facilitate a greater synergy among the wide range of game scholars and game industry professionals located in the NY Metropolitan area. Through a mix of both online and real world platforms, DiGRA NY advocates the interests the NY game scene, maintaining a critical eye on both its issues and opportunities.

Two observations motivate DiGRA NY:

1. The abundance of both game development companies in this area (LargeAnimal, GameLab, TakeTwo) and academic initiatives (Games For Change, TiltFactor Lab) make New York an ideal stomping ground for a DiGRA chapter;
2. a growing approach of games as a form of communication, industry professionals and academics will benefit from collaborating more closely on game design and practice.

The primary objective of DiGRA NY is to consolidate efforts of the various brands of game scholarship and the host of game companies active in the NY Metropolitan area through its operations and activities.

For more information, please contact us at the address below or visit our website. All press inquiries and sign-up for our mailing list can be directed to press@digra-ny.org.

Joost van Dreunen is a PhD researcher at Columbia University and studies video games as an entryway into contemporary media culture. His dissertation explores the intersection between online communities, user-created game modifications, and media space. Joost is an affiliate researcher at the Columbia Institute for Tele-Information, a member of the Center for Organizational Innovation, and the founder of the New York chapter for the Digital Games Research Association (www.digra-ny.org). Outside academia Joost has worked for Nielsen Online and is currently investigating emergent business models in Massive Multi-player Online Games for DFC Intelligence (San Diego).

He lives in New York with his wife Janelle, and maintains a blog at www.waffler.org

