

Networking quotes: Games2TV2Games Multiplayer Networking Lunch

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They come from different worlds, but that didn't stop them from breaking bread at today's Games2TV2Games Multiplayer Networking Lunch, uniting more than 100 TV Execs and Games Developers for face-to-face speed dates and matchmaking.

It's a young business model and both camps are exploring each other with enthusiasm and reservation. Games developers clearly want to get their hands on tested TV properties to expand their user bases, but broadcasters expect games partners to act more like co-production partners when it comes to understanding their brands and properties.

Here's what was being said.

- **“We're the largest Pay TV broadcaster in Brazil, but new to the game space. We're at MIPCOM to acquire international games for our sports brands.”**
Eduardo Leal, Acquisitions Analyst, Canais Globosat, Rio de Janeiro, Brazil
- **“Our advice to broadcasters: Move faster, we need your IP. With 86 million users and \$100 million in revenues, our games are a safe second-revenue source.”**
Nils-Holger Henning, CCO, Bigpoint GmbH, Hamburg, Germany
- **“Don't underestimate the newcomers; we might just have the next trend-breaking game.”**
Jacques Ekmekji, President, SeeCOSM Inc., Tarzana, CA, USA
- **“Broadcasters should focus on making their TV properties hits and trust games developers to maximise the interactive potential.”**
Paul Condolora, SVP, Digital Animation, Young Adults & Kids Media, Turner Broadcasting System, Atlanta, GA, USA
- **“This is an exploratory moment for us. We're looking at potential games appropriate for a high-end audience for factual programmes.”**
Carl Hammerschmidt, Executive Producer Online, SBS, Artarmon, Australia
- **“For MTV Networks, it's entertainment. We've already developed a 'Sponge Bob'**

IPhone games app in Germany and we're shopping for partnerships for all of our brands from MTV to Nickelodeon."

Christian Henschel, Head of Digital, MTV Networks Germany, Berlin

- **"Psychographics is the name of the game. We're shopping for 'hyberdised" solutions for mobile and online. This Games Summit is proof that the business is operating."**

Jen Williams, Advanced Media, National Geographic Channel, Washington DC, USA

- **"A good game partner researches our brands and properties. Don't pitch us unless you've done your homework."**

Dario D'Aprile, Director, Global Online Publishing, Fox International, London, England, UK

- **"We already lead in Japan with 5 million users. We're here to export to European markets."**

Miyoshi Heita, Deputy Director, Gamepot, Tokyo, Japan