

Prepare for the Great Indian Social and Mobile Gaming Rush at IGDS 2010

By Rohit Saxena

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India Game Developer Summit 2010 – First, Independent Event on Game Programming, Business and Careers

Bangalore, February 12, 2010: Social Games are a hybrid of 'games' and 'social interactivity', tending to be more immersive and focused on production qualities and graphic capabilities as opposed to traditional games. Social gaming is a free-to-play model, so it attracts a broad demography of people. There are now hundreds of millions of people playing social games, and as a category, social gaming became the big surprise of 2009. The US market alone is around \$1 billion today, and growing at a clipping 100% year on year, the social gaming market holds the potential to reach USD \$3-5 billion over the next three years. The overall margin for the mobile game industry is also on the rise, although profitability varies widely by publisher. With app stores and smartphones gaining ground analysts are expecting strong sales, in 2010, from publishers that have evolved with the changing business model. The topics of social and mobile gaming will be on the discussion table at India's first and independent annual summit for the game development ecosystem - India Game Developer Summit.

At India GDS, Sumit Gupta will outline the trends in social gaming and why they are leading to many new and valuable gaming companies, besides opening up a plethora of opportunities to entrepreneurs in India. New social games startups, including free to play MMORPGs, social network games, web based games and single player gaming communities, are busy converting the much larger market of casual players into their customers. Sumit will focus on how game developers can evolve to build compelling social interaction into the games they are developing and what opportunities exist for gameplay to take advantage of the social graph. The talk will also focus on viable and proven business models for social games and how game developers should go about choosing the best business model for their games.

In a separate session, Krishna Chaitanya Pediredla will address the current state and opportunities for the mobile game development industry. He will throw light on the revolutionary, direct, single channel sales approach heralded by the Apple App Store and provide insight into other App stores by Nokia, BlackBerry, Android etc. to cover the Mobile App Store circuit. He will share tips and strategies on starting a mobile game development firm, covering information on the various methods of financing available to a budding start-up and the advantages and disadvantages of bootstrapping. The session will conclude with the prospects of freelance and collaborative work and Indie recognition worldwide using indie licenses for Unity and Unreal Engines.

Sumit the Founder of BitRhymes, a social gaming company based in India with over 20 million users. Krishna, Founder of Drona Labs, focuses on developing games and applications for the Apple Iphone, projects for Gameloft, and AAA titles like Godfather II and FIFA 10 Wii for next gen consoles.

Featuring top-notch keynotes from luminaries, visionaries and gaming gurus IGDS has announced the line-up of speakers and stellar sessions covering everything from GPU Computing for games, open source for your game development, bootstrapping for mobile game development, high fidelity dynamics in games, leveraging flash for your games, lessons from the trenches on becoming an Indie game developer to much more.

Attend IGDS to get inspired, learn from the gurus who have gamed their way to success, and join a club that seeks competence to grab a share in the \$43 billion global gaming development pie.

About India Game Developer Summit

The highly individualistic nature of the Indian Software Developer, coupled with their tolerance for divergent personalities make them a natural fit into the Game Development culture. With the mission to build a robust community, advance the careers and enhance the lives of game developers, IGDS 2010 (Lite Ed) is being organized with the mission to pump the blood of Indian Game Developers and re-invigorate the ecosystem at large. The summit will cover industry leading methodologies in game development, design, production, programming, visual arts and writing.

India GDS (IGDS) is the quintessential Indian game industry event focused on inspiring, connecting and educating the Indian game developer ecosystem. Featuring top-notch keynotes from luminaries, visionaries and gaming gurus on various subjects from mobile and indie games to MMOs and AAA games, IGDS will also provide a hub for business and networking opportunities in the Indian industry.

With support from the International Game Developer Association (IGDA), the gaming industry at large and academia, the summit's intent is to build a robust community, advance the careers and enhance the lives of game developers. IGDS will see participation from Adobe, NVIDIA, Microsoft, Ubisoft and Playdom among several others. For complete details visit: [gamedevelopersummit dot com](http://gamedevelopersummit.com)

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E: info@saltmarch.com

Ph: +91 80 4005 1000

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Email	Click to contact author
Phone	91 80 40051000
Address	Old Corporation Building, Residency Road Bangalore
City/Town	Bangalore
State/Province	Karnataka
Zip	560025
Country	India
Link	http://prlog.org/10529998



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