



Analytics

Gaming Analytics Innovation Summit

**Optimize Performance with Analytics, User
Research & Data Science**

April 29 & 30
JW Marriott, San Francisco, CA

Confirmed Speakers



ACTIVISION

Microsoft Studios



SEGA®



Confirmed Speakers Include

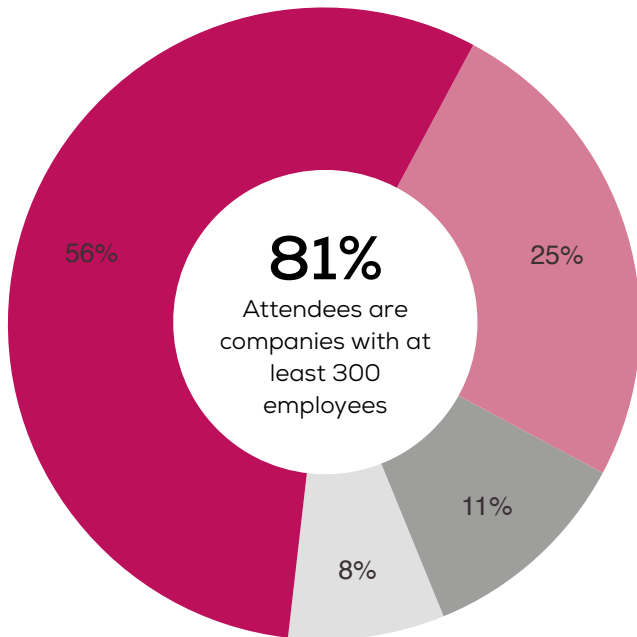
- Senior Director, Game Analytics Services, **Ubisoft**
- Senior Director, Game Analytics, **Activision**
- Data Scientist, **Blue Shell Games**
- Data Scientist, **Facebook**
- Software Development Engineer, **Microsoft Studios**
- Director, Analytics, **Electronic Arts**
- Director, Analytics, **SEGA**
- Senior Data Scientist, **Activision**
- Data Scientist, **Sony Computer Entertainment**
- Analytics Team Lead, **ArenaNet**
- Director, Analytics Platform Development, **Turbine Games**
- Team Lead, Analytics, **Wooga**
- Head of Analytics, **Tapjoy**
- Senior Data Scientist, **King.com**

Who Will You Meet?

There is no question that IE. provides the gold standard events in the industry and will connect you with decision makers within the analytics industry. You will be meeting senior level executives from major corporations and innovative small to medium size companies.

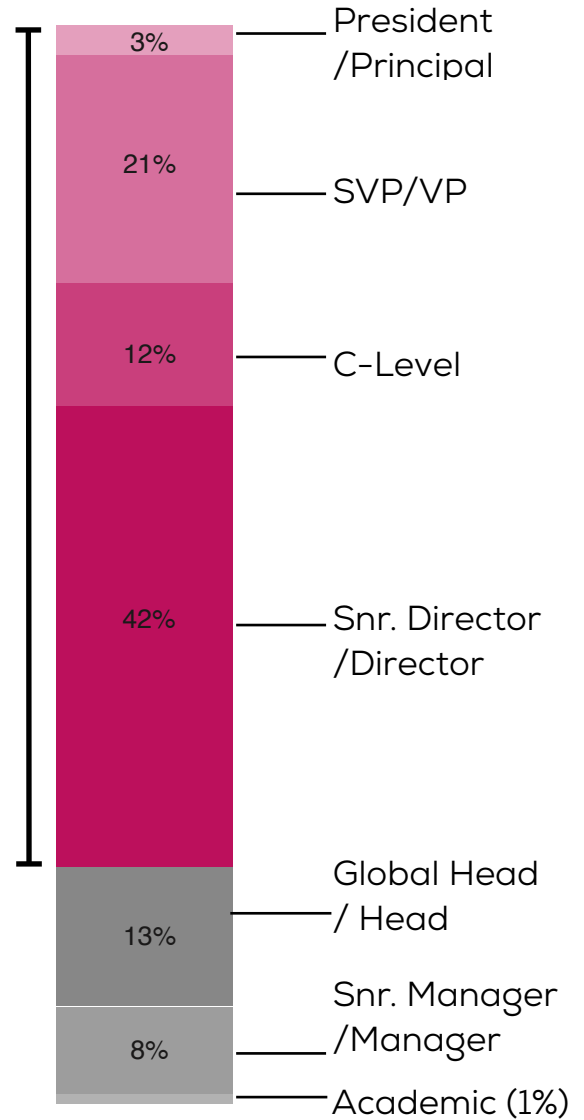
Company Size Of Attendees

- 1000+ Employees
- 300-999 Employees
- 50-299 Employees
- Less than 49 Employees



Job Title Of Attendees

78% Attendees are at Director level or above



Delegates Include

- Head of User Research - Bungie
- Experimental Psychologist - Valve
- Senior Data Scientist - Xbox
- Game Statistician - Blizzard Entertainment
- Data Analyst - RockStar Games
- Head of Analytics - Storm 8 Games



About The Summit

The Gaming Analytics Innovation Summit brings together acclaimed speakers and attendees for deep insight into how the gaming industry uses analytics and data science. The summit will also address how companies can tap into the vast amount of historical data that they possess.

Across many industries, large and small organizations are using analytics and data science to offer greater insight and customer service. The gaming industry is almost well placed in that - particularly with online and social gaming - the companies already keep a vast amount of data on gamers. The challenge remains to make use of this data in

a way that offers true value for money whilst enhancing the experience of the customer.

Illustrated intermittently with case studies and deep-dive discussions, the Gaming Analytics Innovation Summit offers solutions and insight from the leaders in the space. With networking breaks and roundtable discussions also included, this event offers unique insight into how you can transform the focus of your organization around data science.

Confirmed Speakers



Lenin Gali
Senior Data Scientist
Blizzard Entertainment

Lenin develops online and social game dev operations and analytics strategy. Design and develop technical and operational strategy, processes, data processing, data warehouse with both traditional and non traditional data sources and technologies.

Big Data - Challenging Journey from Startup to Enterprise

Big Data is neither myth nor a buzz word. It is a challenge. Like RDBMS was 25 - 30 years ago. Lenin Gali will share the challenges he faced and gratification he got from solving them both at a startup and enterprise in this entertaining session.



Arthur Von Eschen
Senior Director, Game Analytics
Activision

Arthur Von Eschen is the Senior Director of Game Analytics at Activision. In this role he leads the team of analysts that build highly scalable analytic services and analyze player behavior to support game design. In addition to holding a PhD in Operations Research, Arthur has over 15 years of experience in analytics consulting with the Fortune 500 and has built numerous analytic organizations from the ground up.

Boosting Detection in Call of Duty

A lot of people play Call of Duty. And just like every other multi-player game out there, some of our players cheat. Cheaters (aka boosters) can easily ruin the experience for other gamers. They can also break the integrity of your leaderboards. At Activision, we have developed a highly scalable boosting detection service to catch these people. It is similar to the fraud detection systems used for credit cards and insurance. I'm going to share details of how we built this service and enabled it to scale to the millions of players and matches we process every day.



Confirmed Speakers

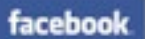


Parsa Bakhtary
Data Scientist
Facebook

Parsa Bakhtary was a VIGRE fellow at Purdue University, where he was awarded a Ph.D. in mathematics in 2009. After three years in academia, he transitioned to BI analytics in 2012 by joining Spooky Cool Labs, a social games startup, which was acquired eight months later and renamed Zynga Chicago. He then spent five months in Las Vegas as a slot mathematician for Aristocrat before being recruited by Facebook as a Games Product Analyst. His projects include game ranking, LTV computation, and reporting on the social and mobile games ecosystems.

Predicting the Value of a Social Game Install

In order to ensure that install ad campaigns are successful, a marketing team must have a reasonable approximation of the monetary value of each install from a person in a given demographic group, often called lifetime value (LTV) or revenue per install (RPI). We compute cumulative 90-day revenue curves for weekly install cohorts of the top grossing Facebook canvas games and discuss their shapes and stability across various game genres. We conclude with some prediction techniques and applications to game ranking and the mobile space.



Pallas Horwitz
Data Scientist
Blue Shell Games

Pallas Horwitz is a Data Scientist at Blue Shell Games, where she built out their cross-platform data infrastructure and improved the statistical techniques used for analyzing features and optimizing revenue. Blue Shell Games is a casino gaming studio best known for Lucky Slots, one of the top grossing casino games of 2012 and 2013. Prior to Blue Shell Games, Pallas was on TinyCo's Data Team, where she worked on in-game economy optimization and monetization for Tiny Zoo, one of the top grossing mobile games of 2011. Pallas also oversaw the launch of Tiny Castle.

Lean Data

This talk will focus on how to maximize the output of non-trivial business insights from big data with a lean data team. While it is cheaper and easier to collect and store data, the constraining factors for attaining meaningful insights are manpower and time. This talk will cover how to enable the entire studio to do simple data analysis, freeing up the data team to focus only on high impact research. It will also cover proven tricks that lead to faster results without sacrificing statistical significance.



Jared Huffman
Data Scientist
Microsoft Studios

In one sentence, Jared is a lifelong gamer and extreme data geek. His latest position has him at Microsoft Studios directing the telemetry & analytics efforts on the Minecraft

franchise. He's spent over 8 years in the software industry with a focus on database architecture, predictive analytics, and gameplay analysis. Outside of work he spends most of his time gaming with his wife on Xbox & PC, and playing board games with friends.



Yuan Wright
Director, Analytics
Electronic Arts

Yuan Wright is currently a director of Analytics at Electronic Arts, leading the analysis team in the multi-channel WW customer services group. Prior to EA, Yuan spent 5 years in

digital analytics spaces, she was a director of Digital Analytics, A/B Testing and Tealeaf at OfficeDepot.com; and a Global Lead on A/B Testing and Behavioral Targeting Program at Dell.com. Yuan also spent 12+ years in various other analytics disciplines of Marketing Strategy, BI, Corporate Finance and Investment Banking.



The Information

Gaming Analytics Innovation Summit

Date: April 29 & 30
City: San Francisco, CA
Venue: JW Marriott
Reservation Information: [Reserve your room online here](#)

Registration Pricing

The infographic displays five circular pass options. Each pass includes a title, price, description of benefits, and an early bird price. The passes are: Silver Pass (\$1395), Gold Pass (\$1695), Diamond Pass (\$1895), 1 Day Pass (\$795), and On-Demand Pass (\$600). Each pass also features a small bird icon and a '7 days access to presentations from the summit via ieOnDemand' benefit.

Pass Type	Price	Early Bird Price (before Feb 20)	Additional Benefits
Silver Pass	\$1395	\$1195	Access to all sessions & networking events
Gold Pass	\$1695	\$1495	Access to all sessions, networking events & unlimited access to presentations from the summit via ieOnDemand
Diamond Pass	\$1895	\$1695	Access to all sessions, networking events, annual subscription to all content on the Big Data & Analytics channels via ieOnDemand
1 Day Pass	\$795	-	Full access to the sessions to your chosen day of the summit, 7 days access to presentations from the summit via ieOnDemand
On-Demand Pass	\$600	-	Unlimited access to presentations from the summit via ieOnDemand, including presentations, interviews & the ability to contact speakers

Group Discount Offers

3 Silver Passes:	\$3000 (\$1000 per attendee)
5 Silver Passes:	\$4500 (\$900 per attendee)
3 Gold Passes:	\$3900 (\$1300 per attendee)
5 Gold Passes:	\$6000 (\$1200 per attendee)
3 Diamond Passes:	\$4500 (\$1500 per attendee)
5 Diamond Passes:	\$7000 (\$1400 per attendee)

For larger groups or special requests contact Season Foreman by calling +1 415 692 5514 or email sforeman@theigroup.com
* Team discounts are applicable at the point of registration only.

Ways to Register



+1 415 692 5514



+1 323 446 7673



[Click here to register](#)



Registration Form



Gaming Analytics Innovation Summit

April 29 & 30 | JW Marriott Union Square | San Francisco

For registration or more information on the program, please call Sean on +1 415 692 5514, or fax this registration form to +1 (323) 446 7673

1. Delegate Information...

NAME OF EACH ATTENDEE

TITLE OF EACH ATTENDEE

DEPARTMENT

COMPANY

INDUSTRY

ADDRESS

CITY

STATE/PROVINCE

ZIP/POSTAL CODE

COUNTRY

EMAIL OF EACH ATTENDEE

BUSINESS PHONE NUMBER

2. Pass Types...

Early Bird Pass Options until February 20

- Early Bird Silver: \$1195 Attendees ----
- Early Bird Gold: \$1495 Attendees ----
- Early Bird Diamond: \$1695 Attendees ----

Regular Pass Options after February 20

- Silver Pass: \$1395 Attendees ----
- Gold Pass: \$1695 Attendees ----
- Diamond Pass: \$1895 Attendees ----

Group Discount Pass Options

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For larger groups or special requests contact Sean by calling +1 415 692 5514 or email sforeman@theiegroup.com
Group passes only available when all participants register together.

Pass Descriptions:

Silver Pass: Access to all sessions & networking events

Gold Pass: Access to all sessions, networking events & unlimited access to ieOnDemand

Diamond Pass: Access to all sessions, networking events, annual subscription to all content on the Big Data & Analytics channels via ieOnDemand

3. Payment Options...

- Check (Make checks payable to The Innovation Enterprise Ltd) Invoice me
- Visa Mastercard American Express Diners Club Discover

CARD NUMBER

EXPIRATION DATE

SECURITY NO.

CARDHOLDERS NAME

CARDHOLDER'S SIGNATURE

BILLING ADDRESS

INDUSTRY

Prices are exclusive of VAT. Places are transferable without any charge to another Summit occurring within 12 months of the original purchase. Team discounts are applicable at the point of registration only. Any cancellations within a group registration will in turn incur an increase in registration fee for the remaining group participants. Cancellations before March 23, 2015 incur an administrative charge of 50%. If you cancel your registration after March 23, 2015 you will be charged the full fee. You must notify The Innovation Enterprise in writing of a cancellation, or you will be charged the full fee. The Innovation Enterprise reserve the right to make changes to the program without notice. NB: FULL PAYMENT MUST BE RECEIVED BEFORE THE EVENT.

Schedule

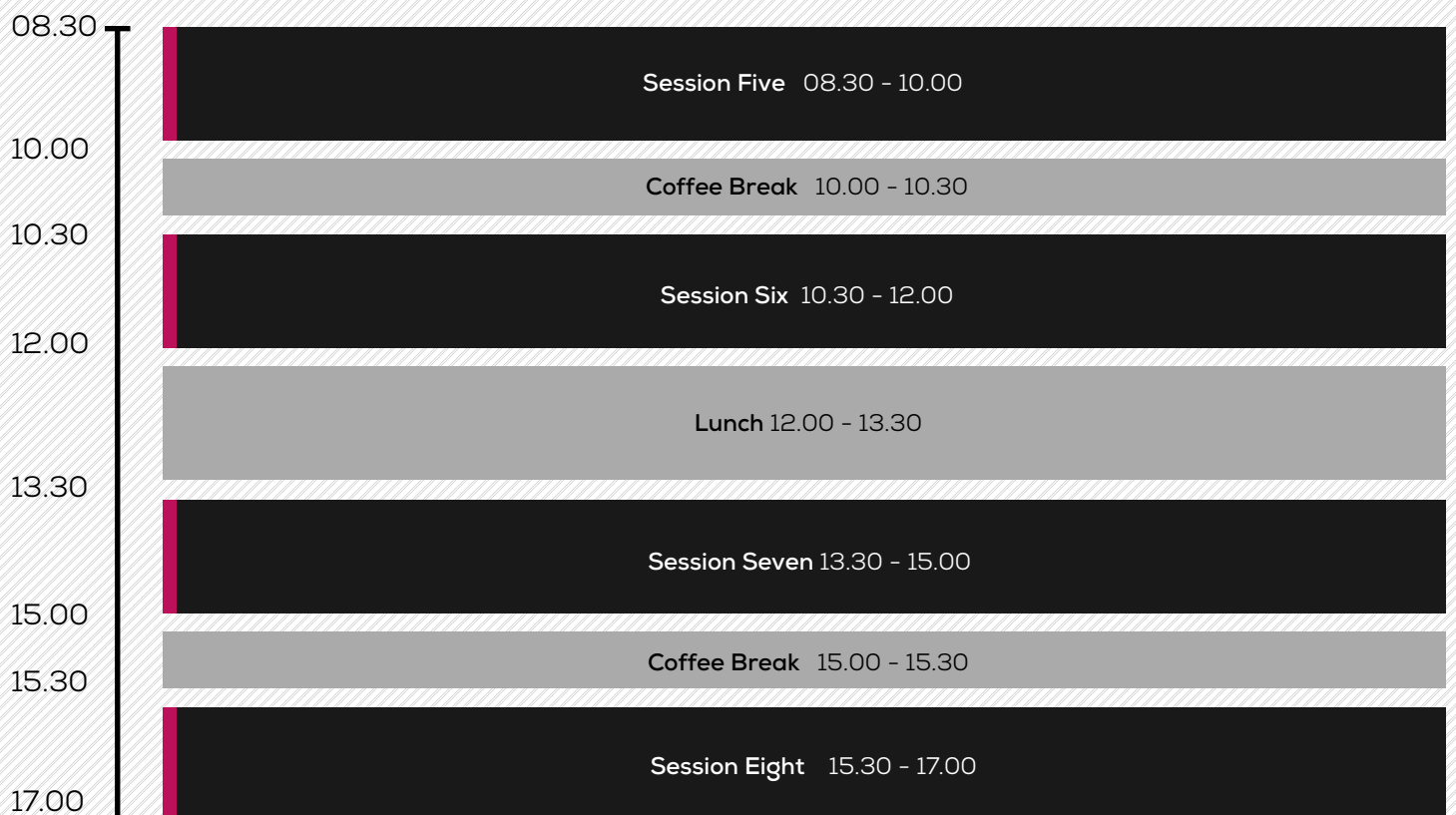
Day One

April 29



Day Two

April 30



Sponsors



Gold Sponsor



Silver Sponsor



Bronze Sponsor



Exhibitor



Exhibitor



Exhibitor