

APGS

ASIA PACIFIC GAME SUMMIT

亞太遊戲高峰會

Sponsorship Method



ASIA PACIFIC GAME SUMMIT
亞太遊戲高峰會

Summit Plan

Information / Session Topic
Sponsorship Method / Promotion Plan

Information

Organizer /

Taipei Computer Association

<https://tgs.tca.org.tw/apgs/index.php?lang=e>



Date

January 28th – 29th, 2021

Venue

Taipei Nangang Exhibition Center, Hall 1
& TGS Official YouTube Channel
On-site Summit + Online Streaming

Session

15~30 minutes per session

Audience

Game Development, Publisher/Agency,
Digital Media Marketing, Game-related Platform
Indie Game Developer, Media,
and Game-related Industrial



Game

Business

Game-related

Development

Experience

Topic

Programming / Design
Visual Arts / Audio

Marketing / Management
Community / Exhibition

Virtual Reality / eSports
Analysis / Tech Trends



Session Topic

Sponsorship Method

Original Price US\$ 2,500



TGS B2B Exhibitor

Bundle Discount US\$ 1,000

TGS B2B Exhibitor: https://tgs.tca.org.tw/b2bzone_e.php



▶ Content

15-minute session

※Session is pre-recorded.

※Please provide your recorded speech before the given day (video format will provided additionally).

▶ Promotion

APGS Platform: Video leader, outer frame, description

APGS Video: 10-second CF between sessions

APGS Official Website: Large banner, Logo display, Intro of session

APGS Official Promotion: EDM

TGS Official Promotion: EDM, E-newsletter, SNS post

▶ Service

Audience list of the sponsored session

Translation service (including putting on subtitles)

Promotion Plan – Platform

APAS 亞太遊戲高峰會 ASIA PACIFIC GAME SUMMIT
INDIE SALON
JUNE 11th & JUNE 18th
ONLINE
ORGANIZER TGS SPONSORED BY Xsolla

INDIE SALON ONLINE #IndieSalonOnline June 11th Sessions
08:00 - 10:00 | 08:00 - 10:00 | 10:00 - 12:00 | 12:00 - 14:00 | 14:00 - 16:00 | 16:00 - 18:00

TGS Game Show 11/11/2020

Video Leader

APAS **INDIE SALON ONLINE** SPONSORED BY Xsolla

CHASING AWAY THE BOREDOM CURVE

- > Level length is 3-5 minutes, punctuated by 4-7 sections
- > Intense physical skills are required between sections
- > Service for two types of thought

David Ventura / Ichigoichie
Creative Director / CEO

INDIE SALON ONLINE #IndieSalonOnline June 11th Sessions
08:00 - 10:00 | 08:00 - 10:00 | 10:00 - 12:00 | 12:00 - 14:00 | 14:00 - 16:00 | 16:00 - 18:00

TGS Game Show 11/11/2020

Outer Frame

TGS Game Show 10/1 訂票

*Chinese and English subtitles are provided.
*中、英文雙語字幕提供，請開啟字幕

00:00 Allen Yu / TGS Inc. / Team Lead
All location-based game development
副總裁 / 國際化市場總監 / Team Lead
遠端與實體行銷活動總監 - 台北台北經驗與專業力與商業模式
16:00 Chiu Wei / Amba Interactive Pte. Ltd. / Co-Founder / Game Audio Composer and Designer
Are you getting the most out of your game audio?
11:00 David Ventura / Ichigoichie / Creative Director / CEO
The Zen Joy of Music Making: Flow in Hangarover
40:00 Gordon Park / Xsolla Inc. / Senior Business Developer
Xsolla integration on gaming platforms.

Sign up for TGS LINK: Biz-Matching 2.0 <https://tgs.link.org/tw/2020/04/#gs>
INDIE SALON ONLINE June 11 Session <https://youtu.be/HUJLmH9S41Y>
10/2 Online Ceremony <https://youtu.be/9k9k8A9w9p0>

ASIA PACIFIC GAME SUMMIT had hosted the indie game developer-focused forum INDIE SALON ONLINE. INDIE SALON ONLINE is being placed on June 11 and 18, 2020, and features several indie developers with a wealth of experience and numerous awards between them.
Special thanks to our exclusive sponsor:

Follow us on:
TGS official website: <https://tgs.link.org/tw/>
Facebook: <https://www.facebook.com/tgsgame/>
Instagram: <https://www.instagram.com/tgsgame/>
Twitter: <https://twitter.com/TGSGameShow>
LinkedIn: <https://www.linkedin.com/company/tgs-game-show/>

Description



APAS 亞太遊戲高峰會 ASIA PACIFIC GAME SUMMIT
INDIE SALON ONLINE

“
The Story of Subscribe to My Adventure.
實況做人的前世今生
”

Boris Wu / Gamtropy / Co-founder
吳少辰 / 遊戲鴉 / 共同創辦人

SPONSORED BY Xsolla

INDIE SALON ONLINE #IndieSalonOnline June 11th Sessions
08:00 - 10:00 | 08:00 - 10:00 | 10:00 - 12:00 | 12:00 - 14:00 | 14:00 - 16:00 | 16:00 - 18:00

TGS Game Show 11/11/2020

Intro of Speaker

XSOLLA MOBILE CROSSPAY SPONSOR

**EASY, FAST
INTEGRATION**

INDIE SALON ONLINE #IndieSalonOnline June 11th Sessions
08:00 - 10:00 | 08:00 - 10:00 | 10:00 - 12:00 | 12:00 - 14:00 | 14:00 - 16:00 | 16:00 - 18:00

TGS Game Show 11/11/2020

10-second CF

Promotion Plan – Official Promotion



@taipeigameshow



@TaipeiGameShow



@taipeigameshowglobal



@taipeigameshow

Taipei Game Show
151 位讚賞
6月10日下午5:37

【INDIE SALON online】
14:00-14:15 遊戲開發者不要只顧著開發遊戲！想想遊戲內容外要顧的事吧！

會議的簡介-數位卡夫特 製作人 魏偉群
◎學歷：
RMIT 墨爾本皇家理工科技大學
新加坡互動多媒體系 碩士
Swinburne University of Technology
多媒體設計系 深淵文憑
◎業界經歷：
數位卡夫特 負責人 (現職)
Wicked Witch Software 資深美術 (2009-2014)
◎於學經歷：
中國科技大學 數位多媒體設計系
3D電腦動畫 兼任講師
角色設計 兼任講師

演講內容一遊戲的內容、玩法、表現方式跟創新都是非常重要的環節，但是一款遊戲要成功的完成並且公開的呈现在玩家面前，其實還有許多需要花費時間和精力去經營的地方。在這次的新播中，會除了開發遊戲的實務以外，其他所需要考慮的充實比如說商品化的重要性以及行銷的一些基本觀念介紹給各位，希望講者能更重視則除了開發以外的其他環節。

**免費登錄：<http://tgsa.org.tw/apps/agenda.php>

Facebook

Taipei Game Show
151 位讚賞
6月10日下午5:37

INDIE SALON ONLINE is now open for **#FreeRegistration!**

7 seasoned indie game devs, Digital Crafter, Gamtrophy, Ichigochie / 151A Games, Imba Interactive, Keybol Games, Metronomik, Toi and the video game business engine **Xsolla**, sharing in-depth talks about **#IndieGames**.

Both **#Mandarin** and **#English** subtitles will be provided in the session. Register now, and embrace brand new **#perspectives** for your **#career**. Find out more: <https://lnkd.in/g/AT7JVP>
Register Now: <https://lnkd.in/g/kKXWHRf>

翻譯者注

LinkedIn

INDIE SALON ONLINE
JUNE 11th Complete Agenda Reveals

Game developers, don't just keep developing games.
Think about other things too.

Game devs, indie and console are not separate elements in game development but, do to them a game can address a lot of players. There are other things worth to think about in the end, we will definitely address other elements like a basic idea of marketing and budget control instead of how to develop games and how to handle other things to make them as other important things in game development path.

The Story of "Raiden in the Adventure"
"Raiden in the Adventure" is a best-sell indie title which marks the day of independence of indie video games. The game sets the standard of what indie and marketing can do together with a fast look and starts the history of indie games and who introduced in the market for people in the SW. We will share the development history of "Raiden in the Adventure" from development to launch.

Working with Publishers
The Game, The Book, The Logo and More
You will share the experience, the great, sad and ugly in getting and working with publishers. How do you get publishers to be the best that will do for you and share with you with their own words. Many of the game devs may have left developers and publishers because of the time pressure or corporate issues. We will also share how to get your message in publishing (and South and North America).

Indie with the AAA Studio: "The Journey from 'First Fantasy XV' to 'No Straight Roads'"
Indie devs don't like the PC, PS4, Switch and Xbox One. "No Straight Roads" has a story that goes beyond a regular indie story. Developing a music action game in a country like Taiwan was not an easy challenge. However, with the experience in South Korea and a team of talented individuals, the game will eventually be on release this year.

Free Registration: <https://tgsa.org.tw/apps/agenda.php>
More sessions on **AGAG 9**

EDM



APGS INDIE SALON ONLINE 6/18
14:00-18:00

Instagram

Taipei Game Show @TaipeiGameShow · 6分鐘
INDIE SALON ONLINE invites 7 seasoned indie game #devs, @Digital_Crafter @gamtrophy @ichigochie_inc @imbainteractive @keybol @MetronomikInc @toi_inc and the video game business engine @xsolla, giving in-depth talks on #IndieGames. Find out more: <https://tgsa.org.tw/apps/agenda.php>

Twitter



ASIA PACIFIC GAME SUMMIT
亞太遊戲高峰會

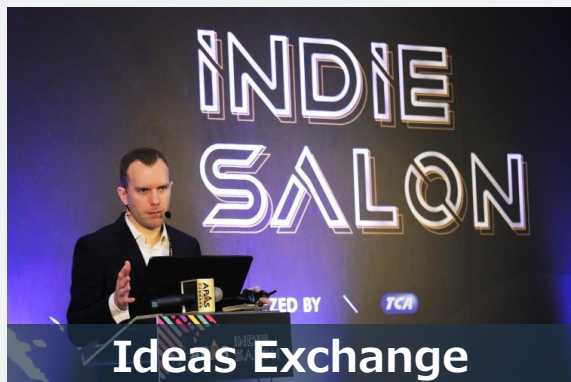
Review

2019 APGS
2020 APGS INDIE SALON ONLINE



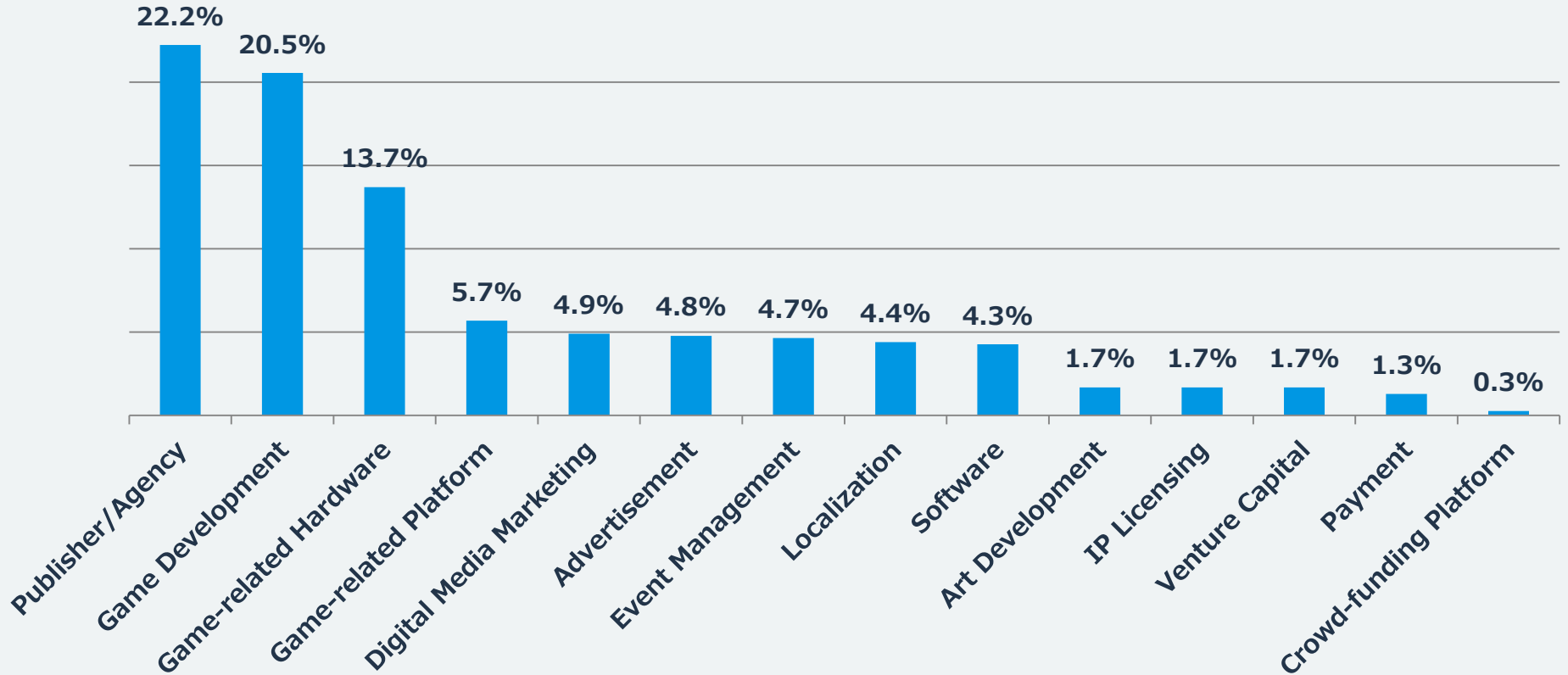
- ▲ 24 sessions
- ▲ 2,000 attendees
- ▲ Speakers from 10 countries

2019 INDIE SALON

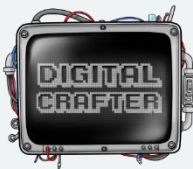


- ▲ Game developing experiences
- ▲ Cross-fields speech
- ▲ Multi-country market analysis

2019 Audience Segmentation



2020 INDIE SALON ONLINE



Xsolla



▲ **June 11th**

View: 1,540+
Peak Concurrent: 192+

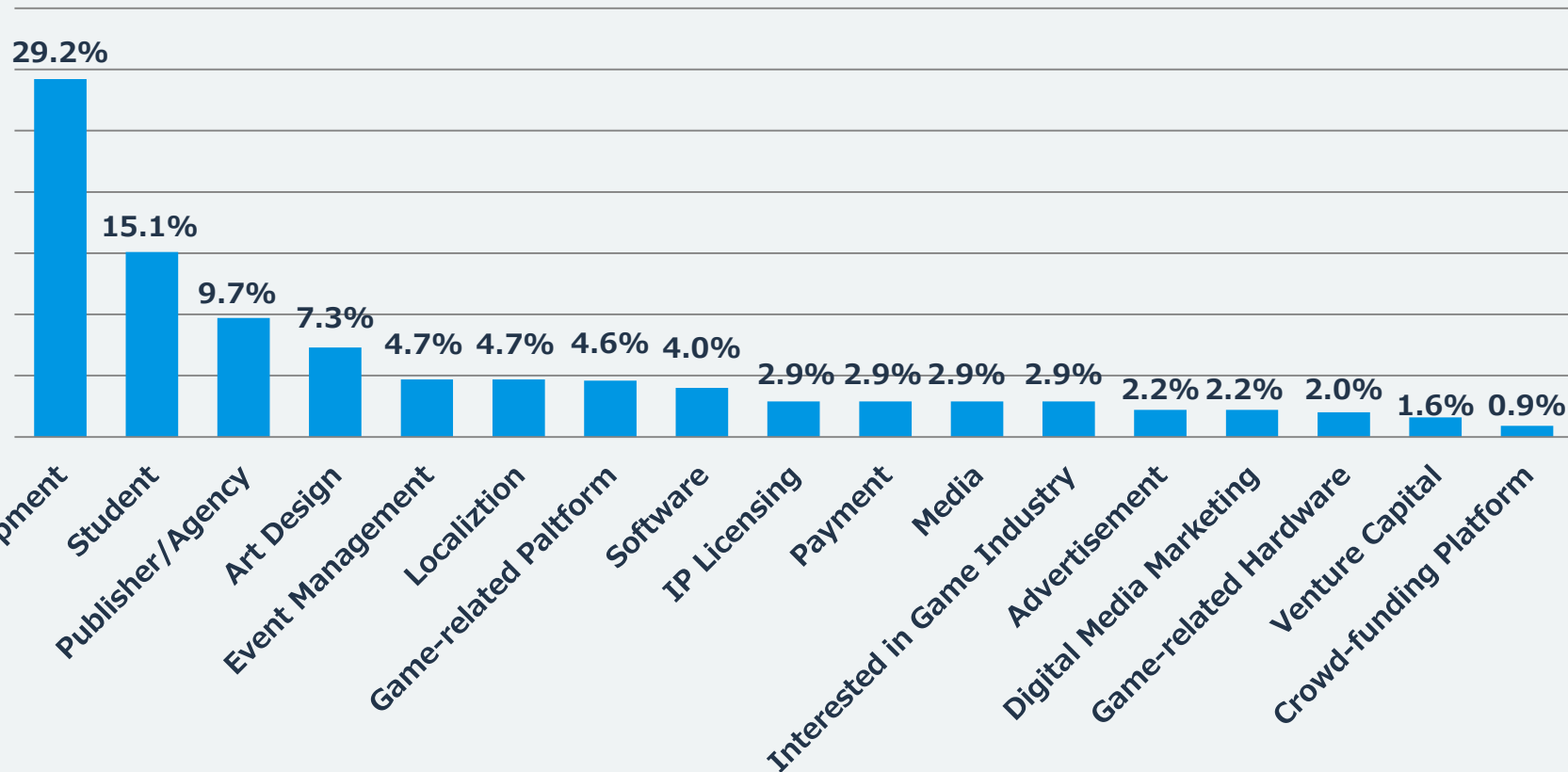
<https://youtu.be/HUTJmhU5x1Y>

▲ **June 18th**

View: 788+
Peak Concurrent: 111+

<https://youtu.be/AmcqAdQs-tQ>

2020 Audience Segmentation





We look forward to working with you!

THANK YOU

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