



# **2022 ASIA PACIFIC GAME SUMMIT**

## **Sponsorship Method**

# 01 Session Plan

# Information

**Date: January 20<sup>th</sup> – 21<sup>th</sup>, 2022**

**Venue: Online session on TGS official YouTube channel**

**Theme: Game Development, Business and Marketing, eSports,  
Cloud Gaming, Indie Game, METAVERSE、 AR / VR / XR**

**Session: 15 minutes per session**

**Audience: Game developer, Indie Game developer, Publisher/Agency,  
Payment system, Professional in Game industry, Media,  
People interested in Game industry, Gamer and Student**

# Agenda

---

	Jan. 20 <sup>th</sup>	Jan. 21 <sup>th</sup>
Time	Theme	
10:00-11:00	Theme Session 4 session	Theme Session 4 session
12:00-14:00	Break Time	
14:00-15:00	Sponsor Session 4 session	INDIE SALON 4 Session

---

**02**

# **Sponsorship Program**

# Sponsorship Program – Advertisement

## Advertisement Only

Sponsor Fees: NT\$52,500

B2B Exhibitor Bundle Discount: NT\$31,500

\* All prices are VAT inclusive.

### APGS

- Logo display on session video leader, outer frame and description
- 10-sec CF between sessions
- Official website home page large banner, logo display on agenda page
- Logo display on EDM

### TGS

- Posts on official SNS (Facebook, Twitter, LinkedIn...)

# Sponsorship Program – Single Session

**Advertisement  
+ 1 Session**

**Sponsor Fees: NT\$ 89,250**

**B2B Exhibitor Bundle Discount: NT\$ 52,500**

*\* All prices are VAT inclusive.*

## APGS

- One 15-min session (and the audience list)
- Translation service (subtitles on video)
- Logo display on session video leader, outer frame and description
- 10-sec CF between sessions
- Official website home page large banner, logo display on agenda page, intro of session
- Logo display on EDM

## TGS

- Posts on official SNS (Facebook, Twitter, LinkedIn...)

# Sponsorship Program – Theme Session

**Advertisement  
+ 4 Session**

**Sponsor Fees: NT\$ 173,250**

**B2B Exhibitor Bundle Discount: NT\$ 105,000**

*\* All prices are VAT inclusive.*

## APGS

- Four 15-min sessions or one 60-min theme session (and the audience list)
- Translation service (subtitles on video)
- Logo display on session video leader, outer frame and description
- 10-sec CF between sessions
- Official website home page large banner, logo display on agenda page, intro of session
- Logo display on EDM, exclusive EDM
- Media service

## TGS

- Posts on official SNS (Facebook, Twitter, LinkedIn...)





**03**

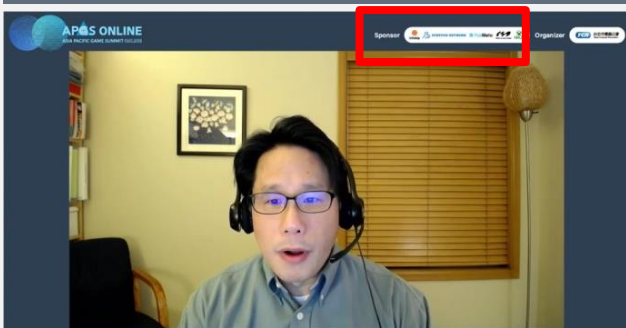
# **Advertisement Resources**

# APGS – Online Session



APGS Online : 英皇心 · 奕漢網路 · SQUARE ENIX · Vermillion Digital · 極樂遊戲 線上開講 Day 1

## Session Video Leader



我被微軟派到日本、台灣和瑞典等等各地。id of Gaming Partnership, Asia

APGS Online : Folktales Digital · Muse Games · Xbox · BATTLEBREW PRODUCTIONS · 遊戲可樂 · PubMatic 線上開講 Day 2

Outer Frame

## Taipei Game Show

1.12K subscribers

※(M): Mandarin session. (E): English session. Mandarin and English subtitles are provided.

It's GAME time!

Through online streaming and multilingual subtitles, APGS ONLINE not only eliminates the barriers of time and space, but also connects industry professionals, indie developers and audiences who desire to join the industry.

## AGENDA

Session 1 : The development of open world roller skating games - Neon Tail (M)

Feili Chen / Rocket Juice Games Studio / Producer

<https://youtu.be/S1Blq84UdW8>

Session 2 : Introducing "Sunny Café", a combination of Interactive fiction game and Taiwanese coffee culture! (M)

Ming-Ting Huang / GameNobility / CEO

<https://youtu.be/PZRcuuW-qoo>

Session 3 : A deep look into The Eternal Castle production / how to make a game from zero to hero (E)

Daniele Vicinanza / TFL Studios / Artist, animator, game designer

Special Thanks to our sponsor PubMatic!

<https://www.pubm.com>

Follow us on ↓

APGS official website: <https://tgs.tca.org.tw/apgs/>

TGS official website: <https://tgs.tca.org.tw/>

Facebook: <https://www.facebook.com/taipeigamesh...>

Instagram : <https://www.instagram.com/taipeigames...>

Twitter: <https://twitter.com/TaipeiGameShow>

LinkedIn: <https://www.linkedin.com/company/taip...>

Description



APGS Online : Folktales Digital · Muse Games · Xbox · BATTLEBREW PRODUCTIONS · 遊戲可樂 · PubMatic 線上開講 Day 2

10-sec CF



# APGS - Official Website



APGS ASIA PACIFIC GAME SUMMIT

ABOUT SPEAKERS AGENDA REGISTER SPONSORSHIP

JAN 28th & JAN 29th

APGS ONLINE  
ASIA PACIFIC GAME SUMMIT @GAMES2021

Sponsor: Intelp, FORTINET NETWORK, PuliMatic, XBOX, ORGANIZER: TCGI 台北遊戲展協會

News

- Taipei Game Show 2021 Drew to a Successful Close as 2021's First VG...
- 2021年最初の大型ゲームショー 台北ゲームショーは最終日を閉会多く...
- インドの若手チームの作品 (Raji: An Ancient Epic) は大賞 IGA Grand...
- Indie Game Award 2021 Winner Unveiled: Indian Rising Star Raji: An...
- TGS Updates Taipei Game Show 2021 Show Theme "Keep on Gamini..."
- 2021台北ゲームショーKeep on Gamingオンライン&オフライン同時...

More

THE TAIPEI GAME SHOW

Home Page Large Banner



APGS ASIA PACIFIC GAME SUMMIT

ABOUT SPEAKERS AGENDA REGISTER SPONSORSHIP

id @XBOX

News

- Taipei Game Show 2021 Drew to a Successful Close as 2021's First VG...
- 2021年最初の大型ゲームショー 台北ゲームショーは最終日を閉会多く...
- インドの若手チームの作品 (Raji: An Ancient Epic) は大賞 IGA Grand...
- Indie Game Award 2021 Winner Unveiled: Indian Rising Star Raji: An...
- TGS Updates Taipei Game Show 2021 Show Theme "Keep on Gamini..."
- 2021台北ゲームショーKeep on Gamingオンライン&オフライン同時...

More

THE TAIPEI GAME SHOW

Agenda



APGS ASIA PACIFIC GAME SUMMIT

ABOUT SPEAKERS AGENDA REGISTER SPONSORSHIP

2021 Asia Pacific Game Summit

INFORMATION

Session 101: Xbox Introduction and Gaming Vision

Speaker Profile

Rod Chang is the Senior Director of Xbox Asia Gaming Partnerships. Rod has been in the games industry for more than 24 years. Throughout his career Rod has worked on various game titles as an artist, designer, producer and director. He has worked with teams and developed games from America, Europe and Asia. Some of the games he has built include Lost Odyssey, State of Decay and Minecraft. Rod is a native of Taipei, Taiwan.

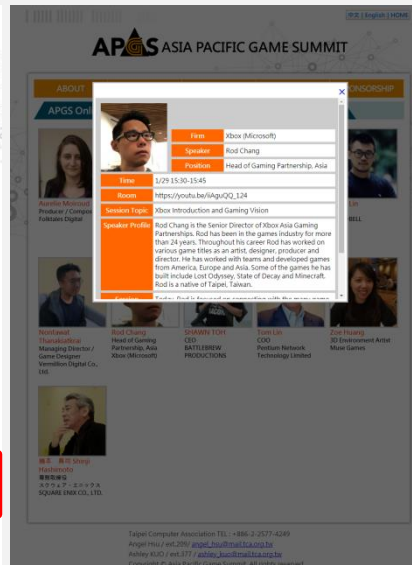
Session 102: Singapore

Speaker Profile

Manjiv Manjiv is the Senior Director of Singapore and Southeast Asia at Xbox. He has worked in the gaming industry for over 15 years. He has worked on various game titles as a producer and director. He has worked with teams and developed games from America, Europe and Asia. Some of the games he has built include Lost Odyssey, State of Decay and Minecraft. Manjiv is a native of Singapore.

More

Sponsor: Intelp, FORTINET NETWORK, PuliMatic, XBOX, SQUARE ENIX



APGS ASIA PACIFIC GAME SUMMIT

ABOUT SPEAKERS AGENDA REGISTER SPONSORSHIP

Speaker Profile

Rod Chang

Senior Director of Xbox Asia Gaming Partnerships

Manjiv Manjiv

Senior Director of Singapore and Southeast Asia at Xbox

More

Sponsor: Intelp, FORTINET NETWORK, PuliMatic, XBOX, SQUARE ENIX

Intro of Session



# APGS - Official Promotion

亞太遊戲高峰會

**APGS ONLINE** JAN 28th & JAN 29th  
ASIA PACIFIC GAME SUMMIT @GOLDFISH

## 遊戲開發 / 營運行銷

10+線上演講 重量級講師線上傳授業界秘辛

台北國際電玩展期間同步舉行的APGS亞太遊戲高峰會，2021年將採全線上ONLINE方式進行，兩天活動規劃10+線上演講，邀請台灣和日本、新加坡、中國、泰國、美國等多位專家代表分享遊戲相關領域的專業技術與最新產業脈動。

Stay Tuned in Game 免費預先報名開放中



誰應該參與?

遊戲開發商 發行代理商 數位媒體行銷

遊戲相關平台商 媒體等遊戲產業相關專業人士 獨立遊戲團隊

更多內容請看: <https://tgs.tca.org.tw/apgs>

Mandarin Version EDM

**APGS ONLINE** JAN 28th & JAN 29th  
ASIA PACIFIC GAME SUMMIT @GOLDFISH

## 免費預先登錄最後倒數!

世界知名遊戲公司帶來精采發表

**SQUARE ENIX**

### Brand Strategy of Final Fantasy for 30 Years

橋本 真司 / SQUARE ENIX CO., LTD. / 專務取締役

隨著時代的發展和設備的更新，該如何維持 FF 等 IP 的品牌價值? 此外，以實際和過去的作品，思考要如何發展未來的前景和政策。

**Xbox Introduction and Gaming Vision**

Rod Chang, Xbox (Microsoft) Head of Gaming Partnership, Asia

Rod 致力於與亞洲許多遊戲開發商建立聯繫，並將他們的遊戲帶給 Xbox 上的數千萬的玩家。在 APGS，Rod 將與開發商分享 Xbox 的遊戲生態，並介紹如何與 Microsoft 人員建立合作的方式。



免費登錄: <https://tgs.tca.org.tw/apgs>

**APGS ONLINE** JAN 28th & JAN 29th  
ASIA PACIFIC GAME SUMMIT @GOLDFISH

## Game Development / Business & Marketing

10+ Speakers Sharing Insights in Online Session

Running simultaneously with Taipei Game Show, Asia Pacific Game Summit will be hosted 100% online in 2021. Over 10+ sessions will be taking place in the 2-day event, with speakers from Taiwan, Japan, Singapore, China, Thailand, and the United States sharing the latest trends and strategic insights in the game industry.

Stayed Tuned in Game, Free Registration Now Open



Who should join?

Game Development Publisher/Agency Digital Media Marketing

Game-related Platform Indie Game Developer Media Game-related Industrial

MORE INFORMATION: <https://tgs.tca.org.tw/apgs/en>

English Version EDM

**APGS ONLINE** JAN 28th & JAN 29th  
ASIA PACIFIC GAME SUMMIT @GOLDFISH

## Free Registration's Final Call

World Leading Game Companies Bring Keynote Session

**SQUARE ENIX**

### Brand Strategy of Final Fantasy for 30 Years

橋本 真司 / SQUARE ENIX CO., LTD. / 專務取締役

Brand strategy of Final Fantasy for 30 years. How he has maintained the brand value of content such as FF with the times and the evolution of devices. Also, future prospects and policy while introducing examples and past works.

**Xbox Introduction and Gaming Vision**

Rod Chang, Xbox (Microsoft) Head of Gaming Partnership, Asia

Rod is focused on connecting with the many game creators across Asia and bring their games to the tens of millions of players on Xbox, and he is excited for the opportunity to meet with you during Taipei Game Show. During the session, Rod will go over Xbox gaming vision, and share ways developers can start working with us.



Register here: <https://tgs.tca.org.tw/apgs>



# TGS - Official Promotion

Taipei Game Show  
1月18日 · 0

#OnlineSession #AsiaPacificGameSummit #TaipeiGameShow2021  
2021 APGS showing up at JAN. 28th-29th @Taipei Game Show Official YouTube Channel.  
Free registration for streaming link: <https://seminars.tca.org.tw/D10a01375.aspx>  
Full agenda: <https://tgs.tca.org.tw/apgs/agenda.php?lang=en>

翻譯年經

APGS ONLINE  
JAN 28th & JAN 29th  
ASIA PACIFIC GAME SUMMIT ONLINE

## Game Development / Business & Marketing

10+ Speakers Sharing Insights in Online Session

PubMatic SQUARE ENIX XBOX

NOW  
FREE Registration

Facebook  
[@taipeigameshowglobal](https://www.facebook.com/@taipeigameshowglobal)

Taipei Game Show  
1月26日上午10:00 · 0

#OnlineSession #AsiaPacificGameSummit  
2021 APGS showing up at JAN. 28th-29th @TaipeiGameShow Official YouTube Channel  
Introducing the highlight speakers of Asia @IndieGame Vermillion Digital @BattleBrew Productions @BINGOBELL  
Free registration for streaming link: <https://seminars.tca.org.tw/D10a01375.aspx>  
Full agenda: <https://tgs.tca.org.tw/apgs/agenda.php?lang=en>

翻譯年經

APGS ONLINE  
ASIA PACIFIC GAME SUMMIT ONLINE

## Game Development / Business & Marketing

10+ Speakers Sharing Insights in Online Session

The power of "kyaaa" in game production - Find what makes your heart happy and make great games

Brand Strategy of Final Fantasy for 30 Years

PubMatic SQUARE ENIX XBOX

NOW  
FREE Registration

Facebook  
[@taipeigameshowglobal](https://www.facebook.com/@taipeigameshowglobal)

Taipei Game Show @TaipeiGameShow · 1月18日  
#OnlineSession #AsiaPacificGameSummit #TaipeiGameShow2021  
2021 APGS showing up on Jan. 28 - 29 @TaipeiGameShow Official YouTube Channel.  
Free registration for streaming link: [seminars.tca.org.tw/D10a01375.aspx](https://seminars.tca.org.tw/D10a01375.aspx)  
Full agenda: [tgs.tca.org.tw/apgs/agenda.php](https://tgs.tca.org.tw/apgs/agenda.php)

APGS ONLINE  
JAN 28th & JAN 29th  
ASIA PACIFIC GAME SUMMIT ONLINE

## Game Development / Business & Marketing

10+ Speakers Sharing Insights in Online Session

PubMatic SQUARE ENIX XBOX

NOW  
FREE Registration

Taipei Game Show @TaipeiGameShow · 1月21日  
#OnlineSession #AsiaPacificGameSummit  
2021 APGS showing up at Jan. 28-29 @TaipeiGameShow Official YouTube Channel  
Introducing the keynote speaker, the world leading #GameDeveloper @SquareEnix  
Free registration: [seminars.tca.org.tw/D10a01375.aspx](https://seminars.tca.org.tw/D10a01375.aspx)  
Full agenda: [tgs.tca.org.tw/apgs/agenda.php](https://tgs.tca.org.tw/apgs/agenda.php)

APGS ONLINE  
ASIA PACIFIC GAME SUMMIT ONLINE

## Game Development / Business & Marketing

10+ Speakers Sharing Insights in Online Session

Brand Strategy of Final Fantasy for 30 Years

PubMatic SQUARE ENIX XBOX

NOW  
FREE Registration

Twitter  
[@TaipeiGameShow](https://twitter.com/@TaipeiGameShow)

Taipei Game Show  
429 位關注者  
1 個月前 · 0

#OnlineSession #AsiaPacificGameSummit #TaipeiGameShow2021  
2021 APGS showing up at Jan. 28-29 Taipei Game Show Official YouTube Channel

翻譯年經

APGS ONLINE  
JAN 28th & JAN 29th  
ASIA PACIFIC GAME SUMMIT ONLINE

## Game Development / Business & Marketing

10+ Speakers Sharing Insights in Online Session

PubMatic SQUARE ENIX XBOX

NOW  
FREE Registration

LinkedIn  
[@taipeigameshow](https://www.linkedin.com/company/@taipeigameshow)



**04**

# **Event Reviews**

# 2021 APGS Online - Review



APGS Online : 英富必、奔騰網路、SQUARE ENIX、Vermillion Digital、橫果遊戲  
線上開講 Day 1



APGS Online : Folktales Digital、Muse Games、Xbox、BATTLEBREW PRODUCTIONS、遊戲河流、PubMatic 線上開講 Day 2



Jan. 28<sup>th</sup>

View: 2,130+  
Peak Concurrent: 120+

<https://youtu.be/kLXB57-rHTg>

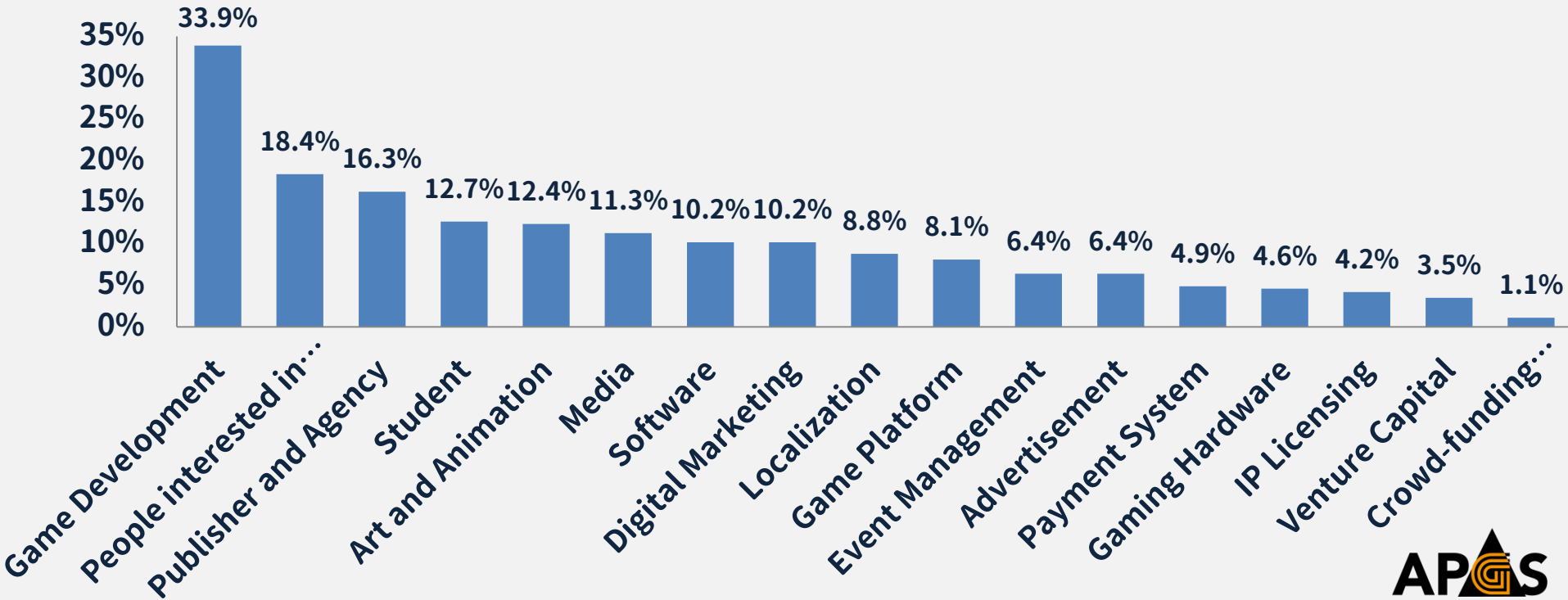
Jan. 29<sup>th</sup>

View: 2,700+  
Peak Concurrent: 200+

[https://youtu.be/iiAguQQ\\_124](https://youtu.be/iiAguQQ_124)



# 2021 APGS Online - Audience Segmentation





# 2021 INDIE SALON Online Summer (6/1)

APAS INDIE SALON ONLINE

Sponsor PubMatic Organizer FGV

Jasper Yu

The Ore


Defense Force

Proposal

Prototype

Product

Readiness




Jasper Yu / The Ore Studio Limited / Project Manager

#IndieSalon #IndieGame #IndieDev  
APGS | INDIE SALON Online : The Ore Studio Limited / Design a game from nothing to a polished product

APAS INDIE SALON ONLINE

Sponsor PubMatic Organizer FGV



Frederick Hoffman / Newfangled Games / Art Director

#IndieSalon #IndieGame #IndieDev  
APGS | INDIE SALON Online : Newfangled Games / An outside perspective in visual design for games.

APAS INDIE SALON ONLINE

Sponsor PubMatic Organizer FGV



張文章 / Team9 / 負責人 / 《文字遊戲》製作人  
Wen-Wei Chang / Team9 / Producer

#IndieSalon #IndieGame #IndieDev  
APGS | INDIE SALON Online : Team9 / 因限制而成爲可能的遊戲開發：只有字的文字遊戲

## Session 1

View: 450+

<https://youtu.be/C3ndXOFT2T4>

Hong Kong



## Session 2

View: 230+

<https://youtu.be/yB-zb4IQM58>

United Kingdom

Newfangled  
GAMES

## Session 3

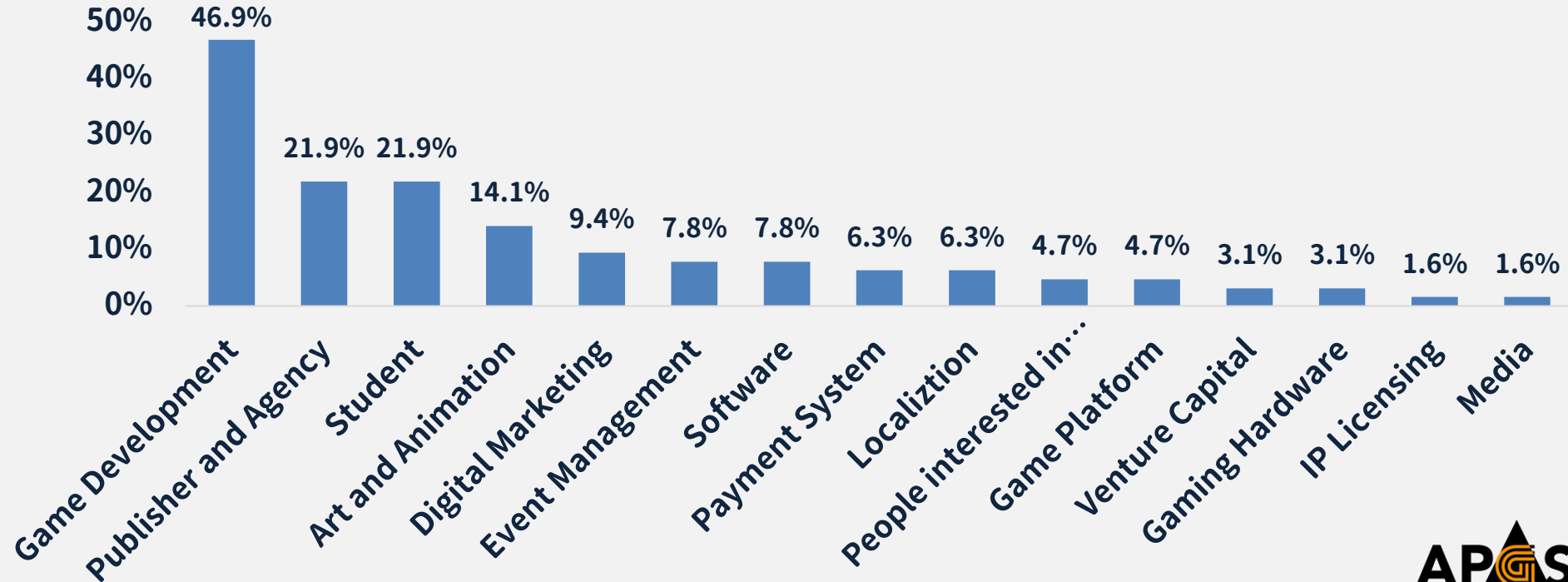
View: 570+

<https://youtu.be/-BArRs366U>

Taiwan



# 2021 INDIE SALON Online Summer - Audience Segmentation



# 2021 INDIE SALON Online Fall (9/7)



#IndieSalon #IndieSalonAGPS  
APGS | INDIE SALON Online : 火箭果汁遊戲工作室 / 開放世界直排輪遊戲 - 霓虹之風開發簡介



#IndieSalon #IndieSalonAGPS  
APGS | INDIE SALON Online : 遊戲貴族工作坊 / 高文字冒險遊戲帶上了台灣咖啡文化 - 《調天咖啡館》就此開張!



#IndieSalon #IndieSalonAGPS  
APGS | INDIE SALON Online : TFL Studios / A deep look into The Eternal Castle production

## Session 1

View: 3,610+

<https://youtu.be/S1Blq84UdW8>

Taiwan



## Session 2

View: 1,170+

<https://youtu.be/PZRcuuW-qoo>

Taiwan



## Session 3

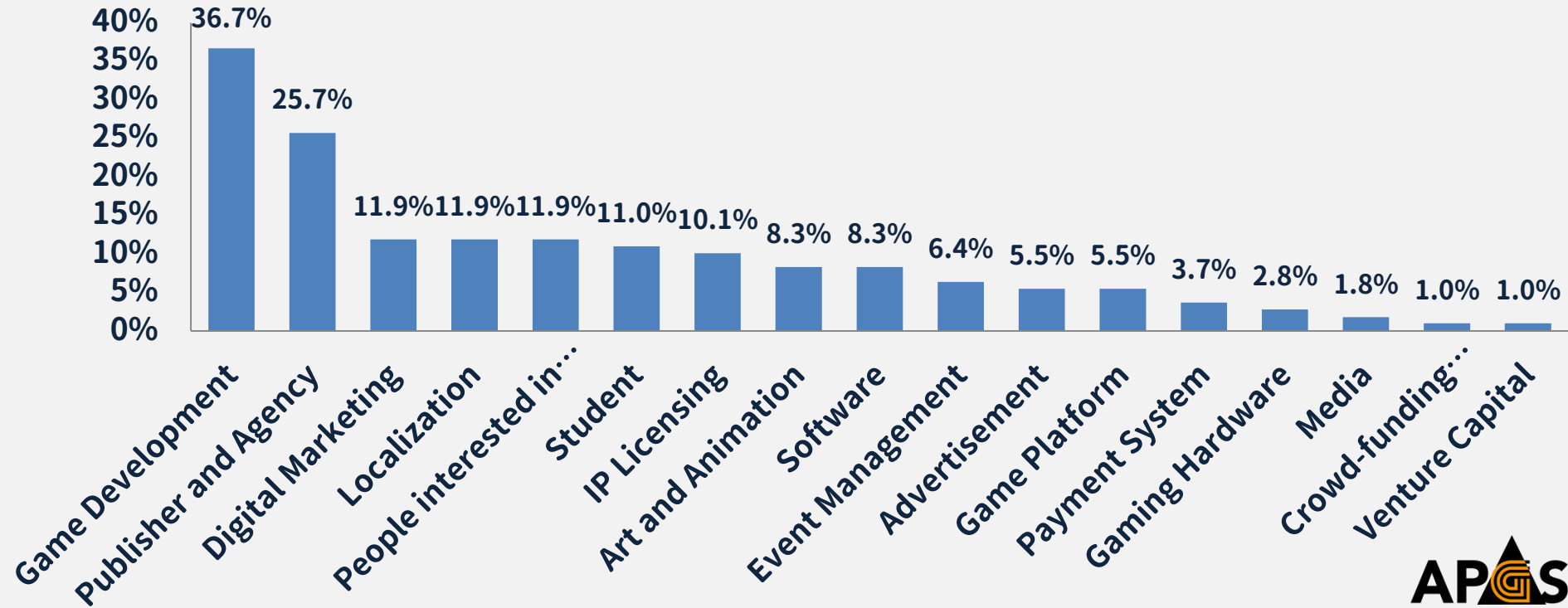
View: 1,900+

<https://youtu.be/AN5pP3L5Gzc>

United States



# 2021 INDIE SALON Online Fall - Audience Segmentation





# **2022 ASIA PACIFIC GAME SUMMIT**

**We look forward to working with you!**

**Ashley Kuo | Taipei Computer Association**

**+886-2-2577-4249 #377**

**ashley\_kuo@mail.tca.org.tw**