

Fred Hasson

Who is Fred Hasson?

- *Researcher and EU specialist (1984-1990)
- *Independent production(Pact) and BBC, Conseil D'Administration various Media programmes (1990-1997)
- *Director - Entrepreneur with dotcom: Victoria Real (1997-2001)
- *Founder and President of European Games Developers Association(EGDF) and current Chair of EGDF On-line (2004-present)
- *Founder and CEO of Tiga, UK Trade Association for Games Developers,(2000-8)
TIGA Biggest contribution to Industry Award 2007
- * 'Indin' Games Industry Merit award 2006
- * Executive Director -Entrepreneur Redbedlam - Virtual World and MMOG specialist technology and content company. Part of FP7 CNG Project

Member British Screen Advisory Council and British Academy for Film and TV Arts

EEIF Programme

EEIF programme shows the EU's ability to continue to be relevant

Why content?

*Without content the internet is a pipe with no water – tech companies do not have a good track record of understanding content production and delivery

*What content?

*We cannot think of content in the same way anymore

*Linear content is not going away, but if we really mean the internet of the future, we need to understand how the internet has changed the way new generations born into the age of internet relate to information, education and entertainment

*How they consume it, and in what forms

*Interactivity plays a large part

*Internet connectivity presents a problem for legacy media industries, but we must not be tempted to regulate it in a way that seeks to maintain status quo.

Games and Interactive content

Why Games?

Relevant to content, eHealth, energy and transport and ICT

Fastest growing entertainment media – more women playing than before with new platforms, and demographic getting older

Now being used for many training applications as in education (the Consolarium), in Military Training (), Medical visualisation, and training and treatment of PTSD

On-line games industry has delivered piracy proof models

On-line games industry has produced new business models for the delivery of content

Investment in online games in 2009 bucked all trends elsewhere

Two recent articles in the FT claiming that virtual worlds can help in eliminating wasteful business travel and the other suggesting newspaper publishers could learn from its business models

“Games are 2 levels short of a medium”