

5 April 2011

[www.miptv.com](http://www.miptv.com)

# Online games reach a higher pitch

THERE has been a quantum leap in the quality of the entries at this year's Online & Social Games Public Pitch, according to host and moderator Catherine Warren, president of FanTrust.

The Content 360 pitch session gathered together MIPTV hopefuls wanting to make their mark in one of the most dynamic areas in games and entertainment. They had come not

only to pitch their projects, but also to hear industry leaders debate on monetising games, attracting fans with social media and other hot issues.

Speaking after the event, Warren said: "We are seeing a tremendous increase in the standard of professionalism, not just in terms of creativity but also regarding business models, strategy, audience engagement and the calibre of the actual pitches themselves. It's

very exciting — and it comes at a time when the industry really needs it, now that many online and social games are attracting audiences of several hundred thousand or a million players."

Warren (far left), was joined on stage by jury members (from second left): Julie Adair of the Walt Disney Company; Polar Productions' Matt Costello; Sanoma Entertainment's Fernando Herrera; and Nordic Game Progam's Erik Robertson.



The Online & Social Games Public Pitch panel