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STORY ON PAGE 2

A REVOLUTION BEGINS

The success of India Gaming Show 2019 has opened up new avenues of growth for the Indian gaming industry, demonstrating that its success could be replicated in other sectors as well

Attracting huge number of visitors from students to youngsters and game lovers of all age groups alike, India Gaming Show 2019, now in its second edition, has ushered in a revolution, highlighting the huge potential of India as a global gaming hub.

Giving a big boost to the gaming industry on Day Two, ace cricketer Sachin Tendulkar launched the Sachin Saga Cricket Championship VR Game along with Sachin Saga VR based Headset. Rajan Navani, Vice Chairman & Managing Director, JetSynthesys, the makers of the game, was also present on the occasion.

Speaking at the launch, Sachin Tendulkar said, "With

VR, for the first time, the lines between gaming and real blur to give gamers an accurately simulated experience of the stadium, with real time action right on their mobile screens. I thoroughly enjoyed reliving my matches with Sachin Saga VR,

and I am sure it will resonate with cricket fans and gamers all over the world."

India Gaming Show 2019, which is being organised by CII concurrently with IETF, has witnessed a number of events including the ESL India

Premiership, among others. As part of the show, a good number of B2B meetings were organised by CII which have led to business inquiries in abundance.

A number of game developers, who attended India Gaming Show 2019, voiced their concerns on various issues, resolving which will give this creative industry with huge potential to grow a shot in the arm.

"I have developed many games like Shiva Bicycle, Ganesha Racing, Swachh Bharat and others. What I have felt during these years is government should help us both financially and gives mentoring to the developers," said Basavaraj Pujar, who developed Shiva Bicycle Racing game.

INDIAN GAMING ON A RAPID GROWTH PATH

With one of the world's largest youth population, India is poised to become one of the world's leading markets in Gaming Sector. Currently valued at USD 890 million, the Indian Gaming Industry is estimated for the annual growth rate of 14.3 per cent with mobile Gaming taking the lead at 71% share. The growth is driven by rising younger population, higher disposable incomes, introduction of new gaming genres, and the increasing number of smartphone and tablet users.





SACHIN SAGA TO RULE 'GAMING WORLD'

Over the last year, Sachin Saga Cricket Champions has seen a success making it one of the most popular cricket mobile games, says Rajan Navani, Vice Chairman & Managing Director, JetSynthesys

The Master Blaster, Sachin Tendulkar on Monday launched the Sachin Saga Cricket Championship VR Game along with Sachin Saga VR-based Headset at the Indian Gaming Show in IEFT-2019 at Pragati Maidan. Rajan Navani, Vice Chairman & Managing Director, JetSynthesys was also present on the occasion.

At the second day of three-day International Gaming and animation event in New Delhi, the fair saw thousands of gamers line up to experience the game "Sachin Saga VR", and were seen excited to win VR Headsets signed by the star cricketer.

Speaking at the inauguration, ace cricketer Sachin Tendulkar said, "With VR facility, the lines between gaming and real blur to give gamers an accurately simulated experience of the stadium and feel like centre of the pitch, with real

time action right on their mobile screens."

He further added that he too enjoyed the Sachin Saga VR, and maintained that he was sure that it would resonate with cricket fans and gamers all over the world.

"Over the last year, Sachin Saga Cricket Champions has seen a success making it one of the most popular cricket mobile games," said Rajan Navani, Vice



Chairman & Managing Director, JetSynthesys.

The app-based game, which aims to bring to life Sachin's cricketing style and iconic matches, includes innings of his most memorable matches. For the first time, the players can experience real-time shadows and motion captures in a mobile game without hampering the game's performance.

Scott Prather, VP, JetSynthesys said, "The promotion by the cricket star will definitely help us to absorb the users mostly cricket lovers."

"We have worked hard to develop this game right from the beginning, so it's the team who is involving in success of the game", he added.

Sachin Saga is all set to give cricket lovers an on-ground stadium expressions right from the middle of the pitch.

Games Future of Entertainment

A number of addictive games have been developed that are purchased by gaming lovers across the world. This gaming culture is quite prevalent in countries like the US and Japan, but now youngsters in India have joined the bandwagon and are taking it very seriously

Some of the biggest franchises from the gaming world make enormous amount of money which films can only dream of. Some of these games are made by multi-billion dollar MNCs that em-

ploy thousands of people from every corner of the globe. We can no longer say that gaming is a kid's hobby anymore.

Games like Player Unknown's Battlegrounds or PUBG or 'God of War' have



delivered compelling, emotional and thought provoking narratives which haven't come across in a movie in a very long time. Now it's time that we should start considering video games more than child's play and truly recognise its real power in entertainment.

"I have developed many games like Shiva Bicycle Ganesha Racing, Swachch Bharat and others. What I have felt during these years is government should help us both financially and gives mentoring to the developers" said Basavaraj Pujar, who has developed around 60 games.

"The thing which should be discussed is government's policy towards gaming, the cooperation and new start-ups which should be built to engage the population which the gaming world.

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According to a Global Games Market Report, in 2016 alone, the worldwide video game industry managed to generate a revenue of \$99.6 billion. If you compare it to movies, Hollywood managed to rake in only \$36 billion in 2016, which is quite trivial when compared to the insane amount of cash games raked in. Bollywood fails to come close.

DRIVING INDIAN GAMING

The Confederation of Indian Industry has brought together all the gaming majors under one roof at India Gaming Show to help create the future roadmap of the industry and decide on its growth trajectory



GAME DEVELOPERS' VOICES

I have developed many games like Shiva Bicycle Ganesha Racing, Swachch Bharat and others. What I have felt during these years is government should help us both financially and gives mentoring to the developers.

BASAVARAJ PUJAR
Shiva Bicycle Racing



Keeping in mind the game, one should make all things clear like planning, challenges, interaction, technicality etc who will make you understand the aspects of game and its development.

SANDEEP
The Med Life



The estimation, feedbacks, criticism and others. These things help every developers to work hard and keep in mind the other activities which is necessary to develop the game in real sense.

SIDDHARTH
Blob & Magnet



As my first game has almost completed, my parents are my real partners who have provided me every kind of support to complete the project within the time. It's because of them, today I am proud of.

DHRUV
Item Finder



It was my dream to develop a game which could cater all walks of life. Being a mobile gamer from early childhood, i always want to be creative to help my friends as well in their courses of life.

KUSHAGRA
The Attack



My university is my pride which has helped me to complete this project on time. My friends too have helped me. The important part is of my parents whom I am thankful in their every support.

SHIVANI
The Attack



MORE THAN JUST A GAME

We live in an era defined by games... and memes. Very recently, many of us came across a meme that had actor Liam Neeson in his intense best saying, "Send me one more 'Candy Crush' request, I will find you and I will kill you with rock candy." While that tickled our ribs, it also brought to mind the invasive nature of gaming. Escaping into games is something most of us have been doing since video games came into existence. While some term these games as time wasted others look at them as valuable escapism. Certain developers also argue that games can help teach logic and problem-solving skills in school curricula.

Game critics insist that titles like Grand Theft Auto V (GTA V), which depict real life situations, are questionable on what their impacts can be on the audiences or consumers of the game, due to their graphic content. In addition we get to read headlines like these: 'PUBG Addiction Sees Mumbai Youth Commit Suicide When Denied New Smartphone.' PUBG, for the uninitiated is PlayerUnknown's Battlegrounds, a mobile online multiplayer game where around 100 players fight it out in 'battle royale' mode, and the sole survivor emerges victorious.

For parents, screens are the enemy that consumes their kids' minds but are also undeniably entertaining. But as our kids set out to master technologies, we know we cannot ban games completely. Hence, regulating their use is what comes to mind instantly. The key may be to use screen time productively to maximize the value of our devices and minimize the pitfalls. Many devices today come with the option of screen timeout that allows one to set a timeout limit that locks the screen of a device after a period of time.

However, there are scores of online articles on how to disable screen timeout when playing games. That practically brings us back to square one. Game developer Asi Burak says, "People understand that games are powerful, but they're also scared of this power. We need to change the perception that all games are shallow, violent and childish, because they are not." Burak believes games like 'Minecraft' are "amazingly creative experiences and far more engaging than watching TV."

There is pressure now on game designers and developers; and concerted efforts are being ensure that decisions made on the game content, goals and purpose are knowledgeable. Alongside this, continuous efforts are being made to establish the importance of strengthening our bond with our children. Parents and teaching communities are joining hands to ensure that screens do not expose our children to the risk of Attention-Deficit/Hyperactivity Disorder, make them violent, or leave them feeling distracted and depressed.

MONITORING GAME SCREEN TIME

Mobile gaming has gained immense popularity since the last few years. As the youngsters have taken gaming as a profession but several parents however need to take an interest in the way their children are using technology.

Parents alleged that their children consume most of their time on gaming rather to take their studies interestingly. Parents need to be aware of their child both online and offline and should keep an eye on the way their child is communicating to curb cyber-bullying.

The Indian digital gaming industry is growing rapidly with giants like Alibaba backed-Paytm, Tencent, Youzu and Nazara investing



in it. India, along with USA, China, Brazil, and Russia is amongst the top five players in the world of mobile gaming, the industry is already worth over \$890 million.

Parents also need to get involved when their children are using the internet by helping them make good choices about what games to

play, or what videos to watch. They need to spend time with their child regularly enquiring about the time they are playing games and the time to screen out the game.

Around 70 per cent of mobile-phone users play one or more games daily on their smart-phones. It was the second-most used category after social media which had 76 percent of daily users.

According to a BBC report, more than three-quarters of children between the ages of ten and twelve years had at least one social media account even though social media is not designed for under-13s. It is in fact against the terms and conditions for children to be using these platforms.

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