



MONTREAL INTERNATIONAL GAME SUMMIT 08

Press release

For immediate release

The Fifth Montreal International Game Summit Opens Today

More than 100 international speakers and 150 decision-makers expected to attend; exclusive free Summit events will be offered to the general public for the first time

Montreal, November 18, 2008 – The Montreal International Game Summit (MIGS), organized by Alliance numérique, Quebec's digital industry network, starts today at the Palais des congrès de Montréal. For two days, this international event will host more than **100 speakers** who will share their industry experience and expertise with more than **1,500 video game professionals**. **More than 150 decision-makers** will also be present in the Business Lounge. Alliance numérique will also officially release the results of a **study on the ranking of Quebec's video game industry** within the global market.

A record year

This year, Alliance numérique can pride itself of the richness and variety of the 2008 programme, which sets some new records. This year boasts a record number of industry speakers, **more than a hundred of them** from **seven countries** (Canada, United-States, Denmark, Finland, France, United-Kingdom and Sweden); the Summit also features a record number of **proposed sessions**, almost **a hundred of them**, **around seven themes** (arts, business, design, serious game, mobility, production, tech).

Moreover, the Business Space, a custom business meeting administration service launched two years ago, has grown to be a huge success – with almost 80 participating companies at this year's Summit.

New in 2008

For the first time ever, selected Summit events will be available to the general public. The MIGS will open its doors to the public, **free of charge**, on **Wednesday, November 19th**, **starting at 3 pm**. This new public access to the MIGS is a part of its industry mandate to more widely promote the Canadian video gaming sector. With this in mind, this year's Summit also features a special public exhibition dedicated to the visual and digital arts.

“Despite tightening economic conditions, today’s Quebec video game industry is indeed flourishing. The growth of the MIGS is a clear reflection of the growth of the local industry as a key player within the larger global video game market,” says André d’Orsonnens, chairman of the board of directors, Alliance numérique.

Important partners

The MIGS, presented in collaboration with Telefilm Canada, can rely on the support of Microsoft, Gold Partner, and of its partners of the public sector, including Canada Economic Development, Canadian Heritage, the ministry of Economic Development, Innovation and Export Trade, and the Quebec Ministry of Culture, Communications and Status of Women, as well as on High Road Communications, for its public relations.

About MIGS

MIGS was created in 2004 to serve members of the video game industry, which currently employs over 6,200 people in Quebec. The gathering promotes the transfer of knowledge and expertise, raises the international profile of the Quebec video game industry and cultivates information sharing and dialogue among industry stakeholders. A specialized, top-tier event, MIGS covers a broad range of fields, from artistic creation and technology through to design, production, programming and serious games.

About Alliance numérique

Alliance numérique, Quebec’s digital industry network, is dedicated to supporting and accelerating the growth and competitiveness of the industry. Focusing its efforts on private companies and SMBs, it has more than 200 members in the game, eLearning, education and Internet services and applications sectors. For anyone seeking to work with professionals in the field of interactive digital content, Alliance numérique is the gateway.

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