



## MONTREAL INTERNATIONAL GAME SUMMIT 08

**Press release**

*For immediate release*

### **Record edition of the Montreal International Game Summit**

**Montreal, Thursday, November 21, 2008** – The fifth edition of the Montreal International Game Summit closed on a record note on Wednesday. This annual meeting of the video game industry professionals, which was held on November 18th and 19th at the Palais des Congrès, attracted more than 1500 participants – twice the 2005 number – from all sectors of the industry from all over the world. For the first time ever, the event, which celebrated its fifth anniversary this year, opened its door to the general public to better promote this flourishing industry.

Alliance numérique, Quebec's digital industry network and organizer of the event, took this opportunity to disclose the results of a vast study on the positioning of the interactive game in Quebec, which show that Quebec appears among the world poles of excellence in this sector, ranking number 6.

“This fifth edition turned out a remarkable event at all levels. The Summit continued to grow offering more than 100 conferences, while innovating by offering this year the round tables and two new themes: production and mobility. The event is now a must of this industry, attracting leading experts from all over the planet”, said Alain Lachapelle, executive director, MIGS.

Some highlights of this edition are the conferences given by Warren Spector, vice-president and creative director, Disney-Junction Point Studios, and the joined conference by Laurence Kutner and Cheryl Olson, co-directors, Center for Mental Health and Media, Massachusetts General Hospital, who attacked a few preconceived notions about violence and video games and the role of the media in this matter. The Business Lounge, where 80 companies or so met to negotiate and discuss, has been tremendously successful.

#### **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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