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September, 05, 2024

Countdown to Extinction: Monetization XC 2024



Monetization is an extremely sensitive area of production and operation, often overlapping with the consumer protection, online safety and protection of minors.

In this session, we will explore the challenges of communicating regulatory risks to the design teams, address the risk of having a few studios which abuse aggressive approach trigger new regional regulation for the whole industry, and argue for an ethical approach to monetization as the foundation for the long-term success based on loyalty and trust of the player community.

### **Speakers**

- [Kirk Soderquist](#), Perkins Coie LLP
- Ann Becker, VideoGamesEurope
- Brian Chadwick, Devolver Digital
- Isabel Davies, Wiggin
- Prof. Dr. Henner Hentsch, Game
- Katya Nemova, Wargaming

### **Authors**

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