

ECGBL 2007

European Conference on Games Based Learning

**University of Paisley, Scotland
25-26 October 2007**

***Keynote presentation:* Growing Pains: A Debrief for the Serious Games Industry**

Although the use of computer games for education and training purposes has existed in various forms for many decades, it is only in the last few years that a recognisable and distinct industry sector, with the monicker "Serious Games", has emerged. Many experts predict that within 5 years this market will be competing with the traditional video games industry in terms of overall value. However, this "best case" scenario will only happen if the industry recognises its achievements and mistakes in order to continually improve.

Having been involved since the genesis of the industry by being one of the first commercial organisations formed specifically to develop and commercialise Serious Games over 6 years ago, TPLD will present a debrief based on our observations of challenges and opportunities in order to propose a way to move the industry forward, starting with collaboration between everyone at the conference.

Due to the company's prior experience and specific fields of expertise, this debrief will focus on team-based/multiplayer serious games, user-centric design, commercialisation and assessment methodologies, all of which are critical aspects for the industry's growth in the future.