Gaming and E-sports Standardization Forum for IEEE SA General Meeting & Anniversaries

1. Forum Introduction

In this digital era, gaming and e-sports are important scenarios for the development of the digital economy. Based on their advantages and characteristics such as large market potential, high social attention, strong linkage effects, good economic benefits, and popularity among young people, gaming and e-sports are gradually becoming new drivers of the digital economy, new urban image, and new carriers for cultural globalization.

In the trend of accelerating integration between virtual and reality, gaming technology is being increasingly applied in digital preservation, industrial simulation, smart cities, film and television production, and other fields. Gaming technology is gradually integrated into economic development and social life, releasing greater technological power and creating richer value.

At the same time, the innovative application of e-sports technology provides all-round technical support for e-sports events in large-scale international sports games such as the Hangzhou Asian Games, effectively improving the competitive experience, fairness, safety, and enjoyment, thus greatly promoting the sportsization of e-sports. and international development.

This forum will share the latest progresses in the field of gaming and e-sports. It is expected to inspire more creativity and collaboration, and then further accelerate the development of gaming and e-sports.

2. Time and Location

November 7, 2023 9:00A.M. - 17:30 P.M.

Sea World Grand Ballroom I, Hilton Shenzhen Shekou Nanhai

3. Forum Agenda

Forum name: Gaming technology empowers social value, and the entry of e-sports into Asia Games promotes new global opportunities Location: Sea World Grand Ballroom I, Hilton Shenzhen Shekou Nanhai	
9:00—9:20	Opening Speeches: ဢ Director, Market Supervision and Regulation Bureau of Shenzhen Municipality ဢ Director, Culture, Radio, Television, Tourism and Sports Bureau of Shenzhen Municipal ဢ Yu Yuan, President of IEEE SA ဢ Director, China Academy of Information and Communications Technology
9:20—9:35	- Topic: IEEE Standards Trend Insights - Speaker: Tom Coughlin, 2024 IEEE President
9:35—9:50	- Topic: Standards Application Practice of Asian Games E-sports Event Production - Guest: TBD, Expert from China Central Television (CCTV)
9:50—10:00	- Topic: Release Ceremony for IEEE 2861 Mobile Game Performance Optimization International Standard - Awarding Guests: Yu Yuan, IEEE SA President Cloud Liu, General Manager of Gaming Technology Operation Department, Tencent - Receiving Guests: Working Group Members

10:00—10:15	- Topic: Insights on Game Quality Assurance Standards - Speaker: Rongrong Fu, Deputy Director of Intelligent Product Evaluation Department of CTTL-Terminals, China Academy of Information and Communications Technology
10:15—10:20	- Topic: Kick-off Ceremony of IEEE Game Quality Assurance Working Group (IEEE GQAG) - Witness Guests: Rongrong Fu, Chair of IEEE GQAG, Members of IEEE GQAG, Bruce Wei, Director of Quality Assurance of Tencent, IEEE Standards Association Representatives
10:20—10:30	- Topic: Development of New Game Technologies - Speaker: Kem Hong, Director of Interactive Entertainment Technology Operation Center, Tencent
10:30—10:45	- Topic: TBD - Speaker: TBS, Expert, Samsung
10:45—10:55	- Topic: Technology and Standards for E-Sports at the Asian Games - Speaker: Zhidong Zhang, Technical Director of Tencent E-sports
10:55-11:10	- Topic: Vibratory Accessibility Technology Practice - Speaker: Zihuang Wu, Manager of Touch Product, Xiaomi
11:10—11:20	- Topic: Standard Construction Promotes Enhancements in Game Voice Experience - Speaker: Muyong Cao, Head of GVoice Technology, Tencent Games
11:20—11:35	- Topic: Progresses of Hardware Technology in the Online Gaming Industry - Speaker: Maru Maruyama, Developer Relations Engineer, Android Game, Google
11:35—12:00	- Roundtable discussion: Prospects of Game and E-sports Technology and Standard Trends - Moderator: Roy Dai, Standards Director, Tencent - Guests: ● Expert, Guangdong-Hong Kong-Macao Greater Bay Area Standard Innovation Alliance/Greater Bay Area E-sports Alliance

	- Experts, IEEE China - Zhidong Zhang, Technical Director of Tencent E-sports - Chenxi Zeng, Chair of Gaming Standards Sub-Working Group of CCSA TC11 - Expert, TBD - Alicia Nie, Chair of IEEE CS Online Gaming Standards Committee(IEEE OGSC), Tencent Standards Expert

IEEE Computer Society Online Gaming Standards Committee (C/OGSC) Seminar

November 7, 2023 14:30 P.M. - 17:30 P.M. BT (UTC +8)
Meeting Room TBD, Second Floor, Hilton Shenzhen Shekou Nanhai

1. 14:30——15:00 Call to Order

Introductions / Declarations of Affiliation

2. 15:00——16:00 Technical Speeches
➢   Standards Empower Game technology Development—Speaker from CAICT
➢   Technical Challenges of Cloud Gaming—Speaker from Tencent
➢   TBD
➢   Establishing Game Quality Standards and Creating Global Excellent Games—Speaker from Tencent

3. 16:00——16:15 Introduction of IEEE Computer Society Online Gaming Standards Committee (C/OGSC)

4. 16:15——16:35 Progress of IEEE OGSC Cloud Gaming Working Group

5. 16:35——16:55 Progress of IEEE OGSC E-sports Working Group

6. 16:55——17:15 Progress of IEEE OGSC Game Quality Assurance Working Group

7. 17:15——17:30 Q&A

8. 17:30 Adjourn