

## June 7 Main Track

Sponsored By TikTok 

09:00 - 10:30 **Welcome Coffee by Xsolla**

10:30 - 10:35 **Welcome to WN Istanbul!**

Julia Lebedeva (Kraskovskaia)  
COO & Partner, WN Media Group

10:35 - 11:00 **The Power of the Modern Generation of Gamers**

Noam Zada, Sezer Degirmenbasi

11:00 - 12:00 **The New Challenges Facing the Industry and How to Overcome Them**

Simay Dinç, Tansu Kendirli, Murat Kahraman, Doruk Demirsar, Ozan Aydemir, Atakan Cankorur

12:00 - 13:00 **New Investment Climate in the Video Games Industry: Risks, Constraints, Opportunities**

Pieter van der Pijl, Kinga Waclawik, Saltukhan Gulsen, Ilya Eremeev, Caglar Eger, Barış Ozistek

13:00 - 14:00 **Refreshments Break by Xsolla**

14:00 - 14:30 **App Quality Insights for Google Play**

Julia Lebedeva (Kraskovskaia), Romain Mardot

14:30 - 15:00 **Maximizing Organizational Success through Effective Culture Development: Practical Approaches and Key Learnings**

Patty Toledo  
Head of Creative Community, PLAYSENSE

15:00 - 15:30 **Web Shops for Mobile Games: Key Learnings after 150 Launches**

Artem Liubutov  
Director of Products, Xsolla

15:30 - 16:00 **Refreshments Break by Xsolla**

16:00 - 17:00 **Building and Growing a Game with Your Audience in Mind**

Aysu Yıldız, Aleksandr Bezobrazov, Ozhan Kamberli, Erdem Lafci

17:00 - 17:30 **Should You Ever Give Up Your IP?**

Julia Lebedeva (Kraskovskaia), Dino Patti

17:30 - 18:00 **From Pixels to Players: Insights into Gaming Trends and Multi-platform Attribution**

Çağla Mordeniz  
Customer Success Manager, Appsflyer

## June 7 AI for Business Track

Sponsored By Xsolla 

09:00 - 11:00 **Welcome Coffee**

11:00 - 11:30 **Artists vs AI: Friends or Foes**

Jama Jurabaev  
Senior Concept Artist, Lucasfilm

11:30 - 12:00 **What a Year It's Been!**

Tyler Coleman  
Founder, Retora Games

12:00 - 13:00 **AI Will Not Steal Your Job. But Someone Who Knows How to Use It Will**

Guy Gadney  
CEO, Charisma

13:00 - 14:00 **Refreshments Break**

14:00 - 14:30 **AI & ML for Games on AWS**

Damla Akpınar  
Sr. Solutions Architect, AWS for Games

14:30 - 15:00 **Personalizing Game Experience with AI**

Noa Avishur  
AI Product Manager, Playtika

15:00 - 15:30 **AI-Powered Game Development**

Mehmet Umut Ermeç  
CEO, tiplay studio

15:30 - 16:00 **Refreshments Break**

16:00 - 17:00 **GenAI in Game Development**

Oz Silahtar, JJ Fiasson, Ilya Matveev, Kristina Lasenko (Frolova), Ulas Bilgenoglu, Zeynep Açıkbaş Kılış

17:00 - 17:30 **The AI-pocalypse? How Game Narratives Will Never Be the Same**

Egor Chirkunov  
CEO / Founder, EQWise

## June 8 Main Track

Sponsored By TikTok 

09:30 - 10:30 **Welcome Coffee by Xsolla**

10:30 - 11:00 **Giving Gamers More Rewarding Ways to P(L)AY**

Ceren Turkben Kaya, Berkley Egenes

11:00 - 11:30 **Game On: Pitching Your Way to Gaming Success**

Tali Tzukerman  
Product Director, Product Madness

11:30 - 12:00 **How AWS for Games Can Help Gametech Customers?**

Damla Akpınar, Umut Ersarac

12:00 - 12:30 **The Future of Ad Monetization: Exploring the Hot, the New, and the Unknown**

Ashkhen Minasyan, Yücel Çetin, Sofia Gilyazova, Bogdan Džaković

12:30 - 13:00 **Going Abroad with H5 Games**

Luke Stapley  
Marketing Director, Cocos

13:00 - 14:00 **Refreshments Break by Xsolla**

14:00 - 14:30 **Publishing Your Mobile Game in 2023: How to Successfully Grow in a New Macro Environment**

Nir Regev  
Director of Publishing, Supersonic from Unity

14:30 - 15:00 **Device-Savvy: Growing Gaming Competition in the Volatile Economic Climate**

David Hundia  
Growth Specialist, Digital Turbine

15:00 - 15:30 **The Future is Already Here: Hybrid-Casual**

Türker Karahan  
CEO & Co-Founder, Udo Games

15:30 - 16:00 **Take Full Control of Your Mobile Game's Destiny**

Egor Ershov  
Growth Partner, Unity Ads

16:00 - 16:30 **Rewarded Video 2.0?**

Filipp Karmanov  
Founder, Black Snowflake

16:30 - 17:00 **The Evolution of Gaming in MENA**

Diala D. Al Otaibi  
PR & Comms Manager, Babil Games

17:00 - 17:30 **WN Developer Contest**

## June 8 AI for Business Track

Sponsored By Xsolla 

09:30 - 11:00 **Welcome Coffee**

11:00 - 11:30 **Game-Changer: How AI is Augmenting Visual Asset Production**

JJ Fiasson  
CEO, Leonardo.Ai

11:30 - 12:00 **Limits of SaaS AI: Achieving Ethical AI with Custom Solutions in Arts, Games and Beyond**

Balázs Keszthelyi  
CEO & Founder, TechnoLynx

12:00 - 12:30 **Revolutionizing Gaming: The Power of AI for Immersive Experiences and Optimal Performance**

Barak David, Jure Grahek

12:30 - 13:00 **Reinforcement Learning with AWS DeepRacer / Amazon SageMaker Fast-Track**

Enes Rodop, Yavuz Aksu

13:00 - 14:00 **Refreshments Break**

14:00 - 14:30 **Improve your UA & Marketing Effort with AI**

Damla Dokuzoglu  
CEO & Data Scientist, AppNava

14:30 - 15:30 **Investor Thoughts on Generative AI**

Oz Silahtar, Luke Stapley, Berkin Toktas, Basar Yenidunya, Kristina Lasenko (Frolova), Jure Grahek

15:30 - 16:00 **Maximizing Game Development Efficiency with AIGC: Unleashing the Power of AI in the Gaming Industry**

Chenyang Sun  
Ecosystem Operations Director, Cocos

16:00 - 16:30 **Navigating the Rough Seas of Machine Learning-Powered User Acquisition: Limitations, Pitfalls, Concerns.**

Alexey Calabourdin, Vladimir Khudiakov