

# MFM GAMES ROUNDTABLE



Renaissance, Releases, and Recession

February 17, 2021

<https://www.mediafinance.org/video-games-events>



## Virtual Seminar & Roundtable – Wednesday, February 17, 2021 at 11:00A Pacific (2:00P Eastern)

### A look at COVID, M&A, and Innovation for 2021

When 2020 ended, the video games industry was facing two competing trends. Stay-at-home orders and other policies intended to slow the spread of COVID-19 increased demand for games content. At the same time, historic unemployment and underemployment negatively affected disposable income for some consumer groups.

Experts from our December 8th Outlook will open with updates to their predictions. Then, join the conversation as participants discuss questions including the pandemic's impact on the business of producing and selling video games, insights from recent M&A and stock market activity, and strategies for adding/innovating in areas including talent, IP, and technology (internally generated or acquired).

Participants registered for the seminar will be eligible to receive up to one [1] CPE credit toward their Certified Public Accounting (CPA) or other qualified license. MFM is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors.

This one-hour virtual event is free to all participants. Registration is required - <https://www.mediafinance.org/video-games-events>.

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#### About RSM:

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**Kevin Depew, Speaker**  
Deputy Chief Economist  
RSM UP LLP

As RSM's deputy chief economist and industry eminence program leader, Depew provides RSM's clients with macroeconomic and industry perspectives and insights they need to successfully manage their businesses. Through the eminence program, he works closely with RSM senior analysts across key client industries to forecast industry trends, including how artificial intelligence, machine learning and data will reshape business in the short and long term.



**Joost van Dreunen, Speaker**  
Author of *One Up: Creativity, Competition, and the Global Business of Video Games*

Author and startup advisor van Dreunen teaches at the NYU Stern School of Business. He is co-founder and the former CEO of SuperData Research games market research firm, which Nielsen acquired in 2018. In addition, he serves as a startup advisor at Parsec Gaming and publishes a weekly newsletter, *SuperJoost Playlist* covering video gaming, technology, and entertainment.



**Jenna Hardy, Moderator**  
Interim CFO  
The Gearbox Entertainment Company, Inc.

An internationally recognized financial expert, Hardy's experience includes nearly a decade at Disney and a similar period at Warner Brothers. At Gearbox, she pioneered the systematic tracking of value creation through the company's enterprise accounting system enabling it to dramatically improve forecasting, cut costs, manage cash flow, and improve its ROI.