10:00 am  Welcome and Opening Remarks
Andrew Smith
Director, Bureau of Consumer Protection, Federal Trade Commission

10:15 am*  Panel 1: Treasure or Trifle? A Macro Look at Microtransactions
This panel will explore the role of loot boxes and similar mechanics in the video game ecosystem and the impact of these monetization models on end users.

Panelists:
John Breyault
Vice President of Public Policy, Telecommunications, and Fraud, National Consumers League
Omeed Dariani
CEO, Online Performers Group
Renee Gittins
Executive Director, International Game Developers Association
Jeff Haynes
Senior Editor of Video Games and Websites, Common Sense Media
Sean Kane
Partner and Co-chair of the Interactive Entertainment Group, Frankfurt Kurnit Klein & Selz
Michael Warnecke
Chief Counsel, Tech Policy, Entertainment Software Association

Moderators:
Brittany Frassetto
BCP Division of Financial Practices, FTC
Andrew Wone
BCP Division of Advertising Practices, FTC

* There will be a 10-minute break between panelists’ presentations and the moderated discussion.
12:15 pm  Lunch

1:15 pm  Panel 2: Head in the Game – What Drives Loot Box Spending?
This panel will address potential social, psychological, and economic motivations associated with loot box spending.

Panelists:
Sarah Domoff, Ph.D.
Assistant Professor, Clinical Psychology, Department of Psychology, Central Michigan University
Adam Elmachtoub, Ph.D.
Assistant Professor, Department of Industrial Engineering and Operations Research, Columbia University
Andrey Simonov, Ph.D.
Assistant Professor of Marketing, Columbia Business School
David Zendle, Ph.D.
Lecturer, Computer Science, York St John University

Moderator:
Patrick McAlvanah
Bureau of Economics, FTC

2:35 pm  Break

2:45 pm  Panel 3: A Level Playing Field – What’s Fair Game?
This panel will discuss current initiatives for disclosing in-game microtransactions and explore ideas for other mechanisms that may enhance consumer protection.

Panelists:
Ariel Fox Johnson
Senior Counsel for Policy and Privacy, Common Sense Media
Anna Laitin
Director of Financial Policy, Consumer Reports
Patricia Vance
President, Entertainment Software Rating Board
Keith Whyte
Executive Director, National Council on Problem Gambling

Moderators:
Mary Johnson and William Ducklow
BCP Division of Advertising Practices, FTC
Closing Remarks
Mary K. Engle
Associate Director, BCP Division of Advertising Practices, FTC