



Media Contact Information:

Jamie Grande - 847.716.7000 or jamie.grande@mediafinance.org
P. Andrews-Keenan, 312-206-2821 or PKeean1@comcast.net

**MFM's Video Games Outlook
Renaissance, Releases, and Recession
to Offer Deep Dive into Projected 2020 Results and 2021
Outlook**

Free Event Scheduled for December 8, 2020, 2 p.m. ET

NORTHFIELD, IL – November XX, 2020 – The [Media Financial Management Association \(MFM\)](#) today announced its first ever MFM Video Games Outlook created to offer an in-depth analysis of both the current results and the 2021 forecast for the video games industry. This ninety-minute virtual event will include an economic overview with a focus on trends that can affect video game businesses followed by a look at trends emerging from results of Black Friday weekend sales. The session will be held Tuesday, December 8, at 2:00 p.m. Eastern (11:00 a.m. Pacific).

With 2020 winding to a close, eyes are on the outlook for video game companies, an industry caught between two competing trends. COVID-19 and related guidelines to limit spread have increased demand for video games and games competitions. At the same time, the ongoing pandemic-induced recession means that many consumers have less disposable income. Additionally, the industry is seeing long-awaited launches of next-generation consoles along with releases of new titles. MFM has assembled a group of expert speakers who will delve into these and other questions posed by video games finance professionals.

Session presenters are **Kevin Depew**, Deputy Chief Economist with RSM UP LLP; **Joost van Dreunen**, Author of *One Up: Creativity, Competition, and the Global Business of Video Games*; and **Victor Kao**, Consulting Partner and National Leader in Video Gaming and Esports with RSM US LLP.

“The fallout from the COVID-19 pandemic looms large for the video games sector,” said **Mary M. Collins**, president and CEO of MFM and its BCCA subsidiary, the media industry’s credit association. “This special session will provide insights on both the upsides and the challenges faced by the industry, and give participants a glimpse into what to expect in for 2021.”

MFM Games Outlook: December 2020 Special Event

This free virtual event, sponsored by RSM, includes one hour of presentation followed by a 30-minute discussion among speakers and participants.

Registered participants for the event 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. Information about CPE learning objectives and requirements, along with an [online registration](#) form, may be found on MFM's [website](#) under "Programs & Events."

About the Presenters:

Kevin Depew

Deputy Chief Economist with RSM US 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, Kevin 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

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, a games market research firm acquired by Nielsen 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.

Victor Kao

Consulting Partner and National Leader in Video Gaming and Esports with RSM US LLP

Kao provides a unique blend of accounting, operations, and IT subject matter expertise to advise leadership in making confident decisions. Currently, his core industry and subject matter expertise rests within the technology, media, and entertainment segment with a focus on video gaming and esports.

About MFM and BCCA

Media Financial Management Association (MFM) is the premiere resource for financial professionals for media industry education, networking, and information sharing throughout the U.S., Canada, UK, and Europe. More information about MFM is available on its website, <https://www.mediafinance.org>, and via its updates on [LinkedIn](#), [Facebook](#), [Instagram](#), and [Twitter](#). Its BCCA subsidiary serves as the media industry's credit association. BCCA's revenue management services encompass a variety of credit reports on national and local media advertisers and agencies, including Media Whys, a credit report for media businesses that offers a credit score based on industry-specific aging combined with trade data from Experian or D+B. More information about BCCA is available at <https://www.bccacredit.com> as well as its updates on [LinkedIn](#), [Facebook](#), and [Twitter](#).

About RSM US LLP:

MFM Games Outlook: December 2020 Special Event

RSM's purpose is to deliver the power of being understood to our clients, colleagues and communities through world-class audit, tax and consulting services focused on middle market businesses. The clients we serve are the engine of global commerce and economic growth, and we are focused on developing leading professionals and services to meet their evolving needs in today's ever-changing business environment.

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