Press Release
For Immediate Release

MDEC’s LEVEL UP PLAY-ONE marks a pivotal milestone as Southeast Asia’s all-new virtual games expo to-date

The two-day public session paved the way for LEVEL UP SPACEBAR as it connected businesses, game publishers and ecosystem players as part of the fully virtualised LEVEL UP series

KUALA LUMPUR, 17 June 2020: Designed to connect businesses, gamers, and the general public, LEVEL UP PLAY-ONE celebrated the conclusion of its hugely successful virtual games expo. The Digital Creative Content division from the Malaysia Digital Economy Corporation (MDEC) organised this one-of-a-kind video games industry event over the weekend, reaching out with more than 3.8 million views, attracting 139,935 unique viewers for Facebook and producing 22 streaming sessions that featured games and industry-related content. This mostly included various gameplay showcases, discussion panels and webinar-based activities that hosted 16 speakers from across Southeast Asia.

Chalked up as a first-time virtual event for the Malaysian video games ecosystem, LEVEL UP PLAY-ONE was a unique mix of webinars and talks, competitions and streaming sessions. All of them were specifically designed to showcase and share Malaysia’s vibrant games and esports ecosystems across the nation and around the region. Spanning nearly a half-dozen countries, the online nature of the event enabled attendees as far as Russia and Poland to attend.

“The diversity of our speakers, partners and participants is the upside of reconfiguring and expanding LEVEL UP KL due to the disruptive nature of the pandemic. While staying true to its theme of bringing the digital games community together to explore ways, develop and empower Malaysian games and esports industries, I feel that, this year, we have gone above and beyond that,” said Hasnul Hadi Samsudin, Vice President, Digital Creative Content, MDEC.

LEVEL UP PLAY-ONE, in its debut year, managed to pull together a wide-swath from the games industry, from game developers, to content streamers and even esports operators, to share their knowledge about the various opportunities and challenges they faced during the ongoing pandemic. More importantly, participants were able to unwind and take time-out from the day-to-day stresses as they focus on playing video games on their own and with their friends and family.

As for business-minded and ecosystem players, they also got to learn how the industry is addressing hot-button topics. This included the continued pursuit to raise awareness in tackling misconceptions about esports and properly classifying game addiction and addressing prevalent gender bias. There was also a discussion on broader perceptions around gaming that are now seen as serious economic and job creation contributors.

“LEVEL UP PLAY-ONE, and the more business-focused LEVEL UP SPACEBAR, will drive these conversations forward and enable all participants to learn from the comfort of our homes, across the world. That, personally, is already a remarkable feat,” added Hasnul.

These new digital games events were also powered via the ongoing industry partnerships between MDEC and ASTRÓ’s eGG Network. This arrangement had extended selected esports and webinar streams at LEVEL UP PLAY-ONE to be broadcasted in regions around Southeast Asia. Gameplay and showcases were also streamed during a day-long official broadcast via eGG Network’s Facebook Gaming page, featuring a diverse range of local and global major videogame titles and highly anticipated made-in-Malaysian video games.
While the public-facing event over the weekend wrapped up, MDEC – in wanting to expand the industry from just being focused on game developers to becoming a global destination for game development – continued to spearhead industry innovation and growth via its industry-facing LEVEL UP SPACEBAR event.

One of its main goals: to widen the collaborative capabilities for the games industry and esports in Malaysia and around Southeast Asia.

Kicking off yesterday, it welcomed various businesses related to the video games and esports industries, investors, educators and students, game developers and game publishers to meet and connect with each other. While LEVEL UP PLAY-ONE was a gaming festival that was open to the public, LEVEL UP SPACEBAR focuses on the business aspect of the ecosystem.

As is, most within the region know that this is the must-attend event. Originally planned to run for one day, the overwhelming response from over 500 organisations forced the organisers to extend it to two days instead.

LEVEL UP SPACEBAR played host to revered guest speaker, Shuhei Yoshida, Head for Indies Initiative Sony Interactive Entertainment (SIE) and former President of SIE Worldwide Studios. He was joined by an extensive list of panellists from various video game publishers, developers, and studios. This includes Roblox, Alibaba Cloud, Google, Epic Games, Unity Technologies, Double Eleven, Larian Studios, Passion Republic and Streamline Studios.

Coming together to take this thriving sector to the next level by facilitating growth in several related market segments, drive investments, and create more job opportunities for digital talents, both LEVEL UP Play-One and SPACEBAR have set the tone in pioneering hybrid gaming events for a post-COVID-19 future.

With LEVEL UP, and its other various initiatives, MDEC hoped to further expand Malaysia’s digital games market, now operating at a market size of about US$697 million (MYR3 billion). Currently, revenues are largely driven by smartphone games, followed by a rapidly growing console games segment. Female gamers too are becoming a significant community across the region, with Malaysia having the highest share of female paying gamers aged 10-20, effectively changing the male-dominated narrative of the industry (Source: Mobile Games Whitebook, NewZoo).

For post-LEVEL UP PLAY-ONE and SPACEBAR videos and webinar sessions, visit https://www.levelupkl.com

###

**About Malaysia Digital Economy Corporation (MDEC)**

Malaysia Digital Economy Corporation (MDEC) is a government agency under the purview of the Ministry of Communications and Multimedia Malaysia entrusted to lead Malaysia's digital economy forward. Incorporated in 1996 to oversee the development of the MSC Malaysia initiative, MDEC’s primary mandate today is to accelerate the growth of digitally-skilled Malaysians, digitally-powered businesses and digital investments in Malaysia. MDEC is focused on creating inclusive, high-quality growth through the nationwide digitalisation initiatives that are in line with the Government’s Shared Prosperity Vision 2030 and firmly establishing Malaysia as the Heart of Digital ASEAN.

#LetsBuildTogether #DigitalMalaysiaForward
To find out more about MDEC’s Digital Economy initiatives, please visit us at https://mdec.my/ or follow us on:

Facebook: https://www.facebook.com/MyMDEC/
Twitter: @mymdec