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**Silicon Studio Head of Data Science,
to be keynote speaker at
the Big Data & Analytics Innovation Summit**

Tokyo, Japan, (September 5, 2017) – Head of Data Science of middleware and game development company Silicon Studio Corporation, Dr. África Periañez, has been announced as a keynote speaker at the Big Data & Analytics Innovation Summit in Shanghai.



YOKOZUNA
data

Silicon Studio is at the forefront of Game Data Science thanks to Yokozuna Data, a market-leading machine-learning engine that predicts the behavior of individual players. At the Big Data & Analytics Innovation Summit, held in Shanghai on September 6th and 7th, as the Head of Yokozuna Data, Dr. Periañez will share her experience on cutting-edge learning models applied to video games. The summit brings together some of the most renowned companies in the machine-learning field, such as DeepMind, Alibaba or Airbnb, and Silicon Studio is proud to have their Head of Game Data Science take position as the lead speaker of the event.

<https://theinnovationenterprise.com/summits/big-data-analytics-shanghai-2017>

Title: Game Data Science: The State of the Art

Overview

Dr. Perriñez will survey the state of the art of Data Science in the video game industry. Presenting a general summary of the main techniques to predict player behavior, concentrating on those learning methods (e.g. Deep Learning and Ensemble Learning) that help to reduce user attrition, i.e. churn, which is decisive to increase player retention and raise revenues.

The talk will go on to discuss these techniques from the viewpoint of a Game Data Science Engine. The goal of Silicon Studio is to democratize Game Data Science, hence Dr. Perriñez will illicit how the proposed methods can make predictions in an operational business environment and easily adapt to different kinds of games and players—namely, to different data distributions. Dr. Perriñez will focus on flexible techniques that do not need previous manipulation of the data and are able to deal efficiently with the temporal dimension of the churn-prediction problem.

About the Big Data & Analytics Innovation Summit:

Join 100+ of the industry's top minds at the world's largest executive led Big Data & Analytics Summit and share challenges and best practices with pioneers in the data science field. Hear from 22+ speakers from Fortune 500 companies leading Big Data & Analytics initiatives.

The Big Data & Analytics Innovation Summit is the largest gathering of top international business executives from leading Big Data & Analytics initiatives in the Asia Pacific market. The summit invites the world's best and most influential speakers, and some of the biggest names in the industry, who gather from around the world to present their expertise.

With over 150 like-minded big data & analytics leaders descending on Shanghai for the event, and both structured and informal networking sessions provided, it's a brilliant opportunity to forge new professional contacts.

■ Presentation Schedule and Event Information:

Presentation	Game Data Science : The State of the Art
Speaker	Dr. África Periañez (Silicon Studio Head of Data Science)
Official Site	https://theinnovationenterprise.com/summits/big-data-analytics-shanghai-2017/schedule
Schedule	Wednesday September 6 th , 2017 (9:10am Beijing Time)
Venue	Shanghai Marriott Hotel Parkview 333 Guang Zhong Road West, Jing'an District Shanghai, 200072 China

About YOKOZUNA data:

YOKOZUNA data is a state-of-the-art machine-learning engine to predict individual player behavior. It consists of a recommendation system and a player prediction platform that utilize next generation artificial intelligence algorithms to move game development into the future.

About Silicon Studio

Silicon Studio is a Japan-based game engine and middleware company providing quality rendering, optical effects, and post-effects solutions for game development. Silicon Studio also develops and publishes games across mobile, PC and consoles, and develops games for third parties.

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