



## Unlocking the consumer issues surrounding loot boxes

August 7, 2019 • Washington DC

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10:00 am

### Welcome and Opening Remarks

**Andrew Smith**

Director, Bureau of Consumer Protection, Federal Trade Commission

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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.

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12:15 pm

## Lunch

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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

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2:35 pm

## Break

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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

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4:00 pm

## Closing Remarks

**Mary K. Engle**

Associate Director, BCP Division of Advertising Practices, FTC

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