Beyond: Two Souls is a new video game that combines cinema style use of actors, graphics and music within a video game platform. You will need to watch the trailers and read the related information (links below) to get an understanding of the reasons why this trailer and an extract of the game were first shown at the Tribeca Film Festival in America.

- [http://tribecafilm.com/festival/about-tff](http://tribecafilm.com/festival/about-tff)

When you have watched the videos and read the related articles answer the following questions:

1. How realistic do you think the graphics are in this video game?
2. What type of music has been used and who was the composer?
3. Why was a trailer shown at the Tribeca Film Festival and what was unusual about showing it there?
4. What elements help to make the game interactive?
5. How much will this game cost to buy?

6. Who are PEGI? Do you think that they rated the game as a 16 accurately?

7. The websites listed above all form part of the marketing strategy by Sony to get interest in the game before its release. What additional things could Sony do to improve the public’s awareness of this game?

8. Give three advantages of using the internet to help promote this game.

9. List three other ways that this game could be marketed and explain how these would help market and promote the game.

10. Look at the home site of this game: http://beyondps3.com/ and explain how they use this site to appeal to the target audience. You will need to prove your age for access to this site and be over 16.

11. How are the actors being used in this game and what are the similarities to films?

12. What sorts of strategies are being used to help promote this game and will there be any merchandise, competitions or public appearances of the actors to help promote it?

13. Find a print-based advertisement for this game and discuss the magazine it was in. How does the advertisement appeal to the target audience and how do they register what genre it is? Look at the visual art work, the text used, the layout and design, the size of the advert, how it hooks the audience, what information it outlines such as pre-order links or special offers and whether or not you think it will be a successful print-based advertisement.

14. Watch the trailer for this game again and explain how the visual effects, graphics and music appeal to the target audience.

15. You have been asked to create a press release for this new game. The link to this site will provide you with good ideas for writing an effective press release: http://www.gamersnexus.net/features/gg/557-writing-a-good-video-game-press-release. You will need to include the following details:

   - Name of game
   - Genre
   - A synopsis
   - When the game will be released
   - Anything else that’s unique about the game.