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|  | **2011 MI6 Game Marketing Conference Open****Client: MI6****Production Company: BUSTER**Everyone's gaming experiences tell a story, and some of those stories take on lives of their own.  |    |

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|  | [Sleuth Gets A New Name; Meet Cloo](http://www.tvguide.com/News/Sleuth-Name-Cloo-1031554.aspx) TV Guide From the company that morphed Sci Fi into Syfy comes another channel name destined to wreak havoc with your computer's spell check. TV Guide Magazine has confirmed that NBCUniversal will change the name of Sleuth, its crime and mystery cable channel, later this spring. [MI6: Microsoft's Kudo Tsunoda On Kinect's Collaborative Genesis](http://gamasutra.com/view/news/33990/MI6_Microsofts_Kudo_Tsunoda_On_Kinects_Collaborative_Genesis.php) Gamasutra How did Xbox Kinect shift 6 million units? How did a plastic add-on become the fastest-selling tech gadget of all time? Speaking to game industry marketers at the MI6 conference in San Francisco Thursday, Microsoft Game Studios creative director and general manager Kudo Tsunoda puts it all down to a unique moment of bonding between those traditional warring parties -- developers and marketers. [Roy M. Spence To Keynote PromaxBDA's Inaugural Station Summit](http://www.broadcastingcable.com/article/466426-Roy_M_Spence_to_Keynote_PromaxBDA_s_Inaugural_Station_Summit.php) Broadcasting & Cable PromaxBDA announced Thursday that Roy M. Spence will be the keynote speaker at the company's inaugural 2011 Station Summit. Spence is the chairman/co-founder of GSD&M and CEO/co-founder of The Purpose Institute.  |
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| **MI6 2011: Recap**  |
| Thanks to all who came out for MI6 2011 yesterday in San Francisco! See the [list of 2011 MI6 award winners](http://r20.rs6.net/tn.jsp?llr=ob8m4tcab&et=1105081603643&s=36538&e=001O8xvFmI0-qnL7GWi2UBWpcHjzcbkzZgo6vDtGR71xNBt5J4xCE4Hd3icqdSLioVq39f9gB1r7veG8y3DFGM52q8RGjsumbvBD8bSPvSd_dsxLLuQoQlDJMC69dtmDQSbqdO8b0Ilm-e2AbCWKaKM1w==) and check out the [2011 MI6 Game Marketing Conference and Awards](http://r20.rs6.net/tn.jsp?llr=ob8m4tcab&et=1105081603643&s=36538&e=001O8xvFmI0-qkqmgqBgh4lGwFYihrJJScg3a-iilKLulWBYQZVIF-lnsLIYBsGEe-FF7CTu5Nij-rD4Mim0kHaY5-0-Wfs65D_rUywXHBBeNlXlaF8hRWtGnvGOLXbRUyKFNtysaz0htI3xq35gUQYrrpSlHAK3kcS) page, where MI6 2011 attendees can also get a free on-demand recap of sessions and winners can order duplicate awards for the rest of their marketing and creative team. Peruse photos at the [MI6 Facebook page](http://r20.rs6.net/tn.jsp?llr=ob8m4tcab&et=1105081603643&s=36538&e=001O8xvFmI0-qnf9dJkGkk6dibdwyzyXmMsxeAp7bns-42gEpwIXknCQvdBNO6xJFgsHlxP4poMKGSyJROTYls3sIaRySNAOY8BqLULqcANediA7DQuTbd4-ZvPXgQyvXwc8FQ06b3H72oaN9SunB3kXHwIVKFbatT5yxYEOdwVpYk=) and keep the conversation going at the [MI6 social networking site](http://r20.rs6.net/tn.jsp?llr=ob8m4tcab&et=1105081603643&s=36538&e=001O8xvFmI0-qk3wTJcyj_mgtdyUF9RRnS1vKJdCb3Ekgb8HCElgCG0p-NfFtYuuSwCCDvdukmEF7_9dLYaaRhGAzv9GTUcnDQ9YltSORxsD3XzcTrq095cmZVCZ3FuiCwK)!  |
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|  | [Station Groups Debut 'RightThisMinute'](http://www.mediapost.com/publications/?fa=Articles.showArticle&art_aid=148241) MediaPost Three station groups will debut a syndicated show this fall that looks to incorporate citizen journalism and social media buzz. Tabbed "RightThisMinute," the one-hour newsy show is scheduled for Cox, Raycom and E.W. Scripps stations covering about 30% of the country, in addition to likely other station groups. [Nexstar Broadcasting Inks Deal For CBS-Affliates In Wisconsin And Michigan](http://www.mediabistro.com/tvspy/nexstar-broadcasting-inks-deal-for-cbs-affliates-in-wisconsin-and-michigan_b8585) mediabistro Nexstar Broadcasting is set to acquire two CBS-affiliates, WFRV in Green Bay and WJMN in Marquette, MI, from an affiliate of Liberty Media Corporation for $20 million.  |
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|  | [SnappyTV Lets You Tune-In To TV Shows And Share Video Clips Online](http://techcrunch.com/2011/04/07/snappytv-lets-you-tune-in-to-tv-shows-and-share-video-clips-online/) TechCrunch There are a plethora of startups that offer a social, second-screen experience to watching televsion including TV Tune-In, GetGlue, Miso, and Tunerfish. Today, a new player is throwing its hat in the ring, but adding a new twist—the ability to share clips of video from television shows. SnappyTV is a social tune in platform that lets consumers clip video while they are watching and send to their Facebook and Twitter friends. [ESPN Debuts Apps For Live TV On Apple Devices](http://www.broadcastingcable.com/article/466443-ESPN_Debuts_Apps_For_Live_TV_On_Apple_Devices.php) Broadcasting & Cable ESPN has extended its authenticated "TV Everywhere" service to Apple's iPhone, iPod touch and iPad devices, giving subscribers of Time Warner Cable, Bright House Networks and Verizon FiOS TV access to live feeds of ESPN, ESPN2, ESPNU and ESPN3.com. [Google Promotes Studio-Produced YouTube Shows](http://www.mediapost.com/publications/?fa=Articles.showArticle&art_aid=148221) MediaPost Google continues to strengthen its position in the entertainment industry by building up tools, such as YouTube, to support streaming video across online, television and mobile. Next week, the company will hold an intimate gathering in Hollywood to highlight research, the evolution of movie consumption, and how studios are streamlining theatrical releases to accommodate changes occurring online and mobile.  |
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| **Make Someone Happy with an MI6 Game Marketing Duplicate Award!**So many people are involved in a campaign, but only a few take home an award. Any credited member of your winning team is eligible to receive one of these coveted MI6 awards that recognizes the best in video game promotion, marketing and design. Congratulate your team on a job well done by [ordering](http://r20.rs6.net/tn.jsp?llr=ob8m4tcab&et=1105081603643&s=36538&e=001O8xvFmI0-qlPSHCT_ZpcSRFUm27t_Ls2Ev4SoJpVg787KIEpLJz5r9phzJuaJ13DwZCvPA_tSzaI0zAYtg77LmBhuUzfhh6gXWbeTNhC_G6WNU6V6-24tI9zkgpeAm0aikzDiBtMIW0whlZLk01Y2CpVsDHLhyGpDQmcCg8ViYg=) your duplicate awards today! Questions? Please contact the Awards Department at [awards@promaxbda.org](http://r20.rs6.net/tn.jsp?llr=ob8m4tcab&et=1105081603643&s=36538&e=001O8xvFmI0-qkWGMhPUZNkQoFGPgD5heqUfNRpcQKOYwIOO5206mSB24au_v1uXDru8-SDjmeAzIW2NFruaEY_8JhB_4uOie7to3u1BBD692c=).  |
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|  | [Want To Help Set A Guinness World Record? EA Says Play Monopoly Millionaires On Facebook Today](http://socialtimes.com/monopoly-millionaires-guinness-world-record_b56556) SocialTimes Electronic Arts and Hasbro have declared today Global Monopoly Day and they are inviting fans from around the globe to play Monopoly Millionaires on Facebook to help set a new Guinness World Record. They are attempting to set the record for the greatest number of people from around the globe to play Monopoly Millionaires simultaneously and you can be a part of it. [MTV Networks Launch Videogame Division](http://www.mediapost.com/publications/?fa=Articles.showArticle&art_aid=148230) MediaPost Only a few months after selling its lackluster Harmonix game division -- and closing its MTV Games division -- Viacom's MTV division is launching a new games efforts built around shows from Comedy Central and Spike TV. The new MTV group 345 Games is a division of MTV Networks Entertainment Group.  |
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|  | [WWE Pins Down Rebranding Efforts](http://www.multichannel.com/article/466457-WWE_Pins_Down_Rebranding_Efforts.php) Multichannel News World Wrestling Entertainment announced Thursday it will launch a new WWE cable network over the next year as part of a major rebrand of the company. The company will now be rebranded as WWE and will look to acquire entertainment content companies as well as outsource its television and film production, live event programming and licensing efforts. [DirecTV Has The 2011 Masters Tournament Covered](http://www.mediabistro.com/sportsnewser/directv-has-the-2011-masters-tournament-covered_b7364) mediabistro With the start of the 2011 Masters Tournament today, DirecTV’s coverage officially kicks into full swing. Leading up to today, DirecTV ran the 2010 Official Masters film and 2011 Masters Preview show on The 101 Network. [THQ Unveils 'UFC' Fitness Game](http://content.usatoday.com/communities/gamehunters/post/2011/04/thq-unveils-ufc-fitness-game/1) USA Today THQ is expanding its line of video games based on the UFC with a fitness game launching in June. UFC Personal Trainer: The Ultimate Fitness System will feature exercises and fitness programs designed by the National Academy of Sports Medicine, along with help from a group of mixed martial arts experts.  |
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|  | [Current TV Launches Pro-Social Filmmakers Initiative](http://www.multichannel.com/article/466459-Current_TV_Launches_Pro_Social_Filmmakers_Initiative.php) Multichannel News Current TV is inviting amateur and professional filmmakers to create promotional spots for pro-social themes and organizations as part of a new program.The Current Cause program will focus on a different theme every quarter and enlists creatives to produce a video that shines the light on an important social cause, said network officials. The network is currently soliciting entrees for its "Earth Fights Back" initiative to commemorate Earth Day 2011. [With HGTV Magazine, Hearst Looks For Lightning To Strike Twice](http://www.adweek.com/aw/content_display/news/media/e3i9900371ae1383148b6f6501f3e9aed12) Adweek Looking to replicate the success of its fast-growing Food Network Magazine, Hearst Magazines is going forward with a test of a magazine based on another Scripps network, HGTV. Like Food Network Magazine, HGTV Magazine will start with two test issues, which will hit newsstands in October and January. The test period will be used to gauge interest in a possible full-scale launch in 2012.  |
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