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Industry News

March 16, 2007

► GDC Poker Tournament Raises \$24k For Charity

The official 2007 Game Developers Conference poker tournament has raised almost \$24,000 for the Starlight Starbright Foundation, according to a statement from organizers the ISM Agency, with Midway's Lee Jacobson winning the top prize.



120 players from a broad spectrum of companies in the videogame industry attended the tournament, held on Tuesday, March 6th during the Game Developers Conference in San Francisco, and organized by ISM Agency, which represents game developers including Silicon Knights, Left Field Productions, N-Space and Digital Extremes.

The specific victors in the hotly contested tournament and their donated prizes were as follows:

1st. Lee Jacobson, Midway Home Entertainment (Philips 37" AmbX FlatScreen TV & DVD)

2nd. Jill Zinner, Premier Search (LucasArts memorabilia)

3rd. Douglas Riley, LucasArts (Custom PlayStation 3)

The benefits of the tournament are being donated to the Starlight Starbright Children's Foundation, which helps seriously ill children and their families in the U.S. through a series of in-hospital, outpatient, school and home-based programs and services.

Stew Kosoy, Senior Partner of ISM Agency commented, "We were delighted to see so many people turn up to compete for fun and for charity. We'd like to extend our thanks to the players and our generous sponsors at Philips, LucasArts and PlayStation for supporting the tournament."

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Industry News

► **Breaking: Take-Two Considering Sale Of Company** [03.19.07] Major publisher and developer Take-Two (*Grand Theft Auto* series) has announced that it is considering a sale of the company, following a [fierce shareholder battle](#) which threatens to depose major executives and the board.



► **Google Confirms Adscape Acquisition** [03.19.07] As widely rumored, officials from search engine giant Google have now confirmed that the company has acquired video game advertising firm Adscape for an undisclosed sum. [UPDATE: Analysts weigh in on the state of the in-game ad market, predicting \$563 million in the U.S. by 2010.]



► **Q&A: Quizzing The Queen Bee Of ARGs, Jane McGonigal** [03.19.07] Gamasutra caught up with 'alternate reality game' creator Jane McGonigal, formerly one of the team behind *Halo 2 ARG lovebees* and a host of others, to chat about collective intelligence, ARGs, and the future of gaming - lots more inside.



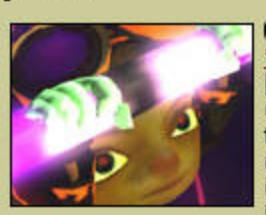
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Features

► **At Home with Phil Harrison** [03.19.07] For today's in-depth Gamasutra feature, we sit down with Sony Worldwide Studios president Phil Harrison to discuss *Home*, its similarities (or lack thereof) to *Second Life* and Nintendo's *Mii*s, the importance of Blu-Ray to the PS3, and the value of bringing big-name developers to downloadable games.



► **Are Games Art? (Here We Go Again...)** [03.16.07] In today's exclusive Gamasutra feature, a number of notable industry figures -- including Tim Schafer, Peter Molyneux, Ian Bogost, and Denis Dyack -- weigh in on the age-old question, "Are games art?"



► **Postcard from GDC: Nintendo Rethinks the Development Pipeline** [03.15.07] At the 2007 Game Developers Conference, Nintendo's Takeshi Shimada presented a revealing talk on the challenges of developing *Brain Age: Train Your Brain in Minutes a Day*, sharing his experiences with a developer audience.



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