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Master Chief at his best

[BBC Mistakes Halo 3 for Killzone 2](#)

Gameplay footage from the wrong title

Big "Oops!" for the British Broadcasting Channel as just the other day they've covered the launch of Halo 3 on BBC News 24, showing some Killzone 2 footage instead of Halo's. Just check out the video below if you don't believe me and you'll see the misplaced gameplay footage 46 seconds after the start of the clip. We could have seen this coming, since [Halo 3](#) is a great brand and all great titles are meant to be plagued by various problems. First, there was that early unscheduled and unofficial release of the game thanks to Argos, then many fans became angry when their Halo 3 disks just wouldn't work. Now, BBC mistakes the game for one of its rivals, but who cares as long as it sells? And it doesn't just "sell", but it SELLS, as Microsoft announced that Halo 3 sold 170 million dollars-worth copies in just 20 hours. This goes to show that an excellent marketing campaign plus a good-looking title and a huge fanbase can mean that it's cash-in time for the publisher and the developer of the [blockbusters](#). As for BBC, some employee must be feeling really ashamed right now, but hey, we're not all gaming experts. It just seems that the title is unlucky when it comes to being introduced by the media, because, as you might remember its Wikipedia entry also suffered some unpleasant modifications. Those were the work of a Sony UK employee who claimed the Halo 3 uses the same graphics as Halo 2 does and that the game doesn't impress anyone. While that employee is probably looking for a new job right now, we're waiting for another Halo-3 related media predicament. A good marketing campaign doesn't always rid you of such troubles, as inevitably there are people that haven't heard about the title and they're just guessing and providing us with the wrong info.