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[Music Video Games Announced](#)

A new company created to get the money from casual gamers

Analysts have been saying that [games sell better](#) than music, facts have proved so, thus it was only a matter of time until something like Music Video Games was going to happen. And it did sooner than expected, but I'm sure that's no problem for anybody: MvG is a music-based company that plans to focus on delivering interactive entertainment experiences for both casual gamers and music fans. It's more like a gaming portal and it was founded by David Warhol, president of video game studio Realtime Associates, and Vincent Bitetti, former CEO of TDK Mediactive. "MvG has been created with the goal of bringing fun and easily accessible music games to an audience that has largely remained unnoticed to this point," explained Vincent Bitetti, CEO of MvG. "The music video game market and the online casual games market both continue to grow exponentially. MvG will provide games that will appeal to both demographics." "Of course, just driving music sales forward is not the real reason MvG has been created. Analysts predicting a growth of \$725 million this year, compared to \$375 million in 2006 regarding the online and casual markets, we get a clear image of the situation. The strategic advisors to the new company are music industry veterans Mark Goldstein, former Senior Vice President of Business and Legal Affairs at Warner Bros Records and Tim Walsh, formerly the Senior Vice President of International Publishing, President of [THQ Wireless](#). A [website](#) is already available, but it doesn't offer anything except for childish images, something that wouldn't necessarily make you visit it again. However, it's only the beginning and probably things will change soon. And music-games may hit the website, too, and only then we can really talk about it. But until that happens, keep an eye on Softpedia for the latest details regarding this Music Video Games project.