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[Peter Moore Says EA Sports Active Will Have Music in It](#)

Anything to get you to exercise

The fitness game market is definitely on the rise these days, as more and more people find that they don't have the time to go to a real gym, so games like Wii Fit are the best alternative to the daily exercises.

Reggie Fils-Aime, the president of Nintendo of America, said recently that the demand for Wii Fit was [so high](#) that the company had almost lost all hope that it would satisfy it in time for the winter holidays. Analysts also point out that this fitness market will get bigger and bigger, because people will realize that it's easier to exercise at home, in front of your TV, than at a normal gym.

In order to enter this big market, Electronic Arts has recently announced that its EA Sports label will release a fitness title at the beginning of 2009. We've already heard the president of the sports department, Peter Moore, talk about this new title, about its chances to be transformed into a [franchise](#), or about the different game mechanics that will be employed on the peripherals, and now he comes to tackle the issue of music in this future fitness title.

He says that, for the first title, the customers will have regular music, consisting of songs regularly played in a gym, but, in future iterations, titles from the EA Trax music label might appear. "Right now, it's relatively generic, things you'll hear in a gym, if you've ever done spinning classes and stuff like that. Stuff that is more based on beats than particular artists and gets a level and a rhythm going. But then, down the road, I think, yeah, incorporating stuff on EA Trax."

All in all, some very interesting things, which will get music fans very excited about this future game. The EA Trax label has some pretty big artists and DJs with whom it collaborates, and whose work it incorporates in very popular games in the FIFA, Madden or Need For Speed franchises, and it looks like EA Sports Active will also have songs from this music label.