

Musicians challenged by game industry

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Music community Tribe of Noise launches the first Music in Game Contest targeting musicians in a search for more exposure and new revenue models. Game developer Kalydo challenges the participants: Get your music in our successful video game and let's play!

The development of video games is a labor intensive and creative process. Besides the technology and cool design, game developers acknowledge the increasing role of music in games. But, in the real world, how many game developers join forces with composers and musicians to create the best game ever?

"Let's practice what we preach and use web 2.0 and online collaboration tools to make this work", says Chris van der Linden, Creative Director at Kalydo. "By launching the Music in Game Contest, we challenge musicians to send us their best music for one of our most successful games, Konstrukt Invasion."

Winning the contest is a powerful introduction to this fast growing music industry. On top of all the exposure generated by Tribe of Noise and Kalydo media partners the winner will also be credited in the video game, Konstrukt Invasion.

"The first step to a successful music career starts with proving who you are and what you're capable of", adds Hessel van Oorschot, co-founder of Tribe of Noise. "As a musician you can be the most talented person on this planet, if nobody hears you or knows about you nothing will happen for you."

The Music in Game Contest, the successor of the One Billion Fans Contest organized earlier this year, offers musicians and companies the opportunity to connect and collaborate on commercial productions and campaigns in an online community, the ultimate next step in creative and 2.0 worlds.

<http://kalydo.tribeofnoise.com>

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<http://kalydo.tribeofnoise.com> (Music in Game Contest)

Tribe of Noise – www.tribeofnoise.com – the online community connecting musicians and companies in need for music. All music on Tribe of Noise is licensed under Creative Commons 3.0 By Share Alike. Ready to Share music, even for commercial purposes.

Kalydo – www.kalydo.nl – is an open game platform which allows end users to play console quality games in their web browser. Kalydo bridges the gap between casual and console games offering developers, publishers, marketers and social communities an innovative affiliate network.