

GameSpot AU readers shoot it out in a fight to save mankind!

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CAMPAIGN: Terminator Salvation: The End Begins
CLIENT: Sony Pictures

CAMPAIGN OVERVIEW:
CBS Interactive and **GameSpot AU** have joined forces with **Sony Pictures** to celebrate the fourth instalment of the highly anticipated action Terminator franchise, "Termination Salvation: The End Begins".

To create an action-loaded hype around the movie, CBS Interactive's GameSpot AU hosted a Terminator Salvation MultiPlayer Game.

Competition prizes included a scale model of the set design used in the film valued at \$8,000, the game *Terminator Salvation* and double passes to see the film.

COMPETITION MECHANIC:
 On GameSpot AU's Terminator Salvation MultiPlayer Game, we encouraged our GameSpot AU readers to adopt the role of John Conner and take on the Skynet and its Terminator in a game of intense shooting and determination!

COMPETITION DURATION: 3 weeks

PAGE VIEWS: 2,500+

PROMOTION:

- _MPU and Leaderboard advertising on GameSpot AU and across the entertainment network
- Carousel promotion on Game Spot AU during weeks of promotion
- Twitter activity through the GameSpot AU Twitter account

Our top 10 players:

USER	WINS	LOSSES	KILLS
1 NOBYTELS	450	72	692
2 VERYSNEAKY	303	17	658
3 FUTURIST	171	15	62
4 DEATH_JESTR	170	19	341
5 CHAOS_THEORY	129	6	573
6 ADRIANMA	89	11	380
7 KARLSAGAN	45	35	172
8 MATTSNIBBS	30	11	35
9 NINTENDO_MAN	27	7	31
10 AFTERSHOCKZ	23	0	104
11 ATOMSDITTA	22		104

