



MTV2's 'Video Mods' back with hits, new games



By John Gaudiosi

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After generating some buzz with a series of specials, MTV2 has ordered a full season of "Video Mods," which combines hit songs from bands like the Beastie Boys with original videos featuring videogame characters from best-selling game franchises such as Electronic Arts' "NBA Street: Volume 3."

The series returns to the MTV2 lineup on Friday. Each episode features five music videos, as well as a behind-the-scenes look at how the videogame creators and music artists worked together on the projects.

The first episode includes Franz Ferdinand's hit "Take Me Out," which has been reconstructed with character and environments from LucasArts' "Star Wars: Episode III -- Revenge of the Sith" game. Sum 41's "Pieces" features THQ's humorous alien game, "Destroy All Humans." Good Charlotte's "Predictable" stars characters from Capcom's vampire western game, "Darkwatch," and My Chemical Romance's "I'm Not Okay (I Promise)" brings Konami's "Death Jr." game for Sony's PSP to life.

"Game characters are stars to our audience and this show brings those stars one step closer to them," said MTV2 general manager David Cohns.

MTV2 will also expand the experience beyond this year's seven shows by bringing it online. Beginning next week, consumers will be able to create their own Video Mods featuring characters from 2K Games' "Outlaw Golf" and "Outlaw Volleyball" videogames on MTV2.com. An assortment of unlicensed music will be featured on the site and gamers will be able to use the Video Mods Remixer to make their own videos, save them, and then share them with friends. Additional videogame characters will be added to the site later on, as well as more music.

MTV2, available in more than 57 million homes, is enjoying steady ratings growth in its target demo of men 12-24, which is also the core demo target for most video games.

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