WCVB-BOS (ABC) - Boston, MA

Chronicle

**Local Market Viewership:** 133,896
**Local Publicity Value:** $7,909.40 per 30s

**WCVB 1/13/2011 7:33:55 PM:** ...black ops, is basically an action, shoot-em-up game of a basic kind lots of us have seen before. **>> anthony:** most of the big-budget shooter games are produced by major studios on the west coast, just like big-budget action movies. but with the shoot genre hitting a wall, so to speak, boston's already thriving game industry could explode. nina huntman, of suffolk university. **>> what i think is unique and thrilling about the video game industry in massachusetts is that it's actually very if. we have very large game design companies and publishers, but most of the game design houses are fairly small, and that means you're going to see more risk taking in terms of interactive storytelling and interactive or center interesting new storylines. the massachusetts video game industries are growing but they're growing in unique ways. i think that they're among the more creative and innovative publishing and design houses that exist. **>> anthony:** among the dozens of smaller companies based in the bay state is blue fang, makers of the microsoft game "zoo tycoon." and there is turbine, maker of the online game version of "the lord of the rings." **>> the legend is yours.** and muzzi lane, developers of a game called "war of the world" which allows players to learn history by change the course of real events. **>> hat will you decide? which path will lead to you victory? making history sets the stage and then it's up to you. **>> anthony:** one company that will not be part of the massachusetts gaming scenario is 38 studios, the company launched by former red sox player curt schilling. **>> we just lost 38 studios, which was tempted to move out of massachusetts into rhode island for $75 million, but, of course, they haven't even produced a game yet. it's not clear whether rhode island will get their money's worth.**

**Gaming san industry that can change at lightning speed. new technologies emerge every month as do new games. and even games that seem to have remarkable staying power can fall victim to disappointing sales. which is what happened to the legendary game rock band produced by harmonix. **>> the biggest, most successful company around here is harmonix. what a month or so ago their owner viacom says, you know what? we're going to sell harmonix because we're losing money on them. because of this collapse in the sales of rock band....