

Game Maker and Spielberg Agree to Deal

By *srlinuxx*

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Oscar-winning filmmaker, and Electronic Arts, the video game maker, said on Friday that they would jointly create three new original video game franchises.

The collaboration, described as a long-term deal, will allow Mr. Spielberg to work with E.A.'s developers to create designs, characters and plots for new games, which will not be adaptations of existing movies, the video game company said.

Electronic Arts will own the game franchises, including sequels, which it will publish and distribute worldwide. The company, based in Redwood City, Calif., declined to disclose financial terms of the deal.

The partnership between Mr. Spielberg and Electronic Arts shows the growing interaction between Hollywood and the video game industry and also the increasing popularity of interactive media.

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