



## **The Guild Season 2 to Premiere on Xbox**

*Independent Video - the independent and original content channel of Xbox LIVE Marketplace - officially launches and unveils additional programming.*

Los Angeles, CA ([PRWEB](#)) November 25, 2008 -- It was announced today that internet series "The Guild" is exclusively premiering its second season on Xbox LIVE on the newly launched Independent Video channel. "The Guild" is one of the internet's hottest web series and attracted over 9 million viewers in its first season. Season 1 went live today and Season 2 will premiere on Tuesday November 25th, day and date in all 26 Xbox LIVE countries, reaching an audience of more than 14 million. In addition to premiering on the Independent Video channel "The Guild" Season 2 will simultaneously be available on MSN Video and Zune Marketplace.

"The Guild," created by actress/writer Felicia Day ("House", "Bring It On Again") and co-produced by Day and Kim Evey (creator of web series "Gorgeous Tiny Chicken Machine Show") is a web sitcom about a group of online gamers and how they interact online and offline. Main characters include Felicia Day (Dr. Horrible's Sing-Along Blog) who stars as "Codex", a struggling gaming addict, along with Jeff Lewis ("My Name Is Earl", "According to Jim") as "Vork" the Guildmaster, and Sandeep Parikh (creator of web series "Legend of Neil") as Zaboo, Codex's benevolent stalker. The first season of "The Guild" was broadcast on YouTube and quickly created a cult-like following. Production was funded with viewer donations, and the show received numerous accolades and awards in 2008, including the Yahoo! Video Awards Best Series, the YouTube Best Series Award and Best Web Series at SXSW. The popular series is written for gamers, about gamers, by a gamer.

"We're very excited to be working with Xbox for Season 2 of The Guild. We were approached by many companies, but Xbox proved to be the perfect partner for distributing our show; helping us reach our core audience and expanding our viewership to reach new fans. Xbox has enabled us to improve the production quality of the show and release 12 widescreen episodes in HD quality on a regular schedule across the world.

We've also been able to maintain our grassroots spirit as Xbox gave us creative autonomy, allowing us to maintain the show's authenticity, which is important to our fans. It's been a fantastic experience and we are super excited to premiere season 2 on Xbox LIVE as well as on MSN Video and in the Zune marketplace." said show creator and star, Felicia Day.

"We are passionate about bringing the best in independent and original entertainment content to the Xbox LIVE community, and whether we are working with established talents or spotlighting new and emerging artists like Felicia Day or The Guild, we are committed to bringing the visions of innovative and unique filmmakers to our members," said Scott Nocas, Group Product Manager for Xbox LIVE Video Programming and Original Content.

The Independent Video channel and Xbox LIVE Marketplace will also distribute some of the most popular broadband and gaming shows, including:

- The Jace Hall Show - The popular show features behind-the-scenes footage from game developers, as well interviews with actors, musicians, and athletes about games.
- Horror Meets Comedy - A series of eight comedic short films from some of the world's most renowned horror directors including James Wan ("Saw"), David Slade ("30 Days of Night") and James Gunn ("Slither"). The series premieres on November 26th, 2008 and is brought to audiences in the U.S for free by the U.S Air



Force.

- Red vs Blue - The show follows the civil war fighting of two opposing teams of soldiers in Blood Gulch. Seasons 1 & 2 are currently available on Xbox LIVE Independent Video channel, with seasons 3 & 4 coming soon.
- Blind Ferret Entertainment - Some of their projects include "Player vs. Player" and "Ctrl+Alt+Del: The Animated Series." New episodes will be going live on by end of year.
- Major League Gaming - A multi-city gaming league where gaming tournaments are held and competitions are broadcast over television and on the internet. Xbox LIVE Independent Video channel will show 2007 series highlights and "Best of" specials live.

Independent Video is a new entertainment channel on Xbox LIVE. It was first referenced in summer 2008 with the announcement of the "Horror Meets Comedy" short film series. Independent Video will bring new original or independent entertainment content to Xbox LIVE members worldwide in all 26 Xbox LIVE countries and to an audience base of more than 14 million. The channel will offer original entertainment content, such as "Horror Meets Comedy" and "The Guild: Season 2," to audiences for free with brand sponsors. Additional 'best of the web' entertainment content, such as "Red vs Blue", will be available for purchase using Microsoft points. For more information go to [www.xbox.com/theguild](http://www.xbox.com/theguild)

Press Contacts:

Miller PR

Dawn Miller / Jocelyn Johnson

T. 323 556 0580

E. dawn@miller-pr.com

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**Contact Information**

**Dawn Miller**

Miller PR

<http://www.xbox.com/theguild>

3235560580

**Jocelyn Johnson**

3235560580

**Online Web 2.0 Version**

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