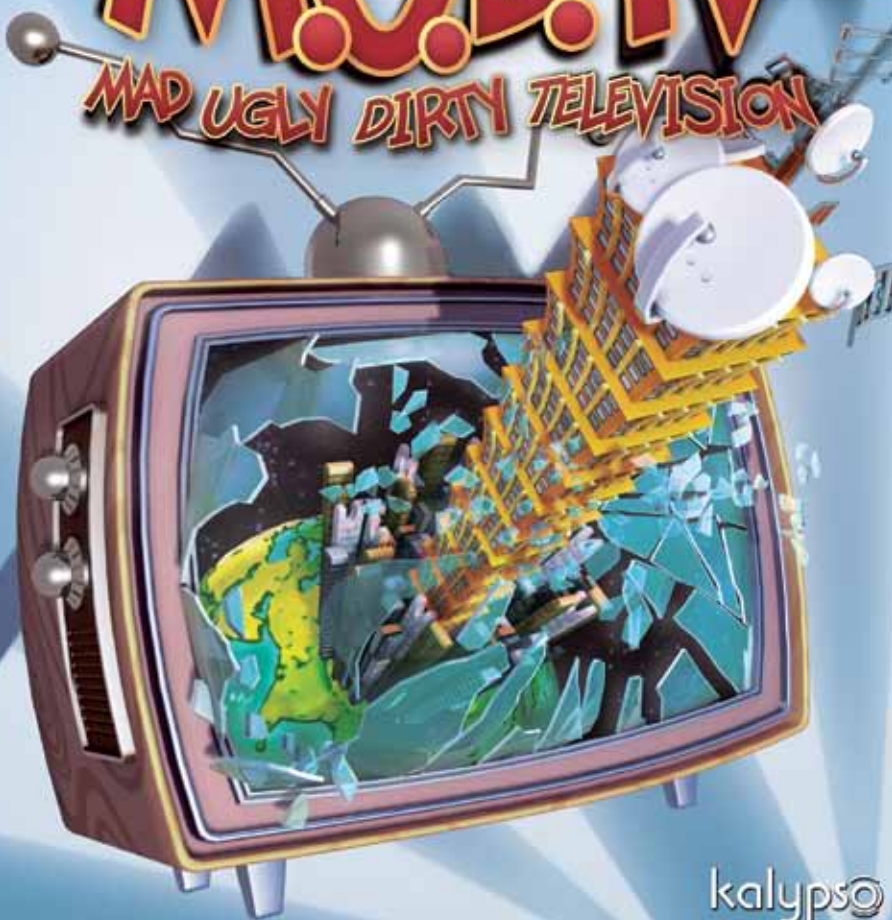




Games
for Windows®

M.U.D.T.V.

MAD UGLY DIRTY TELEVISION



kalypso



Important Health Warning About Playing Video Games

Photosensitive Seizures

A very small percentage of people may experience a seizure when exposed to certain visual images, including flashing lights or patterns that may appear in video games. Even people who have no history of seizures or epilepsy may have an undiagnosed condition that can cause these "photosensitive epileptic seizures" while watching video games.

These seizures may have a variety of symptoms, including lightheadedness, altered vision, eye or face twitching, jerking or shaking of arms or legs, disorientation, confusion, or momentary loss of awareness. Seizures may also cause loss of consciousness or convulsions that can lead to injury from falling down or striking nearby objects.

Immediately stop playing and consult a doctor if you experience any of these symptoms. Parents should watch for or ask their children about the above symptoms—children and teenagers are more likely than adults to experience these seizures. The risk of photosensitive epileptic seizures may be reduced by taking the following precautions: Sit farther from the screen; use a smaller screen; play in a well-lit room; and do not play when you are drowsy or fatigued.

If you or any of your relatives have a history of seizures or epilepsy, consult a doctor before playing.

PEGI ratings and guidance applicable within PEGI markets only.

What is the PEGI System?

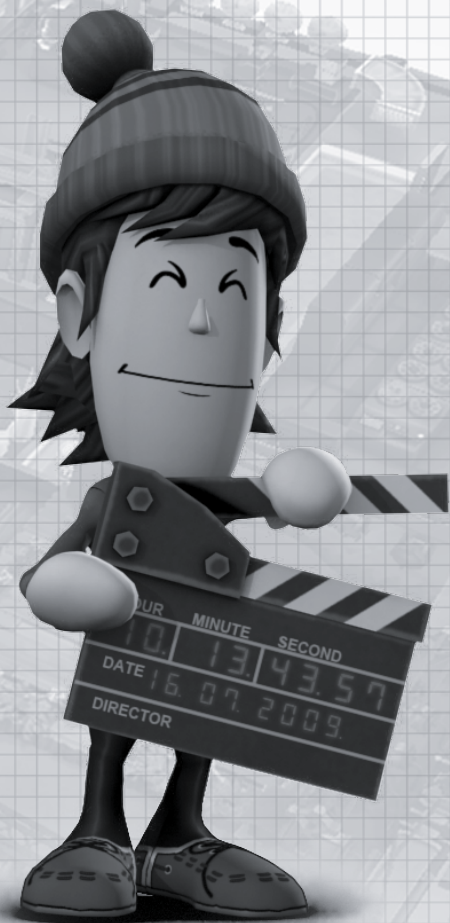
The PEGI age-rating system protects minors from games unsuitable for their particular age group. PLEASE NOTE it is not a guide to gaming difficulty. Comprising two parts, PEGI allows parents and those purchasing games for children to make an informed choice appropriate to the age of the intended player. The first part is an age rating:



The second is icons indicating the type of content in the game. Depending on the game, there may be a number of such icons. The age-rating of the game reflects the intensity of this content. The icons are:



For further information visit <http://www.pegi.info> and pegionline.eu



Family Settings

Family Settings in Games for Windows – LIVE and Windows Vista® parental controls work together. Parents can restrict access to mature-rated content. Approve who and how your family interacts with others online with the LIVE service. And set time limits on how long they can play. For more information, go to www.gamesforwindows.com/live/familysettings.

WELCOME

Always wanted to see if you can hack the day-to-day life of a TV producer? Here's your chance!

Mad TV is your ticket to the weird wild world of television. Once you take control of your own station it's up to you to determine the line-up, hire actors and directors, produce your own shows, series and movies and to grab those lucrative advertising deals from right under your competitors' noses.

Oh, and about the competition: you can either play Mad TV alone, with your friends over a network or via Internet! Go head-to-head with your opponents as you fight for market share amongst the retired and housewives, headhunt their best employees and, if that doesn't do the trick, a little sabotage should keep your enemies from getting too bored! Or, as an alternative, you can assume control of a station together with a friend and team up to give your opponents the hiding of their lives.

THANK YOU!

We'd like to take this opportunity to thank you for being an honest customer and purchasing M.U.D. TV. We had a lot of fun working on this game and hope you enjoy it just as much as we did.

If, against all reason, you didn't buy this game honestly, but rather downloaded it illegally, then please forget what we just said and replace it with: "Know one thing: we despise you! "

INSTALLATION

Please close all running programs before installing "M.U.D. TV."

IMPORTANT: Please ensure that you have full administrative rights during installation and play. Otherwise unexpected problems and crashes may occur.

To install the game:

1. Insert the DVD in your DVD drive
2. Click "Install" once the menu appears. If the menu doesn't open automatically, click on the My Computer icon, select the DVD drive and start the "Setup.exe" file manually.
3. Follow the Installation instructions

During installation you will be asked where the game is to be installed, and both a desktop shortcut and a program icon in the Start menu will be added.

In addition, DirectX 9.0, Visual C++ Redistributable and .Net Framework 3.5 will automatically be installed on your computer during the process. M.U.D. TV needs these programs to run correctly on your computer.

SYSTEM REQUIREMENTS

2GHz CPU
DirectX 9.0c
1 GB RAM
Pixel shader 3.0 compatible graphics card with 128 VRAM
At least 1 GB free hard drive space

MAIN MENU

The first thing you will see when you start M.U.D. TV is the Main Menu.

From here you can run the various game modes, load a game, configure M.U.D. TV under "Options" and watch the credits.

CONTINUE PLAY

This entry is only available during play.

This entry allows you to exit the main menu and return to play.

TUTORIAL

This menu entry contains three scenarios designed to explain the game and introduce you to the intricacies of program management.

The first tutorial will teach you the basic elements of the game: How to move yourself and the camera, and the most important tools a nefarious program director needs to know.



The second tutorial is more to the point. Here you will learn how to produce your own formats, and what you have to watch out for during production.

The third tutorial adds the finishing touch to your training. Here you will learn about the other rooms and their functions.

CAMPAIGN

The M.U.D. TV campaign consists of 7 missions at three different levels of difficulty, and you play the role of Matt. Matt is an evil genius who has sworn to get revenge on mankind, and now wants to make them all mindless slaves subject to his every whim. Now, honestly, what medium could be better suited for that than television?

NEW GAME

Here you can create a custom game which you can configure to suit your own tastes.

MULTIPLAYER

You can play a local (LAN) game, start a game over the Internet or join an existing game. The person who initiated the game can adjust the game settings as described in the "NEW GAME" section.

IMPORTANT: You must install STEAM (<http://store.steampowered.com>) before you can start a multi-player game. Please follow the on-screen instructions to do so.

LOAD

Here you can load and continue a previously saved game.

OPTIONS

Here you can adjust various graphics, audio and gameplay settings.

CREDITS

Here you will find the names of all those whose fault it is that you're playing this game.

QUIT GAME

Ends the game and returns you to the Windows desktop.

NEW GAME

Here you can start a single-player game against up to seven computer opponents. There are several configuration options available to you as channel type, audience weighting, broadcast times, starting capital and much more.



1. This is where you enter the server name for a multi-player game. This helps your friends find your game.
2. Here you can assign your multiplayer server a password. Other players must then enter the password before they can join your server.
3. You can enter your player name here.
4. Here you can choose your channel's logo. If 2 players select the same logo they then run the channel together as partners.
5. Here you choose whether you want to play a private channel (gray logo) or a public service broadcaster (white logo).
6. This arrow is only available in multi-player mode. Click it when you're finished with your settings to show that you are ready to go. The host can't start the game until all players are ready.
7. In single-player games you can use this arrow to select computer opponents and set their strength. In multi-player you can use it to "kick" other players, throwing them out of the game, or to close an open slot to prevent your server from being flooded by too many players.
8. Here you can specify the number of viewers in the different audiences. A normal game has always balanced group sizes, but there's nothing preventing you from changing that!
9. Here you determine the amount of seed money each player has at the start.

10. The start formats determine how many formats you already have in your archive at the start of the game.
11. The floor size determines the size of the floors (strangely enough), which in turn determines the area that each player can build on.
12. Choose what time you want to broadcast at send and how long your broadcast day should be.
13. Deselect this option to prevent acts of sabotage in the game.
14. Here you can activate or deactivate the daily events. These influence the audiences temporarily for that day.
15. With the User content setting you can allow the in-game use of characters and formats players have created with the included editors. If you disable this option only the supplied titles will be available for use.
16. This is the chat window. Here you can send text messages to other players.
17. Select the winning conditions here. You can use the slider to change the target values for the winning conditions.
18. This button returns you to the main menu.
19. That starts the game.
20. This button opens the Character Editor, where you can customize your avatar to suit your own tastes.
21. Here you can refresh the window.

MULTIPLAYER

In the multi-player mode you can play either with or against your friends over the Internet or a local network. Here you can either create your own server and set the parameters yourself or join an existing game.



1. The Server names: with one click you can sort them in ascending or descending order.
2. Here you see the current number of players and the maximum number of players for this game.
3. The winning conditions set for the respective servers.
4. The ping value shows the network transmission delay in milliseconds.
5. Here you have an overview of the start settings for the selected server.
6. Here you can see the player names, teams and types of channel the individual teams have chosen.
7. Back to Main Menu
8. Find Server.
9. Refresh List.
10. Create own Server.
11. Join selected Server.

Two players can form a team in multi-player. All they need to do is select the same channel logo. The other settings are then determined the same way as in the single-player game (see “New Game”).

INTERFACE

CONTROLS

The game can be controlled using the mouse alone.

The left mouse button lets you move your character or interact with the different menus. The right mouse button controls the camera. The middle button lets you rotate the camera and the mouse wheel allows you to zoom in and out.

The camera is always on the floor currently occupied by your character. That means that the camera will automatically follow you whenever you change floors.

PDA

At the bottom right of the screen you see your PDA. It is the most important tool you have and gives you access to your employees, the construction menu, temporary storage for your formats and an overview of your channel statistics.

1: Date Display

Here you will see the time played to date displayed as date and time.

2: Employee Display

Here you can see how many employees you currently have (number on the left) and the total number of people you can hire (number on the right). Employees are hired from the Film and Slave Corp.

At the beginning you can only hire 2 employees. However, you can increase the maxi-



mum number of employees you can have by building a cube farm and conducting the corresponding research.

3: Financial Display

Shows how much money you currently have. Nice, huh?

4: Wage Slave Menu

Here you will find your employees with information on their capabilities, their current jobs and just how much money they take from you every day.

This is also where you assign your employees different jobs by dragging them onto the appropriate room menus.

This bar lets you sort your employees according to their suitability for various jobs at M.U.D. TV.

5: Briefcase

The briefcase is the used to transport all types of formats. Let's assume you want to carry a completed script from the writer's room to the studio for production. First you go to the writer's room and pick up the concept, and then you go to the studio, where you give it up there again.

All you have to do to pick something up is drag it onto your PDA. At the start of play your briefcase only has 5 slots.

The lower bar shows you the space remaining in your briefcase. On the left you can see the number of formats it contains, while the total number of slots is shown at right.

6: Construction Menu

This menu lets you build rooms and corridors. Select the appropriate room with a left-click and then build it in the desired location on your floor.

You can rotate rooms using a right-click, and "Esc" aborts construction.

The important thing is to make sure that the entrance to a room is always connected to a corridor, and the corridor must always be connected to other corridors or the elevator.

You can use the excavator icon to demolish rooms.

7: Statistics Menu

Here you will find useful statistics to help you analyze your play. There are a total of 4 statistics. In the tutorial or campaign, another menu point can be found here which displays the text description for the current mission.

8: Minimize / Maximize

This button minimizes and maximizes your PDA.

9: Event Messages

This is where all the important events are recorded, such as your first million, format completion, prizes won, etc...

The light will shine red whenever there are new unread messages available.

10: Archive

Here you can view your archive and switch between programs, advertising contracts and scripts.

11: Program Plan

Here you can view your program plan.

12: Speed up Time

These buttons let you speed up time to shorten waiting times. The leftmost button represents normal game speed. In network games these buttons are disabled.

THE TELEVISION



You can use the television to watch both your own programs and those of your enemies.

This provides you with information on which channel is sending which format, and in what quality. In addition, the bottom bar shows you the total number of viewers, the ratings and the number of advertising target-group viewers.

Clicking on this bar shows you which target groups the viewers of your current program belong to.

Controls around the edge of the TV let you switch to your competitors' program, adjust the volume or simply turn it off. Like the PDA, the television can also be minimized.

Please note that none of the channels broadcast anything during the first hour of a new day. Thereafter the awards are displayed at this time instead (more on that later).

ROOMS

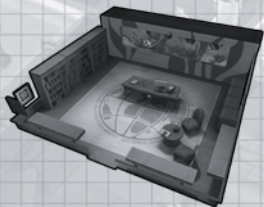
There are two basic types of rooms in M.U.D. TV. Player rooms which can only be built on the player's own floor, and neutral rooms open to all players. The latter are located in the lobby.

PLAYER ROOMS

Each player is free to build and demolish these rooms on their own floor.

EXECUTIVE OFFICE

The executive office is the heart of your station. Here you determine the program plan.



Your current program is displayed on the right. Any programs already broadcast or currently being broadcast will be grayed out and cannot be changed.

On the left side of the menu you can see what's in your archive. You can assign a format to an open slot in the program plan which has not expired and isn't currently running by dragging it onto the open slot. You can also reschedule formats within your program plan. All you have to do is click on the icon with the left mouse button, hold the button down and drag the format to the new time slot. If you wish, you can also delete a format from the plan. To do so, just click on it using the left mouse button, hold the button down and drag the format out of the window.

The arrows at top left let you switch to the advertising contracts and assign them to your formats. Advertising contracts can only be assigned to formats already scheduled. Each format offers space for a single advertisement, or commercial.

The program plan also offers you the opportunity to plan the next day. Just use the arrow keys found to the left and right of the date display.

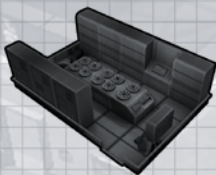
Later on in the game you can research a second channel. That means that you can fill out two program plans a day to really put the boots to your competition. You change channels using the arrows at the bottom right of the program plan.

ARCHIVE

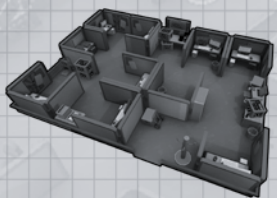
Before formats or advertisements can be sent they must be stored in the archive, as only archive content can be used for the program plan.

Sell useless formats, for they just take up valuable space. Advertising contracts, on the other hand, require no space at all. However, you have to pay a penalty whenever you fail to fulfill one.

The button at the top right next to the close button lets you transfer the entire contents of your briefcase to the archive in one go.



CUBE FARM



The cube farm is your employee administration office. Once it is built, the maximum number of employees you can have increases from 2 to 4. It is also a prerequisite for further research in this area.

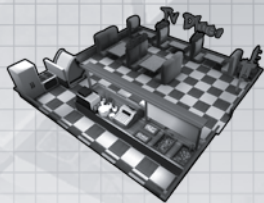
Moreover, this is where you can train your wage slaves, and fire unnecessary employees. To train an employee, drag them onto the left slot in the menu, choose the appropriate ability and then start their training. Drag-

ging your employee over to the right-hand slot fires them.

KITCHEN

Unfortunately, work is a foreign word for your employees, and they always leave an hour before quitting time. If you build a kitchen, they will hang out there and stay until the bitter end ... of the day. True to the motto: "the carrot and the stick".

In a multi-player game you can also speed up time for everyone when you're in this room, what can make the game somewhat hectic for the competition. Definitely something you should take advantage of!



WRITER'S ROOM

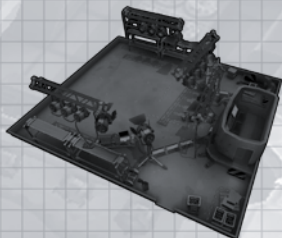


The writer's room is where you can write the scripts for a wide variety of formats. Choose the category you want by clicking on the empty slot at the top left, and then assign up to four scriptwriters on the right-hand side.

The script quality determines the maximum level of quality attainable during production in the studio.

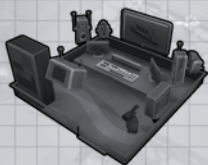
STUDIO

The studio is where scripts are filmed. Series and movies require two actors in addition to the director. Shows, on the other hand, require a good showmaster. The formats you produce in your studio can never be better than the quality of their scripts, even if the employees you have assigned are capable of doing better.



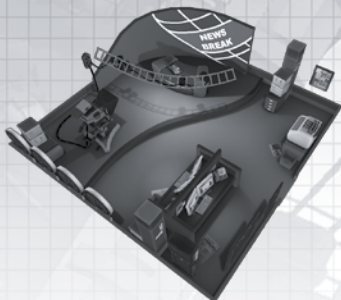
POST PRODUCTION

The post production increases the quality of your formats by an additional star. This is the only way you can produce 6 star formats, which represent the highest level of quality. However, you will need an extremely competent post producer to do so.



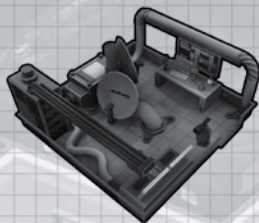
NEWSROOM

This is where news flashes are produced. They keep viewers in front of their TVs to watch the following format, provided the news appeals to the same target group as the format does.



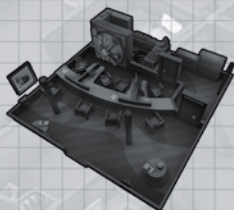
RESEARCH LAB

The research lab enables you to optimize your station. Here you can unlock more formats for the writer's room, unlock a second channel and much more. Of course, you can also be dreadfully sneaky and buy some truly nasty acts of sabotage to hinder your opponents.



COMMON ROOMS

The common rooms are all found in the ground floor Lobby. They are open to all players via the elevator.



BANK

If money is somewhat tight, you can always borrow a hefty sum here - at truly astronomical interest rates, of course.

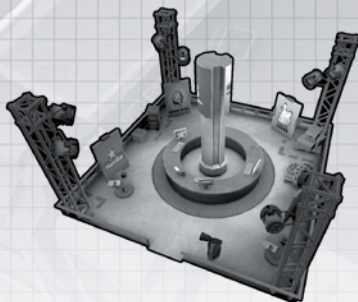
If you are one of the lucky few who are swimming in money, you can invest it in high-risk real estate loans here. The money is then invested the next day down at the bank, and on the day after that you get it back with

interest. However, if someone performs the "financial crisis" act of sabotage on that particular day, all the money you invested quickly disappears abroad, along with the bank managers.

ADVERTISING AGENCY

In the advertising agency you will be offered advertising contracts. Here you need to react quickly and snap the best contracts from under your opponents' noses. There are always 10 advertising contracts available, but you can only have one contract from a particular advertising company at any time.

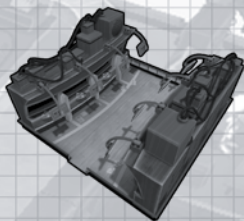
If a contract is accepted and removed from the advertising agency, a new one will be added automatically.



FILM AND SLAVE CORP.

Here employees, scripts, and finished formats are offered for sale. You are particularly dependent upon the concepts and programs offered here at the start of play, since you don't have enough money to afford the rooms for your own productions.

As is the case with the advertising agency, the Film and Slave Corp is refilled automatically.



SABOTEUR

When playing against the computer, there is a dark figure in the garage attached to the lobby. If you bring him the acts of sabotage you bought and select an opponent's channel, he will gladly do the dirty work for you.

In a multiplayer game, there is no saboteur. Whether you want to or not, you have to head over to your enemies' channel and get your hands dirty by performing your insidious acts of sabotage on their floors yourself.

FORMATS

In M.U.D. TV there are four different types of formats. Series, movies, shows and news. Each of these categories has eight additional sub-categories such as, for example, action series, erotic movies, cooking shows and much more.

At the start of play it will be almost impossible for you to produce your own formats, as the start-up costs are enormous. Instead, you will have to fight your opponents for the best formats the Film and Slave Corp has to offer.

Each format has a quality which is shown in stars. One star represents the lowest and six stars the highest level of quality. In addition to quality there is the actuality, which is also measured in stars. In contrast to quality, which has a fixed value, the actuality can change during the course of the game. When you broadcast a movie, for example, its actuality decreases. Over time, however, it regains actuality until it eventually reaches its maximum quality. Losses in actuality are represented by white stars.

SHOWS



Shows are the cornerstone of every television station. They appeal to 2 target groups at a time. Well-known for their contests, every show also makes a small amount of money, with the amount depending on the number of viewers. A show lasts 90 minutes (three slots).

The only thing you need to produce a show in the Studio other than the director is a showmaster, which makes them cheap to produce. A show loses actuality each time it is broadcast. When the actuality reaches 0 the show is removed from your archive.

SERIES



Everyone knows them, those soppy docusoaps, educational detective series and intellectually demanding erotic series.

Series are small and compact. They only last 60 minutes (two slots) and are the first format that players can conceptualize, even without research.

Series require a director and 2 actors in the studio. The nature of the series can sometimes determine the actors' gender.

Series offer two advantages. First off, they generate a fan base episode by episode, i.e. a lot of viewers willing to subject themselves to the next episode of your heartbreaking series. Secondly, once an episode has been sent the following episode will automatically be placed in your archive. So you don't just have individual episodes, but rather a whole season of that series in stock.

Series can be sent only once, however, for after that the episode is uninteresting, and the fans expect the next episode.

MOVIES



Producing movies is the supreme discipline for any good program director. They appeal to 3 target groups at the same time and are therefore best for your image.

This type of format can help you fulfill difficult advertising contracts by appealing to several target groups at the same time. When fulfilling an advertising contract, showing a commercial once during a movie counts as if you had shown it twice during other formats. Movies last 120 minutes (four slots).

Movies require a director and 2 actors in the studio. The nature of the movie can sometimes determine the actors' gender.

Movies lose actuality each time they are shown. However, they also regain one star's worth of actuality per day. Once produced, a movie can be shown again and again.

NEWS



News only takes up half an hour (one slot) and, in contrast to the other formats, doesn't have room for advertising. However, they do support in other ways, acting as so-called "Lead In". This means that the News mesmerizes the audience so subtly that they stay tuned and watch the next program. That is, as long as the follow-up program is one which appeals to the same target groups as the News, of course.

Newscasts cannot be bought, but must be produced in the newsroom instead. News affects up to 3 selected target groups. To prepare your newscast you first buy a variety of news reports. Each news flash appeals to a specific target group and has a given quality. The lowest quality news report used in the entire newscast determines the maximum quality that newscast can attain.

Newscasts can only be sent once before disappearing from your archive. Inasmuch as they also lose actuality on a daily basis you should broadcast them relatively quickly.

EMPLOYEES

It goes without saying that an evil genius as brilliant as you is not going to do the dirty work. That's why you need hard-working slaves to drive and push around. Your employees are all jacks-of-all-trades. You can assign them to any job you want. However, this doesn't mean that every employee is really suited to every job, as they all have different individual abilities.

Creativity



Above all, Creativity determines a Writer's quality and helps Post Producers work faster. Creative Showmasters, however, are slower than their less creative colleagues.

Intellect



Intellect determines a Post Producer's quality. Intelligent Directors work faster, while intelligent Actors spend too much time second-guessing the script and therefore work slower.



Ego

Ego is the most important attribute for any Director. Actors with a big Ego work faster, while Writers with a big Ego tend not to be team players and require much longer for their work.



Charisma

Charisma is the definitive quality for any Actor. Newscasters with a great deal of Charisma work faster, whereas Directors with a great deal of Charisma tend to intimidate their employees, causing them to work slower.



Humor

Humor is the most important attribute for a Showmaster. Writers with a sense of humor also work faster. Humorous Newscasters, on the other hand, are a definite disadvantage as they work much more slowly.



Seriousness

Seriousness determines a Newscasters' quality. A serious Showmaster is much more alert and works faster. A Post Producer who is too serious, on the other hand, will work much slower.

As you have probably noticed, each ability determines the quality of the employee's work in one job, lets him work faster at a second job and hampers him in a third, where it makes him work more slowly. For example:

A script writer with a creativity of 5 can write screenplays with a quality of up to 5 stars. He does this fastest if he has a humor value of 5 (the highest value for speed) and an ego value of 1 (lowest value for slowness).

When you assign the same people the same job over and over they gain experience and improve. This means that the abilities which determine the quality and speed of their work will improve, while the ability which determines their slowness decreases. If you right-click an employee to take a closer at them you will see all of their abilities including the current experience in each ability. When the experience bar is completely filled, the ability increases, and when it is completely empty, the ability decreases by 1. Skills can never be higher than 5 or lower than 1.

You can your employees any job you want. You can train individual abilities in the cube farm, but this costs money. At the beginning you can only train a skill up to level 3. Better training methods have to be researched before they can be used. The time and costs for training are based on the experience in the relevant skills.

PROFESSIONS



Scriptwriter

The Scriptwriter types the scripts for your Movies, Series and Shows. The more Creative your Scriptwriter is, the better the quality of your scripts. A good sense of Humor and a small Ego lend him wings.

Quality: Creativity

Speed: Humor

Handicap: Ego



Director

The Director is the heart of your productions. His Ego affects the quality and his Intellect the speed of his work. Too much Charisma slows a Director down in his work.

Quality: Ego

Speed: Intellect

Handicap: Charisma



Showmaster

The Showmaster is the host of the Shows you yourself produce. The Show's quality depends on his Humor. Seriousness and a lack of Creativity allow him to work fastest.

Quality: Humor

Speed: Seriousness

Handicap: Creativity



Actor

The Actor is the star of your production. Especially charismatic Actors allow you to produce high-quality formats. Actors with a lot of Ego and not much Intellect work fastest of all.

Quality: Charisma

Speed: Ego

Handicap: Intellect



Post Producer

The Post Producer adds the finishing touches to your Movies, Series and Shows better. The more Intellect he possesses, the better the quality he delivers. Creativity allows Post Producers to work faster, while Seriousness makes them slower.

Quality: Intellect

Speed: Creativity

Handicap: Seriousness



Newscaster

Seriousness is a good Newscaster's defining attribute. Charismatic Newscasters work much more quickly, while too much Humor slows them down.

Quality: Seriousness

Speed: Charisma

Handicap: Humor

CHANNELTYPES

There are 2 different types of channel available.

Public Broadcasting Channels

Here all you have to do is move your formats into your program schedule, as public broadcasters cannot send commercials. At the end of the day you will receive income generated by state fees in relation to the number of viewers reached that day, whereby no difference is made between the different target groups. This makes public broadcasting channels much easier to play.

Private Channel

Here you will need to send commercials along with your formats if you want to make money. The ads you can find in the advertising agency in the lobby. You don't get state revenue for attracting viewers, but rather have to coordinate your commercials and your programs to ensure they appeal to the same target groups.

ADVERTISING CONTRACTS

This is an advertising contract. The advertising agency offers the same advertising contracts to you and all the other players, so you should make sure you grab the best contracts as quickly as you can. If you ever come too late, don't worry - advertising contracts are always replenished as soon as a player accepts one.



Right-clicking one of these contracts displays more information. To fulfill a contract you need to reach a certain number of viewers in the specified target groups. You have a time limit within which the contract has to be met, and a given number of advertising blocks which must be sent. This regulates how often the commercial must be sent under the conditions specified in the contract before the contract is considered fulfilled. An advertising contract may allow up to three target groups. If an advertising contract does not specify a target group, then all groups are allowed.

If you have fulfilled the advertising contract, the sum mentioned will be transferred to your account. If you did not fulfill it you must pay the specified penalty. In both cases the contract disappears from your archive.

You can drag advertising contracts into the program schedule in the Executive Office. However, advertising contracts can only be transmitted together with a format. It is important that the format appeals to the target groups specified in the advertising contract, as otherwise you will not be able to fulfill it.

Each successful broadcast of an advertisement lowers the number of commercial blocks required by one, and even by two during movies.

Private channels live solely from advertising revenue, so keep your eyes peeled for lucrative contracts. Most importantly: You can only have one contract per advertising company in your archive at any given time. So choose carefully!



1: The company offering you this contract. You can only accept one contract per company.

2: You can reach the required viewer ratings with any of these target groups.

3: You must reach at least this many viewers per commercial block.

4: This is the tech level you need to have in order to fulfill this contract.

5: This is how often you have to broadcast the commercial and reach the required viewer quota in order to fulfill the contract.

6: If you fail to fulfill the contract within this time period you will have to pay the contract penalty.

7: This is the amount which will be deducted from your account should you fail to fulfill the contract in the time allotted.

8: This is the amount which will be deposited to your account when you fulfill the contract.

THE VIEWER GROUPS

In M.U.D. TV you compete for the favor of a total of 8 target groups. Each of them has their own favorite television formats and viewing times. Right-clicking a target groups' picture will provide you with more detailed information.

Here, for example, we see the hippies. In addition to the target group picture there is a description of the target group. Below you'll find a quick overview of their favorite formats. Each target group likes exactly one series, two shows and three movies. The graph below shows you the target group's viewing behavior. Broadcasting one of

their all-time favorite formats won't help you much if only 20% of the target group is sitting in front of their televisions.



These are the 8 groups:

Nerds

Who doesn't know them, those chubby little couch potatoes who know so little about real life, but everything about technology, comics and animes? This nocturnal breed can lecture for hours on hobbits and elves, but immediately fall silent as soon as a member of the opposite sex appears. They are known to play computer games for hours on end, and dream of nothing more than to turn a hobby into a profession by becoming, for example, a game designer.

As far as Movies go, nerds love to kick back to Mystery, Erotic and Documentaries after a hard day's work. They also love zapping through Comedy and Quiz Shows, or watching an episode of their favorite Mystery Series.

Pensioners

When they're not busy standing in front of you in the line at the supermarket paying for their purchases with tons of loose change, then you can usually find the "Everything used to be better in the old days" faction at folk music events, bingo evenings, or other unspeakably boring activities.

Pensioners just soak up Crime, Sentimental Regional and Documentary Movies, like switching over to Entertainment and Music Shows and are never, ever late for their favorite Crime Series.

Intellectuals

Intellectuals aren't necessarily intelligent, but they certainly wish they were. They are distinguished primarily by the fact that they read deathly boring books - books which

would cause any normal person to fall into a deep coma by the end of the first page - and read them to the bitter end before displaying their command of this completely useless knowledge to everyone in their immediate vicinity and beyond.

Intellectuals tend to watch Action, Comedy and Documentary Movies and watch Quiz and Culture Shows to learn even more. When none of those work, a Documentary Series is always a safe port in a storm.

Housewives

While their husbands are out earning money or visiting their mistresses, the caring housewife makes sure their cozy home is at its best, looks after the children and cheerfully plans her unfaithful husband's death. (To avoid letter bombs from militant feminists: Yes, there are also househusbands, but the name would have been too long!)

Housewives generally prefer Dramas, Mystery and Sentimental Regional Movies, or switch to Talk and Cooking Shows. But, most of all, they just love watching Drama Series.

Machos

Machos are 100% pure testosterone! When they're not pumping illegal steroids in the fitness club or hitting on women with obscene one-liners, you can usually find them running around with weapons at the local gun club.

Machos want Action and Erotic Movies - none of that wimpy stuff! That they also tune in to the occasional Drama - well... At any rate, they like Talk and Casting Shows and really, really enjoy an explosive Action Series.

Emos

Black makeup and black clothes? What used to be a sure sign of a Satanist is now art nouveau. When an Emo isn't busy playing around with a razor blade or giving a tearful rendition of a self-composed song of pain, sorrow and death, then he is actually quite sociable. REALLY!

Emos like Action, Mystery and Crime Movies. But they'd never admit to loving Casting and Music Shows as well. And Docusoaps - not a chance!

Hippies

Hippies are very sociable and laugh a lot. This may be due to the funny cigarettes, the strange plants they grow in the garden or simply the immense amount of drugs they consume. Hippies take their time. Lots of time, especially when they're admiring all the bright colors and shapes only they can see.

Hippies relax while watching Dramas, Comedy and Documentary Movies and put their

feet up at Comedy- and Cooking-Shows. And Comedy Series put them right over the edge.

Yuppies

If you happen to know a comic-book duck with glasses, top hat and frock coat, then no further words are actually needed to describe this target group. Yuppies are greedy people who would sell their own grandmothers for American housing loans - hell, just for an option on American housing loans! When not at their job as a broker, banker or game publisher they can usually be found counting their money or planning how to earn their next million.

Yuppies like to chill to Crime, Comedy and Erotic Movies and like zapping through Culture and Entertainment Shows. But, most of all, they just love those Erotic Series!

It might be a good bet to specialize in certain target groups, as this helps you gain their respect and affection - called “image” in the game. Viewers reward the station they watch most with better image ratings while punishing the station they watch least through a loss of image. Image changes target group viewing habits. The higher the image value, the more the audience is likely to prefer your channel over the others. Your image rating for each target group is displayed in the daily statistics.

When you’re in the executive office you have 2 options for evaluating target group viewing habits.

- Click the right mouse button on a target group’s picture displayed in your advertising contracts or formats. This opens the menu shown above, where you can study the group’s viewing habits.
- Right-clicking a specific time in your program plan opens a window showing all 8 groups with the associated viewer ratings for this time slot.

AIR TIME

Even the greatest genius has to sleep from time to time, which means you can’t work at your job as program director all day long. 16 hours is the daily maximum. Note that you cannot broadcast for the first hour of a new day. This hour is reserved for you to prepare yourself for the day’s adversities.

Unfortunately, your viewers can’t spend all day watching television, as they have to take care of other things such as eating and sleeping. Housewives tend to watch TV in the afternoon, when the yuppies are busy helping their careers along by illegal means and making money in the most corrupt ways imaginable, such as being video game

publishers, for example. Nevertheless, the day can still generally be divided into three phases.

Graveyard Shift: 00:00 – 08:00

Hardly anyone is still awake at this time of night, so ratings are consistently low. Nevertheless, some target groups only seem to turn on the TV at night. You will have to orient your program schedule around these times; otherwise it will be difficult to fulfill advertising contracts.

Daytime: 08:00 – 16:00

Significantly more viewers watch TV during the day than at night. Although ordinary people are usually at work at this time, there are still enough people who are obviously terribly ill and can therefore spend the entire day watching television. This broadcast phase is generally very stable. With only the occasional small exception viewer ratings tend to remain rather constant.

Prime Time: 16:00 – 24:00

Pretty much everyone watches TV during this phase. This is especially true from 8:00 pm on, when just about everyone can be found in front of the idiot box. It shouldn't be hard to fulfill advertising contracts during this phase. However, this can change very quickly when a competitor cleans the streets with a blockbuster.

Of course, in a free game against the computer or friends you're not limited to these times, but can play any time you want.

RESEARCH AND SABOTAGE

The research lab offers you the ability to develop new technologies - some at various levels - on the one hand and, on the other, the ability to resort to some really insidious sabotage. Right-clicking a research subject provides you with an overview of its current level and the preconditions for, and effects of, the current and following levels.

RESEARCH

Research is divided into 5 categories, which you can switch through in the research menu using the arrows:

ROOMS

Newsroom

This research unlocks the Newsroom, where you can produce Newscasts.

Post Production

This research unlocks the post production, where you can improve your formats by one star. You can then select it for construction using the construction menu.

Hire illicit workers

Cheap illicit workers build you your rooms cheaper than the overpriced domestic workers. The cost of all rooms in the construction menu will be reduced.

MANAGEMENT

Bigger briefcase

Your briefcase grows by one additional slot per research level.

Quick pace

This technology makes your avatar and your staff move faster with each level researched. At a high enough level your character no longer runs around by himself. Let yourself be surprised!

Greater transmitter range

Your station can reach more people. In addition to more viewers both you and the competition are also offered better advertising contracts by the advertising agency. And if you can transmit further than your annoying competitors you've got the newly acquired viewers all to yourself!

Second Channel

This research gives you 2 channels, which means 2 program plans you can organize complete independently from one another. This is a very powerful research project which is correspondingly expensive.

PROGRAMS

Conceptualize Series

Enables you to have scripts written for series in the writer's room.

Conceptualize Movies

Enables you to have movie scripts written in the writer's room.

Better News

This research improves ALL of the newscasts you produce by 1 star.

EMPLOYEES

Effective Training

Employee training costs sink with each additional level of this technology.

Improved employee training

Employee abilities can be trained to 4 at the first level and to 5 at the last level of research.

More wage slaves

For each level of this technology researched your maximum number of employees increases by 2. You have to build a cube farm before you can research this technology.

Motivate wage slaves

All of your employees work faster.

SABOTAGE

Heavy Metal Radio

The Heavy Metal Radio drives opposing employees around the bend and slows their work in production rooms (writer's room, studio, post production and the newsroom). Logically enough, it can therefore only be triggered in one of those rooms.

Financial crisis

Financial crises are famous for simply destroying vast amounts of money. Accordingly, all of the money in the bank is lost. The financial crisis is triggered in the

bank and is only available in multi-player games.

Broken elevator

With a loud crash it's goodbye to the elevator for the rest of the day. No one - absolutely no one - can use it for the rest of the day. This insidious little act is only available in multi-player games.

Fire alarm

When the fire alarm goes off all employees leave the station in panic. Players are unable to produce their own programs as long as this act of sabotage continues.

Jamming transmitter

The jamming transmitter has to be placed in the executive office, where it interrupts broadcasting or a predetermined period. The player affected broadcasts in much poorer quality, which the audience views with little enthusiasm, reducing the number of viewers for the duration of the sabotage by 50%.



In order to research something, you have to drag the appropriate technology into the free slot at the bottom left of the menu. The timer then indicates how long it will be until the research is complete.

If research is grayed out then you have either already researched it to the maximum level, you do not have enough money for research or you have not yet fulfilled the

necessary preconditions. A right-click on the research subject will display any preconditions.

If you have built more than one research lab you can research more than one technology at a time.

Sabotage

Sabotage can help you really weaken a competitor. At the same time, it also allows the competition to sabotage you in turn. To sabotage an opponent in a single player game you have to deliver the act of sabotage to the saboteur in the lobby. In multi-player you have to place the act of sabotage in the appropriate spot yourself.

Acts of sabotage can also be defused. All you have to do is enter the room affected. The defusing timer then starts to slowly run. You cannot leave the room during the defusing process.

The exception to the rule is the financial crisis. It cannot be defused and runs the entire day.

You can unlock and/or improve acts of sabotage by researching them in the "Sabotage" category. As soon as you have researched one, it is then available on the right side of your research lab's menu.

Just drag the available act of sabotage onto your PDA and it's yours. Of course, you DO have to pay for it.



After the purchase the sabotage timer starts to run. You can't buy any further acts of sabotage from this research lab while the timer is running. If you own several research labs it goes without saying that you can still buy further acts of sabotage actions from them.

At the start of play two acts of sabotage are already available for purchase.

Defusing kit

The defusing kit isn't an act of sabotage in it's own right, but rather it helps you defuse enemy acts of sabotage more quickly. Of all things, it can only be used once.

Spy tool

You can use the spy tool either at the saboteur's or in the executive office to view a competitor's program schedule. This can bring you undreamt-of benefits if you react appropriately. However, your opponent can reschedule at short notice just the same as you can. The spy tool can only be used once.

STATISTICS

The statistics can be found in your PDA. There are a total of five.

DAILY CLOSING

The daily closing statistics open automatically at the end of each day. You can view them again in your PDA.

Here you can see, among other things, your current image amongst the various target groups, as well as their current favorite and least favorite channels. In addition, depending on the victory condition, you will get an overview of how you stand compared to your competitors.

Further down you will find a summary of the daily income and expenditures. To the right you can find information about your channel, such as which audiences you reached today, your market share, and the most important target group for you.

Here you will also find a list of the accepted, fulfilled and unfulfilled advertising contracts.

The daily closing report also lists the prizes, called Sammies, the bans and the daily events for the next day or, if you've called up your daily statistics via the menu again, for the current day.

SAMMIES

Each day a particular format is nominated for a Sammy. The player who was able to attract the most viewers with this format wins a Sammy, which brings him not only fame and honor, but also a healthy chunk of money.

The first hour of every new day, your TV shows the Sammy Awards from the day before. Try to win as often as possible!

BANS

Politicians do get confused now and then, at which times they can be a little hasty in banning things. That is why every day a different category such as action series, for example, is banned from broadcast. If you broadcast it anyway you will have to pay an exorbitant fine. The next morning the politicians have already forgotten yesterday's ban and have selected a new category to prohibit.

DAILY EVENTS

Daily events affect the viewing habits of one or more audiences for a day. For example, 75% of the pensioners might not tune in on a given day because it is Feed the Ducks Day in the park. Obviously, in cases like this it will be pretty hard for you to fulfill advertising contracts for this target group.



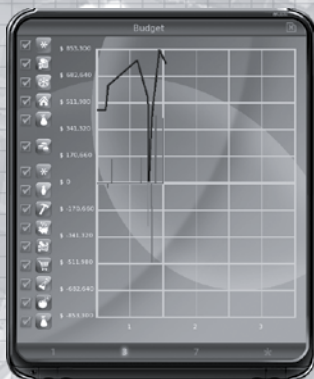
1. Your overall image rating. At the top you see your current image rating for the individual target groups. The number below with the arrow shows the change from the day before.
2. Favorite channel. These channels were most popular with the individual target groups the day before.
3. Least favorite channel. These channels were least popular with the individual target groups the day before.
4. Financial overview
5. Viewer and advertising contract overview
6. Sammy nomination
7. Forbidden format
8. Daily event
9. This arrow displays a graph showing you the mission objective and both your progress and that of your opponents.

VIEWERS

The viewer statistics lets you see both your and your opponents' viewer ratings over the last few days.

You can display these statistics for one or more target groups.

BUDGET



The budget statistics show you revenue and expenditure trends. Here you can display specific sectors as graphs, such as revenue from game shows, or your expenses for research or employees, etc.

IMAGE

The image statistics lets you see both your and your opponents' image ratings over the last few days. You can display these statistics for one or more target groups.

MISSION ASSIGNMENTS

Here you can display the Mission assignment window when playing the tutorial or the campaign.

ARCHIVE AND PROGRAM PLAN

In addition to the statistics you can also view your current program plan and the contents of your archive here.

EDITORS

M.U.D. TV contains two editors, the character editor and the program editor. You can access both using the links in the Start menu.

If you have checked “User content” in the settings you can access content you yourself have created through the good offices of the Film and Slave Corp. If “User content” is checked in multi-player, the user content will be made available to all players on the server, but it won’t be stored locally.

CHARACTER EDITOR

Here you can create your own characters such as directors and actors, who will then later appear in the game. Choose the face, hair and clothing to create the character exactly the way you want them. Not only that, but you can also assign your character the appropriate abilities while you’re at it.

PROGRAM EDITOR

The program editor lets you recreate your favorite programs, or realize your own ideas.

You can choose from the different categories available in the game, and you can also adjust the quality and name to suit your tastes. You can also use characters you have created using the character editor as the protagonists in your new program. If you choose not to, your program will simply use randomly generated actors.

In order to integrate content from other players locally you must copy it into your application data in the MudTV\content folder.

A DAY IN THE LIFE OF M.U.D. TV

Here is a short text tutorial for M.U.D. TV detailing the first day of play.

First off, I select “New Game” and decide to play a private channel against three computer opponents (one easy, one middle and a hard opponent). It shouldn’t be too easy, after all. I set the starting capital, the start formats and office size to Medium, and the winning condition to “Be the first to earn 5,000,000”. Then I select 16:00 to 24:00 as my broadcast time.

As the game begins, I find myself in the elevator on my floor. I go into my executive office and assign the shows already in my archive in my program schedule. Then I take the elevator to the lobby. When I get there, I press the program planner button on my PDA to see the shows I’ve already assigned.

First, I head over to the advertising agency to pick up a couple of contracts suited to my Shows. What I’m really looking for are contracts with a number of commercial breaks, because they look to be pretty profitable. They’re easy enough to find, so I accept them by dragging them onto my PDA. One contract with 3 commercial breaks and another with 2 should be enough for now.

I quickly return to my floor and enter the archive, where I press the vacuum cleaner button to transfer all my programs from my briefcase to the archive. Now I quickly head into the office. There I use the arrows in the upper left to switch to the contracts, and assign the advertisements to my shows. Since the first advertising contracts have no fixed targets, I just make sure that those ads which require lots of viewers are assigned to the better 2-star Shows. Since I still have a relatively large number of 1-star shows, I go back into my archive and drag 3 of them onto my PDA. I take these rotten programs down to the lobby and sell them off to the Film and Slave Corp. Now I’ve got a bit of money again.

The last 2 hours of my schedule haven’t been filled out yet, and a right-click on the time slot in the program schedule shows me that primarily housewives and nerds watch TV at that time. Since I’m in the Film and Slave Corp office anyway, I’ll just buy myself a quiz show, as this promises me good ratings with both groups.

Back on my own floor again, I drop the quiz show into my archive and then schedule it for the last 2 hours - it’s no big deal if I don’t broadcast anything for the last half-hour.

After I’ve finished scheduling everything at around 19:00, I click on the flashing message icon on my PDA to find out I’ve fulfilled an advertising contract with 2 commercial blocks. Excellent! 420,000 credits have been transferred to my account. And THAT means MY star’s on the rise, and there’s not much which can stop it!

Since I now have a little money available, it's time to think about my first private production. To this end I head down to the Film and Slave Corp, where I hire a director with an ego of 3, and another employee with a humor of 3 for the job as showmaster. Since I still can't afford the research needed to unlock Series, I'll have to concentrate on the scripts available from the Film and Slave Corp. So I buy 2 2-star show scripts.

Back on my own floor, all I have to do now is build my own studio. One that's done, I drag the show's script onto the free slot at the upper left and assign the director and the showmaster to the production. Last, but not least, I hit the start button to begin production.

I save the rest of my money for tomorrow, because I'm going to have to pay those greedy, money-grubbing employees of mine their wages at the start of the day.

Unfortunately, I didn't manage to finish my own production today because those lazy wage slaves of mine left an hour before quitting time! I could have avoided that if I'd built a kitchen...

On the TV at bottom left I can also see my quiz show running, and notice that I wasn't able to fulfill my 3-block advertising contract. A quick change of channel is all I need to see why: The competition blew me out of the water with a 3 star movie in the same time slot.

The day is about over, so I use the fast-forward option at the top right of my PDA to speed up time and bring the day to an end. My last act of the day is to look at the daily statistics and prepare for the next day's adversities, where I'm going to have to deal with the Sammies, bans and daily events.

At least I managed to fulfill an advertising contract and pull a profit of 420,000 credits. Not bad for my first day on the job!

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Victor Linke

Christopher Mertig

Concept Art

Harry Beck

Creative Lead

Christian Wolfertstetter

Additional Game Design

Thomas Bickling

Sound Design

Florian Jindra

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Simon Hellwig

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M.U.D.T.V Logo, Website and Manual

Joachim Wegmann

M.U.D.T.V Website

Timo Thomas

Roadrunner for Lightning and Strike Detonator

Dennis Blumenthal

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Free customer service

Our customer service is available 24 hours a day, seven days per week via email. If you have any questions or problems with one of our products, we offer you answers and solutions to the frequently asked questions at our forum or you can drop us an email under the following address:

support@kalypsomedia.com
forum.kalypsomedia.com

Therefore, we need the following information:

- The complete product name.
 - If available, the exact error message and a description of the problem.
- Both services are free of charge. Please note, that we are not able to answer requests concerning tips and tricks via email.

However, before you contact our support team:

- Please make sure that your PC fulfills the system requirements.
 - When you are placing the call, please make sure that your PC is switched on.
- Additionally, please start the Dxdiag program before your call, as the information of this Microsoft software will help us to find the problem.

How to start the DirectX diagnostic program ("Dxdiag"):

Windows XP: Please click on the "Start"-Button on the taskbar and afterwards „Run“. Please enter "dxdiag" (without quotation marks) and click on „OK“.

Windows Vista: Please click on the "Start"-Button. Under "Start search" please enter "dxdiag" and push the „Enter“-Button.

Exchange of serial codes (serial number / CD-Key)

NOTE: serial codes cannot be replaced! Please make sure, that you don't lose your serial code. In case of loss, you have to buy a new game. Therefore, please avoid requests in this vein.

Exchange of CD/DVD's

We offer you a free exchange of damaged CD/DVD's, up to one year after the first publication of the product. Therefore, please send us only the damaged media as well as your name and address to the following address:

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Asmec Centre / Eagle House
The Ring, Bracknell
Berkshire RG12 1HB
United Kingdom

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