

The Game Behind The Game Being The Game Game  
By Vidal Montgomery  
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The Aim Of The Game

The aim of this game is to get as much ~~¥€\$~~ as possible  
by developing trading ASSETS with other teams.  
This is done by developing ARTISTS  
and bringing ARTISTS to the MARKET with PR and DISTRIBUTION

The Game requires 3 TEAMS and a Banker:

TEAM 1: A&R TEAM  
TEAM 2: DISTRIBUTION TEAM  
TEAM 3: PR TEAM:

BANKER / MARKET ( Bank also controls the market )

Each team starts with a set of assets ( outlined on the next page ) that the must develop in order to bring them to the MARKET

Each team must work ( or compete! ) with other teams in order add value to their own assets and then bring them to the market to exchange for ~~¥€\$~~

Each team takes it in turns to play. On each turn, a team can either:

- 1] Take a CHANCE card and follow the instructions on it
- 2] Use a DEAL card ( if they have one ) to make a deal with another team
- 3] Use a VETO card ( if they have one ) to block any deal currently happening
- 4] Buy or borrow ASSETS from the BANK ( if they have money )
- 5] Buy MARKET opportunities from the MARKET
- 6] Sell a developed artist to the MARKET ( if they have a developed artist )

The game is ended after a fixed amount of time, or continues until one of the three teams accumulates an agreed value of ~~¥€\$~~

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### TEAMS AND ASSETS

#### TEAM 1: A&R TEAM:

ASSET	REPRESENTED BY	NOMINAL VALUE
Library Suburban Artist	Library Suburban Artist CD	¥€\$10
Library Urban Artist	Library Urban Artist CD	¥€\$20
LIVE Suburban Artist	LIVE Suburban Artist CD	¥€\$30
LIVE Urban Artist	LIVE Urban Artist CD	¥€\$40
GAME CHANGER*	GAME CHANGER CD*	¥€\$50
Block Any Deal**	VETO CARD**	¥€\$1000

#### TEAM 2: DISTRIBUTION TEAM:

ASSET	REPRESENTED BY	NOMINAL VALUE
Live Show	CLEAR PLASTIC WALLET	¥€\$50
Online Presence	WHITE PAPER WALLET	¥€\$100
Royalties	PLASTIC CD CASE	¥€\$150

#### TEAM 3: PR TEAM:

ASSET	REPRESENTED BY	NOMINAL VALUE
Online Review	RED STAR	¥€\$200
Offline Review	YELLOW STAR	¥€\$300
FREE BROADCAST	GREEN STAR	¥€\$400
PAID PLACEMENT	BLUE STAR	¥€\$500

#### BANKER / MARKET ( Bank also controls the market )

ASSET	REPRESENTED BY	NOMINAL VALUE
Chance Card	[speculation on market conditions]	¥€\$FREE
Deal Card: A&R	[direct deal with the A&R team]	¥€\$100
Deal Card: Distribution	[direct deal with the DISTRIBUTION team]	¥€\$200
Deal Card: PR	[direct deal with the PR team]	¥€\$300
Deal Card: MARKET	[direct deal with the market]	¥€\$400
BIG GOLD STAR***	[Multiplies asset value x 10]	¥€\$500

\*GAME CHANGERS MUST HAVE ROYALTIES + PLACEMENT ATTACHED WHEN THEY GET TO MARKET

\*\* A VETO CARD CANNOT BE USED TO VETO THE SALE OF A VETO CARD

\*\*\*A BIG GOLD STAR IS GIVEN FREE TO ANY TEAM THAT BRINGS AND ARTIST TO MARKET