

What extract from the game can you play online?

What additional content was downloadable?

What information did the trailers reveal?

What YouTube videos supported the release? What did they include?

Challenge: Watch the trailer for the game and consider its importance in the marketing.

How many official trailers were there?

How many gaming developers were being its production? Who were they and what country do the originate in?

Alongside which other game?

Explain how the trailers would have continued the anticipation for the games release amongst potential fans.

On which platform was the game first released?