

## Spike TV and GameTrailers' "GTTV with Geoff Keighley" to Debut on TR3S: MTV, Musica y Mas This Weekend

### The Gaming Magazine-Style Show To Air On Bilingual Network On Saturdays With An Encore Episode On Sundays

LOS ANGELES, April 27, 2012 /PRNewswire/ -- [Spike TV](#) and [GameTrailers](#) announced today that its popular gaming magazine-style show, "[GTTV with Geoff Keighley](#)" has been picked up by Tr3s: *MTV, Musica y Mas*. The half-hour gaming news show, which appears on Spike TV on Thursdays, will also air in the bilingual network's weekend programming line-up beginning this Saturday, April 28, 2012.

"We are thrilled to offer 'GameTrailers' to a wider audience," said Brad Winters, General Manager, GameTrailers. "Video games are a cross-cultural phenomenon and are enjoyed by all gamers, regardless of what language they speak, so we are eager to share GT's video game exclusives and news with Tr3s: *MTV, Musica y Mas* viewers."

"We are always looking to deliver quality programming that our viewers will enjoy," said Chrystin Nevarez, Sr. Director Programming and Acquisitions, Tr3s: *MTV, Musica y Mas*. "Video games break past any cultural or language barrier, so we're excited to work with Spike TV and GameTrailers to offer 'GTTV' to our audience."

"GTTV" is hosted and executive produced by gaming industry veteran, Geoff Keighley. Each week, Keighley and co-hosts Amanda MacKay, Daniel Kayser and Justine Ezarik bring fans never-before-seen video game exclusives, the latest news on the hottest titles, interviews with the top names in gaming, inside looks into the biggest events in the world of video games and more.

In addition to watching the show on Spike TV, fans can catch "GTTV" online the next-day on [GameTrailers.com](#), Xbox Live Marketplace, PlayStation Network and other digital platforms and now also on weekends on Tr3s: *MTV, Musica y Mas*.

[GameTrailers](#) (GT) is the premier video destination for gaming entertainment and information, delivering timely, high-resolution broadband video content for gamers including original shows, video reviews, game trailers and comprehensive video coverage of gaming events from around the world. GT also has a robust community that features user-generated content, a community marketplace and a variety of communication tools allowing gamers to talk to friends and share media. Now available on Hulu, Xbox Live and other distribution outlets, GT is continuing to expand its original content onto additional new platforms. GT has offices in Los Angeles, San Francisco and New York and is a division of Viacom Media Networks, a unit of Viacom (NASDAQ: VIA, VIAB). For more information about GT, visit [www.GameTrailers.com](#), like us on Facebook at [www.facebook.com/gametrailers](#) or follow us on Twitter [@GameTrailers](#).

[Spike TV](#) is available in 99.8 million homes and is a division of Viacom Media Networks. A unit of Viacom (NASDAQ: VIA, VIAB), Viacom Media Networks is one of the world's leading creators of programming and content across all media platforms. Spike TV's Internet address is [www.spike.com](#) and for up-to-the-minute and archival press information and photographs, visit Spike TV's press site at [http://www.spike.com/press](#). Follow us on Twitter [@spiketvpr](#) for the latest in breaking news updates, behind-the-scenes information and photos.

Tr3s: *MTV, Musica y Mas*, owned and operated by Viacom International Media Networks, a unit of Viacom Inc. (NYSE: VIA, VIA.B), reaches 6.1 million Hispanic TV households (45% of US Hispanic Total TV HH) and 34 million total TV households. The network's programming embraces the trilogy of cultures that represents Latino life — Latin American plus American equals US Latino - through original productions, key acquisitions, and content from MTV Networks' portfolio of entertainment brands. Tr3s embraces the key lifestyle aspects of Latino identity -- *milestones*, *making it* and *music* -- as well as social responsibility through its initiative "Agentes de Cambio", which tackles issues that affect Latinos today. The network also taps into the growing number of Latinos that are digitally connected through [www.tr3s.com](#).

SOURCE Tr3s: MTV, Musica y Mas

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