



Press release

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First virtual reality show to start December 1 Endemol launches Big Brother in Second Life

Endemol Netherlands is to launch a virtual international edition of Big Brother in Second Life, the fast growing online fantasy world created by Linden Lab, to begin on December 1. From today, November 6, people from all over the world can apply to take part in the first ever virtual reality show, the winner of which will receive a tropical island in Second Life.

By registering in the virtual Big Brother house, candidates can apply to take part in Big Brother Second Life. Endemol will select 15 participants from 3 time zones, who will take up residence in Big Brother Second Life as of December 1. Participants must spend a minimum of 8 hours a day in the house. Each week other *avatars* – animated inhabitants of Second Life – will decide which three residents must leave the virtual show. During a spectacular live finale on 31 December, the most popular resident will win an uninhabited tropical island in Second Life.

The house is located on the Big Brother Island which is accessible 24 hours a day. From this location visitors are able to observe the five transparent units in which the residents will stay. The Big Brother Club enables *avatars* to vote for their favourite resident, listen to DJs, dance and meet new people. During their time in Big Brother, the residents are constantly subjected to tasks. One of them includes the perfect recreation of famous buildings that will be auctioned once finished. The takings will go to a real-life charity that will be chosen by visitors of the Big Brother Club.

Endemol is the first television producer in the world to establish a branch in Second Life. Managing Director Paul Römer: "The role of online communities is becoming increasingly important. As a producer of cross-media content, Big Brother Second Life represents a fantastic opportunity to amass knowledge of the virtual world. In the future we will use this experience to develop specific content for online communities. Big Brother is the perfect format. Now that it's been seen by 2 billion viewers all over the world, it is now time to conquer the virtual world."

Second Life has 1.2 million registered users, including 20,000 in the Netherlands. In recent months the number of Dutch users has grown at a rate of sixty percent monthly. Large companies such as Sony BMG, Adidas and Reuters news agency have recently opened branches in Second Life.

Big Brother Second Life can be followed online 24 hours a day from 1 December on www.secondlife.com. As of today, people can apply to the virtual Big Brother episode by visiting the Big Brother house with an avatar. If you do not yet have an avatar, you can get one free of charge in Second Life.

For additional press information, movies and photos, please visit www.bigbrothersecondlife.com

Endemol Nederland is Holland's leading producer of creative and market-oriented content for television, digital and mobile platforms. The company is dedicated to the development, production and exploitation of entertainment, infotainment, drama/comedy/soap and interactive TV. As market leader, the Aalsmeer production company works for diverse clients, including commercial and public broadcasters and the business world. Besides Big Brother, Endemol Nederland has been responsible for many other successful programmes. As a subsidiary of the Endemol group, one of the world's biggest producers, the company is part of an international creative network and has access to an extensive format portfolio.



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