

Click & Vote for Izzy's Blog!



I'm a Member Of

View my page on Association of Virtual Worlds

What month is it? Oh...yeah...

June 2008

M	T	W	T	F	S	S	
						1	
2	3	4	5	6	7	8	
9	10	11	12	13	14	15	
16	17	18	19	20	21	22	
23	24	25	26	27	28	29	
30							
« May							Jul »

Top Posts

The Littlest Pet Shop joins Virtual Worlds...
Ramble: Why I'm Enamored With Club Penguin
Worthy Tween/Kid Communities
Future & Pre-Beta Virtual Worlds
Noteworthy: Barbiegirls.com
Izzy's Avatars

« [Very Noteworthy: Wizard101](#) [Nickelodeon and the return of Josh & Drake](#) »

UGC: A New Union Between Social Networking and TV?

Posted by [Izzy Neis](#) on June 12, 2008

Here's a story out of leftfield to show how 3D avatars could break out of the web and onto other media platforms. TV Asahi is producing a one-hour pilot TV show called Hoshi-ichi Owarairyoku Test, due to air on 14th June in Japan. It appears to be some kind of cross between a gameshow and a talent show, hosted by local celeb Kendo Kobayashi. Anyway, **the interesting thing (from this blog's point of view) is the fact that up to 100,000 viewers will be represented on-screen as 3D avatars.**

It'll use a technology called SMS Galaxy, from Hong Kong based firm Artificial Life. **Viewers register before the show and choose an animated 3D avatar, before entering their name. Then, the TV show is able to show a virtual camera swooping through the avatars - effectively they make up a giant virtual audience.** It sounds very innovative (as well as being brain-spinningly strange). According to Artificial Life, SMS Galaxy has already been used for a successful TV show in Switzerland.

[TV Asahi to pilot avatar-based TV show in Japan](#) | [VWF blog](#) | [Virtual Economic Forum Content Library](#)

This is a REALLY REALLY cool idea!!!!!! O, man. If *Me:TV*, from Nickelodeon, had come up with such a thing to interweave their programming & Nicktropolis into this kind of virtual audience? THAT WOULD HAVE BEEN UBER-COOL, and a new way to present users while still keeping a layer of protection up and less legal/liability.

They should do this with Cartoon Network's new show *Drama Island*, which seems to be some hybrid of reality show & cartoon, with an opportunity for UGC/user-15-minutes-of-fame.

I dig this. I dig this a lot.

Blogged with the [Flock Browser](#)

Tags: [UserGenerated Content](#), [UGC](#), [social networking](#), [japan](#), [TV](#), [avatars](#), [online community](#), [entertainment](#)



Bookmark

[izzy's del.icio.us](#)

[Virtual And Real Worlds: Two Worlds Of Kids' Morals](#)

Subscribe

[Entries \(RSS\)](#)

[Comments \(RSS\)](#)

Search