

Press Release „Channel One“ on Second Life – Everything’s Clearer on the Second!

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„Channel One“ in Second Life

A BERLIN-BASED MULTIMEDIA INSTITUTE LAUNCHES THE FIRST TV SHOW ON SECOND LIFE

Starting Friday, a TV station unlike the world has ever seen will begin broadcasting: „Life For You“ is an entirely virtual TV magazine show that is shot, produced and broadcast entirely within the online world of Second Life!

This world premiere in Cyberspace is brought to you in real life straight from Germany’s capital city: „Life for you“ was founded by the Berlin-based L4 Institute for Digital Communication together with two Berlin journalists.

„The idea is as simple as it is impressive,“ notes Christian Maier, „Life For You“ co-founder and co-producer. “Our goal was to establish as quickly as possible a format designed to produce the classical TV magazine mixture of information, value, lifestyle and glamour in the expanding world of Second Life.

Even if others already broadcast content from the real world in the digital Second Life, „we’re the first in the world to do all of our research, filming and broadcasting exclusively on Second Life,“ explains Lutz Deckwerth (48), journalist and co-founder of the TV magazine.

The idea for „Life For You“ was one of those classic crazy ideas – what you would call a „Stammtischidee“ in German – explains Deckwert. „But we didn’t want to leave it at that. We wanted to act as quickly as possible and find some people who could share our vision. The team from the L4 Institute are the perfect partners for us – they’re pragmatic but they also have a great desire to do innovative work. They were committed to the project from the word go.“

The director of the L4 Institute, Dr. Peter Schisler, gave Maier and Deckwerth immediate and enthusiastic support in the form of offices, facilities and hardware. Video journalists from the Institute got to work right away doing research and shooting footage in Second Life.

„The idea got us right away,“ explains Peter Schisler. „And, seeing as we’re an institute for digital communication, we’re quite aware of the fact that in this industry you can’t hesitate for long if you want to be the first.“

Peter Brüggemann, Manager of ideaa Messe- und Dekorationsbau GmbH, was also on board from the get-go. Ideaa is supporting the project financially as well as in the form of TV studio expertise.

Matthias Engels, a successful media consultant, once again brought the right people together at the right time: „It was quite easy for me this time! The basic data on Second Life speaks for itself: every day, approximately 30,000 new inhabitants join Second Life, which now has a daily turnover of one million euro. No matter what happens, I'll always be proud to have helped get this project off the ground!”

Less than two weeks separate the initial idea from its actual realization. „It's been quite a difficult yet exciting and hilarious time,” explains Thorsten Strack (35), who helped organize „Life For You” and provided multimedia and technical expertise for the project. „We knew we were going to have some technical difficulties, but even then, we had to do some major improvisational thinking in order to get this show on the road...”

Strack, Deckwerth and Maier admit that the first edition of „Life For You” won't feature complete and exclusive insider knowledge, yet, according to Thorsten Strack, „we're doing pioneering work here in the best sense of the word.” „Nobody else beat us to the punch,” notes Lutz Deckwert. „And we can still be totally proud of what we accomplished in this short amount of time,” explains Christian Maier. The greatest wish of the new Second Life team after a hard week's work: „A cold beer. Some things you can really only get in the real world.”

More info at www.l-4.de and www.lifeforyou.tv

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