

Second Life

... for Media Property Owners

What Is It?

Second Life is an Internet based virtual world. Each user is represented by an avatar, a "virtual-me", which can move through the world, interact with objects, and talk to other users. The BBC, IBM, 20th Century Fox and Channel 4 are just some of the global companies already using Second Life for marketing, entertainment and business purposes.

Why Use It?

Whereas the Internet is about information, Virtual Worlds are about experience. They engage with users on an emotional level. Going far beyond what is possible in an Internet forum or chat-room, or even a fan-site, a virtual presence can let your audience connect with your media properties at a deep and immersive level adding direct and indirect value.

Who's Using It?

The BBC staged the first big Second Life media event in the summer of 2006 when they brought their Big Weekend music festival into the world (see picture). Since then Second Life has been used by book publishers (Penguin), film studios (20th Century Fox), newspapers (The Guardian) musicians (U2 & Duran Duran), and TV series (L-Word). MTV used There (another world) to create Virtual Laguna Beach.

But don't forget the in-world community. Second Life residents have their own thriving music and machinima (film-making) scenes, and complete fan communities (such as Star Trek).

Social Interaction

In our experience the things that work best in virtual worlds are those that involve high levels of social interaction. That is how these worlds differ from the web. If you watch a video clip on the web you usually do it alone. If you watch in a virtual world you'll usually do it with others, and then go on to talk about it,



How could I use it?

Here are just a few of the ways you could use Second Life:

- Hosting screenings within media lounges and encouraging after-broadcast chats
- Networking content into bars and residents homes (many have virtual TVs!)
- Creating in-world games and activities to promote the brand
- Creating and selling clothes and props from the show
- (re)Creating the show in-world
- Building stage sets that residents can use to make their own machinima or role-playing experiences

In many of these it will be important to engage the existing residents. In fact the real trick will be to make them do a lot of the work for you, and want to do it.

Since Second Life currency can be bought and sold for real £ and \$, and users can be linked to e-commerce sites you can even directly monetarise these activities, if you want to.

Next Steps

If you would like to know more about Virtual World and Second Life, and how it could grow value for your media assets then please get in touch today and we can arrange a free demonstration at your office.

Second Life is at <http://www.secondlife.com/>

Our SL office is on the Daden Prime sim.

Daden Limited

103 Oxford Rd
Moseley
Birmingham
B13 9SG
UK

www.daden.co.uk
info@daden.co.uk
+44 (0)121 698 8520