

**ENTERTAINMENT**  
**AUTUMN 2006**





## BBC THREE CHILDREN IN NEED EVENT

(WORKING TITLE)

**A brand-new reality event, stripped over two weeks and culminating on *BBC Children In Need* night, sees a battle of the blow-dry as a group of celebrities go head to head to see who can crimp their way to the top. For this year's *BBC Children In Need* night, the backstage hair, make-up and wardrobe department will be in the hands of our unqualified celebs.**

Under the tutelage of a top-name hairdresser, the celebs will train in all elements of hair, beauty and fashion. In the two weeks before the big night they'll be working flat out practising on members of the public (and any passing BBC stars) in the specially designed hair and beauty "green room", plonked in the heart of BBC Television Centre. They'll have a crash course in cutting and styling hair, wardrobe, make-up and even a bit of bikini-line waxing.

On the night itself, our beauty boot-camp event culminates with behind-the-scenes updates from backstage, as viewers watch the stars taking part in *BBC Children In Need* bravely being made up by our novices.

Can our apprentice celebrities cut it? Or will they get the snip?

A Brighter Pictures production (part of Endemol UK)



## JONATHAN ROSS'S JAPANORAMA

**Jonathan Ross pursues his passion for all things Nipponese in this series focusing on six aspects of modern Japanese culture:**

**Nerds:** long scorned worldwide, the nerd has become the toast of Japan, with women queuing up for his geeky charms.

**Tribes:** the Japanese may not be divided by race or religion but, thanks to some amazing uniforms, they neatly divide themselves into tribes: girl bikers, Lolita Goths and Yakuza.

**Comedy:** from the original *Jackass* to a comedy robot and a reigning king called Hard Gay Man, something funny is going on over there.

**Cool:** the cool looks and sounds of tomorrow are in Japan today – robots, pop videos, phones, tunes and even shoes.

**Cute:** Hello Kitty is only the pink tip of Japan's cute iceberg. The country that bottled cute now has an incredibly popular (and vicious) new character called Gloomy Bear.

**That Samurai Spirit:** swords and shoguns are out, but the spirit can still be found in battling beetles, lethal schoolgirls and a goalkeeping crustacean that can stop nine out of 10 penalty kicks.

A Hot Sauce production

BBC ENTERTAINMENT PUBLICITY

## MOBO AWARDS 2006

**BBC Three broadcasts live, for the first time ever, from the world-famous MOBO (Music Of Black Origin) Awards 2006. The BBC broadcasts the awards exclusively for the third consecutive year.**

The MOBOs is an iconic awards ceremony, a key event in the British music calendar, which celebrates the very best in urban music at home and abroad, past and present.

Appearing for exclusive performances at London's Royal Albert Hall are some of the cream of the world's urban music talent alongside some huge surprise international celebrities. Over the years, the MOBO Awards has featured stars such as P Diddy, Usher, Justin Timberlake, Janet Jackson, Beyoncé, Jay-Z, LL Cool J, Lemar, Craig David and Jamelia, plus some true greats including Tina Turner, Luther Vandross, BB King and Chaka Khan.

Presenters for this year's show will be confirmed closer to transmission but will include a mystery superstar guest. Highlights can be seen at a later date on BBC One.

A Celador production

IV



## THE ELECTRIC PROMS

**This autumn, the BBC stages a brand-new festival celebrating all that is new and innovative in the worlds of rock and pop. The event (from 25-29 October) is held at Camden's newly refurbished Roundhouse and surrounding venues.**

A mixture of established acts headline each evening's main stage performances. The music will consist of unusual collaborations and brand-new compositions. Alongside these headliners there are sets from up-and-coming artists who also perform at the event.

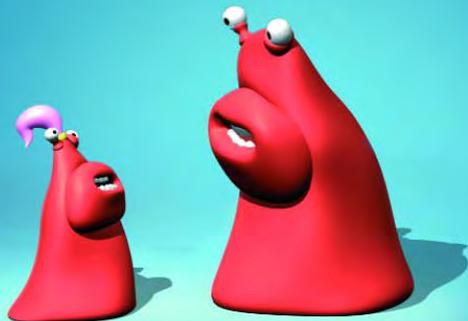
The *BBC Electric Proms* will be broadcast across a number of BBC television and radio networks with BBC Three showing a selection of the headline acts across the week.

A BBC production



# BBC THREE

# CROSS PLATFORM



## RED BUTTON

**BBC Three is innovating across digital platforms in a way the market isn't – the Red button is alive and kicking on BBC Three. It:**

Offers viewers choice and control over live contemporary music events. In 2005, the Glastonbury multiscreen attracted 1.1 million viewers.

Provides gigs on near demand – in a unique TV tie-in with BBC Radio 1, BBC Three hosted the station's Big Weekend under the Red button, along with gigs from the Red Hot Chili Peppers and T in the Park attracting an audience of 1.1m.

Gives backstage passes to comedies – the Red button service on the second series of *Little Britain* attracted 1.4 million viewers.

## INTERNET

**BBC Three is setting trends for the rest of the market:**

In 2006, BBC Three launched *Funny Hunt* on [www.bbc.co.uk/bbcthree](http://www.bbc.co.uk/bbcthree) – a user-generated comedy competition to find the next big comedy talent, attracting hundreds of entries.

It became the first channel in the world to premiere programmes on the internet with *The Mighty Boosh* – there were 668,077 requests to view.

There have been over three million requests, to date, to see BBC Three comedies via [www.bbc.co.uk/bbcthree](http://www.bbc.co.uk/bbcthree).

For the long-running *Two Pints Of Lager And A Packet Of Crisps* there were 90,000 broadband requests weekly.

For the first series of *Tittybangbang*, the total number of requests across the series on-line was 373,179.

On average, the website has over 500,000 unique users a month.

Peak traffic to the site is at 9pm.

## MOBILE

**BBC Three is making moves onto mobile phones:**

BBC Three launched its mobile WAP site in July 2006 to coincide with the new series *Rob Brydon's Annually Retentive*. The site offers exclusive content related to the show.