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NewsRoom

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VH1 debuts mobile series 'Celebhead'.
VH1 Mobile

VH1 Mobile has come out with a made-for-mobile series that, it says, transports viewers into the minds of celebrities.

Dubbed "Celebhead," the parody show is said to bring fans into "an US Weekly meets 'Being John Malkovich' world." It uses the technique of first-person camera to capture a celebrity's point of view, essentially putting viewers inside the celeb's head.

Each episode will feature a star's likeness and will parody the daily lives of today's most talked about actors, artists and politicians.

"Celebhead" will be available on VH1 Mobile's video services through most wireless operators as well as at <http://celebhead.vh1.com>. VH1 is also making it available on its VSpot syndicated player, which lets users and Web publishers snag the player and content for their own sites.

Before giving "Celebhead" the green light for production, VH1 posted the pilot episode on several video upload sites over the summer to get a feel for audience interest. In its first week on YouTube, the episode garnered nearly 250,000 views and was the twelfth most-watch video on the site that week.

---- INDEX REFERENCES ----

INDUSTRY: (I.T. (1IT96); Networking (1NE45); Next Generation Wireless Technology (1NE48); Wireless Networking (1WI62))

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