

Bebo goes live with snowboarding doc

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More news from Bebo, the social networking site, which is making a name for itself with some innovative online TV shenanigans

The site has teamed up Oakley to produce Conquering Dreams - a documentary about snowboarding. During the production of the doc, daily rushes will posted up on the site for all to see.

Although Bebo is screaming that this will change the face of broadcasting and all that sort of stuff, what we will essentially have is raw footage of the doc being filmed.

So not live at all then, but sounds interesting nonetheless.

You can go here to view it .

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â€œConquering Demonsâ€•, which goes into production this week, will follow British champion snowboarders and Oakley team riders Scott McMorris and Tyler Chorlton on a journey of discovery as Italian filmmaker Carlo Mancini investigates the â€œpsychology of fearâ€• in extreme sports athletes. Â Â

Bebo users will be transported into the inner circle of professional snowboarding for the first time through daily broadcasts from the athletesâ€™™ training base in the French alpine resort of Morzine, near Geneva.

The film will show the unedited reality of life as a pro snowboarder and introduce two top riders to an alternative style of filming and personal examination.Â

The production will also utilise the tools of social networking to interact with viewers in other innovative ways. For instance, fans will be able to email the snowboarders and the filmmakers and interact with other fans during the filming process.

First-time filmmaker

Mancini will attempt to psychoanalyze the athletes, both pre- and post-performance. Meantime, all the "on the slope" action footage for "Conquering Demons" will be provided by Tim Warwood and Adam Gendle of Lockdown Projects, snowboarding and freesports production specialists, based in London.

Bebo's move into

documentary production follows the success of its foray into scripted drama. The first series of online drama KateModern attracted 35.6 million episode views across its run, while series two has had 5 million views to date. A second online drama, Sofia's Diary, premieres on Bebo next month.

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About
Bebo

Bebo (www.bebo.com), founded in 2005 by Michael and Xochi Birch, is the world's leading global Social Media Network. Building on the notion of traditional social networking websites, Bebo combines community, self-expression and entertainment to enable its users to consume, create, discover and share professional and user-generated content through the Bebo website. Bebo has more than 40 million users worldwide. Bebo also ranks as the UK's most engaging website with the most page views per usage day amongst the top 100 most popular sites*.

About Oakley

Oakley is a worldwide leader in performance optics including market-leading premium sunglasses, goggles, and prescription eyewear. Headquartered in Southern California, the company's optics brand portfolio includes Dragon, Fox Racing, Mosley Tribes, Oliver Peoples, and Paul Smith Spectacles. The company also offers an array of Oakley-branded apparel, footwear, watches and accessories. Additional information is available at www.oakley.com.

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*Source:
comScore World Metrix

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