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Endemol switches on Facebook voting

Endemol Germany has launched a new Facebook voting application, allowing German Big Brother viewers to vote out contestants online for the first time.

From today, viewers will be able to pay to cast their votes through the popular social networking site, adding to the show's existing phone and text message voting systems.

Endemol said it is now looking at rolling out this app or similar premium voting applications across more of the 31 markets where it operates.

"The Facebook voting app is designed for a generation of fans who have grown up with social media, regularly chat about reality TV on Facebook and comment on events in these programmes," said Endemol's head of commercial, Dr Georg Ramme.

"It is this usage of social media that made us decide to expand online offers for our popular TV programmes."

Votes can be bought using Facebook's own on-site currency, Facebook Credits, at a cost of seven credits per vote - the equivalent of €0.49. Endemol developed the service with German app maker Plazz Entertainment.

The move comes after Endemol USA partnered with developer iWin earlier this year to launch two Facebook games, based on its gameshows Deal or No Deal and 1 vs 100.

Endemol is just the latest TV firm to experiment with Facebook voting. Last month, Fox said it would use the site for its show So You Think You Can Dance, after first trialling Facebook voting on the last season of American Idol, which notched up record voting figures.

"On a daily basis we see millions of people engaging with their favourite TV shows via Facebook. Producers like Endemol and broadcasters like RTL2 can now start to discover ways how to expand this engagement," said Facebook's director of business development, Christian Hernandez.

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