

**NEWS RELEASE****FOR IMMEDIATE RELEASE****August 23, 2007**

## **IAAF World Championships in Athletics Event to be Held in Second Life<sup>®</sup>**

— *Users Can Participate in Online Competitions* —

Dentsu Inc. (President & COO: Tatsuyoshi Takashima; Head Office: Tokyo; Capital: 58,967.1 million yen), Tokyo Broadcasting System Inc. (President: Hiroshi Inoue; Head Office: Tokyo; Capital: 5,468.5 million yen) and PRESENTCAST INC. (President: Yutaka Ishikawa; Headquarters: Tokyo; Capital: 800 million yen) announced today that together they will hold an IAAF World Championships in Athletics event in the 3-D virtual community Second Life<sup>®</sup> (see Note 1) to coincide with the IAAF World Championships in Athletics Osaka 2007 to be held from August 25 - September 2, 2007.

For the event, an athletics stadium will be built on 1 SIM (see Note 2) of Dentsu's proprietary land known as Virtual Tokyo. Plans are to hold daily competitions in such athletics events as the 100m sprint, shot put, and marathon. Users will be able to experience athletics competitions while, at the same time, competing with other users for the top record.

There are also plans to show video footage related to the actual IAAF World Championships in Athletics on the big-screen TV within the virtual stadium.

Users will be able enjoy fun participating in online marathon competitions on September 1, the day before the terrestrial broadcast of the women's marathon.

This event aims to promote more familiarity with the IAAF World Championships in Athletics and increase their popularity among viewers by having people enjoy watching the Championships on TV in combination with participating in athletics competitions online. Furthermore, by actively promoting the new online service "metaverse" (see Note 3) and using the synergies of broadcasting and communication to develop new methods of promotion and business models, we hope this event will assist us in creating more exciting services for viewers.

## Schedule

August 24, 2007	12:00	100m/400m sprints and shot put competitions begin (users can participate until the final day)
September 1, 2007	12:00	100m/400m sprints and shot put competitions finish
September 1, 2007	20:00-22:00	Marathon

\*Date/time changes for the competitions will be posted on the TBS homepage.

## Participation in the Athletics Competitions

Participation in the athletics events will be decided on a first-come-first-served basis on the days of the events. Please note that entry will be stopped when the limit of entrants has been reached.

For more details regarding how to take part in the competitions and more about the Second Life<sup>®</sup> event, please click the banner on the bottom right corner of the TBS IAAF World Championships in Athletics homepage at the URL below:

<http://www.tbs.co.jp/seriku/>

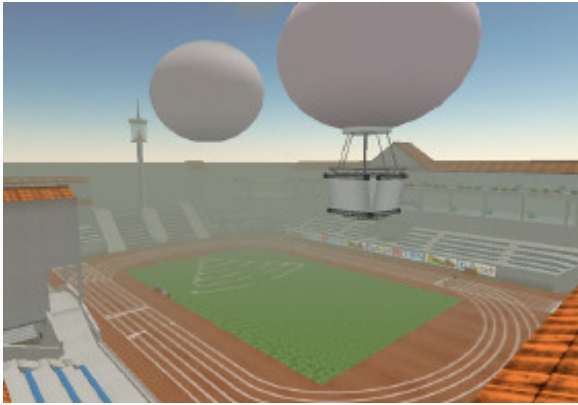
Information about the Second Life<sup>®</sup> event can also be viewed on the DOGATCH (a video content search portal) IAAF World Championships in Athletics homepage at the URL below:

<http://dogatch.jp/special/seriku/>

Note 1: Second Life<sup>®</sup> (<http://www.secondlife.com/>) is a 3-D virtual community (metaverse), operated by the San Francisco, U.S.A.-based company, Linden Lab<sup>®</sup>, since 2003. There are currently over 8.8 million registered users from more than 100 countries (as of August 15, 2007).

Note 2: A SIM is a standard unit of land measurement in Second Life<sup>®</sup> and equal to 256 x 256 meters (16 acres).

Note 3: A metaverse is a 3-D virtual world such as Second Life<sup>®</sup> in which users can participate with their own avatars. Unlike past virtual worlds, users can make and alter objects within the space of the world.



*View of the Virtual Tokyo stadium*



*Scene of the 100m sprint starting line*

Contact: Yukihiro Oguchi  
Senior Manager  
Corporate Communications Division  
Telephone: (813) 6216-8042  
E-mail: yukihiro.oguchi@dentsu.co.jp

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