

BBC Planning Virtual World for Kids



Following the success of virtual world websites like Second Life, the BBC have decided to launch their own version for children: CBBC World. It is expected to go live in the summer, with an official launch to follow in September when the children's channel itself will also be re-launched.

Like the CBBC channel, CBBC World will be aimed at 7-12 years olds. Children will be able to interact with the virtual world by creating their own personalised avatars to inhabit CBBC World and take part in activities and games, animations, music, and video. They will also be able to create their own content, some of which may be featured on the CBBC TV channel.

The BBC is clear about their responsibility to keep the virtual world safe and secure for users. There will be no chat rooms or facilities for creating new areas within the virtual world, and none of the financial aspects typical of other virtual world sites.

BBC Children's controller Richard Deverell said of the project : "CBBC World will be a space where children can find radio, TV and on-demand content," . He added that the BBC aim to offer its younger audience an "on-demand and entertaining experience... a chance to move around a safe, secure world where they can not only interact with familiar characters but have an opportunity to make that world a more fascinating place with their own imaginations."

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