



## VH1 Serves Up Dingo for Wireless

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*APRIL 04, 2006 -*

VH1 is launching an original series, Dingo Ate My Video, which is specifically designed for wireless devices, on April 24.

The new mobile series will consist of music videos hosted by two opposing puppet characters, Dingo and Baby, who will offering humorous commentary on the content. New episodes of Dingo, which will be available on multiple carriers through media subscription packages, will feature three to four videos each week, including work from artists such as Greenday and Missy Elliot.

Beside videos, the show will depict Dingo and Baby's contentious interaction, during which Dingo will frequently try to eat Baby.

In addition to the new series, VH1, along with sister network Comedy Central, is launching a new mobile content package, Pocket VH1, which will serve as a downloadable wireless hub for VH1 content, including daily clips from shows such as Best Week Ever and Web Junk 20. Similarly, Comedy Central's new Take Out bundling will feature daily clips from South Park and The Daily Show with Jon Stewart in one centralized application. The idea behind each platform is that wireless users will be able to download Pocket or Take Out directly onto their phones, eliminating the need to search through their carriers' menu for content.

Ultimately, both applications will be available on multiple carriers through various paid subscription packages, though Sprint will initially offer them exclusively for four weeks on select phones.