

Zoopy launches mobile practical joke channel

The Zoopy.com website has launched a practical joke channel - in the taste of Jamie Uys and Leon Schuster - on mobile phones. It's called Framed and users can even film and upload their own pranks, it was announced yesterday, Monday, 1 June 2009.

Showcasing a wide range of pranks, Framed travelled around the country to play jokes on unsuspecting South Africans. Just by browsing the mobile site, visitors have access to more than 60 minutes of practical jokes.

Watch and vote

For additional reach, the show has been extended to an online version, where web users can watch and vote for Framed clips or upload their own pranks. A video uploaded from either web or mobile is automatically converted into video formats compatible with both desktop computers and mobile phones.

Pranks include a fashion police officer handing out fines in the plush areas of Sandton and Camps Bay, sexy girls selling girly deodorant to guys and an urban gorilla terrorising the city.

Few and far between

According to Zoopy's CEO, Jason Elk: "Free, professionally produced shows for mobile phones are few and far between. We're combining great quality content with a local comedy flavour to give users a really enjoyable, free experience, where they are."

By voting for pranks on Framed or uploading their own, users stand a chance of winning R40 000 in prizes. The prize package includes cash prizes of up to R15 000 and Look&Listen vouchers. Additionally, a competition is running on 5fm, which five Sony Ericsson C902 mobile phones can be won.

Framed can be accessed from your mobile phone by SMSing "framed" to 39626 or accessing m.zoopy.com/framed. The show can be watched online at www.zoopy.com/framed.