

Gone Fishing

The Hardest Rocking Fishing Experience featuring JYRKI69 from THE 69 EYES!

FremantleMedia Finland pilot launches online worldwide 15th January

Helsinki Vampire speaks to fish

FremantleMedia Finland is to launch a new show mixing the world of rock music and fishing exclusively online on 15th January 2009. The online piloting campaign of the *Gone Fishing Experience* will reveal the world of rock colliding with the unique Finnish archipelago as the star of the show Jyrki69 from the world famous gothic rockers The 69 Eyes hopes to land a big one at www.gonefishingshow.com/.

The Gone Fishing Experience pilot launches online in order to reach as many people as possible, no matter where they are in the world. FremantleMedia Finland wants to work with the viewers to discover which stars people would like to see go fishing with us next. Launching a web campaign for this pilot our goals are to develop content for the eventual TV series, as well as to study the possibilities of web content and interaction with viewers. This global launch using new platforms will immediately invite viewers comment to make the show go further.

FremantleMedia Finland reaches out to an active, web-savvy audience around the world. The show will be available as a single streaming episode from the website and split into several smaller episodes on the official YouTube channel. With extra material also on MySpace and Twitter locally produced content will be offered straight to the audience inviting responses and asking who would you like to see on the show next and why.

-With the web campaign we're using our website and social networks to get the core audience involved and engaged in the process of creating the show so they own the show before it's aired. It's also a way for us to commercialise the pilot by bringing in sponsors, says Development Manager **Anssi Rimpelä**.

In the piloting show the charismatic hard rocking star **Jyrki69**, also known as the Helsinki-Vampire from The 69 Eyes will find himself in the middle of nowhere for a tranquil, reflective yet exciting fishing experience away from the bright lights and screaming fans. How will the star react in such different and strange surroundings? The show aims to go deeper and uncover more about its stars than any other interview. As the audience learns about them, they learn about themselves.

Especially in the the Latin world, Jyrki69 meets a lot of fans that live the music they love. During these moments often crucifixes and other gifts are exchanged

-I believe that during 2009 crucifixes will transform into lures, Jyrki notes.

The Gone Fishing show is also a chance to experience the beauty of the Finnish archipelago. Perhaps the most beautiful, wild and remote archipelago is to be found where Gone Fishing was filmed, just off the coast of Southern Finland, in the Baltic Sea. This area contains over 2000 islands whose unique shapes were created by waves and ice sheet during the Ice Age. It's pretty cool.

More info:

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