

# Nominees Picked for New Emmy For PC and Hand-Held Shows

By LAURA M. HOLSON

LOS ANGELES, April 10 — Two years ago, few entertainment executives would have guessed that the performances of a sexy female detective, a 40-something single guy ordering a steak sandwich and Madonna as a college professor would be worthy of an Emmy.

But those are among the nominees for the first Emmy award to be given by the National Academy of Television Arts and Sciences for outstanding original programming for computers, cellphones and other hand-held devices, including the video iPod.

The academy, which is best known for handing out the Daytime Emmy Awards, announced the nominees on Monday and will name a winner on April 22.

The category was created in November to draw attention to rapidly growing interest in mobile content that consumers have been quick to embrace. The chief executive of the academy, Peter O. Price, said 74 entries were received — including those from newspapers, magazines and movie studios — the most ever in any category.

"In this digital world, everyone is capable of launching video programming," said Mr. Price, whose organization is an affiliate of the Academy of Television Arts and Sciences, which hands out the prime-time Emmys.

To be sure, big media companies were well represented. One of the six nominees was "24: Conspiracy," a series for cellphones based on the television hit "24" and produced by Foxtel Mobile Entertainment, a division of the News Corporation while

another nominee was MTV's mtvU "Stand In," where famous people teach a university class for a day.

The eclectic group of stand-in teachers included Madonna as well as former Prime Minister Shimon Peres of Israel and the musician Kanye West.

Another Emmy nominee was America Online, which produced "Live 8 on AOL," a selection of live concert music from performances

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## *A category for programs on the Web, cellphones and iPods.*

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before the G-8 summit last year.

But lesser-known video creators are getting recognition as well. These include "Sophie Chase," an online series based on an attractive detective; "Stranger Adventures," a weekly interactive game where participants get e-mail messages and watch live-action video to help solve a puzzle; and "It's JerryTime!," created by two brothers from Massachusetts, Orrin and Jerry Zucker.

"It's JerryTime!" is based on Jerry's life. "I've been telling these stories to Orrin for years," said Mr. Zucker, whose "Who's That Guy?!" episode was nominated. For the Web, Jerry talks about events in his life that Orrin animates. Jerry then composes the score. Still, Orrin said, joking, it can be challenging to work with his brother.

"Sometin' is," he said, "it is even difficult to get us to agree."

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