



## **STARDOLL AND RANDOM HOUSE 'MORTAL KISS'**

COVERAGE REPORT  
As of September 8, 2010

### **BUSINESS PRESS**

#### **Today Show/MSNBC Blog**

**Look Out, 'Twilight': Here comes digital 'Mortal Kiss'**

<http://today.msnbc.msn.com/id/3041344/ns/today-books>

#### **Reuters**

**Stardoll and Random House Launch Interactive Virtual**

<http://www.reuters.com/article/idUS64343+06-Sep-2010+PRN20100906>

#### **The Guardian**

**Random House and Stardoll co-launch online story project**

<http://www.guardian.co.uk/media/2010/sep/06/random-house-stardoll-mortal-kiss>

#### **The Independent**

**Interactive Mystery Story Aimed at Digitally Savvy Teens**

<http://www.independent.co.uk/arts-entertainment/books/interactive-mystery-story-aimed-at-digitally-savvy-teens-2073810.html>

#### **Virtual World News**

**Random House Partners with Stardoll for Vampire Fiction**

<http://www.virtualworldsnews.com/2010/09/random-house-partners-with-stardoll-for-vampire-fiction.html>

#### **Paid Content**

**The Morning Lowdown**

<http://paidcontent.org/article/419-the-morning-lowdown-09.07.10/>

#### **Sacramento Bee**

**Stardoll and Random House Launch Interactive Virtual Story for Teens**

Stardoll and Random House Launch Interactive Virtual Story for Teens

<http://www.sacbee.com/2010/09/06/3008414/stardoll-and-random-house-launch.html>

## MEDIA, MARKETING AND ADVERTISING PRESS

### **New Media Age**

#### **Random House Serialises Interactive Story on Stardoll**

<http://www.nma.co.uk/news/random-house-serialises-interactive-story-on-stardoll/3017824.article>

### **Media Week**

#### **Book Published via Social Network on Random House Experiment**

<http://www.mediaweek.co.uk/news/1026390/Book-published-via-social-network-Random-House-experiment/>

### **Marketing Magazine**

#### **Book Published via Social Network in Random House Experiment**

<http://www.marketingmagazine.co.uk/news/1026390/Book-published-via-social-network-Random-House-experiment/>

### **Campaign Live**

#### **Book Published via Social Network in Random House Experiment**

<http://www.campaignlive.co.uk/news/1026390/Book-published-via-social-network-Random-House-experiment/>

### **Media Gazer**

#### **Random House and Stardoll co-launch Online Story Project**

<http://mediagazer.com/search/query?q=stardoll&wm=false>

## Educational Media

### **The Bookseller**

#### **'Brave New World' as Random House Launches Virtual Novel**

<http://www.thebookseller.com/news/127608-brave-new-world-as-random-launches-virtual-novel-.html>

### **School Library Journal**

#### **Random House Publishes Its First Interactive Story on Stardoll.com**

[http://www.schoollibraryjournal.com/slj/home/886649-312/random\\_house\\_publishes\\_its\\_first.html.csp](http://www.schoollibraryjournal.com/slj/home/886649-312/random_house_publishes_its_first.html.csp)

### **eBook Down**

#### **Random House and Stardoll Co-Launch Online Story Project**

<http://ebook.766.at/random-house-and-stardoll-co-launch-online-story-project/>

### **Find eBook Readers**

#### **Random House and Stardoll Launch Interactive Multimedia Story for Teens**

<http://findebookreaders.com/blog/2010/09/random-house-and-stardoll-launch-interactive-multimedia-story-for-teens/>

## VC AND TECH PRESS

### Vator News

#### Random House and Stardoll Create Social Book

<http://vator.tv/news/2010-09-06-random-house-and-stardoll-create-social-book>

### TopFacebookGames

#### Random House Partners with Stardoll for Vampire Fiction

<http://topfacebookgames.com/?p=1660>

### Consumer Electronic News

#### Stardoll and Random House Launch Interactive Virtual Story for Teens

<http://www.cedailynews.com/2010/09/stardoll-and-random-house-launch-interactive-virtual-story-for-teens-.html>

### Blog Games

#### Mortal Kiss Lets Tweens Get Their Vamp on This Fall

<http://blog.games.com/2010/09/07/mortal-kiss-lets-tweens-get-their-vamp-on-this-fall/>

## International

### Actualite - France

#### Stardoll Involved in a Paranormal, Interactive Book for Teenage Girls

<http://www.actualitte.com/actualite/21273-stardoll-interactif-adolescentes-ebook-lecture.htm>

### Second Times - Japan

#### Stardoll and Leading Publisher Random House Collaborate

[http://www.secondtimes.net/news/world/20100906\\_stardoll.html](http://www.secondtimes.net/news/world/20100906_stardoll.html)

### Canoe – Canada

#### Interactive Novel for Young Teenagers

<http://fr.canoe.ca/techno/internet/archives/2010/09/20100909-090538.html>

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Look out, 'Twilight': Here comes digital 'Mortal Kiss'

In what's being described as a "brave new world" in book publishing, a serialized paranormal romance aimed at teenage girls is being released online in snippets that will keep being updated between now and Halloween. [More](#)

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### The Today Show/MSNBC Blog and (broadcast?) September 7, 2010

<http://today.msnbc.msn.com/id/3041344/ns/today-books>  
<http://today.msnbc.msn.com/id/39049059/ns/today-books/>

### Look out, 'Twilight': Here comes digital 'Mortal Kiss' Story, complete with cliffhangers, to be serialized online over eight weeks until Halloween

In what's being described as a brave new world in book publishing, a serialized mystery novel aimed at teenage girls is being released online in snippets that will keep being updated between now and Halloween.

The paranormal romance, titled "Mortal Kiss," aims to capitalize on the popularity of all things vampire-related and social-media-related at the same time. It's the brainchild of Stardoll, an online games and fashion community for teenage girls, and Random House Children's Books.

Readers who get hooked on the story will be able do a whole lot more than simply read it. They'll be able to vote on plot points and affect the story's outcome, delve into an interactive map of the story's setting, create story-related images, participate in writing contests tied to themes from the book, and — *cha-ching* — buy items from the story in an online store. The venture also has its eye on making money through advertising and subscriptions.

The project relies heavily on social networking. A press release about the venture explains how it works:

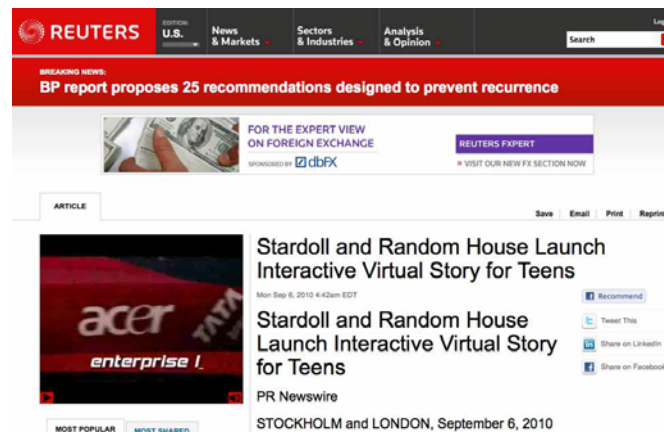
“The four main characters (Liz, Faye, Finn, and Lucas) will have character Stardolls, complete with profiles and outfits to dress up in — all drawn from the events of the story. The main story hub will be the place for Stardoll users to catch up with ‘Mortal Kiss,’ gathering all the events into one central locale and providing back-story as the mystery unfolds.”

The [first installment of the story went live](#) on Sept. 6. It included the sinister-sounding prologue “Blood in the Snow.” Early chapters of the book are now available free of charge online.

The plan is to continue introducing about 3 to 5 minutes of reading material each day, culminating in a cliffhanger each week. At key moments, fans will get to weigh in on the direction the story should take.

Over an eight-week period leading up to Halloween, the entire 80,000-word book will be released.

“ ‘Mortal Kiss’ is breaking new ground in teen publishing as we explore imaginative ways to interact with this digitally savvy group,” Gail Rebeck, chief executive of The Random House Group, said in a release. “Teens will always be engaged with great storytelling, and we are delighted to partner with Stardoll on this innovative concept to create new ways of reaching young people and encouraging them to read.” Stardoll chief executive Mattias Miksche said the project “combines the engagement of contemporary media with the printed page to the online game,” and Random House Children’s Books publisher Fiona Macmillan called it “a brave new world” in publishing.



## Reuter Press Release Pick up September 6, 2010

## Random House and Stardoll co-launch online story project

Mortal Kiss will be a serialised paranormal romance targeted at teenage girls



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Jemima Kiss

guardian.co.uk, Monday 6 September 2010 12:44 BST

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More news

The publisher Random House is exploiting the trend for vampire romance through an interactive story project in partnership with Stardoll, the social gaming site for teenage girls.

Mortal Kiss has been created by writers at Random House and Stardoll designers, and is based around a story serialised over eight weeks from today until Halloween. As well as reading the story, web users are invited to discuss the characters and vote on the outcome of the story, explore an interactive map of the setting at Winter Mill in New England and enter writing competitions.

Stardoll, which lets teens dress up animated characters on screen, will also sell virtual items from the project in its online store. The project is available globally and will be translated in 17 languages.

## The Guardian Random House and Stardoll co-launch Online Story Project By Jemima Kiss September 6, 2010

The publisher Random House is exploiting the trend for vampire romance through an interactive story project in partnership with [Stardoll](#), the social gaming site for teenage girls.

Mortal Kiss has been created by writers at Random House and Stardoll designers, and is based around a story serialised over eight weeks from today until Halloween. As well as reading the story, web users are invited to discuss the characters and vote on the outcome of the story, explore an interactive map of the setting at Winter Mill in New England and enter writing competitions.

Stardoll, which lets teens dress up animated characters on screen, will also sell virtual items from the project in its online store. The project is available globally and will be translated in 17 languages.

Fiona MacMillan, colour and licensing publisher of Random House Children's Books, said paranormal romance is hugely popular among older children and teens. "We know from our relationship with our readers that they are passionate about the engagement with those characters and wanting to be part of that world," she added, saying that this was a trail of the serialisation of an 80,000-word book online. Random House has been exploring a number of digital spin-off projects, and launched a voice-controlled [Nigella Lawson](#) cookery app for iPhone this year.

"From the most senior executives down, Mortal Kiss is seen as one of the most significant projects we are working on, and it is incumbent on us to find new and innovative ways of retaining and growing our readership," MacMillan said. Mortal Kiss is free for users to read but Random House and Stardoll will eventually explore advertising and sponsorship, ebook formats and subscriptions, said Chris Seth, executive vice-president at Stardoll.

"Anything that drives engagement and usage on Stardoll will ultimately deliver monetisation as well, and there are multiple routes to realising that," he added. "We're a [social media](#) business but in some ways we are also an old-fashioned content business, and we have been surprised by the popularity of books in the lives of teens and tweens."

Stardoll recorded 13.8 million active monthly unique users during the past month, and already had partnerships with retailers including Miss Sixty, Herve Leger and Fallen Angel to sell [virtual goods](#) on the site.

The screenshot shows a news article from The Independent. The header includes the newspaper's logo and the word "BOOKS". Below the header is a navigation bar with categories like News, Opinion, Environment, Sport, Life & Style, Arts & Ents, Travel, and Mon. The article title is "Interactive mystery story aimed at digitally savvy teens" by Relaxnews, dated Wednesday, 8 September 2010. The main text describes the launch of "Mortal Kiss" by Random House Children's Books and Stardoll, an interactive paranormal mystery story. A small image shows a virtual town map. The article includes social media sharing options (SHARE, PRINT, EMAIL, TEXT SIZE) and an ENLARGE button. A copyright notice at the bottom reads "STARDOLL AB 2006-2010. ALL RIGHTS RESERVED".

## The Independent Interactive Mystery Story Aimed at Digitally Savvy Teens

By Relaxnews

September 8, 2010

On September 6, Random House Children's Books and the online community Stardoll launched *Mortal Kiss*, a paranormal mystery that will be serialized online globally through the end of October. The interactive story will include opportunities for its readers, mainly digitally savvy teen girls, to shape the story as it unfolds. *Mortal Kiss*, which began running on September 6, will deliver three to five minutes of reading material daily, ending in a cliffhanger each week. Among interactive opportunities, users can access a map of Winter Hill, the fictional Northeastern US town in which the story is set; craft various personas and virtual environments; dress up the four main characters in outfits based on the storyline; and shop for items from the story. Users will also be able to vote on plot points and ultimately enter writing contests based on themes from the book.

*Mortal Kiss* is the first interactive story Random House, a leading global publisher, has published on a social networking platform. The Stardoll Network, which includes a series of social networks for seven- to 17-year-olds interested in fashion, celebrity, and entertainment, reportedly has more than 100 million registered users worldwide.

*Mortal Kiss* is the latest such endeavor in a trend toward online interactive e-books; other recent projects such as this one include the newly re-launched Choose Your Own Adventure series and the interactive fiction site Unknown Tales.

Read and participate in *Mortal Kiss*: <http://www.stardoll.com/en/mortalkiss>

# campaign

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## Book published via social network in Random House experiment

by Daniel Farey-Jones, 06 September 2010, 1:55pm

Book publisher Random House is publishing its first interactive story on a social networking platform as a collaborative venture with teen network Stardoll.

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### Book Published via Social Network in Random House Experiment

By Daniel Farey-Jones

September 6, 2010

Book publisher Random House is publishing its first interactive story on a social networking platform as a collaborative venture with teen network Stardoll  
Stardoll: introduces *Mortal Kiss* activity

The story, '*Mortal Kiss*', will be serialised [on Stardoll](http://www.stardoll.com/en/mortalkiss) in small chunks daily from today until Halloween (31 October).

The four main characters will have Stardoll profiles and the membership of the site will be encouraged to vote on plot points and take part in writing contests based on themes from the story.

They will also be able to buy items associated with the story to decorate their own profiles, in line with Stardoll's established practice of selling virtual goods.

'Mortal Kiss' is a paranormal mystery created in collaboration between writers and editors at Random House Children's Books and artists and programmers at Stardoll. The story will be told through an interactive book and map of Winter Mill, a fictitious town in New England.

The collaboration has, according to Stardoll UK general manager Chris Seth, evolved out of the website's multi-year relationship with the book publisher as an advertiser and brand partner. Seth was coy on the financial details of the partnership, declining to confirm whether Random House is getting a share of the revenue from the sale of virtual goods or advertising around 'Mortal Kiss'.

He said he saw the project as a chance to investigate the potential of charging for content as well as licensing original property. There is a potential global market for 'Mortal Kiss products'. Stardoll claims to have more than 100 million registered users worldwide and is making synopses of 'Mortal Kiss' available in 17 different languages.

Wednesday, 08 September 2010

## newmediaage

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### Random House serialises interactive story on Stardoll

Mon, 6 Sep 2010 | By [Charlotte McEleny](#)

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#### Random House has created a story to be serialised on teen social network Stardoll over the next eight weeks.

The story, Mortal Kiss, is a collaboration between writers and editors at Random House and artists and programmers at Stardoll.

It launches today and will run for the next eight weeks in 3-5 minute episodes of reading material. Readers can help shape the story by commenting, as well as create images and shop for virtual goods referenced with it.

## New Media Age

### Random House Serialises Interactive Story on Stardoll Network By Charlotte McEleny

Random House has created a story to be serialised on teen social network Stardoll over the next eight weeks.

The story, Mortal Kiss, is collaboration between writers and editors at Random House and artists and programmers at Stardoll.

It launches today and will run for the next eight weeks in 3-5 minute episodes of reading material. Readers can help shape the story by commenting, as well as create images and shop for virtual goods referenced with it.

The book is based in the fictitious setting of Winter Mill. The characters Liz, Faye, Finn and Lucas all have Stardoll avatars with which users can interact.

Gail Rebeck, chairman and CEO of The Random House Group, said, "Mortal Kiss is breaking new ground in teen publishing as we explore ways to interact with this digitally savvy group."


In July, Stardoll relaunched to improve the usability of the site and create more social functions for its users ([nma 22 July 2010](#)).

# The Bookseller.com

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## News



### 'Brave new world' as Random launches virtual novel

06.09.10 | [Benedicte Page](#)

Random House Children's Books is to publish a virtual paranormal romance with interactive features with Stardoll, an online fashion and games community for teenage girls.

The first episode of *Mortal Kiss* will go online today (6th September), with the rest of the 80,000 word novel delivered in daily feeds over the eight weeks to Hallowe'en.

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## The Bookseller

### 'Brave new world' as Random House launches virtual novel

By [Benedicte Page](#)

September 6, 2010

Random House Children's Books is to publish a virtual paranormal romance with interactive features with Stardoll, an online fashion and games community for teenage girls. The first episode of *Mortal Kiss* will go online today (6th September), with the rest of the 80,000 word novel delivered in daily feeds over the eight weeks to Hallowe'en.

The project is a collaboration between an in-house writing team at Random House and Stardoll artists and programmers who have created the visual dimension to the story, which is told through an interactive book and a map of Winter Mill, the fictitious US town where it is set.

Teenage subscribers will be able to comment on the story and also to participate in shaping it at two "pivot points" in the narrative.

Random House Group chair and chief executive Gail Rebeck said *Mortal Kiss* was "breaking new ground in teen publishing as we explore imaginative ways to interact with this digitally savvy group". She called the project an "innovative concept to create new ways of reaching young people and encouraging them to read."

RHCB's colour and licensing publisher Fiona Macmillan said this form of publishing was "a brave new world", adding: "We are focusing on delivering the story and working in partnership with Stardoll to get the model working. Both parties are very clear that there will be monetisation opportunities, potentially through sponsorship, advertising and subscriptions."

There will also be the potential to extend *Mortal Kiss* into print-on-demand books and e-books, Macmillan said. Stardoll is aimed at "young women focused on fame, fashion and friends" and has 1.5m registered users in the UK and 73m worldwide. The site, which features a virtual shopping plaza, already has an extensive relationship with major fashion brands, as well as with film and music companies, and big consumer companies including Unilever and Proctor & Gamble.

Chris Seth, general manager of the Stardoll Network, said smaller promotional projects with Random House, such as competitions for RCHB authors, had proved very popular with the site's users. "From our perspective it's about providing content to drive usage and engagement. We know that our audience respond to the written word in large numbers and we want the best content we can give them," he said.

Seth added that there were "numerous possibilities" about where *Mortal Kiss* could go from the business model perspective.

- Katie Bell, Stardoll commercial director, will be speaking at [The Bookseller's Children's Annual Conference](#) on 30th September.

The screenshot shows the VatorNews website interface. At the top left is the logo 'vatornews' with the tagline 'The trusted source for emerging tech'. A navigation bar includes 'Home', 'Directory', 'Competitions', 'VatorNews', and 'Resources'. Below this is a secondary navigation bar with 'Newsroom', 'Innovation shows', 'Interviews', and 'Lessons learned'. A news article is featured with the headline 'Random House and Stardoll create social book' and sub-headline 'Book publisher taps into social networking to raise readership among teenage girls'. The article is attributed to Faith Merino, dated September 6, 2010. Social sharing buttons for Twitter (27) and Facebook are visible. Below the article is a large image of a virtual town scene with a 'Mortal Kiss' book cover overlay on the right side. The book cover has a menu with options: Summary, Shop, Contest, Club, Random House, and Help.

**Vator News**  
**Random House and Stardoll Create Social Book**  
**Book Publisher taps into social networking to raise readership among teenage girls**

**By Faith Merino**  
**September 6, 2010**

Teenage wolf and vampire romances are about to step into uncharted territory: the world of virtual paper dolls. Are you scared?

[Stardoll](#), an online fashion and celebrity community for seven- to 17-year-old girls, Monday [announced](#) a new partnership with global publishing giant Random House to produce an interactive paranormal teen mystery story called [Mortal Kiss](#). Created through the collaboration of Random House writers and editors and Stardoll artists

and programmers, the story will be serialized to cover a span of eight weeks, beginning September 6 and building to its finale on Halloween.

Set in the fictional New England town of Winter Mill, the four main characters (Faye, Lucas, Liz, and Finn) will be represented by Stardoll characters, with profiles and outfits that Internet users can dress them in. The story will be presented in individual chapters each week, each ending on a cliffhanger that will build up until the story's Halloween conclusion. Readers can also explore the story through an interactive map on the site, discuss the story with other readers, enter writing contests based on themes drawn from the story, and vote on story outcomes.

The project represents an interesting new move for Random House, which has never dipped into a virtual reading experience from a social networking platform before. "From the most senior executives down, *Mortal Kiss* is seen as one of the most significant projects we are working on, and it is incumbent on us to find new and innovative ways of retaining and growing our readership," said Fiona Macmillan, color and licensing publisher of Random House Children's Books in the United Kingdom in an [interview](#) with UK newspaper The Guardian.

The project, from Random House's perspective, is going to be a serialized 80,000-word book published exclusively online. The interactive virtual book will be available globally and will be offered in 17 different languages.

Access to the story and interaction with the virtual map are all free, so how will the virtual book generate revenue?

"Anything that drives engagement and usage on Stardoll will ultimately deliver monetization as well, and there are multiple routes to realizing that," Stardoll executive vice president Chris Seth [told](#) The Guardian. Seth also suggested that the company would look into advertising and sponsorship. "We're a social media business but in some ways we are also an old-fashioned content business, and we have been surprised by the popularity of books in the lives of teens and tweens." The Stockholm, Sweden-based startup has seen increasing traffic to its Web site since its 2009 launch. The Stardoll network includes Stardoll.com, which focuses on entertainment and fashion, Piczo.com, a visual blogging social network, and PaperDollHeaven.com, which offers an online gaming experience geared towards younger girls who are interested in dolls and fashion.

With over 100 million registered users worldwide, the Stardoll network is the top global publisher in ComScore's teen category. Last month the network saw 13.8 million unique users.

A Stardoll representative explained via email that teen audiences can be a tough demographic. "Teens are known to be finicky and elusive. Stardoll draws them in because it puts them in charge, empowers them through activities, such as designing and selling their own clothing designs, and gives them a voice with mechanisms for constant feedback."

It will be interesting to see how *Mortal Kiss* plays out for Random House as the company embarks on a project that synthesizes the teen vampire romance publishing goldmine with the equally lucrative online social networking phenomenon, complete with a virtual goods marketplace. Random House could not be reached for comment, but the company appears to be poised to adapt to the evolving teen market.