

Emmy Awards go digital with Twitter, Facebook, YouTube

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The host of the 2010 Emmy Awards, Jimmy Fallon. Viewers can tweet lines to Fallon. The producers hope the move will attract a younger audience that up to now has largely shrugged off award shows as too stuffy and old-age.

The 2010 Emmy Awards for American television have gone interactive, with viewers tweeting lines for host Jimmy Fallon, voting on an interactive ballot and watching backstage happenings on Facebook and YouTube.

"Tweet about your favorite Emmy presenter now, and Jimmy Fallon may read it on air," Emmy producer NBC television announces on its website, with the popular late night talkshow host also advertising the

interactive aspects of Sunday's event at the Nokia Theatre in Los Angeles.

The producers hope the move will attract a younger audience that up to now has largely shrugged off award shows as too stuffy and old-age.

Besides tweeting Fallon's introductory speeches, viewers will also be able to follow the ceremony itself on [social networking](#) website [Facebook](#) and video sharing site [YouTube](#) minute by minute, NBC said.

Viewers can also participate by voting for their favorite entries in each category.

For those who shun the glitzy, often dull formal stage ceremony at the Emmys can tune in the less formal, backstage antics of their favorite stars, winners or losers, through a seven-camera strong "backstage webcast" offered by NBC.

"NBC.com is excited to be working with all of our creative partners to enhance the audience's viewing experience with unique and exclusive content," NBC.com general manager Stephen Andrade said in a statement.

"The live streaming coverage of the 62nd Primetime Emmy Awards will give fans VIP access to the biggest night in television."

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