

Foursquare in deal to create TV series based on it

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(AP) -- Foursquare, a popular startup that lets people share their location with friends through a mobile app, is working with production company Endemol USA to create a television series.

The companies said Thursday that they signed an exclusive development deal to come up with a show in which Foursquare is "meaningfully integrated." The companies' statement does not give further details about what a potential series could look like.

Foursquare allows users to check in anywhere they go and see where their friends are hanging out. Users earn rewards in the form of virtual badges that show up on users' profiles once they've earned a certain number of check-in points or complete a task, such as riding a ferry. Users can become "mayors" by checking in at a location more than any other visitor.

Foursquare CEO and co-founder Dennis Crowley said the company hopes to grow by working with Endemol. The startup currently has almost 5 million users, and they check in with the site more than 1.5 million times each day.

Endemol is a unit of Endemol Group and produces shows including "Deal or No Deal" and "Extreme Makeover: Home Edition."

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