

ITV's Dancing on Ice uses eModeration to keep live chat in line

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ITV's [Dancing on Ice 2010](#) has skated off to a flying start, and with it ITV's social media activity to help fans get involved with the show. ITV is using [eModeration](#), the moderation and community management company, to moderate comments on the Dancing on Ice website, and to moderate its live chat function during the Sunday shows.

[ITV](#) is following the success of social media use in other programmes that encourage discussion among viewers – such as the X Factor and Britain's Got Talent. On Sunday nights fans also enjoy a Q&A session with Torvill and Dean as soon as they come off the ice.

Each section of the site lets users share their views, ask questions and leave feedback. [eModeration](#)'s team of moderators are lined up to review comments as they appear on the site. eModeration's job is to ensure no illegal, offensive or abusive content is posted. During the live chat moderators ensure that the flow of comments into the chat window is constant (though not too fast!) and on topic.

[Ben Ayers](#), social media manager for ITV.com, says: "Like all of our shows, Dancing on Ice is causing a bigger buzz than ever online. We want to encourage fans to get involved and have their say on who gave the best performance, who should stay, who should go, and whether the judges got it right."

[Tamara Littleton](#), CEO of eModeration, says: "It's great that ITV is encouraging people to get involved in as many ways as possible. Viewers' votes help determine the outcome of the show, so it's a natural progression to get viewers more involved by chatting on the site and sharing the views with friends. It's really important that they can do this in a safe environment, and are not exposed to anything offensive."

To get involved in this year's Dancing on Ice, visit <http://itv.com/dancingonice>

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About eModeration

Founded in 2002, eModeration Limited is an international, specialist user generated content moderation company. It provides multilingual community management and content moderation to clients in the entertainment and digital publishing industry and major corporate clients hosting online communities and consumer-driven ad campaigns.

eModeration's team of moderators and staff are the key to eModeration's success and excellent client list. eModeration draws on the expertise of carefully recruited and trained moderators located mainly in the US and Europe with specialist editorial and community moderation skills, which are matched uniquely to the client. The company can moderate 24/7 in more than 30 languages. All its moderators are managed online from eModeration's headquarters in London, United Kingdom.

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