

Moscow Zoo Polar Bears Star in Round-the-Clock 'Reality Show'

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The polar bears of Moscow Zoo have become the stars of their own Big Brother-style reality show, with cameras now broadcasting their every move 24-hours a day.

Russian oil giant Rosneft — which boasts on its website that it has taken responsibility for all of the polar bears kept in Russian zoos — pitched in for the installation of a CCTV camera in the polar bears' enclosure, the company announced Tuesday.

Viewers jonesing for a bear fix can watch the antics of mother Simona and her two cubs on the websites of the Moscow Zoo and Rosneft [around the clock](#).

"The camera transmits footage around the clock via the Internet, giving anyone who so wishes the possibility of watching the 'reality show' of the lives of these beautiful and majestic creatures," said Rosneft's announcement, adding that the footage will prove useful for professional zoologists.

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