



Educational TV worldwide - international TV professionals' experiences and opinions

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(1) Educational TV worldwide

International IZI study (2008) on ~~educational~~ TV

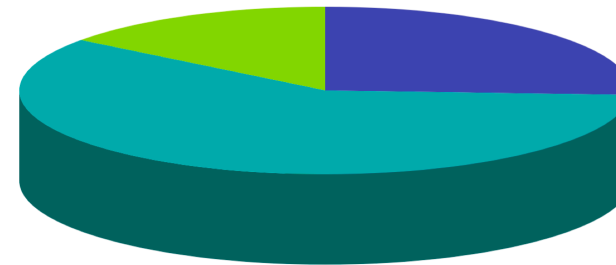
“educative”

TV professionals’ opinions: interviews, questionnaire (27 from 26 channels in 20 countries)

Main results:

“TV is not school”

“It’s part of our mandate”



- Educational TV in a narrow sense
- + Educational TV in a broader sense
- + Incidental educational effects
- Something else

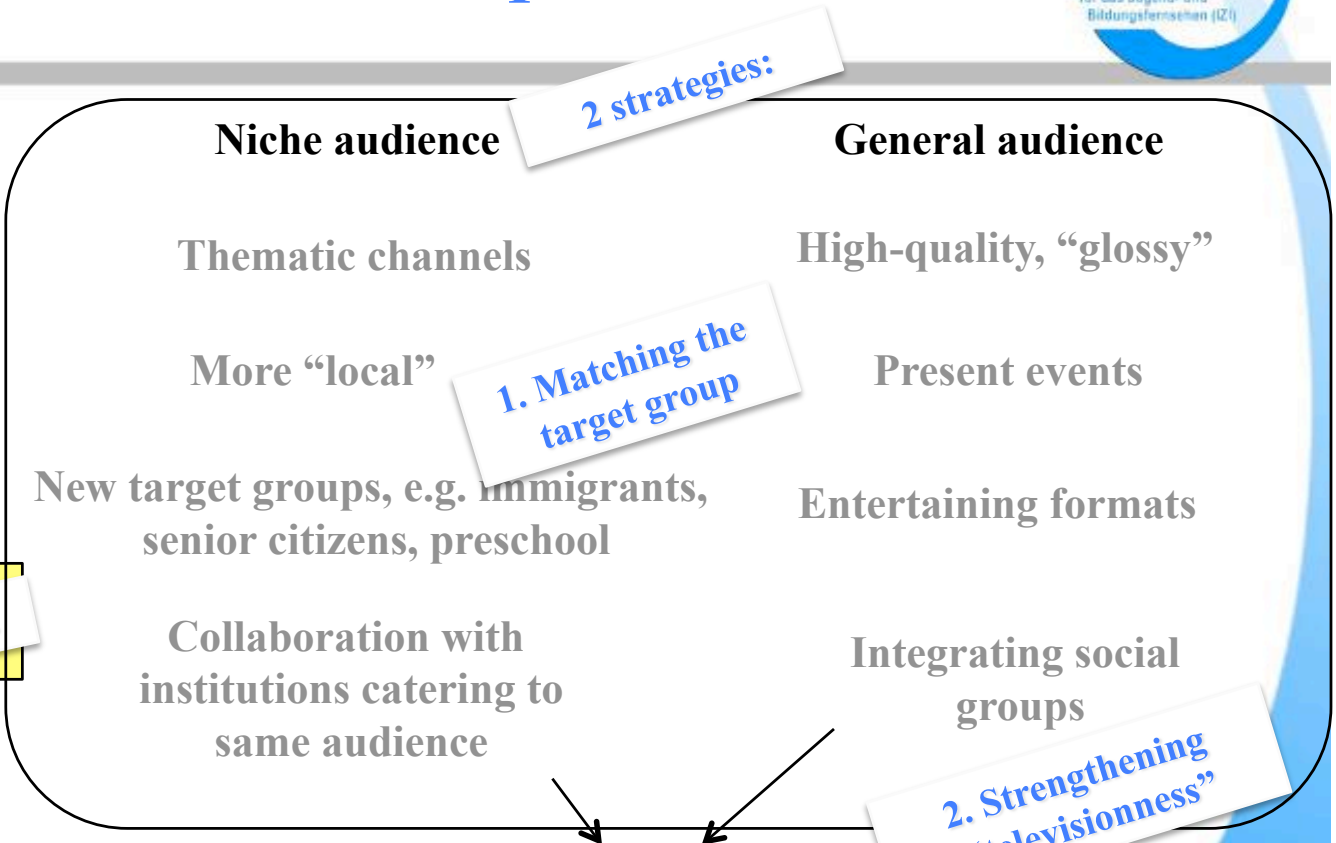
Educational needs vs. budget considerations (low ratings)

“Traditional” public stations vs. new channels

Topics + future developments

Rank	Topic area
1	Political education, History, Geography
2	Environment/nature, animals
3	Social science topics
4	Sciences
4	Music, Art
4	Health/Medicine
4	»Orientational knowl- edge«
5	Religion, Philosophy
5	Media/IT, Economics
6	Languages, Literacy

New topics!



**If there is a division of labour between TV and WWW
=> what is the educational value of TV part?**

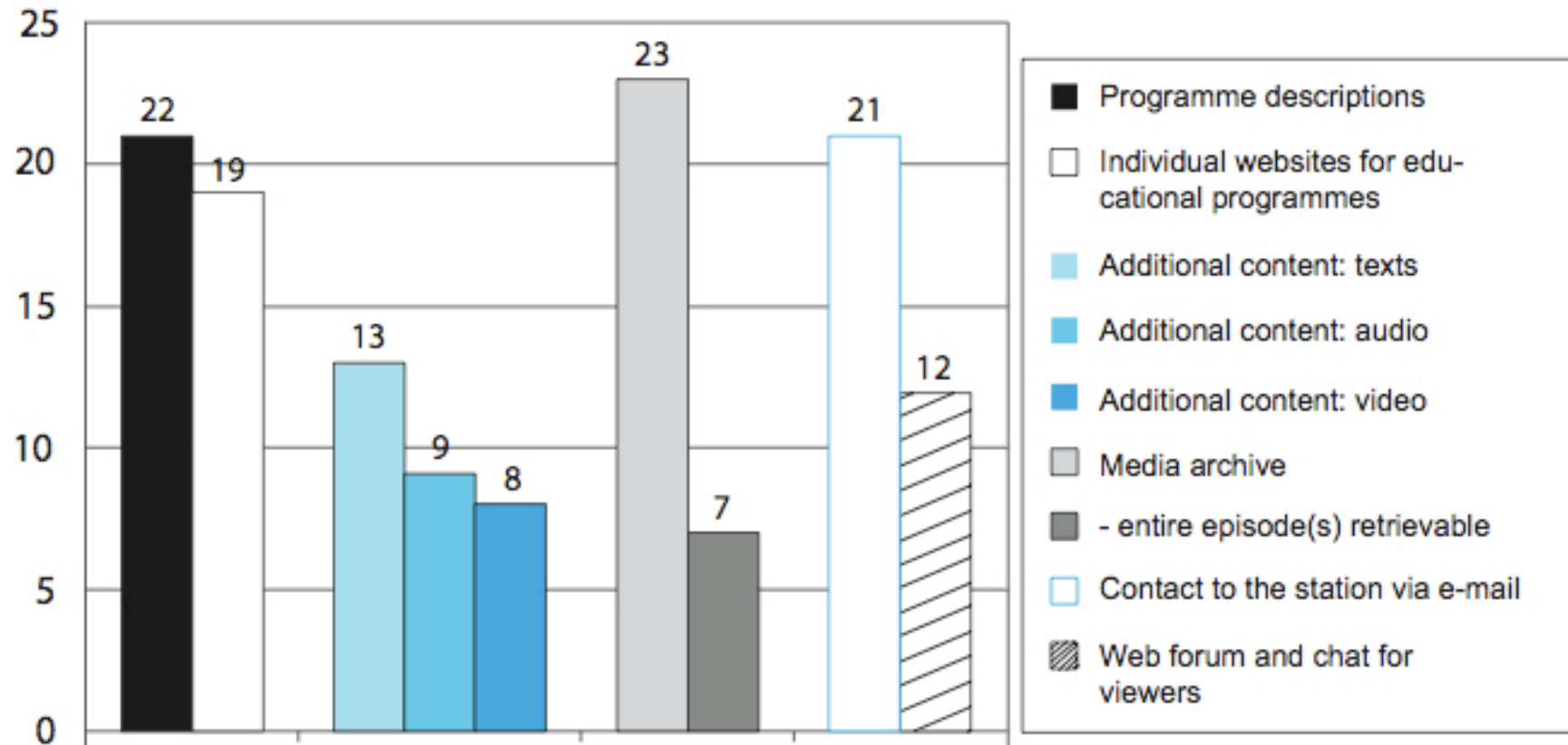
**Role of User Generated Content?
(not very well thought out yet)**

**Crossmedia is seen as a means for
facilitating access!**

**"General offers on TV,
detailed content via WWW"**

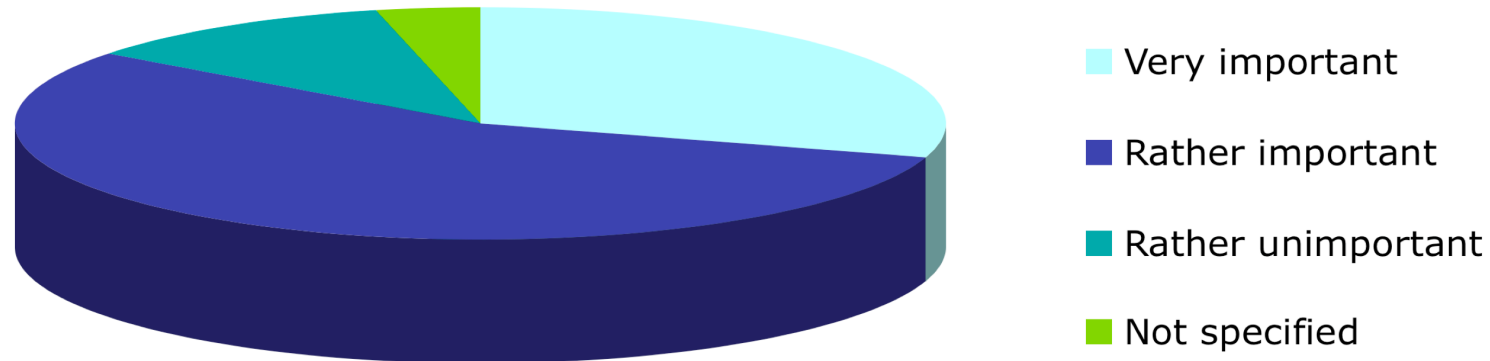
Online content

In 2008 not very differentiated



Ill. 4: **Online content accompanying educational TV programmes** (n=27, multiple answers)

Importance of educational TV



Please check out our free resources for TV professionals on educational TV in German and English –

<http://www.izi.de/english/publication/publications.htm>

Or be a part of the big international children's festival –

<http://www.prixjeunesse.de/>

Example: Winner 2011 “outstanding educational crossmedia project”



BaKaFORUM YOUTH JURY PRIZE:

(www.bakaforum.net)

***13 at War* NTR, The Netherlands (Award Winner)**

<http://www.13indeoorlog.nl>

Evolution of Life, CNDP, France (Finalist)

<http://www.evolution-of-life.com/de/startseite.html>

HIGHRISE - Out My Window, NFB, Canada (Finalist)

<http://interactive.nfb.ca/#/outmywindow>