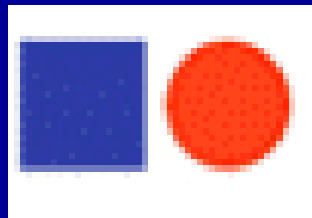


# Public opinion on broadcasting and education in The Netherlands

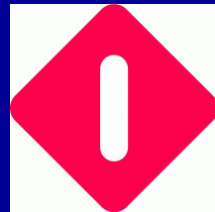
Mirko Lukács  
Manager strategy & development  
Teleac/NOT

GRUNDTVIG-MEDIA project meeting  
Budapest May 6, 2005

# Public broadcasting in NL...



PUBLIEKE OMROEP



UMBRELLA

TV CHANNELS



RADIO STATIONS

AVRO  
BNN  
BOS  
EO  
HO  
IKON  
KRO  
NCRV  
NIK-Media  
NMO  
NOS  
NPS  
OHM  
RKK  
EDUCOM  
TROS  
VARA  
VPRO  
ZVK

PUBLIC  
BROADCASTERS

**Minimal 35%  
of programmes  
information/  
education**



EDUCATIONAL  
BROADCASTERS

# School television

- Schooltv founded in 1963
- Used by 90% of primary schools
- Used by 40% of secondary schools
- Fit with curriculums and learning targets
- Weekly magazines most popular
- Multimedia:
  - *TV programs/Video/DVD*
  - *Print materials*
  - *Websites*
  - *on-line videobank*



# Adult education

- RVU founded in 1931, Teleac in 1963
- >1000 hours TV and >800 radio a year
- on science, health, culture, history, work, etc
- Reaching more than 90% of adults a year
- Multimedia:
  - *TV & Radio*
  - *Books (courses)*
  - *Program websites*
  - *Educational websites*



# Dutch media policy debate

- Level of state funding?
- Position of member-based broadcasters?
- Support organizations or functions?
- Which functions?
- What about education?



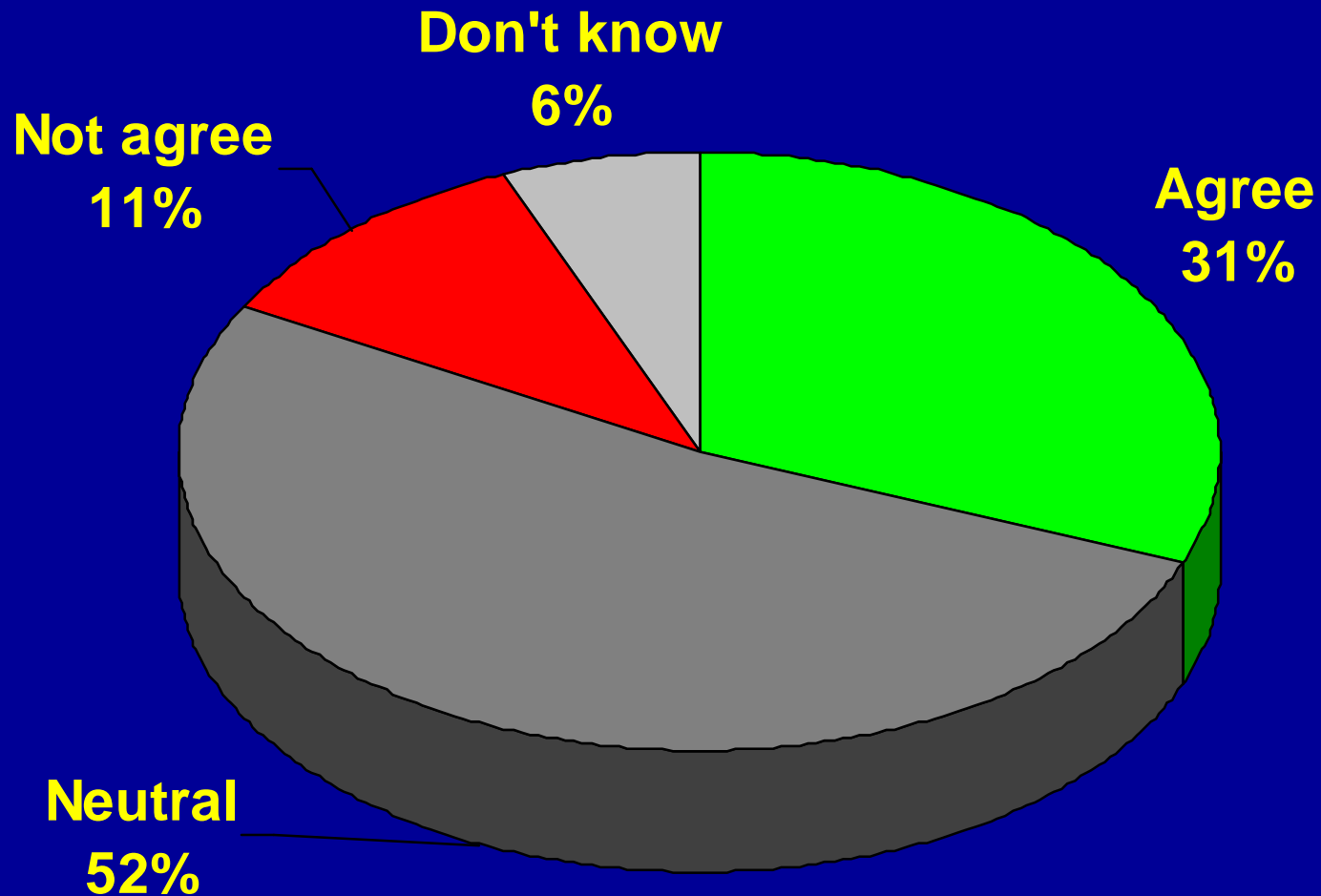
# Public survey on broadcasting and education

- Public survey under a random sample of 512 Dutch citizens of 13 years and older

What's *the* Dutchman's *view on*  
*broadcasting and education?*

# Public broadcasting and democracy

# “Public radio and television support youngsters to become democratic citizens”



Source: Intomart GfK/Educom, November 2004



**“Public radio and television have a positive impact  
on the functioning of our democracy”**



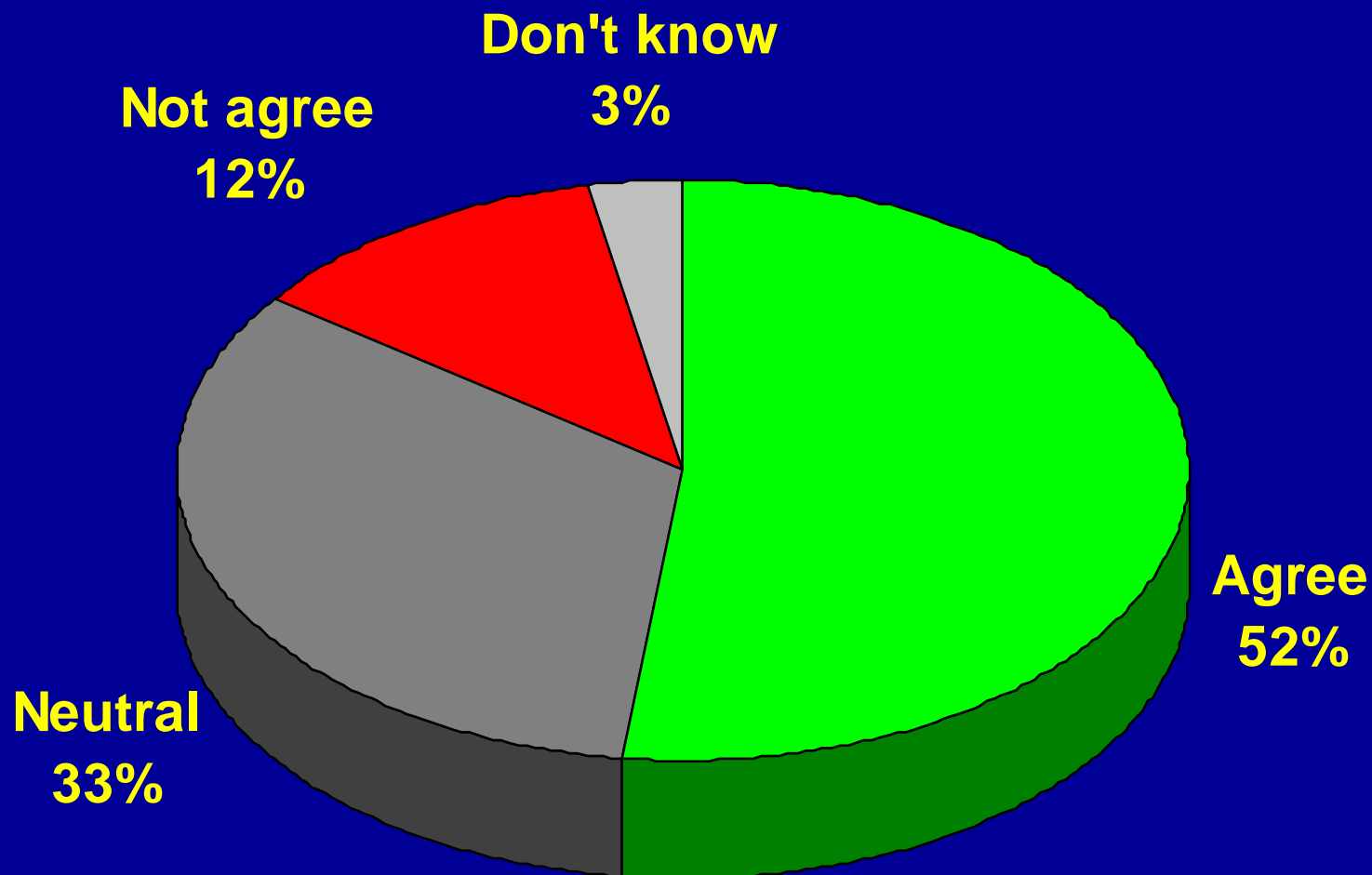
Source: Intomart GfK/Educom, November 2004

# Conclusions on broadcasting and democracy

- Many take a neutral view
- But discussion on role of media in politics can be fierce...
- Positive opinion on the contribution of public broadcasters to democracy (*youngsters even more positive!*)
- Negative opinion on contribution of commercial broadcasters

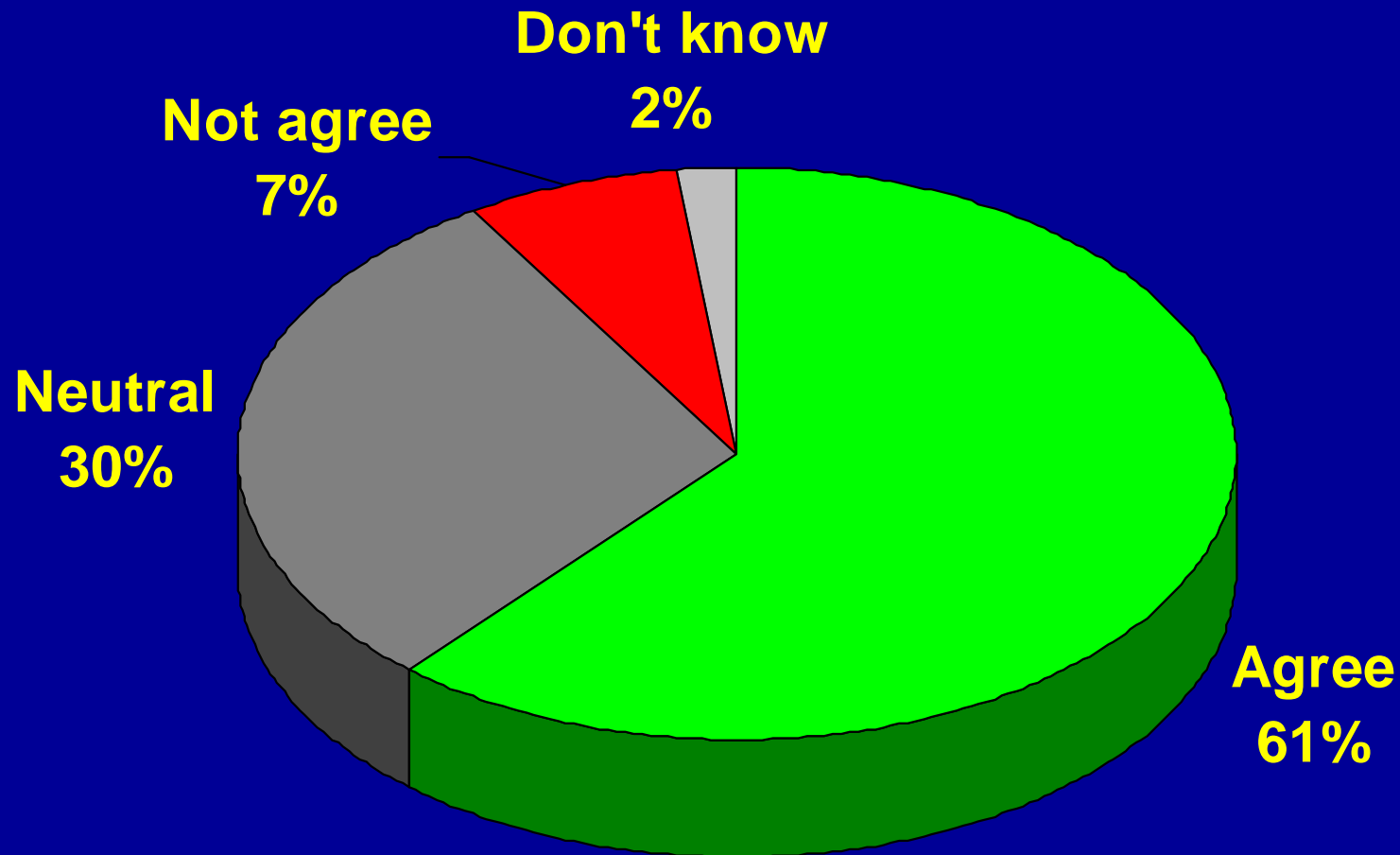
# Public broadcasting and education

# **“Public broadcasters play an essential role in education in The Netherlands”**



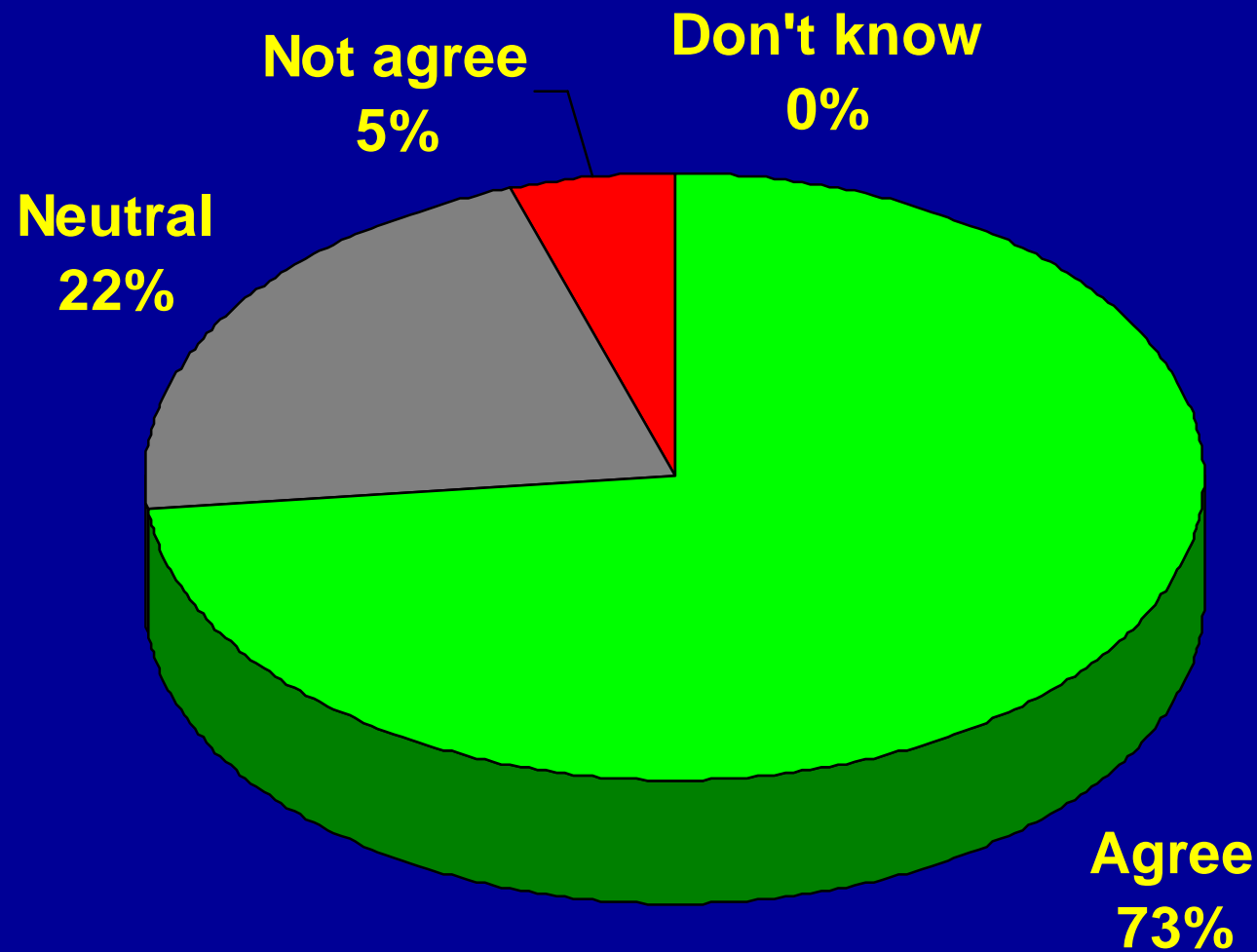
Source: Intomart GfK/Educom, November 2004

**“Public radio and television help to increase  
general knowledge of youngsters”**



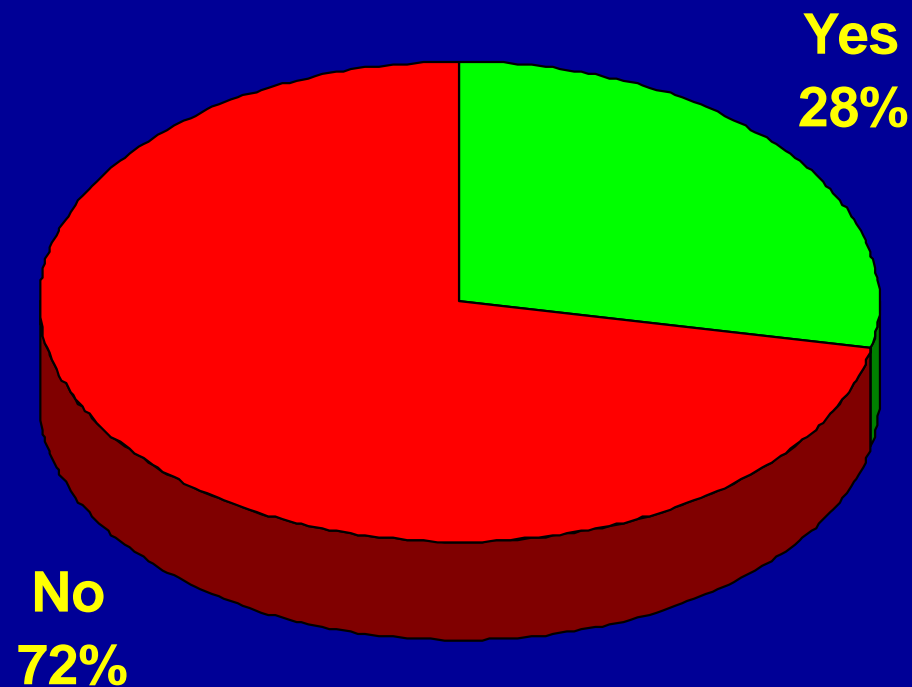
Source: Intomart GfK/Educom, November 2004

# **“Radio and television contribute to our knowledge economy”**



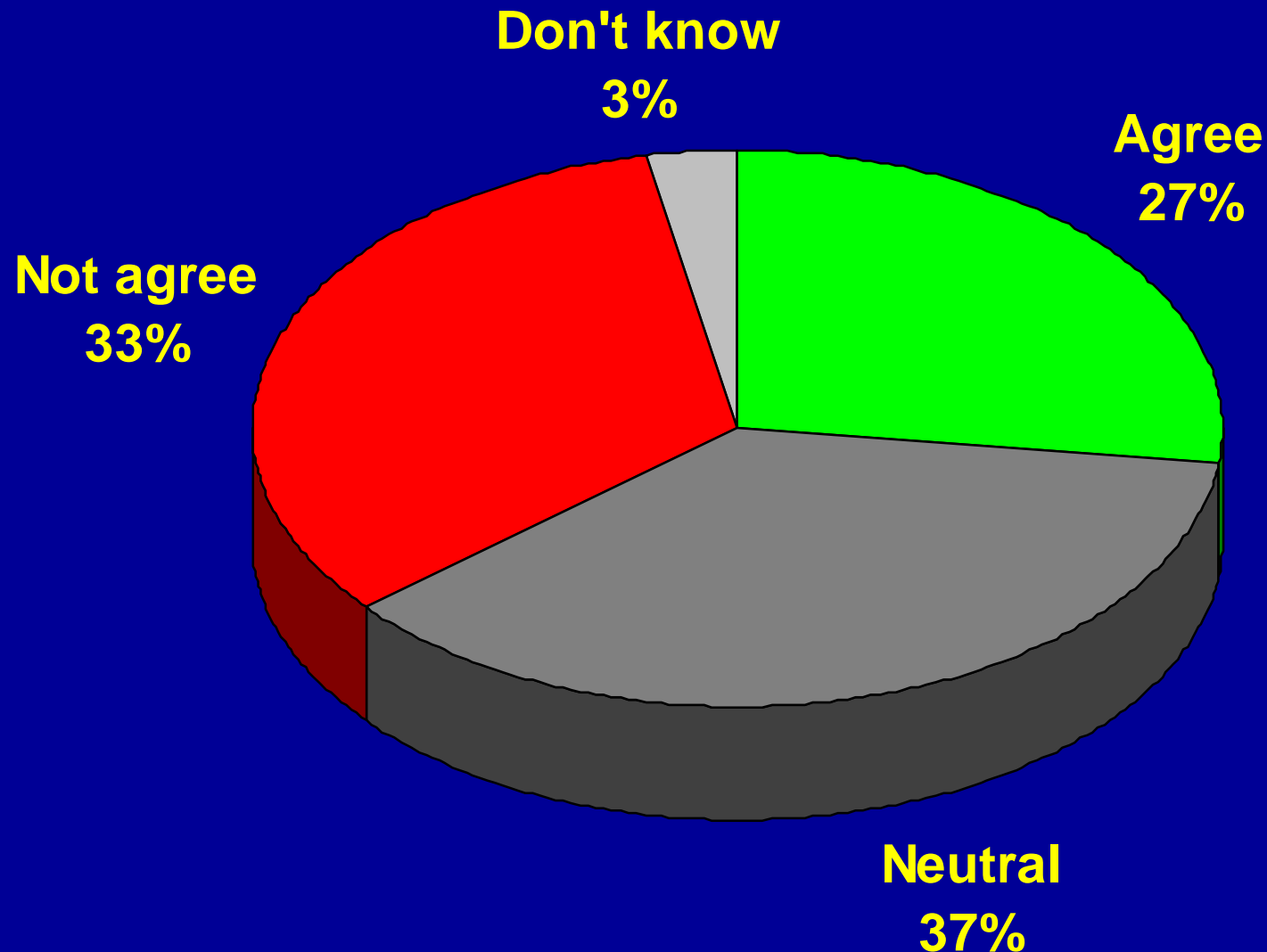
Source: Intomart GfK/Educom, November 2004

**“Has a radio or television program ever been a reason for you to start a hobby, training or study?”**



Source: Intomart GfK/Educom, November 2004

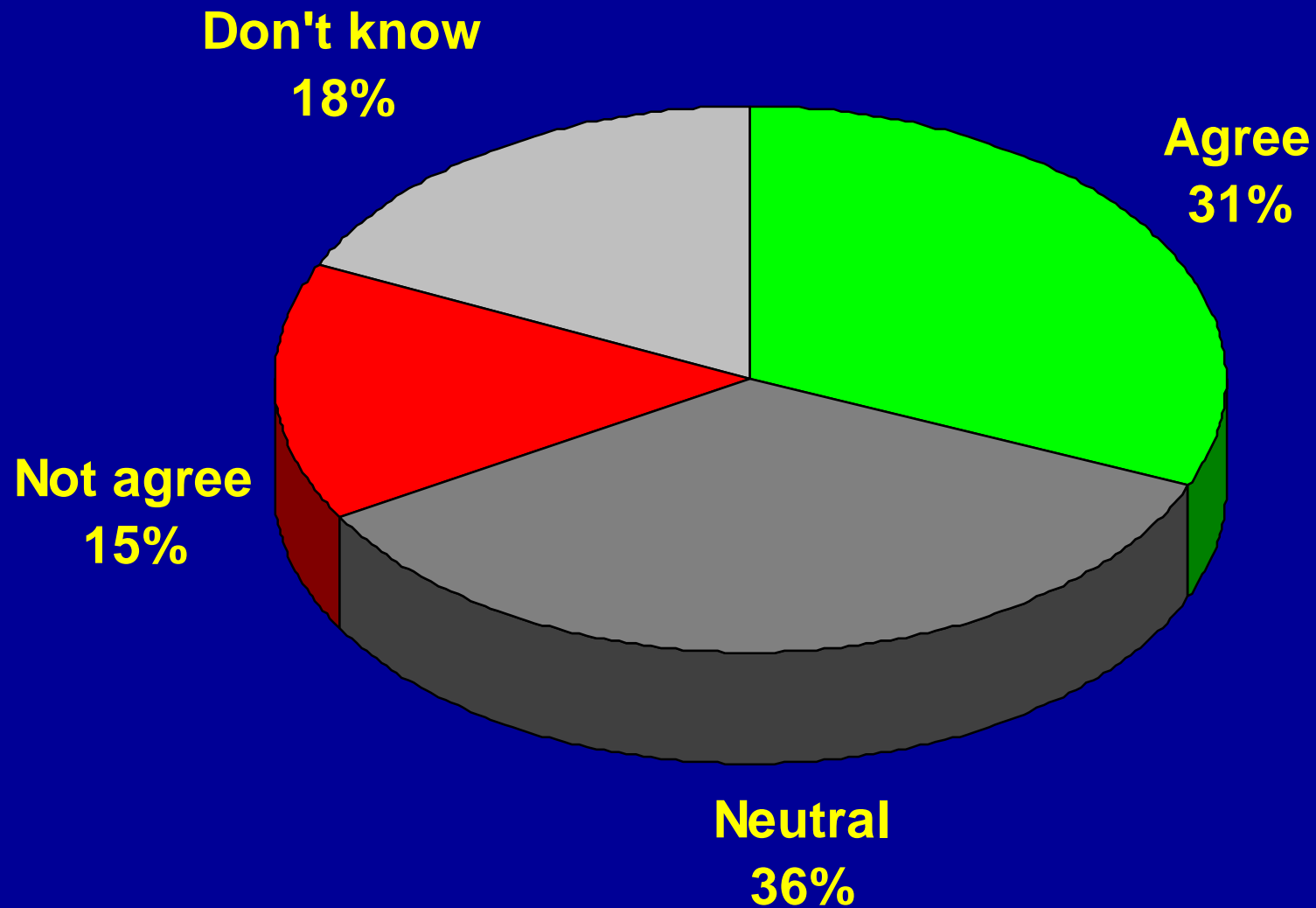
**“Education should be one of the primary tasks  
of public broadcasting”**



Source: Intomart GfK/Educom, November 2004



# **“Schools should make more use of audiovisual teaching material”**



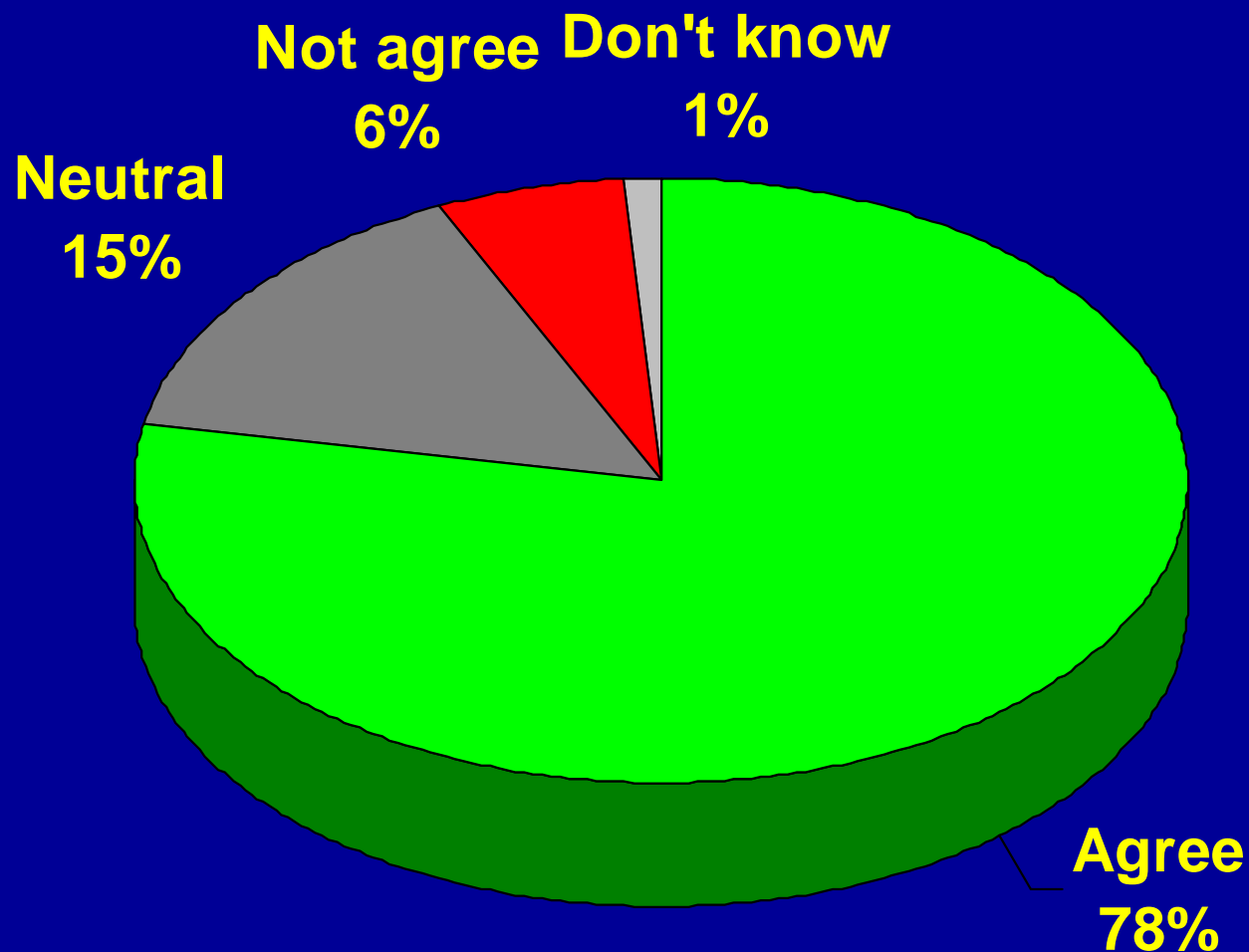
Source: Intomart GfK/Educom, November 2004

# Conclusions on broadcasting and education

- Highly positive views on the importance of public broadcasting for education
- Mixed views on the priority education should have in overall public broadcasting tasks
- Youngsters and adults have similar views on the role of broadcasters in education

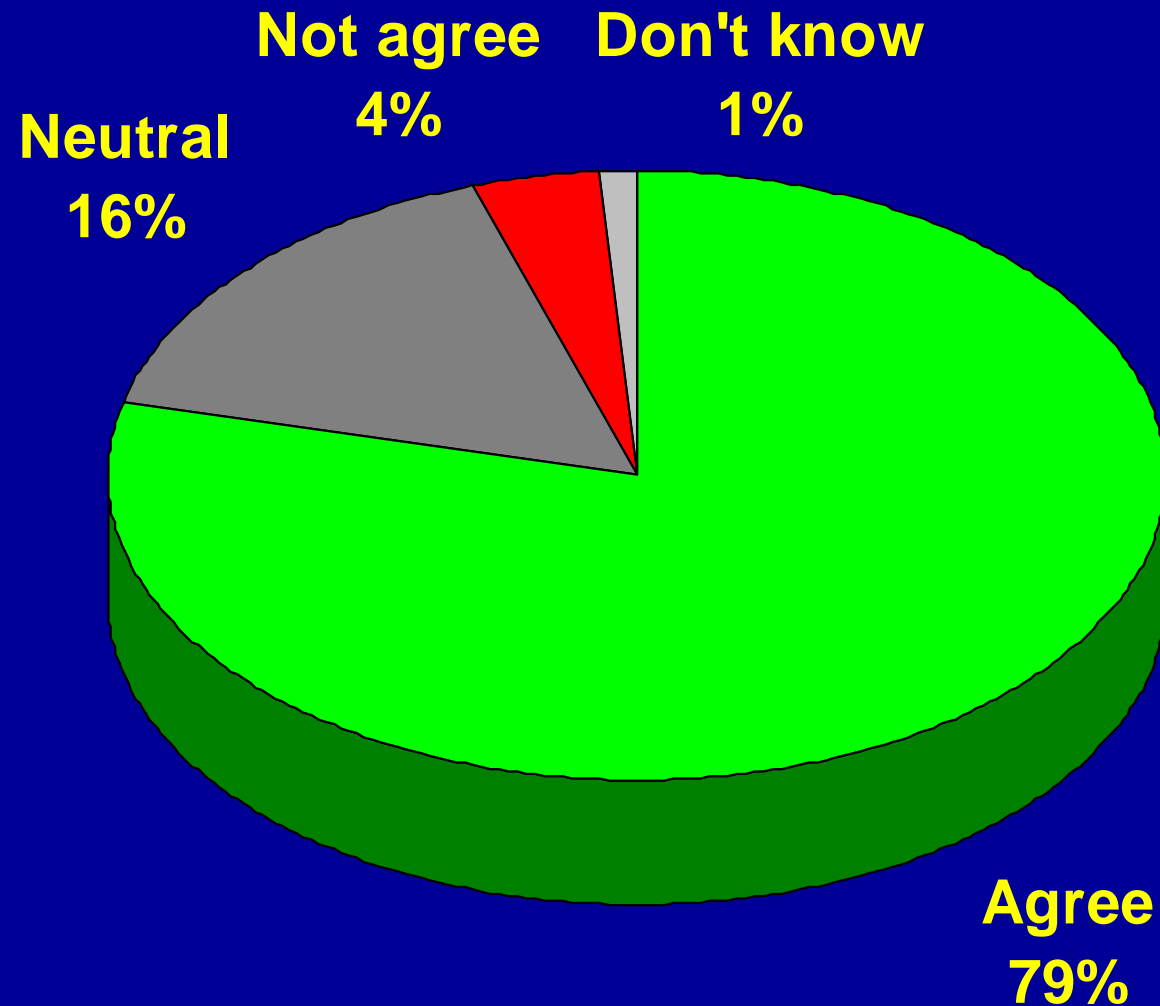
# New media and education

**“PC and Internet are important for me in learning  
for school, work or hobby”**



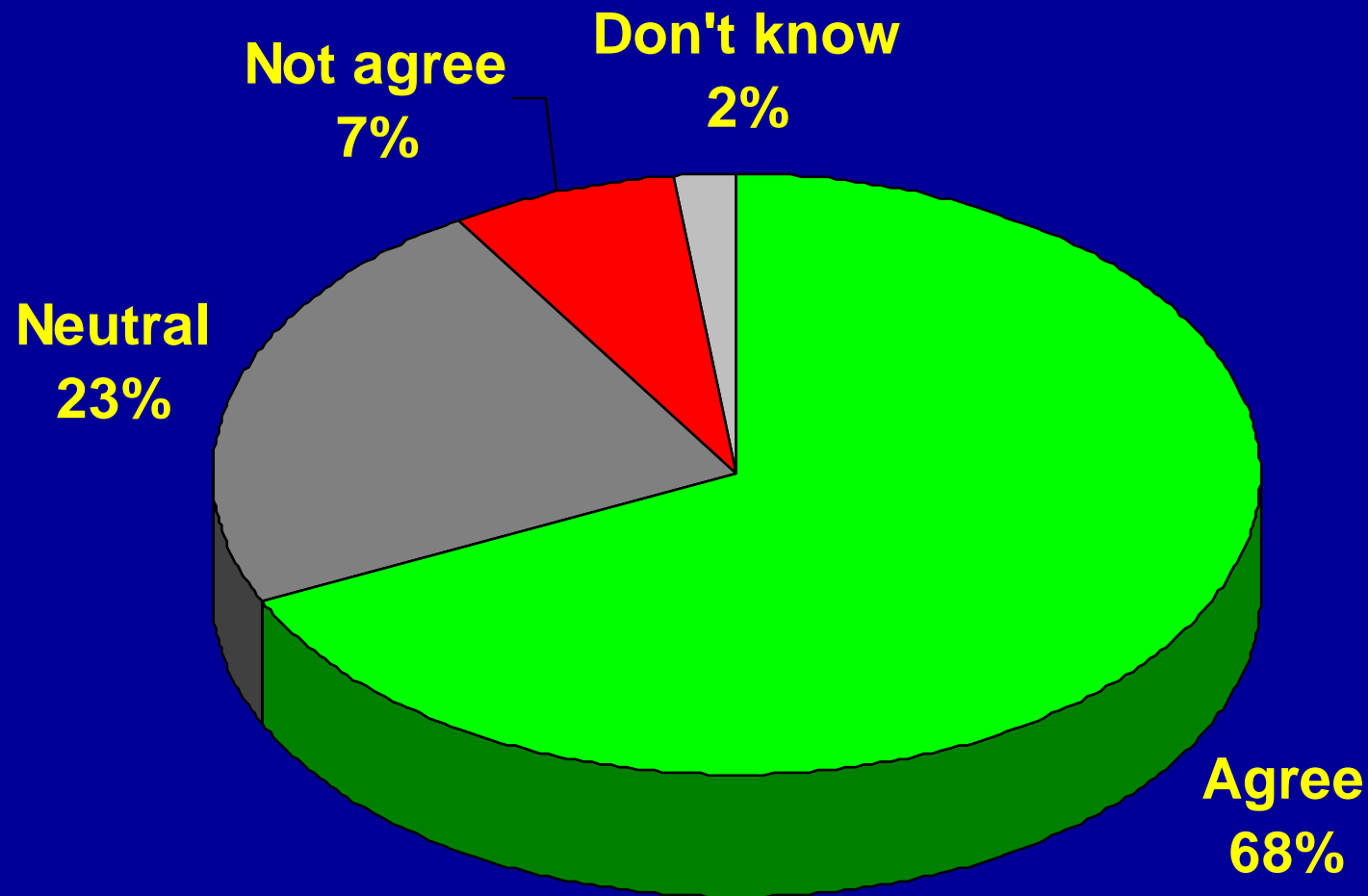
Source: Intomart GfK/Educom, November 2004

“PC and Internet still become even *more* important  
for me in learning for school, work or hobby”



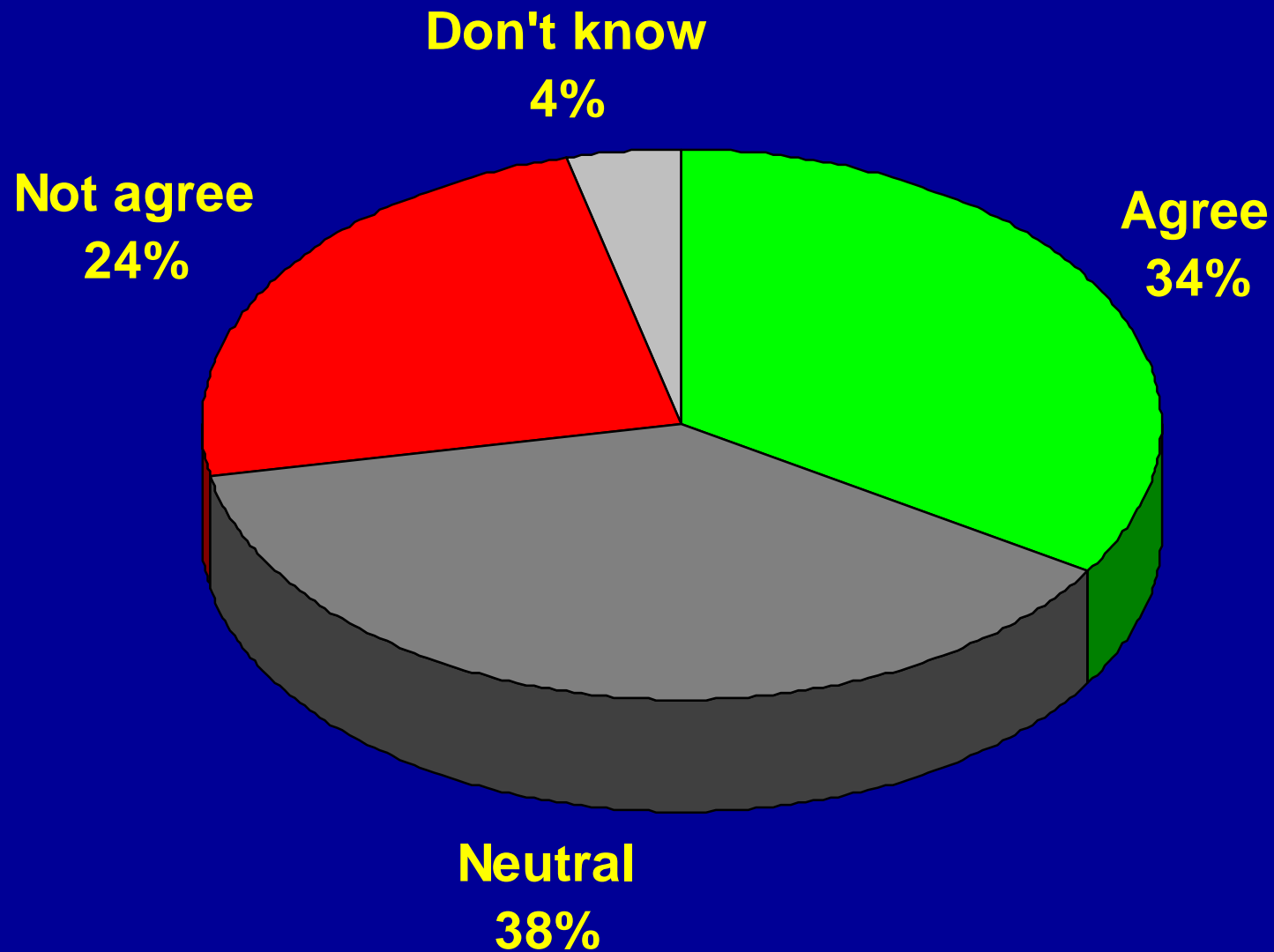
Source: Intomart GfK/Educom, November 2004

**“I want to watch educational programmes  
at moments that suit *me* best”**



Source: Intomart GfK/Educom, November 2004

**“I would strongly support the launching of a  
new TV channel, just for education”**



Source: Intomart GfK/Educom, November 2004

# Conclusions on broadcasting and new media

- PC and internet have become essential educational means for a vast majority of people
- And are still becoming more important
- Strong interest in on-demand educational radio and television content (strongest for youngsters)



Köszönöm a  
figyelmet!