# CZ.NIC Education for the Public

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CZ DOMAIN REGISTRY

# Strategy

- Why not a standard marketing?
  - Number of domains compared to similar countries – 1.2M
  - Part of our mission statement - To raise awareness about the Internet and its technologies in the Czech Republic

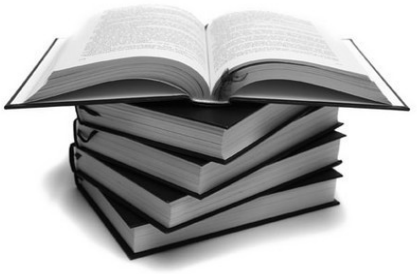
# A) Learning Center

- **CZ.NIC Academy** launched in 2009
- Main directives:
  - Practical courses for technicians (DNS, IPv6, DNSSEC, BGP, ...)
  - Customized courses for school teachers, police, etc.
  - Courses for general public (3D printing, basic security, social networks, open data, etc.)
- ~100 courses planned for 2015

# CZ.NIC Academy Locations

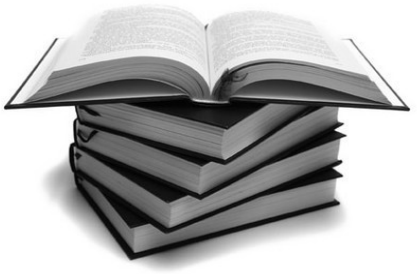
- Now available in the 3 biggest cities in the Czech Republic (Prague, Brno, Ostrava)

# B) Publications



- CZ.NIC Publications launched in 2008
  - 9 titles released so far

# CZ.NIC Publications Policy



- Issued under Creative Commons license
- Online versions (PDF, EPUB) for free
- Price of printed books only covers production
- Small discount rewarded for using IPv6

# C) TV Production

- The most visible activity
- Cooperation with Czech public TV (self-production vs. coproduction partnership)
- Special format used only on public TV:

  **“mini-series”**

  - Short broadcast (about 2 minutes)
  - Sponsor's message at the beginning and end
  - Only way to get our content on public TV (commercials forbidden, sponsoring allowed)

# Mini-series: “How to use the Internet”

- Characteristics:
  - Pure and modern design
  - Charismatic host
  - Light and entertaining form
  - Clear summary at the end of every episode

# Mini-series: “How to use the Internet”

- Main topic areas:
  - How the Internet works
  - How to enter the Internet
  - How to behave safely on the Internet
  - How to collaborate on the Internet
  - How to buy or sell on the Internet
  - What to do on the Internet

# Mini-series: “How to use the Internet”

## Host

- Roman Zach (born in 1973)
- Famous actor from TV family series
- After past three seasons of “How to use the Internet”:
  - so-called “Internet expert”
  - more than 200 characters (as men *and* women)
  - Master of Disguises

# “How to use the Internet” - Timeline

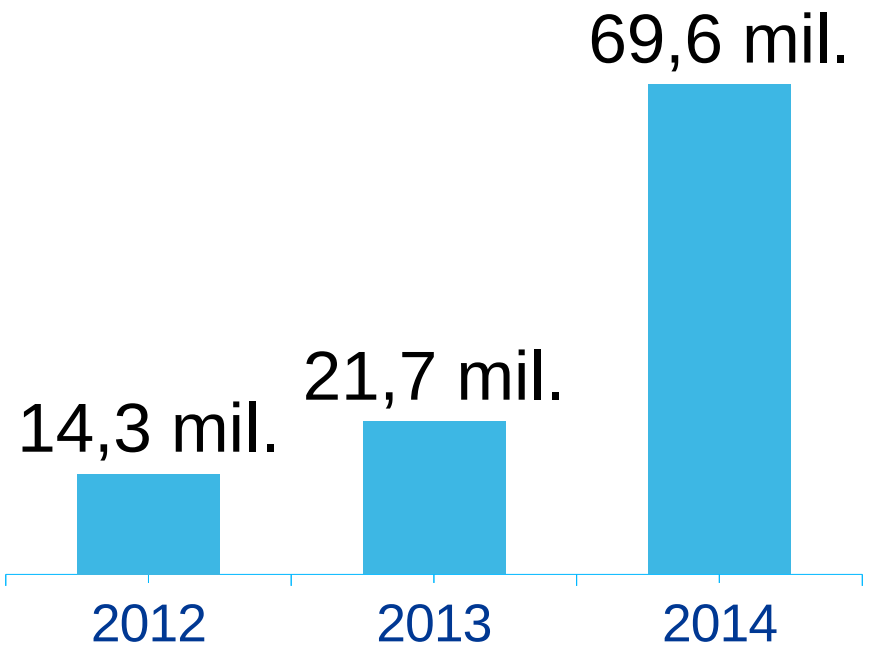
- **2012** - 40 episodes – prime time on work days in autumn
- **2013** - 45 episodes – again the same time
- **2014** - 15 episodes – all episodes rerun 5 times a week the whole year
- **2015** - rerun of all episodes, production of 2nd hundred begun... :-)

# “How to use the Internet” – More Than Just a TV Show

- Supporting portal **jaknainternet.cz**
  - In-depth articles (including the embedded YT video) about every episode's theme
  - All 100 videos available to download
  - Teaching materials for school teachers
- Collaboration with school associations
  - USB distribution to 2.000 cooperating schools
- Series of related courses in CZ.NIC Academy

# jaknainternet.cz

# TV Production Outputs




- Over 100 million views on TV

- **24%** of Internet population in Czech Republic knows TV show “How to use the Internet”

(according to representative research in 2014)

# But the most significant proof of good work is...

# ...when others start to imitate you

- Examples of “new” mini-series released after 2012

- “How to use the Internet” started boom of mini-series on Czech public TV

# Other TV Projects

- **“The Mystery Hunters”** coproduction program
  - Weekly show on public TV channel for kids
  - First episode in 2014 (topic: How to connect the world)
  - Four others planned for 2015

- Preparing brand new program for kids (2015)
- Considering how to target young adult audience (2016)

# Thank You!

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