CZ.NIC Education for the Public

Ondřej Filip • ondrej.filip@nic.cz • 10.02.2015
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 2\textsuperscript{nd} 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
Jak na internet

Cizí jazyky a internet

Ke stažení:
- Video (mp4)
- Výukový materiál (.xml)
- Výukový materiál (.pdf)

Globální povaha internetu a snadný přístup k webům a informacím z celého světa a sebou nosí i jednou specificky problém. Zatímco počítačy celosvětové síť navazují propojených počítačů byly spojené prakticky všehodním použitím angličtiny, dnes při brnění internetem běžně narážíme na
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)

<table>
<thead>
<tr>
<th>Year</th>
<th>Views</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012</td>
<td>14.3 mil.</td>
</tr>
<tr>
<td>2013</td>
<td>21.7 mil.</td>
</tr>
<tr>
<td>2014</td>
<td>69.6 mil.</td>
</tr>
</tbody>
</table>
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!

Ondrej Filip • ondrej.filip@nic.cz