

DR

EDUCATION AND REPOSITORIES

Stockholm, 4.5.2009



EDUCATION IS PUBLIC SERVICE

”Educationprogrammes and –services.

DR is obliged to send educationprogrammes and -services.

A special attention should be given to motivate for further education as supplement to the primary school and the general education and to focus on themes of current interest.

DR must pay attention to use all technological platforms to the programmes and services including internet”.

DR Public service agreement 2007-2010

EDUCATION IS PARTNERSHIP

- Budget: 50% license 50% co-financing
- Partners: Ministries; departments; funds; EU; EBU; Northvision; Independent producers; Museums; Cultural institutions; Publishers etc.

EDUCATION STRATEGY 2005-2010

- Educational Tv-programmes

Globalisation; Climate change; Terrorism; Planning...

- Campaigns

Anti-bullying; Children and Alcohol; Integration...

- Web-based educational materials

dr.dk/skole (primary); dr.dk/gymnasium (secondary); dr.dk/education

WEB-BASED EDUCATIONAL MATERIALS

- case: dr.dk/skole (dr.dk/primary)
- Developmentproject with Ministry of Education
- New educational and technical concept for use of film clips, audio and stills
- Based on acces to and digitalising of DR Arciv
- Curriculum based in schools 1st to 10th grade
- Development: 5 mio Euro
- Online 1.1.2005
- Subscription

/PRIMARY – PARTNERS

- DR: Content, Archive-access (400.000 hrs; 170.000 hrs)
- Ministry of Education: Paedagogic, subject advisers
- UNI-C: Technical distribution; local servers
- CopyDan: 36 Rightholders
- CFU: Education of teachers in use of /primary
- Publishers: Books
- Institutions, museums etc.: Materials, events

/PRIMARY – CONTENT

www.dr.dk/skole

- Digital Media Library
- Themes and collections of clips
- History
- Manhattan
- Author-atlas
- Hip-hop
- Workshop

SUBSCRIPTIONS

- /school:
860 out of approx. 2000 primary schools
(out of 1200 with servers)
- /secondary:
77 out of 200 secondary schools
- 250 Euro annually for less than 100 students
- 900 Euro annually for more than 1000 students

USERS

- 350.000 students and teachers
- 25.000 monthly visitors – computers not persons

CHALLENGE

- Facilities
- Teachers
- Product

OTHER RELEVANT EXPERIENCES IN DR

DANISH CULTURAL HERITAGE

- Cooperation between DR and Nationalmuseum, National Libraries, National Art Museum, Danish Film Institute, The Danish State Archives
- Aim: Protection of archives; communicating the archives
Cooperation and sharing of knowledge
- Survey: Users interested in collection of materials; reliable senders; "Google without irrelevant hits"
- Pilot-webproduction:
www.danskkulturarv.dk/perspektiv

OTHER RELEVANT EXPERIENCES IN DR

www.dr.dk/bonanza

- DR Archive on demand for all user groups
- Userinvolvement: choose the programs you want distributed first
- 100.000 participated in election of programmes
- 13 mio. viewings 1st year
- Soon: channel synergy with TV
- Survey:
 - 80% interested in access to cultural heritage
 - 50% used institutions less than 1 every 6 months

TENDENCIES

EDUCATION STRATEGY 2010 -

- More user involvement
- From viewing to interaction/production
- From interactive whiteboard to own PC
- Integration with social networks

TENDENCIES

EDUCATION STRATEGY 2010 –

- Closer involvement with partners: Cultural institutions, publishers, CFU, Universities
- From archive digitalisation to archive use
- From local servers to broadband-distribution
- Free access?

THANK YOU FOR YOUR ATTENTION

Ole Hjortdal
olhj@dr.dk