

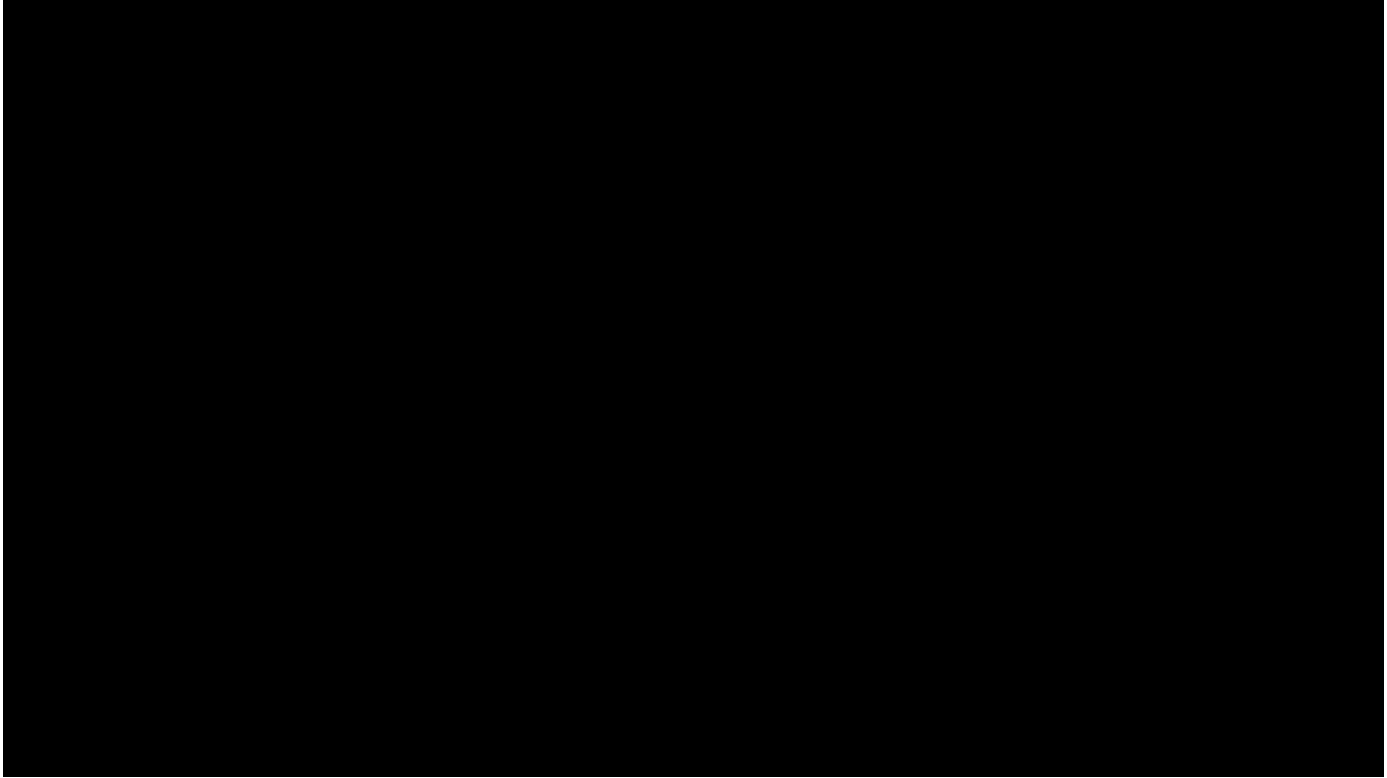


***“It’s about time  
someone asks us what  
we think!! (...) I’m  
liking it, I’m  
hashtagging it, I’m  
sharing it, I’m tweeting  
it, and I’m texting you  
everything!!”***

LA PTITE CHOCOLATINE, UNE  
INTERNAUTE DE  
MADMOIZELLE.COM

## GENERATION WHAT - EUROPE

- *Generation What* is an interactive program for TV, Radio and Online based on a original format from Yami2, Upian and France Télévisions
- Survey with 142 questions
- Aimed at an audience 18 - 34
- The 2013 edition (France only) ended with over 21 million answered questions
- Web video modules with young people answering the questions
- 4 full scale television documentaries about young people and their lives



<https://www.youtube.com/watch?v=MlqdUxpKrZE>



# GENERATION WHAT – EUROPE (THE SURVEY)



11 Languages

12 Countries

13 EBU members

# GENERATION WHAT – EUROPE (THE SURVEY)

**Your country isn't on the list?**

You may still participate, via the international version

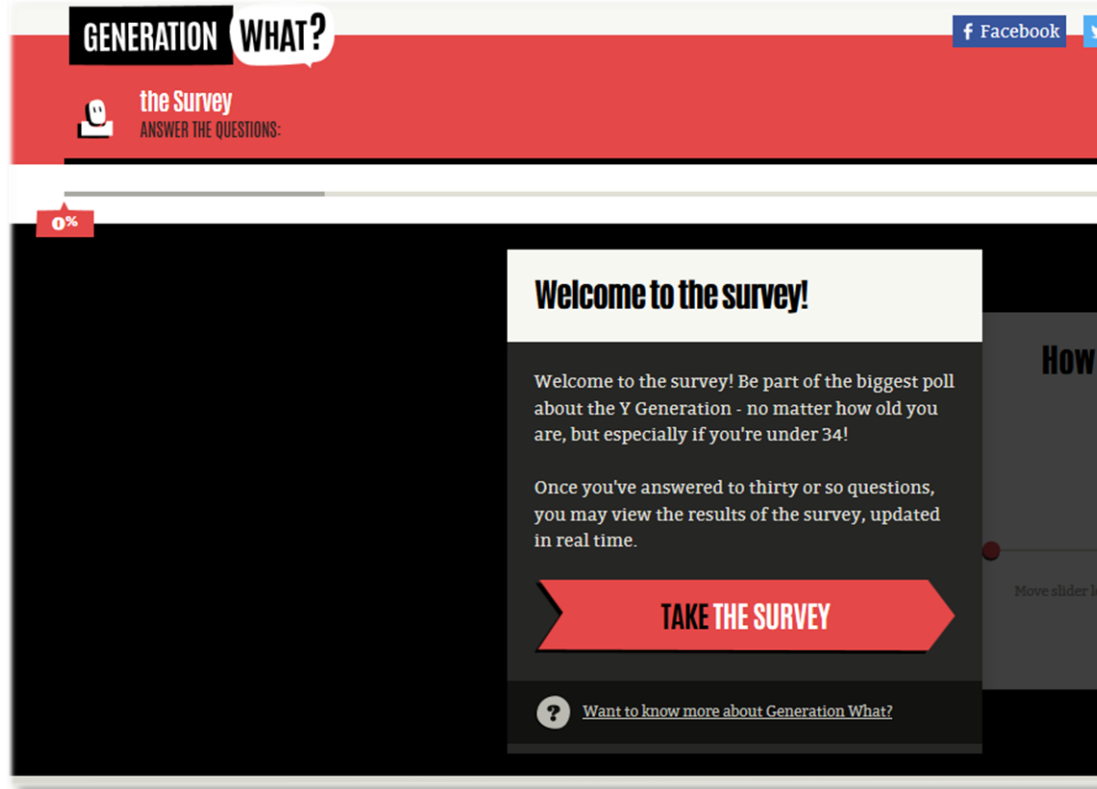
**> I take the international survey**

11 Languages

12 Countries

13 EBU members

# GENERATION WHAT – EUROPE (THE SURVEY)





# GENERATION WHAT – EUROPE (THE SURVEY)

There is no wrong answer to that question :)

How old are you?

TAKE THE SURVEY

This is not about marketing, it's for our sociologists

Girl or boy?

If you're not sure how to answer, ask them!

Do you still live at your parents?

Yes

No

Have you completed your studies?

Yes

No

What's your level of education?

Lower secondary

Post-secondary non-tertiary

Bachelor's or equivalent

Doctoral or equivalent

Are you in...

In a permanent contract

In a temporary contract

Self-employed

Unemployed

Doing an internship

Other

In your workplace, your status is...

Employee

Executive

Worker

Intermediate

Independent

# GENERATION WHAT – EUROPE (THE SURVEY)

You have answered the preliminary questions

**THANK YOU!**

These questions will allow us to statistically analyse the data from your  
next answers

☐

I agree to the collection and analysis of the informations and answers I am about to provide on my values and opinions... Well, as long as it is for science! If I'm under legal age, I certify having asked my parents or legal guardians consent.

[click here](#) for full terms and conditions.

**HERE WE GO**

## GENERATION WHAT – EUROPE (EXAMPLE QUESTIONS)

Does society give you the chance to show what you're really capable of?



Yes



No

## GENERATION WHAT – EUROPE (EXAMPLE QUESTIONS)

**Do you think the pay you are getting is in line with your qualifications?**

Not at all. Yes, totally.

← Previous question. Skip question →

## GENERATION WHAT – EUROPE (EXAMPLE QUESTIONS)

Are you Facebook friends with your parents?



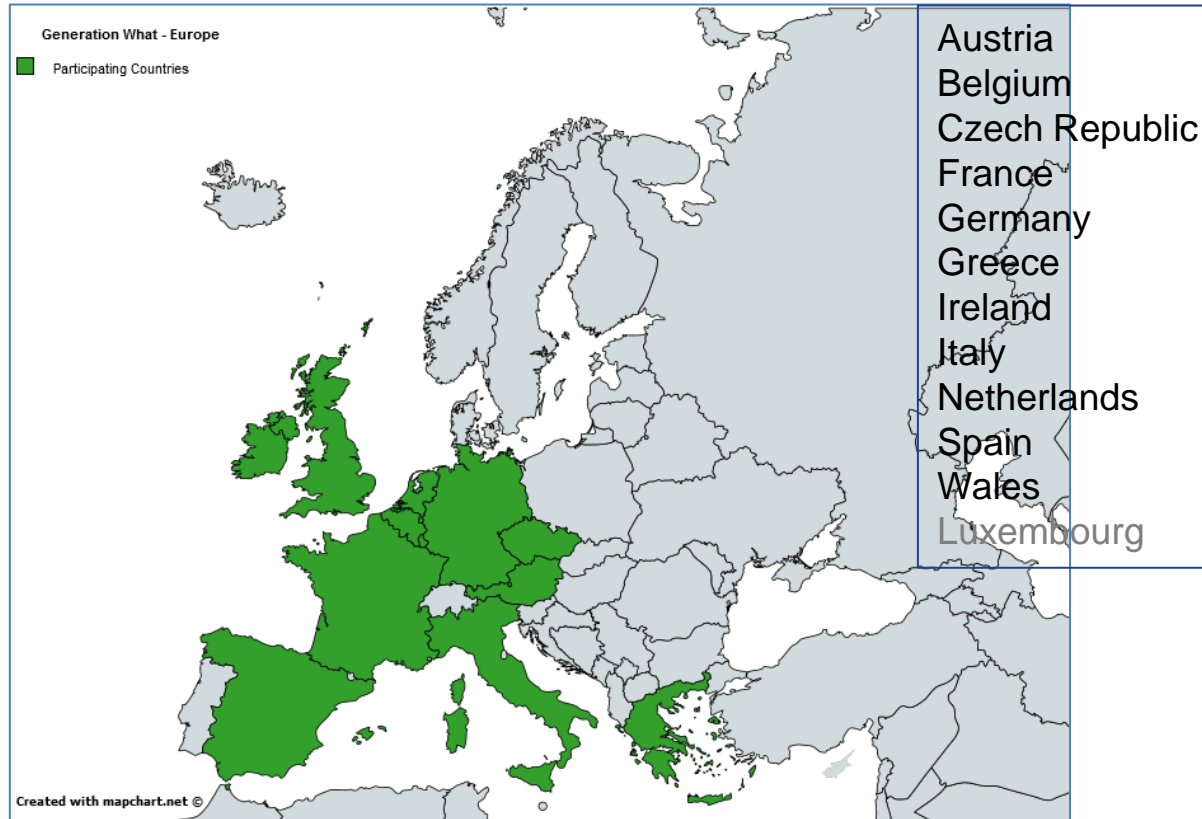
Yes

No

# GENERATION WHAT – EUROPE (EXAMPLE QUESTIONS)



# GENERATION WHAT – EUROPE (COUNTRIES)


















# GENERATION WHAT – EUROPE (PACKAGES)

	International Version	Option 1	Option 2	Option 3	Option 4
<b>Website</b>					
Common website with one common URL					
Website my broadcaster / media environment, with a custom URL					
Access to the questionnaire	<i>On the shared IV website</i>				
Local portrait videos					
Local portrait datas	<i>On the shared IV website</i>				
European portrait videos					
European map	<i>On the shared IV website</i>				
Observatory					
Embed of the Questionnaire in my media or partners website	<i>On my website</i>				
<b>Administration Tool</b>					
Interface translation tool					
Questionnaire translation tool	<i>translation should be send to the producers, no update possible</i>				
Homepage editorial animation tool					
Raw data export	<i>two sets of Raw data between April and November</i>				
<b>TV Documentaries</b>					
Broadcasting rights for TV documentaries					
Coproducer of the documentaries					



# GENERATION WHAT – EUROPE (PACKAGES)

Option 1	Option 2	Option 3	Option 4	International Version
				
			  	
				
				
				

## GENERATION WHAT – EUROPE (EVENTS)

- April 11th, 2016: official start of Generation What – Europe in 12+ countries (no common opening event - as well due to security reasons)
- Coordinated social media initiative with hashtag #GenWhat
- Cooperation with various youth organisations (e.g. scouts, student organisations, etc.)
- November 2016: event with a pan-european overview and analysis of the data gathered

## EXAMPLES OF EVENTS ORGANIZED BY CZECH TELEVISION AND CZECH RADIO

- Czech Radio is planning the opening ceremony with Czech TV (street party with the ambassadors of the project, possibility to fulfil the questionnaire, TV and radio streams from the party, etc.)
- Computer positions where visitors can complete the Generation What questionnaire
- Live radio interviews with people filling out the questionnaire

## EXAMPLES OF EVENTS ORGANIZED BY VRT

- één primetime magazines 'Iedereen Beroemd' and '1000 Zonnen' with several items about "Generation What"
- één talk show 'Van Gils en Gasten' with a Generation What? special on 12 April
- Radio MNM on tour around the youth centres in Flanders
- Generation What editorial team of more than 30 interns in cooperation with the high schools and universities
- Testimonials by well known Flemish people and VRT personalities between 18 and 34
- Testimonial videos by the Red Devils (national soccer team)
- promotional teams and video teams with iPads at important events (e.g. soccer EC fan zones in the cities) and summer music festivals

# GENERATION WHAT - EUROPE

**Q & A**

# GENERATION WHAT - EUROPE

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**Thank you!**

