GENERATION WHAT?
“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
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
Welcome to the survey!

Welcome to the survey! Be part of the biggest poll about the Y Generation - no matter how old you are, but especially if you're under 34!

Once you've answered to thirty or so questions, you may view the results of the survey, updated in real time.

TAKE THE SURVEY

Want to know more about Generation What?
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
Does society give you the chance to show what you're really capable of?

Yes

No
Do you think the pay you are getting is in line with your qualifications?

Not at all.  |  Yes, totally.

Previous question.  |  Skip question
Are you Facebook friends with your parents?

Yes  No
Do you talk about your relationships with your parents?
To date, this question has been answered by 12,462 persons aged 23.

44% Yes
56% No

NEXT QUESTION
## GENERATION WHAT – EUROPE (PACKAGES)

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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
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Thank you!