'How to use the Internet' - a modern format to educate Czech users

8th IGF meeting, Bali, Indonesia

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About CZ.NIC

- Special interest association of legal entities
- Founded in 1998 by leading ISPs
- Currently 110 members – growing (open membership)
- 80+ employees
- Core business – domain registry .cz
- MoU with Czech government and NSA
- Part of State's critical infrastructure
- Non profit, Neutrality
- Variety of other activities
Collaboration with the community

- Many projects, focused to different target groups:
  - registrars
    - co-marketing program, certification, independent hosting statistics, …
  - new technologies:
    - DNSSEC, knotDNS, Bird, browser plug-ins, …
  - students and professional public:
    - CZ.NIC Academy, CSIRT teams, blogs, security news, …
  - domain holders
    - mojeID, data validation, domain browser, …
  - schools and non-profit sector
    - tablexia, Academy roadshow, One world in schools
  - general public
    - How to use internet
How to use internet

• TV spots to raise awareness about the Internet in the Czech Republic
  • miniseries (2-3 minutes)
  • modern design, charismatic host, fun form
  • a clear summary at the end of every episode

• Topics
  • how to enter the Internet, what to do on the Internet, most popular services, safe behavior on the Internet, …
How to use internet – road map and outputs

• Summer/Fall 2012:
  • production and broadcast – 40 episodes
  • prime time on the major TV channel (30% share)
  • supporting communication (microsite, facebook, advertising)

• Outputs
  • More than 13 million views on TV, 30 thousand views on YouTube
  • More than 50 thousand page-views of microsite
  • Feedback from schools as they use the YouTube videos as teaching tools...

• Summer/fall 2013:
  • production and broadcasting – next 45 episodes
How to use internet – survey after first season

Reputable research agency found that:

• 35% of respondents know the series

• Here is what they said about it:
  • “It's instructive” - 94%
  • “I like it” - 71%
  • “I learned something new” - 64%
  • “It arouses interest” - 24%

And now … short video, highlights from 1st season
Thank you

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