



Vlaamse Radio- en Televisieomroep

VRT feat. User generated content

A public broadcasting company embraces web 2.0

Introduction

- The role of VRT
- Feedback loop
- Issue: legal rights

The role of VRT

» Before internet → 'monopoly' for media companies

1. Create content

- Radio
- Television



2. Aggregate content

- Programme
- Via brands



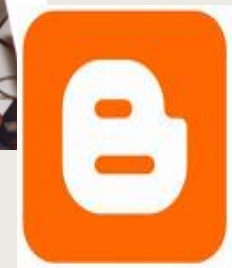
The role of VRT

» Today

- Everyone can create content
- Different players aggregate content
 - Internet sites
 - Providers



OhmyNews
INTERNATIONAL



You Tube
Broadcast Yourself™

UK myspace
a place for friends

YAHOO!

telenet

belgacom TV

vodafone

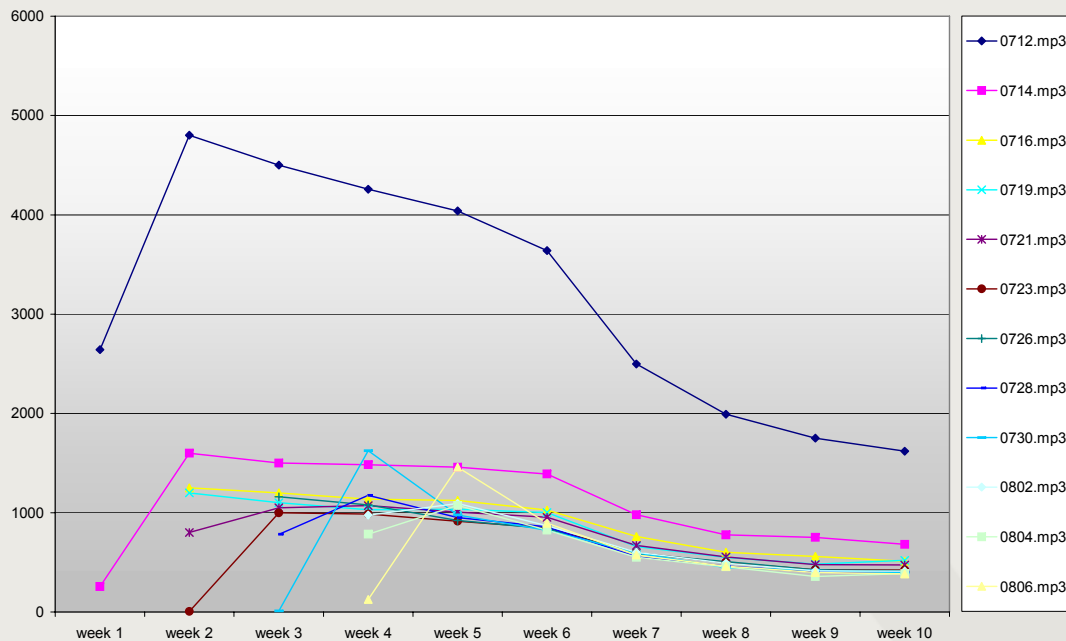


The role of VRT

- Breaking down the barriers and bridging the digital gap
- Use popular content and transform into new media



&



During 10 weeks:
228.000 downloads



111.000 via iTunes (no.1)

117.000 directly from
website



The role of VRT

➤ Give the public a platform to create

The image displays three overlapping screenshots of Dutch media websites, illustrating user-generated content platforms:

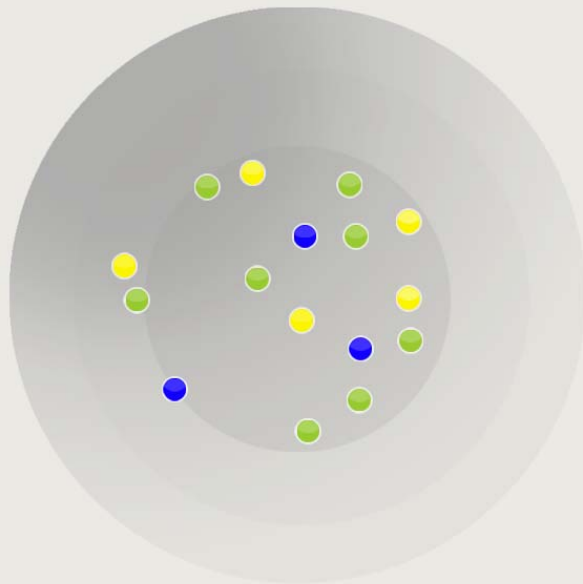
- Ketnet Toyinima:** A user-generated content platform. The main page features a video player for "Blubber en King Kong" by SpreijStudios. Navigation options include "TOON ALLE FILMPJES", "EEN FILMPJE MAKEN?", and "EEN FILMPJE INZENDEN". A sidebar lists "DE COOLSTE FILMPJES" and "DE MEEST RECENTE".
- LABO JE LUX:** A user-generated content platform. The main page features a video player for "Cartoon - De Kleine Zeezeemr droogt haar haar en". Navigation options include "HOME", "ALLE CREATIES", "ZELF AAN DE SLAG", "UPLOAD", and "CONTACT & HULP".
- één:** A news and entertainment website. The main page features a video player for "de zieme-rally" and "hombre". Navigation options include "HOME", "THEMA", "MATHIESSA", "DE PRINCE", "OVER HET PROGRAMMA", "FORUM", and "DE ZIEME-RALLY".

The role of VRT

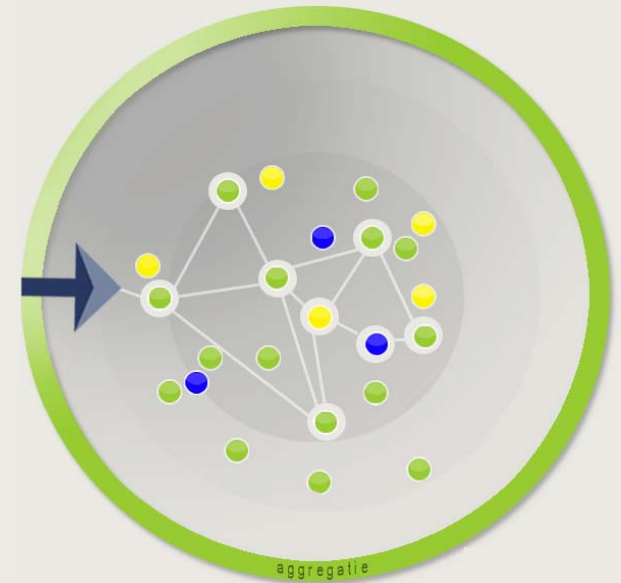
» Aggregate content: But how?

1. Atomize

- Existing VRT content
- New VRT content and applications
- Content of others

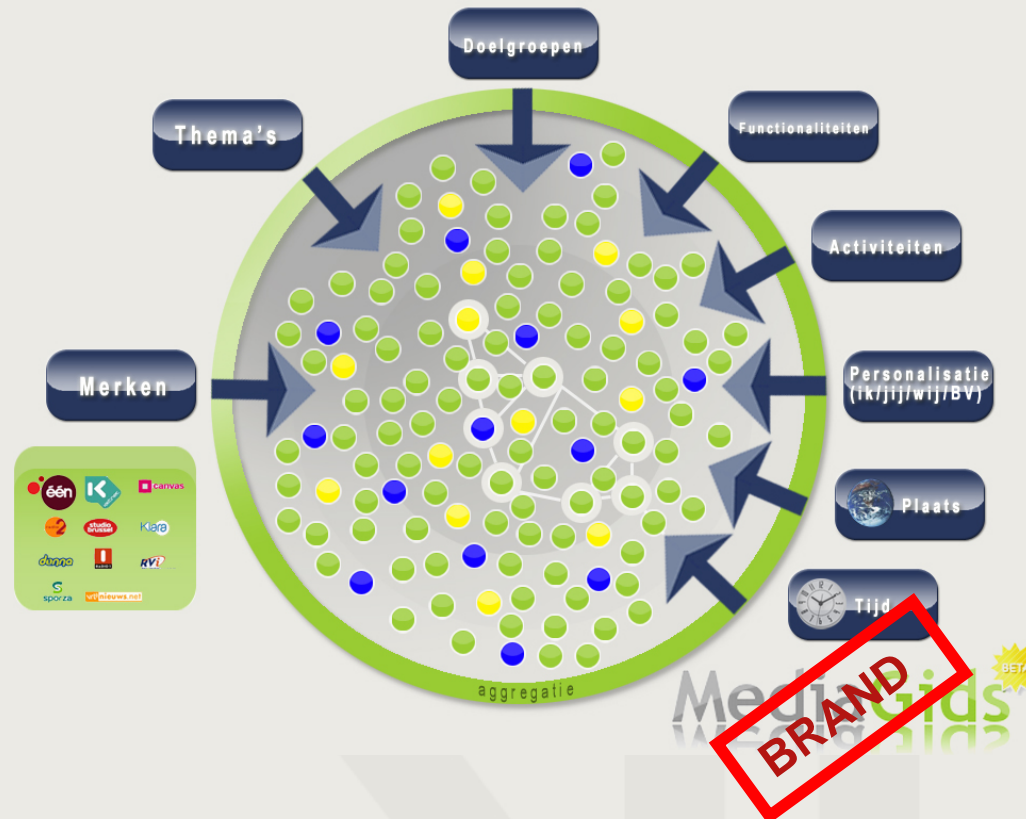


2. Guide the public



The role of VRT

- › Make content accessible via different methods



- › Create a brand to coordinate our new media activities
- › Become a reference for the public

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Feedback loop

» Secret ambition of the audience: 15 minutes of fame



Feedback loop

» Our platforms give the opportunity to have their 15 minutes

The screenshot displays a web interface for a video-sharing platform. At the top, there is a navigation bar with the logo '16+' and a search bar. Below the navigation bar, there are several menu items: HOME, VIEW ALL, CREATE, UPLOAD, and CONTACT. The main content area features a video player titled 'DANCING LIGHTS' by user 'Liam Chan'. The video player shows a man in a hallway. To the right of the video player, there is a description of the video, including the title 'Dancing Lights', the user name 'Liam Chan', and a brief description. Below the description, there are statistics for the video, such as the number of votes, the date it was published, the length, and the number of views. At the bottom of the video player, there are buttons for 'reactie toevoegen' and 'item verzenden'. On the left side of the page, there are two lists: 'Top rated' and 'Meest recente'. The 'Top rated' list includes items like 'SEXY (666 Funcle edit)', 'Maesland - Rijmer Eerstaklas', and 'In your dream (Funcle remix)'. The 'Meest recente' list includes items like 'Pro 's op zondag', 'Top of the world', and 'Import - Singing Songs'. At the bottom left, there is a 'GEBRUIKERSLOGIN' section with fields for 'Gebruikersnaam:' and 'Wachtwoord:', and a 'Log in' button. Below the login section, there are links for 'Nieuwe account aanmaken' and 'Een nieuw wachtwoord aanvragen'. At the bottom right, there is a 'vrt' logo.

Feedback loop

» When they become successful online, our offline media will follow.



» Who knows where it ends?



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Legal rights

