

# DÉČKO

big television made small



**BEST CHILDREN'S CONTENT**

**ACTIVITIES AND ENTERTAINMENT  
FOR KIDS**

**SAFETY AND GUARANTEE  
FOR PARENTS**

## FOREWARD BY CZECH TELEVISION DIRECTOR GENERAL

Programmes for children and young people have been for decades one of the strongest domains of Czech Television production, generations of artists having mastered the art of presenting information-packed content in an attractive format. Their experience, together with a desire to strongly develop this area and the increasing orientation of children towards media have created great potential. For this reason, I considered the creation of a new, separate children's channel to be one of my main missions during my tenure as Director General of Czech Television.

From the very beginning we set the bar high for Děčko. The aim was not only to preserve what was good in Czech Television's existing children's productions, but we also started quickly producing new programmes; programmes reflecting specific needs of various age categories of children, the times they live in, as well as the demands of parents for good quality television content. Děčko was to become a safe harbour for young viewers in the vast offering of TV broadcasting, where they would be spared any commercial communication.

And the mission has been a success. The launch of Děčko surprised even us; it quickly became one of the most watched public children channels in Europe and has remained in leading positions until today. Parents trust the channel and children enjoy it. A challenge has become a pledge. A pledge to sustain our high standards and not to lose pace with our young viewers.

Petr Dvořák  
Director General of Czech Television





## FOREWARD BY THE EXECUTIVE DIRECTOR ČT:D

Before launching the new children's channel we set ourselves a task to create a unique space where children would feel comfortable and where they would happily return. We have built the programme on seven key pillars, which are: live-action films, animated films and fairy tales, educational entertainment, periodical magazines, competitions and entertainment shows, daily news and sports programmes. The shows complement each other during the day and are broadcast

for individual age groups at regular times, which is important not only for children, but also for parents' orientation. Thanks to these rules the programming is clear, safe and multi-genre.

One of our key programmes is the daily five-minute news bulletin for children – Zprávičky, broadcast from Monday to Sunday at 18:40. The presenters inform viewers in a relaxed way about events at home and around the world. In the area of news reporting we are part of a European network of public television broadcasters with whom we daily exchange information. This way we get feedback not only from our viewers but also from experts across Europe.

From the beginning we have been collaborating with the Ministry of Education, Youth and Sports. We also currently work in partnership with Czech science centres that focus on targeted popularisation of science and technology. Děčko also benefits from the support and ideas it receives from experts such as pedagogues, psychologists, sociologists, visual artists, writers and specialists in media literacy.

An integral part of Děčko is the website [www.decko.cz](http://www.decko.cz), where children can watch their favourite programmes on-demand or watch shows they didn't see in real-time. On the website is also a range of complementing games and information aiming not only to entertain but also to educate in an entertaining way. Like the overall concept of the ČT:D channel, the website strives not only to engage children and teach them new things, but also seeks to inspire them in independent activities away from television sets.

I believe that Děčko will continue to fulfil the wishes and needs of the next generations of little viewers.

Petr Koliha  
Executive Director ČT:D



## What is Děčko like

## DĚČKO

The Czech Television's children's channel ČT:D, otherwise Děčko, offers multi-genre programmes for children aged 4 to 12 years. The emphasis is on educational entertainment and content safety. Currently Děčko is the most watched children's television in the Czech Republic and the second most watched public children's TV in Europe.

The programmes are divided into two groups: for smaller children aged 4 to 8 years, and older children aged 8 to 12 years. Pre-school children and younger schoolchildren can enjoy shows in the early and later parts of the morning and in the afternoon programmes for older children are added. The service is on air from 6 AM until 8 PM. Information concerning the shows, games and other entertainment can be found by children on the website [www.decko.cz](http://www.decko.cz). The bird Duháček is Děčko's mascot, the name having been chosen by children themselves.

Děčko is even active away from TV screens. It takes part in various children and young peoples' festivals, for example in the world's biggest and oldest children's film festival – the Zlín Film Festival – and the international film festival Berlinale. Furthermore it supports various cultural and charitable activities, collaborates with the Ministry of Education, Youth and Sports and also with the Czech Olympic Committee and is involved in the contest for the best teacher of the year in the country, called the Golden Amos (Zlatý Ámos).

## INTERNATIONAL AWARDS FOR ČT:D AND DECKO.CZ

Apart from the rich variety of programmes, Děčko also boasts a unique visual concept for which the channel frequently receives awards at the most prestigious international competitions.

- **GOLD:** PromaxBDA Global Excellence Awards 2015
- **GOLD:** PromaxBDA Europe Awards 2015
- **GOLD:** PromaxBDA Global Excellence Awards 2014
- **SILVER:** PromaxBDA Europe Awards 2014

Awards for children's productions:

- **Cestohrátky** – Tourfilm, Karlovy Vary: Certificate of Merit in the TV and online programme category
- **Draci v hrnci** – International Festival Grape of Znojmo: Silver Grape
- **Jirka a bílé myšky** – International Festival of Films for Children and Young Adults (Iran: the best short film), Ota Hofman Children Film and TV Festival (Certificate of Merit), Annual Chicago International Children's Film Festival (2<sup>nd</sup> Prize for live-action short film), International TV Festival Bar (Montenegro: Award for the best author's approach in the category of short programmes), Mumbai Shorts International Film Festival (India: the best script)
- **Lvíčata** – Sportfilm Liberec, winner in the category Children and Sport
- **Špačkovi v síti času** – Trilobit Beroun 2013: Children Jury Prize





## The seven pillars of ČT:D programmes

- 1 Live-action productions
- 2 Animated productions
- 3 Educational Entertainment
- 4 Magazines and life-style programmes
- 5 Entertainment shows and competitions
- 6 News and reporting
- 7 Sport and exercise

In the live-action shows Czech television strives to discover interesting stories and create a colourful world for children in which they will feel happy. ČT:D continues the long tradition of Czech TV children productions in this area, enriching it with innovative genres and formats. Children can also enjoy the choice of the best foreign programmes.

### Špačkovi v síti času

Family fantasy series about the adventurous travels of little Matěj Špaček. A story with a fanciful atmosphere of a world of lost things, dreams and time, for viewers of all ages.

### Mazalové

A comedy series for the whole family about the uneasy co-existence of castle ghosts with the Mazal family.





Animated productions are another strong group of programmes for children, built on a well-established tradition. ČT:D presents animated creations in the form of a 'bedtime story' – a traditional good night programme of fairy tales – as well as in new formats. Young viewers can also look forward to animated series for older children which are being developed by the children and educational programmes production group as their long-term priority.



### Tarbíci Večerníček

The Series Tarbíci, intended for the smallest children, is based on real characteristics and behaviours of exotic African animals. The voices of the jerboas and all of the animated cartoon figures are provided by Tomáš Juříčka.

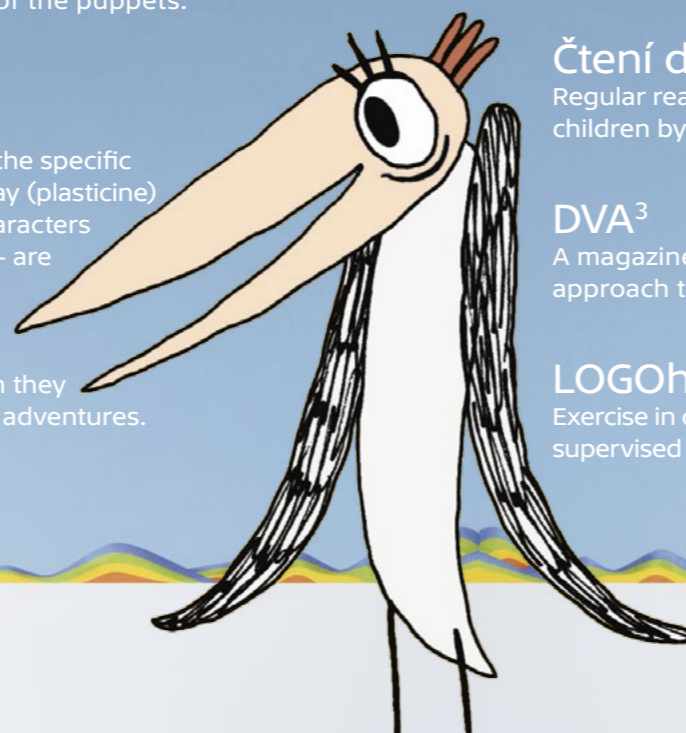
### Povídání o mamince a tatínkovi Večerníček

A seven-part puppet series recounting by way of unborn Toník's narration the story of how his mum and dad fell in love, what their wedding was like and what happened afterwards. Tatiana Vilhelmová and David Novotný are the voices of the puppets.



### Žížaláci Večerníček

This bedtime story uses the specific creative possibilities of clay (plasticine) animation. The series characters – two Žížaláci (2 worms) – are both inseparable friends and rivals who like embarking together on expeditions during which they experience unbelievable adventures.



The area of educational entertainment combines, as the title itself suggests, two seemingly contradictory goals: to entertain and to educate. Yet entertainment is the best way to education. For the makers it offers an informal, natural and playful way to pass on information, values and knowledge to children. Shows in the educational entertainment group form a strong pillar of support for ČT:D programming.

Individual programmes vary according to target age groups – in the shows for the younger group, the so-called 4+ children learn to read and count, and in the shows marked 8+ children discover the wonders of science, train their logical thinking and go on historical excursions. Original productions alternate with foreign programmes within this group.

### Angličtina s Hurvínkem

With the help of short stories about Spejbl and Hurvíněk children will learn in a fun way English words and basic sentences. The curriculum of individual lessons has been prepared in collaboration with accredited English lecturers from the British Council.

### Čtení do ouška

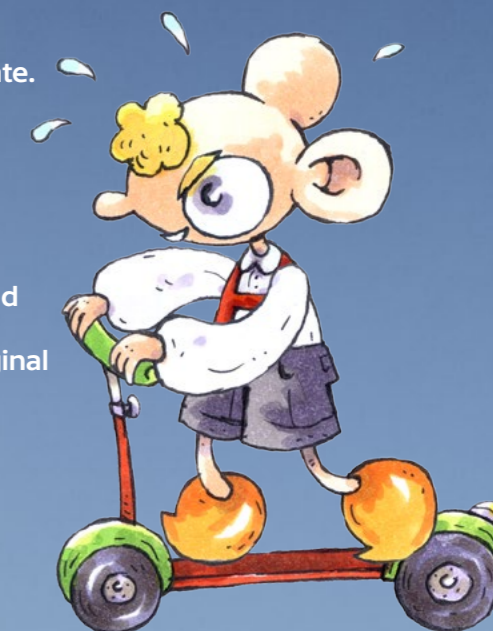
Regular reading of classical and modern literature for children by Czech actors.

### DVA<sup>3</sup>

A magazine about the inventiveness and creative approach to computer games.

### LOGOhrátky

Exercise in correct breathing, diction and work with voice supervised by a professional speech therapist.







### Lovci záhad

A series of stories from the world of science and technology in which the main characters search in the past and present and reveal mysteries and causes of various world phenomenon.

### Michalova doprava

Traffic education for the youngest children with Michal Nesvadba. In a simple and fun way he explains traffic signs and situations on the roads.

### Pirátské vysílání

A series of programmes introducing in an entertaining way themes dealing with media awareness.

### S Jakubem v přírodě

Wandering with renowned adventurer and fisherman Jakub Vágner, who accompanied by two children sets off on his adventurous expeditions around Czech countryside.



### TvMiniUni

An educational entertainment type of show which in a witty and fun way by means of large puppets answers questions posed by inquisitive children.

### Ty Brd'o!

In this show young viewers are advised, in a playful way, how to understand and deal with the world that surrounds them. So far unknown appearances and situations are made familiar, be they from the world of nature, technology or the human body.

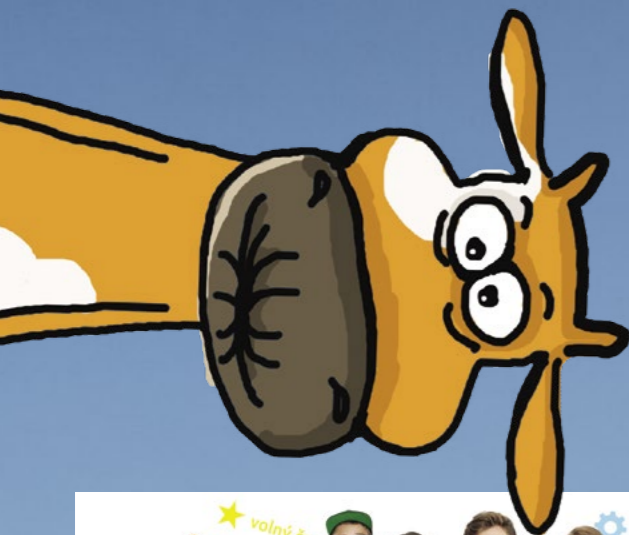
### Zachraňme Zemi

An entertaining series focused on ecology.





The main series are variety magazines, such as Kouzelná školka and the week-end Studio Kamarád. Older children can look forward to a new look of Planeta Yó. On their channel they can also find purely life-style shows.



### Telefon

Useful advice for small and big pet owners.

### Šikulové

A show for all curious and skilful children, which presents in a playful manner simple creations together with instructions and clear demonstrations on how to make them.



### Wifina

Lifestyle magazine show for children, offering something for everybody.



### Mixed format shows for children

#### Kouzelná školka

for children from 4 years old

A series of half hour shows for pre-school children. The focus is primarily on clarity, simplicity and ethical values.

#### Planeta Yó

for children from eight years old

A show for older children with a presenter, including a mixture of live-action and animated series and curiosities from the world of science and technology.



#### Studio Kamarád

for children from 4 years old

An established Sunday mixed-format show consisting of fairy tales, stories and popular puppets lead by Jůheláci.





The task of educating in a truly unobtrusive and playful manner and with maximum variety is also taken on by the entertainment and competition shows. Instead of passive watching, as offered by the broadcasting schedule, children shows contain a strong element of activation. ČT:D offers children ideas, inspiration and incentives for activities away from TV screens.



### AZ kvíz junior

AZ quiz junior is a knowledge based competition for curious and clever children, its concept emanates from the popular adult competition.

### Bludiště

A dynamic, knowledge-based and entertaining competition not only for teenagers; two competing teams prove their knowledge as well as their dexterity, know-how and sense of humour in pranks and activities.

### U6 – Úžasný svět techniky

An educational competition filled with experiments and experiences, in which competitors try out the laws of physics on their own bodies. It takes place in the attractive surroundings of the industrial culture heritage site Dolní oblast Vítkovice and in future other Czech science centres will be added.



The news and current affairs programmes are an important pillar in ČT:D broadcasting. Children are presented the daily news in the form of a five minutes news bulletin – Zprávičky. In current affairs children can look forward to a regular informative block offering tips for trips and other activities.

### Tamtam

A programme answering the question: 'What are we doing today?' This Saturday information service aims to provide topical weekly ideas for excursions, interesting events and activities.



### Zprávičky

Daily children news is a five-minute information bulletin targeted at 8 to 12 year olds covering topical events at home and abroad. The Little News also draw on reports by the European news network YNE (Youth News Exchange), operating within the EBU (European Broadcasting Union).





Sport and exercise programmes form another mainstay of broadcasting. Děčko offers a weekly programme about sport prepared in collaboration with editors from ČT sport and several times during the day children are encouraged to move and exercise. Foreign sport magazines and documentaries are also on offer.



### Hýbánky

Fun exercise with musical accompaniment, the song lyrics provide instructions for individual exercises.



### Jogínci v přírodě

Playful exercises for the youngest children to do yoga elements mostly inspired by natural animal movements or plant shapes.

### Lvíčata

A children's sports magazine mapping out the events in the world of sport. With its form, attractive format and content the programme inspires children to practise a sport, to move and chose a healthy life-style.

### Taneční hrátky s Honzou Onderem

Simple movement and dance preparation for the youngest viewers during which they in a playful and fun way learn not only the basics of various dances, but also about rhythm perception and work with their own bodies.





## Děčko on the web

For our young viewers the TV screen is only one way of learning more about the world we live in. Děčko is aware of the fact that children spend a great deal of their time on computers and tablets. That's why it strives to offer them within that environment a safe place without commercials, full of fun and information. The Děčko Web playground offers a secure, refined, yet exciting, witty and inspirational space where they can have fun and at the same time be educated, without realising it. It offers an extension of the TV broadcasting and the possibility of an active involvement and the use of previously watched shows by means of on-line games and other interactive formats. Competitions, questionnaires, information about the programmes and a well-stocked video archive are all popular, as is a whole range of thematic projects, such as the popular virtual Advent and Easter calendars. Decko.cz proves that even a web project can be poetic, visually attractive and linguistically enriching.

## DIV (Duhový institut věd)

An educational web project conceived as a great agent's game in an entertaining way shows what problems society today is faced with. The game is based on a story about a secret institute whose manageress, Victory, cannot cope with all her tasks on her own, and therefore seeks help from children. The knowledge necessary to join the game concurs with the curriculum of the first years of primary school, hence the game is a suitable complement to the taught subject matter. Furthermore, the game complies with all the conditions of a secure website. The problems children have to solve are made-up, but are based on reality. The agent's educational game includes a few short videos covering themes from science, technology, arts, nature, history, society, the human body and sport. The agent's educational game includes a few short videos covering themes from science, technology, arts, nature, history, society, the human body and sport. Each individual mission deals with a concrete problem and consists of several tasks, although there is not just one correct solution. In this way children, with their ideas and gradual problem-solving on the interactive map help protect the world, guard it from catastrophes and make it a better world to live in. The game is available on [www.decko.cz/div](http://www.decko.cz/div).

## KIV. Boží král

The ČT children's channel website is joining-in celebrations of the 700<sup>th</sup> anniversary of Karel IV (Charles IV). The project, titled **KIV. Boží král** at [www.decko.cz/karel](http://www.decko.cz/karel) will combine a classic computer game and educational content with an extensive comic. The content and game part of the project was created by the ČT children website team, whilst the comics' visual design is the work of the artist and animator **Matyáš Trnka**. The music for the KIV. Boží král project was composed by the musical group **Ponk**, new holders of an Anděl musical genres competition award.





