DÉČKO
big television made small
FOREWORD 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 Déčko. 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. Déčko 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 Déčko 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
FOREWORD 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. Déčko 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 Déčko is the website 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 Déčko will continue to fulfil the wishes and needs of the next generations of little viewers.

Petr Kolíha
Executive Director ČT:D

DÉČKO

The Czech Television’s children’s channel ČT:D, otherwise Déčko, offers multi-genre programmes for children aged 4 to 12 years. The emphasis is on educational entertainment and content safety. Currently Déčko 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.

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Petr Kolíha
Executive Director ČT:D

INTERNATIONAL AWARDS FOR ČT:D AND DECKO.CZ

Apart from the rich variety of programmes, Déčko 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
- **Drací v hrndí** – 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 (2nd 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
- **Špačkoví v sítí času** – Triboli Beroun 2013: Children Jury Prize
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 sítí 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**
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 Juřička.

**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 Víhremová and David Novotný are the voices of the puppets.

**Žížaláci**
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 Hurvínek 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**
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.

Ty Brďo!
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 Kouzelna školka and the week-end Studio Kamarad. Older children can look forward to a new look of Planeta Yó. On their channel they can also find purely life-style shows.

**Magazines and life-style shows**

**Telefon**
Useful advice for small and big pet owners.

**Šikulove**
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**

**Kouzelna 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 Kamarad**
for children from 4 years old
An established Sunday mixed-format show consisting of fairy tales, stories and popular puppets lead by Jihelaci.
Entertainment and competition shows

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.

News and current affairs

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-minute news bulletin – Zprávčičky. 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.

Zprávčičky
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. Déčko 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.

Lvičata
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 lifestyle.

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.
Déčko on the web
For our young viewers the TV screen is only one way of learning more about the world we live in. Déčko 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 Déčko 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.

KIV. Boží král
The ČT children’s channel website is joining in celebrations of the 700th anniversary of Karel IV (Charles IV). The project, titled KIV. Boží král at 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.