



'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
 - mojedi, 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

5



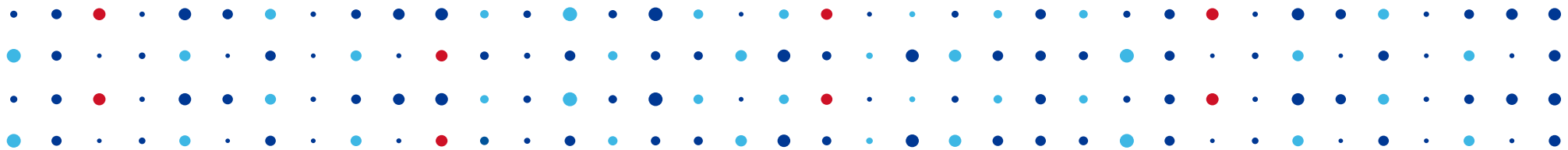
How to use internet – survey after first season

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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