



UNIVERSITY OF
WESTMINSTER

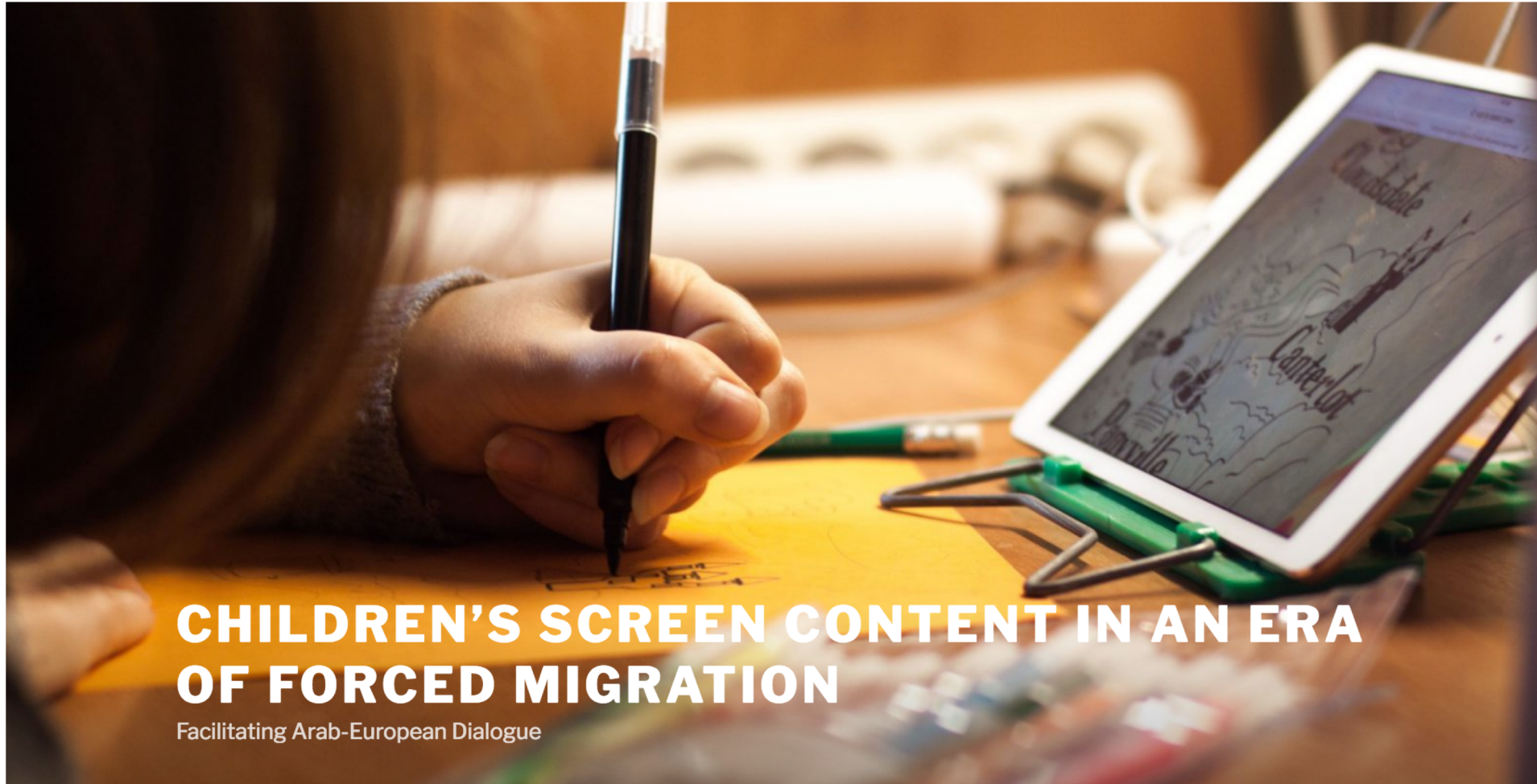


Arts & Humanities
Research Council

Responding to changes in child audiences for screen content in Europe

Naomi Sakr

*Communication and Media Research Institute
University of Westminster, UK*



CHILDREN'S SCREEN CONTENT IN AN ERA OF FORCED MIGRATION

Facilitating Arab-European Dialogue

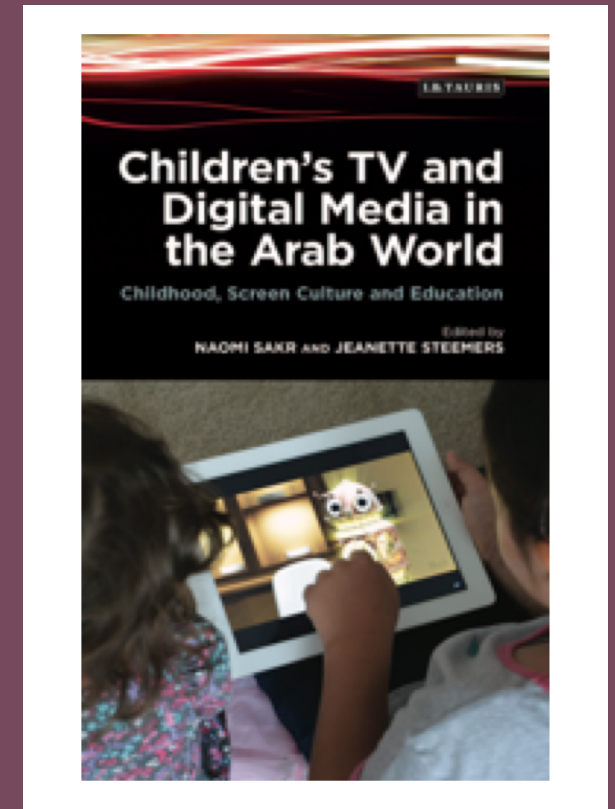
www.euroarabchildrensmedia.org

Twitter: @EuroArabCM

#EuroArabChildrensMedia

Why Arab-European dialogue in particular?

- ❑ Earlier research into screen media for Arabic-speaking children
- ❑ Break with one-way traffic in 'knowledge transfer'
- ❑ Sparse European knowledge about Arab everyday life
- ❑ Need for newly-arrived children to feel a sense of belonging
- ❑ Opportunities for European producers





CPH:DOX*



Project partners

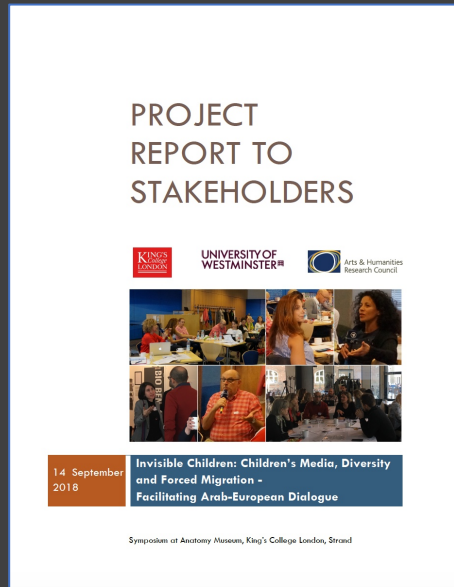
Sample of Production Companies

COUNTRY	PRODUCTION COMPANY
Belgium	ScheMa Producties
Canada	Big Bad Boo Studios
Denmark	Dansk Tegnefilm; DR Ultra; Loke Film; Pedersen and Co; Plus Pictures
Germany	Sad Origami; Scopas Medien AG; Tellux Films; ZDF/Kika; WDR
Malaysia/Yemen	Yemeni Identity Organisation
Netherlands	Cinekid & Stichting De Vrolijkheid; Een van de Jongens; Hollandse Helden; IKON; NPO; Tangerine Tree
Serbia	RTS (Radio Televizija Srbije)
Slovenia	RTV Slovenija
Switzerland	Essence Films, SRF
UK	BBC/CBBC/Cbeebies; CTVC; Drummer TV; Evans Woolfe; Kindle Entertainment; Lizardfish; Three Stones Media; Twofour Group
US	Cookie Jar Group, PBS

Manchester, Copenhagen, Munich



The best bits....



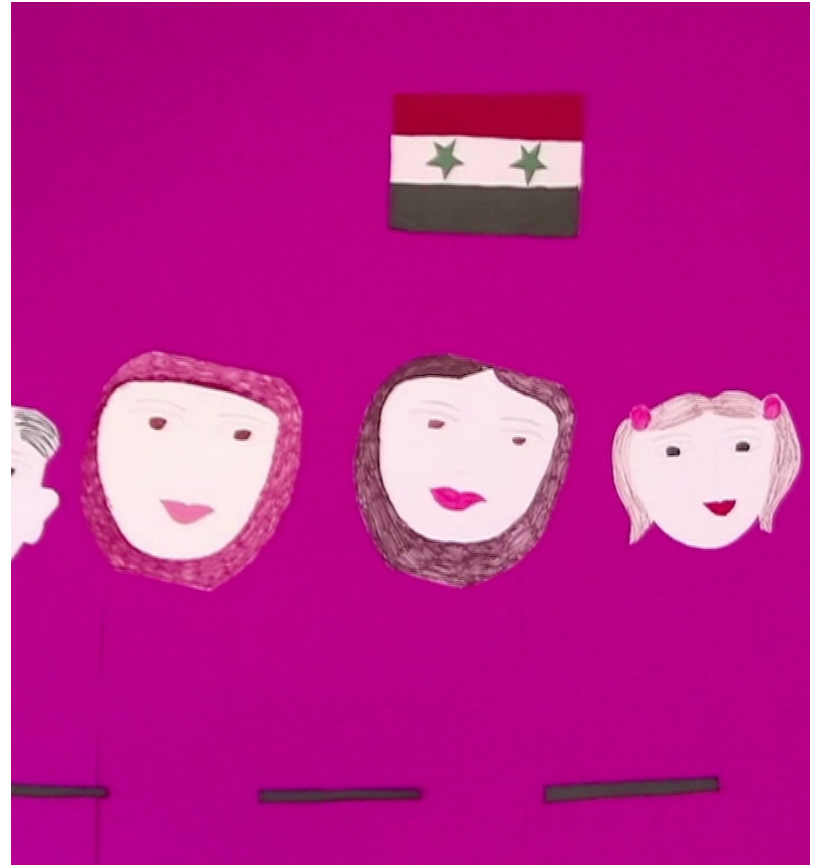
Funding

Scripting

Casting

Distribution

Looking ahead



A participatory approach



Hassan kan blive Ronaldo (2) | Hassan | Ultra

171,715 views

779 120 SHARE

Up next

AUTOPLAY



Hassan vil ikke være teenager (3) | Hassan | Ultra

DR Ultra ✓
112K views



Busters verden (1984) - Fodbold

Dansk Filmskat
809K views



HÆNGER UD MED PIET EN HEL DAG!

Albert Dyrhund
367K views
New



AIRDROP CHALLENGE! | Dansk Fortnite

ZagiMC ✓
19K views
New

JEG UDFORDRER

A webisode format, e.g. DR Ultra

The potential of drama: e.g. *Dschermeni* (2017-, ZDF/Tellux Films, Sad Origami)



Preschool infotainment: e.g. *Where in the World* (2017, CBeebies/Evans Woolfe)



Thank you