

CZECH REPUBLIC – “ALWAYS-ON GENERATION” AND ACTIVE LIBRARIES

EXAMPLES FROM THE REPOSITORY

Successful non-commercial websites from public broadcast services are **Webik Radio Junior** (rozhlas.cz/webik/portal), provided by Czech Radio, **Dejiny Ceskeho naroda** (dejiny.ceskatelevize.cz) provided by Czech TV; Good example of interactive website is ABC (abicko.cz) provided by Ringier CZ publishing house; Successful commercial websites from big corporations (some of them international) are Skoda hrou (skodahrou.cz) and Magic Kinder (magic-kinder.com); Successful example from private commercial sphere is Kasperek v rohliku (Bejbypank), (bejbypank.cz), provided by the eponymous music band.



www.rozhlas.cz/webik/portal

The Czech Republic has a very internet-active youth – the “always-on generation”, as they are called. And this situation mirrors the offer of positive content for children on the internet: there are a lot of very attractive websites focusing on young children. Very well-visited websites are provided by strong commercial companies and publishing houses. Most of the websites for children focus on the youngest target group of pre-school and early-school children. Unfortunately, there are not so many websites aiming at teens. A lot of activities in the “positive content” field are provided and organised by public libraries: they work as internet connection point, and a reasonable number of libraries run websites for youth and children.