

LATVIA – PRIVATE ENTHUSIASTS AND ADVERTISEMENT PORTALS

EXAMPLES FROM THE REPOSITORY

pasakas.lv – a commercial webpage from a private company for children, contains a library of old Latvian classic cartoons, voiced stories and other material;

pasakas.letonika.lv – three voiced-over tales, supported by animation drawn by children. High quality, safe. Owned and funded by a private company;

www.jurjans.lv/kaste – a non-commercial private project, safe and entertaining; **kidi.lv** – a non-commercial private project, safe and entertaining; **music.lv/mpasaka/** – a colorful page from a private company teaching about sounds and music. **Apps: Ābece - “Abecīte”** - ABC; **“Ilustrētā junioriem”** – a mobile version of an encyclopedic newspaper for kids; **“pasakas.lv”** versija mobīliem – mobile version of pasakas.lv entertainment portal; **“Mooooore Bands”** – musical game, developed by a Latvian rock band for kids



<http://kidi.lv>

Latvia has very few web-pages, apps or other media for children. The main problem is the tiny market, so there are only two kinds of developers – government induced projects, a few companies where the main income does not come from these projects, and a few private enthusiasts that work because of good will and can only do so much with nearly no investments and no financial gain from their projects. There is no content dedicated to children with disabilities, and only some that is suitable for them. Mobile platforms for children are usually the parents' phones, and there is a popular tradition to give a mobile phone as a present for first-graders. Latvia is overwhelmed with portals for children, which contain nothing but advertisements and a library of links to flash games (developed and hosted in other countries). There is so little content in Latvian language in publicly accessible media that children are learning English instantly, same time as learning Latvian. In Latvia, 63.1% of children speak Latvian at home, 27.1% speak Russian. In mixed families, Russian language is preferred.