

THE YOUTH ARE ALRIGHT – BUT WHAT ABOUT PBS CONTENT?

06/10-2014
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AGENDA

“YOUTH” – AGE OR GENERATION?

NO WONDER THE YOUTH OFTEN TURN DOWN PBS

IT IS NOT IMPOSSIBLE TO CATCH THEIR ATTENTION

WE JUST HAVE TO MEET THEM AT THEIR TERMS

“YOUTH” – A RESULT OF AGE OR GENERATION EFFECTS?



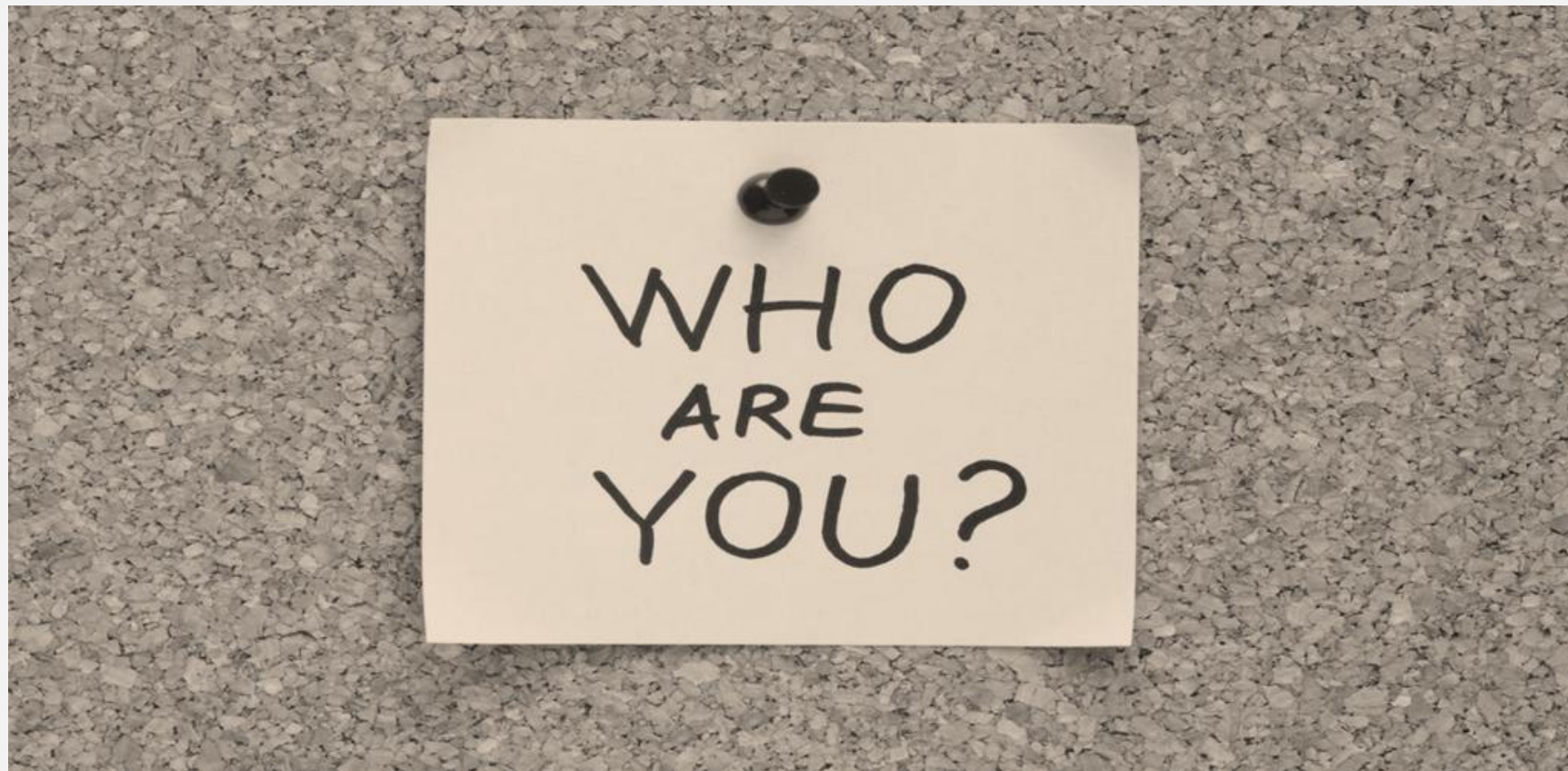
NO WONDER THEY TURN DOWN PBS







REMEMBER WHEN YOU WERE 18?



DIFFERENT INTERESTS WITHIN THE YOUTH DEMOGRAPHY



IT IS NOT IMPOSSIBLE TO
CATCH THEIR ATTENTION

ENTERTAINMENT



X Factor



How I Met Your Mother



Sport

FASCINATION



Mythbusters



Ice Road Truckers



My Strange Addiction

HIGH PRODUCTION VALUE



SPEED



Top Gear



CSI

NO MERCY



X Factor



Kitchen Nightmares

SEARCHING THE LIMITS



The BBC prison study



The Pain Experiment

IDENTIFICATION / ANTI-IDENTIFICATION



Girls



The Young Mothers

EASY TO DECHIPHER



The Simpsons

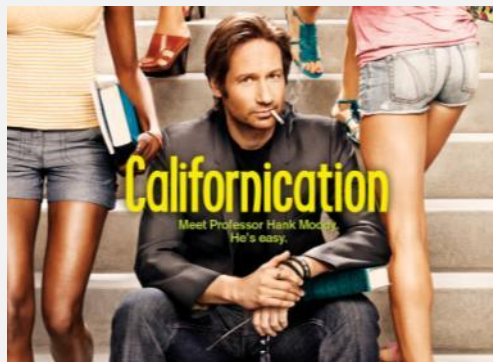


Geordie Shore



Bake off

SEXAPPEAL



Californication

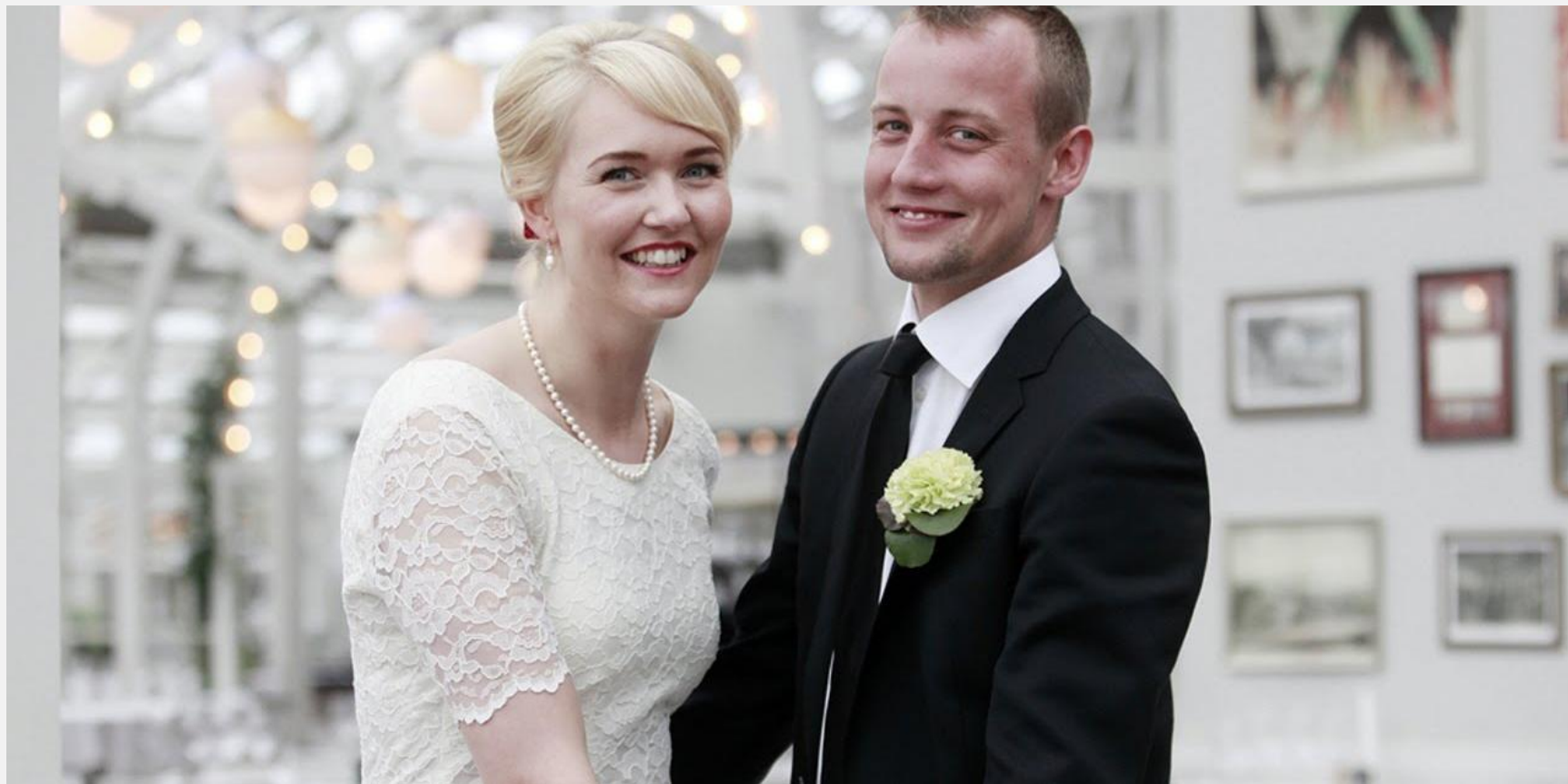


Dating Naked



Paradise Hotel

EXAMPLE: MARRIED AT FIRST SIGHT



EXAMPLE: THE PAIN EXPERIMENT

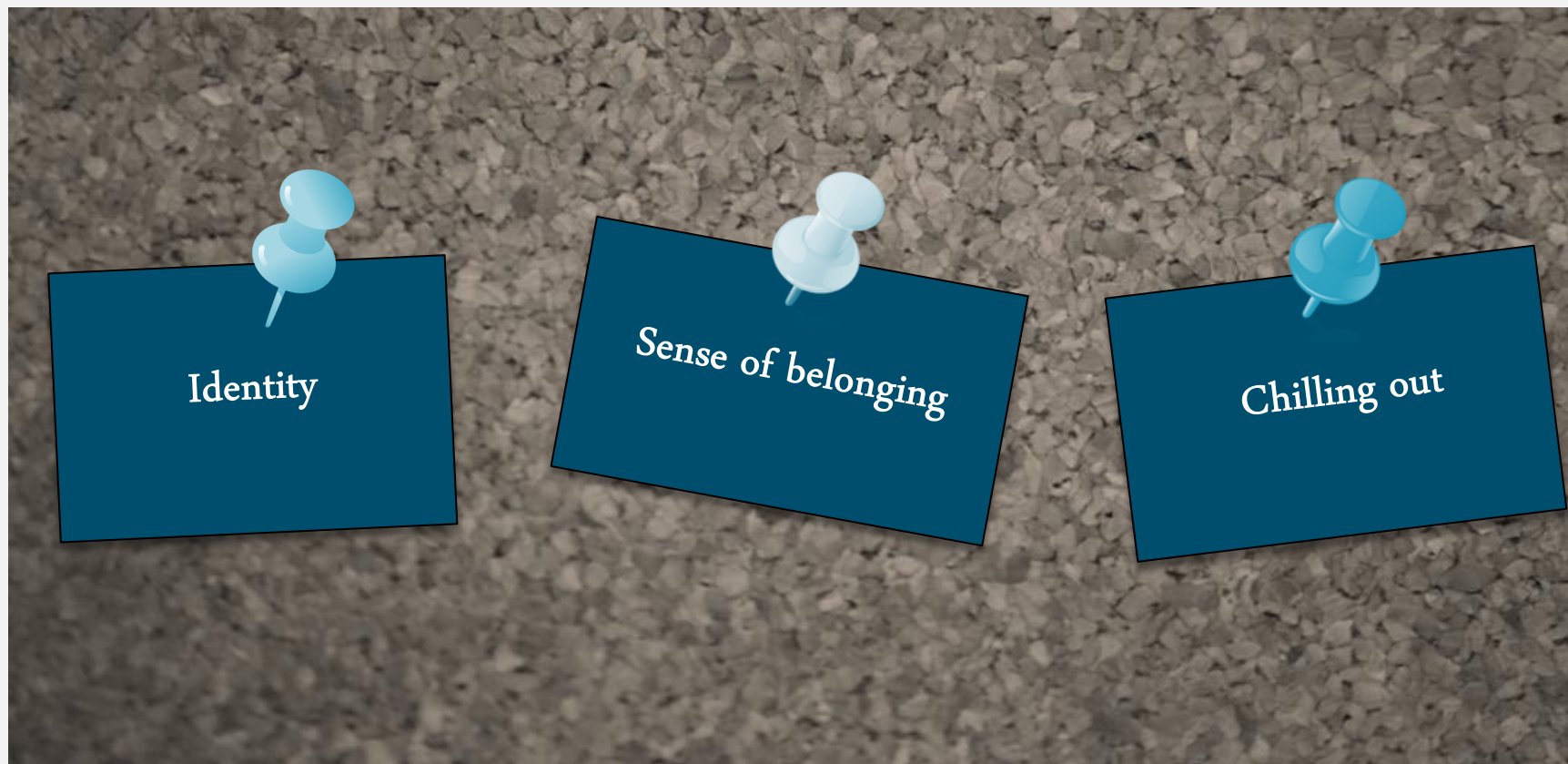


EXAMPLE: THE KILLING



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WE JUST NEED TO MEET THEM
AT THEIR TERMS

WHAT MATTERS TO THE YOUTH:





“YOUTH” – DEFINED BY LIFE SITUATION AND GENERATION

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