

Creative Industries, Creative Economies: A Forum

Children's Content and the Creative Industries, 23rd October 2017

King's College London and Routledge

Children's Content and the Creative Industries



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YouTube and Children's

The screenshot shows the YouTube channel page for LittleBabyBum. At the top, the YouTube logo and search bar are visible. The channel banner features a colorful illustration of nursery rhyme characters: a panda, two children, a star, and an old man with a guitar. Below the banner, the channel name 'LittleBabyBum' is displayed with a verified badge and 12,679,304 subscribers. A red 'SUBSCRIBE 12M' button is on the right. The navigation menu includes 'HOME', 'VIDEOS', 'PLAYLISTS', 'CHANNELS', 'DISCUSSION', and 'ABOUT'. The main content area features a video titled 'Twinkle' with a pink sunburst background. To the right of the video, there is a description for 'LittleBabyBum Theme Tune | Nursery Rhymes | Original Song ...' with 14,645,709 views. Below the description, there are links to download videos and plush toys, and a copyright notice for El Bebe Productions Limited. On the far right, a section titled 'OUR FRIENDS' lists other channels: HuggyBoBo, KiiYii, and LBB Junior, each with a 'SUBSCRIBE' button.

YouTube GB little baby bum

Download LittleBabyBum Videos!

LittleBabyBum® 12,679,304 subscribers

HOME VIDEOS PLAYLISTS CHANNELS DISCUSSION ABOUT

Twinkle

LittleBabyBum Theme Tune | Nursery Rhymes | Original Song ...
14,645,709 views • 1 year ago

Meet all of your favourite Nursery Rhyme Friends at LBB!

Download LBB videos
<http://www.littlebabybum.com/shop/videos>
Plush Toys: <http://littlebabybum.com/shop/plush-t...>
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OUR FRIENDS

HuggyBoBo
SUBSCRIBE

KiiYii
SUBSCRIBE

LBB Junior
SUBSCRIBE

Overview

- How do you sustain UK originations of children's content in a market failure scenario ?
- How do you get a Euro-Arab conversation going about children's media needs in an era of forced migration

Children's Content in Crisis - UK

- 2003-2014 Investment by commercial PSBs (ITV, Five, Channel 4) in original PSB content **declines 95% from £59m to £3m**
 - Hours drop 85% from 621 hours to 93 hours
- 2003-2014 **Investment by BBC declines 24% to £84m**
 - Hours drop 57% from 1332 hours to 579 hours
- Commercial Children's (Disney, CiTV, Nickelodeon) broadcast 136,311 hours in 2013,
 - but **invest in only 111 hours of UK content** (61% less than 283 hours in 2010)
- VoDs Sky and Amazon don't make up the shortfall and cater for the global market

Market Failure in the UK

UK

- Removal of children's quotas on commercial PSBs (ITV, C4, Five in the 2003 Communications Act (opportunity cost)
- Commercial PSB (ITV, C4, Five) reduces investment from 2003 onwards– **Failure of regulation and enforcement**
- HFSS (High Fat, Sugar, Salt) advertising ban in 2007 - **Failure of incentive**
- BBC decline in kids hours and investment, but still has a commissioning monopoly – **Failure of Structure**

Figure 17: PSB spend on first-run UK originations (real terms, 2014 prices), children's: 1998-2014



Policy Solutions and International Perspectives on the Funding of Public Service Media Content for Children:

A Report for Stakeholders

- DCMS Consultation on Public Service (Contestable) Content Fund –
- Re-introduction of quotas for commercial PSBs (ITV, Five, C4) in Digital Economy Act 2017.
- More obligations on the BBC with new Charter and Licence Origination Quotas – 500 hours a year

Broadcasters to be forced to invest more in British-made children's TV programmes



Bagpuss, the Magic Roundabout and the Clangers were all part of a golden era of children's television CREDIT: WARREN ALLOTT FOR THE TELEGRAPH

**Getting a Euro-Arab conversation going
about young children's media needs in an
era of forced migration**





Asylum applications to selected European countries by top country of origin, 2015

Syria was the leading source country of asylum seekers in 13 out of 30 European countries (i.e. EU-28 + Norway and Switzerland).

Source: Pew Research Center analysis of Eurostat data, accessed June 22, 2016

Country of application	Top country of citizenship	% of all applications
Cyprus	Syria	43
Denmark	Syria	41
Finland	Iraq	63
Germany	Syria	36
Greece	Syria	29
Hungary	Syria	37
Latvia	Iraq	26
Luxembourg	Syria	27
Malta	Libya	53
Netherlands	Syria	43
Norway	Syria	35
Romania	Syria	45
Slovakia	Iraq	63
Spain	Syria	39
Sweden	Syria	33

Creating Arab-European Dialogue

- How is childhood defined and understood in the Arab world and how have Arab children's entertainment and information needs been articulated by industry and policy-makers?
- What do Arab children know about the world from the screen content available to them? Where are the gaps?
- What are the shared information and entertainment needs, wants and experiences of young Arabic-speaking migrant children and European-born children who have watched them arrive? How can this knowledge be used to reach out to children and reflect diversity?
- Why are children's voices and media rights fundamental to children's future participation as citizens in new environments?
- What type of practical screen content policy and production recommendations are best for promoting social engagement among children and families who may be experiencing homesickness and disorientation?

Outlook

- Working with industry – policy, products, services, experiences - **that benefit industry**
- Working with industry – policy, products, services, experiences – **that benefit children**