TEXT OF THE NEWS FOR ITU:

On February 10, 2016 on experimental basis (and from March 1st on regular basis), the Croatian public service radio-television [**HRT**](http://tvbizz.net/CompanyDetailer?id=1965) , member of the EBU, has launched a new web portal called Juhuhu (Woohoo) in collaboration with UNICEF, which was designed to provide content for children only. In addition to the portal, the 'package' will also include the corresponding apps for Android and iOS for children aged 3-11. In fact the portal is aimed to reach pre-school audiences (3 to 6 years), but also primary school audiences (6 to 11), and separate paths are provided to guide each group to the contents appropriate for their age.

A joint press conference between HRT and UNICEF will mark the official launch of this joint initiative at the beginning of March 2016.

The portal content and the applications are specifically designed for children and therefore are placed in a separate unit on the official website of the broadcaster. Parents and institutions that are responsible for children in a simple and easy way will have access to the content via mobile devices or computers.

The portal is produced by HRT new media department (directed by Igor Duic) and by HRT children programmes unit (under the responsibility of Jelena Milosevic), that integrates TV, radio and multimedia) and UNICEF provides advice for the contents (that are mainly produced in-house by HRT), selecting those that respect criteria to be considered as “safe zone”, evaluates the outside contents , and also helps in finding funds for developing this project of “safe portal”. This will be a longterm cooperation and has been formalized through an agreement signed between UNICEF and HRT.

'Alongside the development of technology and society the habits and needs of our customers, the youngest included, have also undergone certain changes. It is the responsibility of public service to provide parents and children with access to selected and appropriate content on a device of their choice. And this is Woohoo - a fun and educational safety zone without any commercials or violence', explained the Chief Editor of New Media Igor Duić.

According to the statement, on the project have worked experts from both HRT and UNICEF and along with the selected shows were also prepared the guidelines for a common vision and talk with children. They can be found in the 'watch it together' section and more valuable information can be found under the title 'UNICEF Helps'. What's more, the portal will provide users with content adapted for the visually impaired and blind people, the series will be translated into the languages of the national minorities, while the main content in the form of live-action, animation and documentaries are available in VoD and RoD. The website in fact will also work as a video-on-demand platform that shall allow children and families to access TV programmes for children (the same that are also available on normal TV), radio programmes and more and more to original contents specially produced for the web site, such as games and interactive tools.

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