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PROMOTING EXCELLENCE IN CHILDREN'S TV



# Girls and Boys and Television

The Role of Gender

# Winners



## PRIX JEUNESSE INTERNATIONAL 2008

### Prizewinners

Up to 6 Fiction	A SUNNY DAY ARD/Südwestrundfunk, Baden-Baden 8,51 points
Up to 6 Non-Fiction	NUMBERS AND BEARDS Sveriges Television AB, Stockholm 7,35 points
7 - 11 Fiction	THE MAGIC TREE: DEVOURERS OF BOOKS TVP SA, Warsaw 8,89 points
7 - 11 Non-Fiction	THE WRONG TRAINERS CBBC, London 8,38 points
12 - 15 Fiction & Non-Fiction	SEXTEENS Artear S.A., Buenos Aires 8,13 points
"Theme Prize"	MORTIFIED Nine Network Australia, Sydney





## PRIX JEUNESSE INTERNATIONAL 2008

### Runners-Up

#### Up to 6 Fiction

2. CHRISTMAS WITH LINUS AND HIS FRIENDS  
Norsk Rikskringkasting, Oslo  
7,88 points
3. ADRIAAN. A COFFIN FOR SPOTTIE  
KRO Youth, Hilversum  
7,58 points
4. TOMTE TUMMETOTT AND THE FOX  
Zweites Deutsches Fernsehen, Mainz  
7,50 points
5. JACK'S BIG MUSIC SHOW - SCAT CAT  
Noggin, New York  
7,41 points

#### Up to 6 Non-Fiction

2. OUTSIDE: KAHAO AND TIJS  
KRO Youth, Hilversum  
7,31 points
3. PEEK-A-BOO! HAPPY HAND!  
Nippon Hoso Kyokai, Tokyo  
6,95 points
4. ROLL PLAY  
Treehouse TV, Toronto  
6,93 points
5. THE SHOW WITH THE MOUSE: THINGS YOU THINK - LOVE  
ARD/Westdeutscher Rundfunk, Cologne  
6,89 points





## PRIX JEUNESSE INTERNATIONAL 2008

### Runners-Up

#### 7 - 11 Fiction

2. **SHAUN THE SHEEP: STILL LIFE**  
CBBC, London  
8,79 points
3. **MORTIFIED**  
Nine Network Australia, Sydney  
8,06 points
4. **THE FROG**  
TVE Brasil, Rio de Janeiro  
7,95 points
5. **GENJI**  
KRO Youth, Hilversum  
7,78 points

#### 7 - 11 Non-Fiction

2. **ON THE BLOCK**  
Radio Telfis Eireann, Dublin  
8,19 points
3. **THE GIFT**  
Norsk Rikskringkasting, Oslo  
7,82 points
4. **FETCH! WITH RUFF RUFFMAN**  
PBS/WGBH Educational Foundation, Boston  
7,62 points
5. **INVISIBLE WOUNDS**  
UR-Swedish Educational Broadcasting Company, Stockholm  
7,56 points





## PRIX JEUNESSE INTERNATIONAL 2008

### Runners-Up

- 12 - 15 Fiction & Non-Fiction
2. LOVEAGENTS  
Sveriges Television AB, Stockholm  
7,70 points
  3. THE DALTONS  
NPO/NPS, Hilversum  
7,68 points
  4. GIRLS IN GUYVILLE  
KRO Youth, Hilversum  
7,38 points
  5. UNDER PRESSURE  
ARD/Norddeutscher Rundfunk, Hamburg  
7,36 points

### "Theme Prize"

2. CHRISTMAS WITH LINUS AND HIS FRIENDS  
Norsk Rikskringkasting, Oslo
3. ON THE BLOCK  
Radio Telfis Eireann, Dublin





# PRIX JEUNESSE INTERNATIONAL 2008

## Special Prizes

### In the name of UNESCO

GENJI  
KRO Youth, Hilversum

A smile stands at the end of this fiction film of 14' for the age group 6 - 9. The plot is as simple as it is dramatic. The film touches remembrances of our lives. It touches our emotions and makes us suffer and hoping for Bo. This film of multicultural background conveys the lesson that if you want to change the world you have to begin with yourself, and it shows how you can overcome your fears and become self-confident.





# PRIX JEUNESSE INTERNATIONAL 2008

## Special Prizes

### In the name of UNICEF

#### BUDDYZ ON THE MOVE

South African Broadcasting Corporation, Johannesburg

BUDDYZ ON THE MOVE embodies the UNICEF Prize not only in its presentation of children's rights issues but also in its treatment and involvement of young people and the media process. The show is a touching portrait of a Soul Buddyz club that wants to help its friend by getting her a grant and buying her a mobile phone. The show treats HIV in a very responsible way, showing the difficulties of the disease without any stigma. The kids still hug and touch their friend, even though she is sick. It also shows young people taking action to fix a local problem, exhibiting creativity and strength of character. And lastly, the entire premise of the show rests on these young people having formed a club inspired by the Soul Buddyz show. So the very essence of BUDDYZ ON THE MOVE is derived from the power that media can have on children in a positive way. And even with all these „worthy“ aspects of the show, in the end, BUDDYZ ON THE MOVE manages to touch us with its pure spirit and heart.





## PRIX JEUNESSE INTERNATIONAL 2008

### Special Prizes

#### The Next Generation Prize

to promote auspicious talent and to honour a programme that is inspirational and innovative although produced under difficult production circumstances.

TSEHAI LOVES LEARNING - TSINAT (ENDURANCE)  
Ethiopian Television, Addis Ababa

TSEHAI LOVES LEARNING is inspired by its audience - drawn from the half million children orphaned by HIV in Ethiopia. Its central character is a turtle who, in the course of the episode, is encouraged to emerge from her shell, recognise her emotions and talk about the death of her mother. The jury were hugely impressed by the programme's ability to talk to children, to be creative as well as communicative, on an extremely limited budget. Finally, we all felt that TSEHAI LOVES LEARNING was inspired by a great idea born out of the needs of its audience - which after all is the basis of all great TV.

The jury are delighted to extend this prize to Whiz Kids Workshop and to assist the team as they consider their next project.



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## PRIX JEUNESSE INTERNATIONAL 2008

### Interactivity Prize

Pre-School

OLINE

[www.dr.dk/oline](http://www.dr.dk/oline)

DR - Danish Broadcasting Corporation, Copenhagen

School-Age

CBBC ME AND MY MOVIE

[www.bbc.co.uk/cbbc/meandmymovie](http://www.bbc.co.uk/cbbc/meandmymovie)

CBBC/British Broadcasting Corporation, London





## PRIX JEUNESSE INTERNATIONAL 2008

### Prize of the Children's Jury

7 - 11 Fiction

DESPERADOS  
CBBC, London

We have never seen the issue of „disability” presented in such a way on television. The different people and the everyday life of teenagers are in the foreground. The story and the characters grabbed us from the very beginning and we are very curious about how it will continue. They present it in a very realistic and humorous manner. The disability of the teenagers is also dealt with very openly. Indeed it is of importance but doesn't dominate the whole story. It's shown that children who are physically handicapped have the same problems as all children of their age.

7 - 11 Non-Fiction

MATHEMATICA  
Nippon Hoso Kyokai (NHK), Tokyo

When we heard the title of the programme, we expected something boring with numbers. Then it surprised us. It was funny and instructive. Mathematics is hidden everywhere in everyday life and you can experiment with simple things. If maths was as vivid in school, we'd learn much faster and easier and the class would be much more fun. Arithmetic can be fun and entertaining. This was a totally new experience for us.



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## PRIX JEUNESSE INTERNATIONAL 2008

Prize of the International Youth Jury

12 - 15 Fiction & Non-Fiction    UNDER PRESSURE  
ARD/Norddeutscher Rundfunk, Hamburg



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## PRIX JEUNESSE INTERNATIONAL 2008

### Heart Prize

ON THE BLOCK  
Radio Telfis Eireann, Dublin



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PROMOTING EXCELLENCE IN CHILDREN'S TV

## PRIX JEUNESSE INTERNATIONAL 2008

says

“Auf Wiedersehen!”

See you at

## PRIX JEUNESSE INTERNATIONAL 2010!



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