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screenkids.tv

A specter is haunting Europe's educators and sociologists, the specter of screenkids—youngsters who've grown up in front of the TV set and spent more time watching television than they have with their parents.

screenkids.tv produces programming for this new generation of media consumers whose attention span corresponds approximately to the length of a music video and who are used to zapping through channels and across media to assemble their own entertainment lineup. *screenkids.tv* reaches these children and young people right where they congregate nowadays—not on TV but on the Internet and, while they're on the go, on their mobile devices.

screenkids.tv doesn't regard the impact of a diverse array of channels and media on juvenile socialization and character development as a disadvantage; instead, we see young people's processes of attaining pop cultural literacy as an opportunity. Kids playing computer games or mashing up videos are acquiring skills that bring out a new kind of storytelling and that will be setting new creative and aesthetic standards in the near future. Thus, *screenkids.tv* is also a platform for a new generation of media producers. This is where young filmmakers and digital storytellers can access tips and tricks, get their feet wet in techniques like cutout, 3D and other forms of animation, stop-motion, machinima, pixelation, demos and music videos, and then immediately go public with their work by uploading it to the *screenkids.tv* website.

Plus, *screenkids.tv* produces its own content in its own formats—short documentaries, netnews, webisodes, and edutainment. In addition to youth culture and pop culture, there's an intense focus on political affairs. Editors strive to achieve a graphically spectacular look, to prepare content in unconventional ways, and to collaborate with creative artists and designers whenever possible. Emblematic of these efforts is the first focal-point theme on *screenkids.tv*: a look back at five years of war in Iraq, which includes excerpts from "Baghdad Burning," young Iraqi blogger Riverbend's eyewitness accounts that have been illustrated by New York-based graphic novelist Danijel Zezelj (<http://www.dzezelj.com>) and animated by *screenkids.tv*.

screenkids.tv will be making its public debut at the Ars Electronica Festival with an interactive interface featuring the graphic artistry of renowned pixel designer eBoy (<http://www.eboy.com>). Its form alludes to the setup of a console on which users can access the channels, videos and games assembled by *screenkids.tv* as well as upload videos they've produced. The accompanying sound design was created by Viennese electronic musician Rupert Huber (<http://www.rupert-huber.com>).

screenkids.tv was conceived and developed by a team at Viennese media lab Blinklicht (<http://www.blinklicht.at>): Sigrid Pohl, Manuel Steinböck, Richard Brem and Ernst Schmiederer.
<http://www.screenkids.tv>

