



DIRECTORATE GENERAL OF COMMUNICATION

REPORT

**Feedback from EU citizens regarding
the prototype of europarl tv**

REPORT

Feedback from EU citizens regarding the prototype of europartv

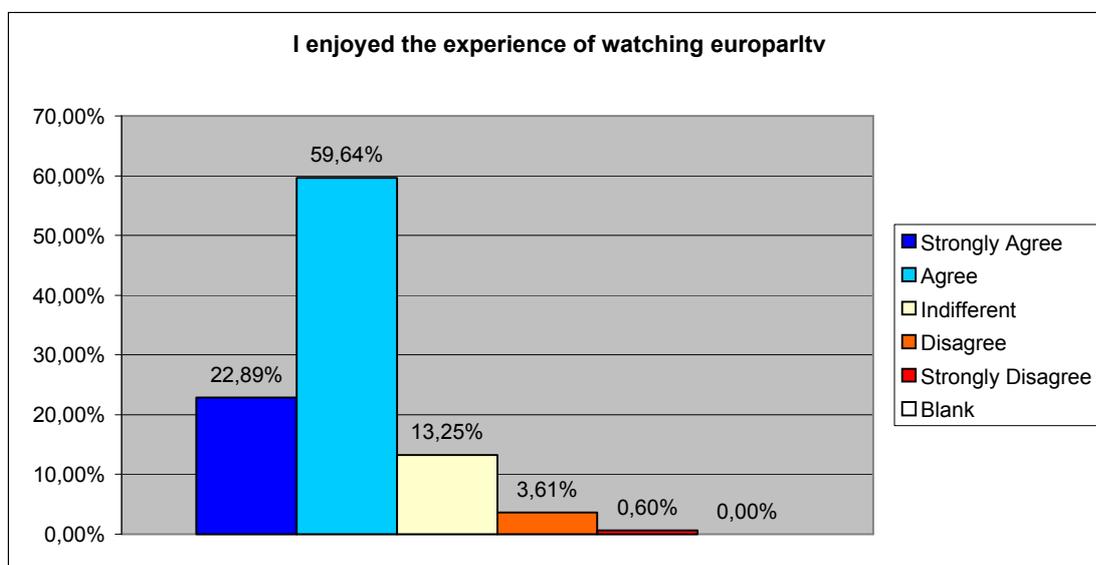
The prototype of europartv has been primarily designed as an in-house experiment, intended to enable the European Parliament to evaluate this new form of communication: however, it was considered important to obtain the opinions of potential viewers of europartv from outside the Parliament and to identify the kind of changes that should be made before putting the website online on the internet.

To this aim between 10 and 15 people from each member state of the EU were invited to answer five multiple-choice questions and give their suggestions about how the website could be improved. The respondents were divided into the following groups: students, teachers, journalists, communication experts and "men or women in the street", i.e. those who do not have any special knowledge about the European Parliament.

Since the site cannot be accessed from outside the Parliament the respondents were given special usernames and passwords at the end of November 2007 and were asked to watch europarl and fill in the on-line questionnaire. On 20 January 2008, 165 people had filled out the questionnaire and 109 of them also gave comments. These comments are contained in the annex.

1. Replies to the question: "I enjoyed the experience of watching europartv"

The reason for asking this question was to find out whether europartv is user-friendly and pleasing to EU citizens. The answer was extremely positive. The graphs below illustrate the replies (in percentages).

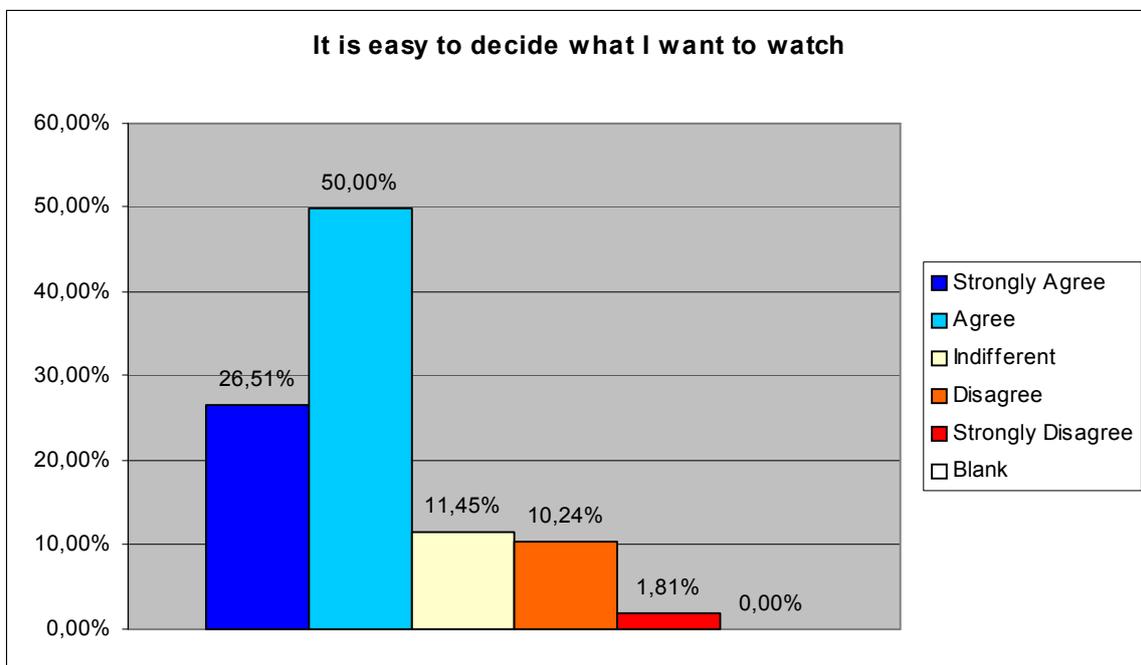


Results in detail:

- Students and communications experts were the greatest supporters of europarl.tv.
- Only some of the teachers and journalists disagreed.
- Enthusiasm was particularly strong in new member states such as Cyprus, Estonia, Hungary and Slovenia

2. Replies to the question: "It is easy to decide what I want to watch"

The replies to this question indicate more about the website itself. They suggest that it was seen as clear, well laid out, easy to use, and also encouraged users to explore further.

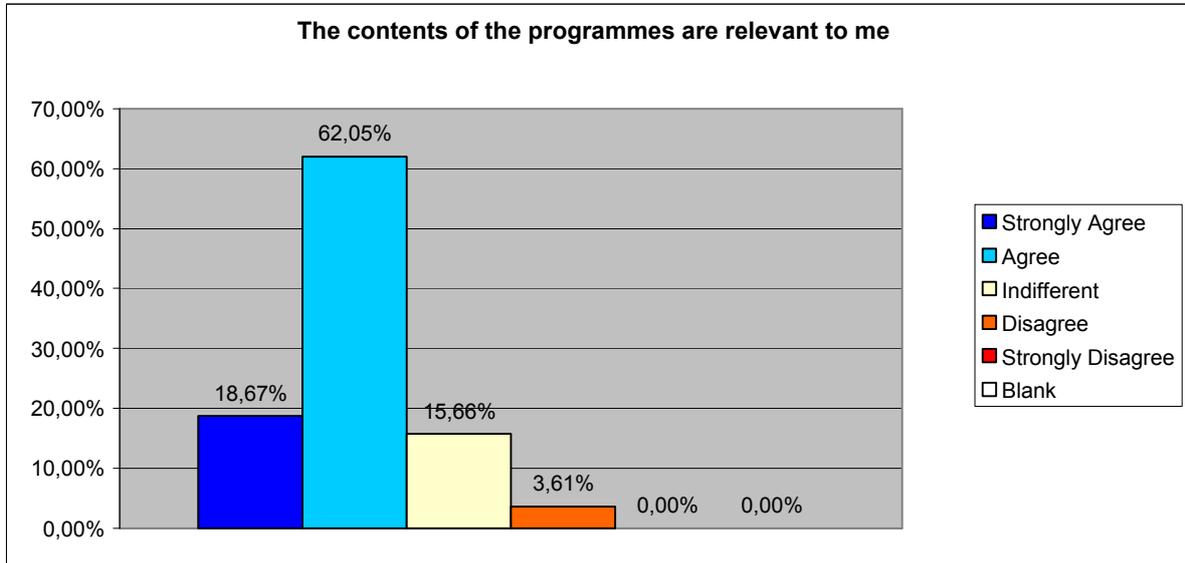


Results in detail:

- For those working in communications the website was shown to be very user-friendly (86 % of them indicated that they strongly agreed or agreed). For teachers (83 %), students (76, 5 %), people without any special knowledge of European institutions (75, 5%) the structure of europarl.tv is reasonably clear.
- Respondents from new member states such as Bulgaria, Cyprus, Latvia, Romania and Slovenia in particular found the website easy to navigate.

3. Replies to the question: "The contents of the programmes are relevant to me"

This table shows that EU citizens (81 % of our respondents) feel that europarlTV provides them with useful information.

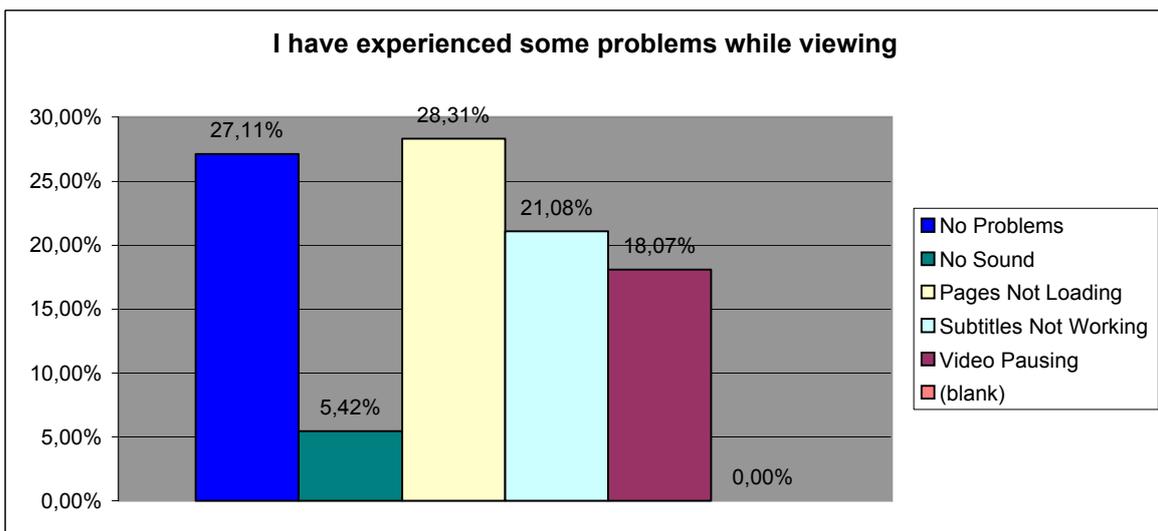


Results in detail:

- Teachers in particular find the project of use (92 %). Students (85, 3 %) and communications experts (78, 5 %) also found it useful, but to a slightly lesser extent.
- Perhaps surprisingly, the majority of those without any special knowledge of the EU thought that the programmes were of relevance (73 %).
- 15 % of journalists indicated that europarlTV was not a necessity for them, perhaps because they have access to other information sources, such as press agencies.

4. Replies to the question: "I have experienced some problems while viewing"

These results indicate that although some technical improvements need to be addressed, almost a third of respondents had no problems.

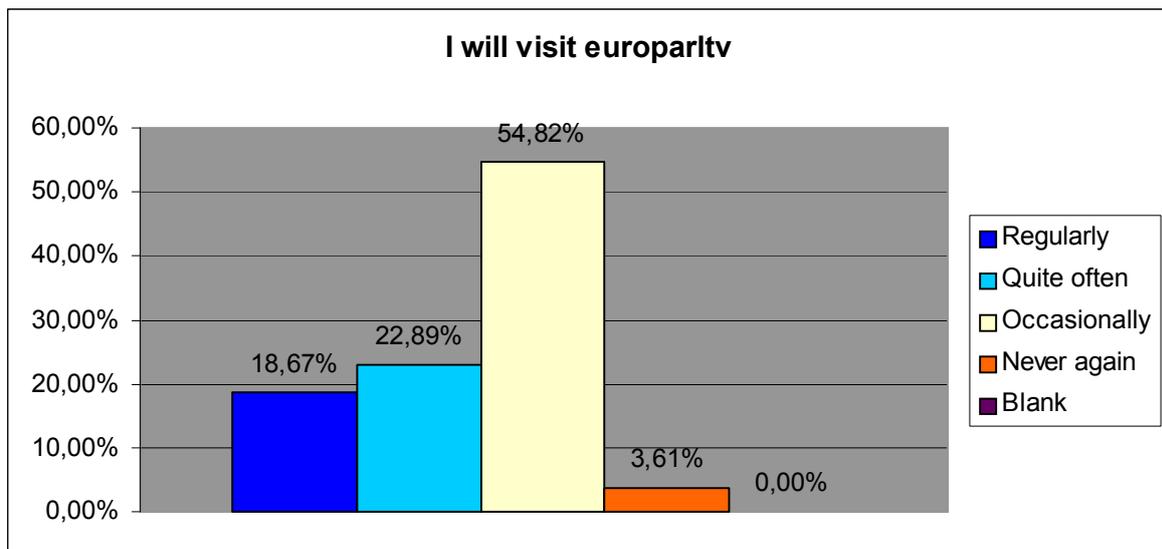


Results in detail:

- In general, in each country there was someone who experienced no problems which means that the website can be accessed all over Europe.
- In their comments (see annex) some of the respondents gave us a more detailed description of the problems they had encountered.

5. Replies to the question: "I will visit europartv"

The majority of people (96 %) who watched europartv wanted to consult it again. They found that europartv was useful for them, the site was interesting, well presented and worked well for them.



Results in detail:

- The most interested groups were teachers and communication experts.
- 11, 5 % of journalists (from Germany and Luxembourg) did not think that they would visit the site in the future.
- A third of the students indicated that they would like to visit europartv quite often.

6. Replies to the open question: "My suggestion to improve europarlTV"

109 replies - more than half - gave their comments. These comments can be divided into four categories. Some concerned the architecture of the site, the technical side of the project - *the form*. Others dealt with the programmes - *the content*. People were asked to suggest *improvements*, many of them included an *evaluation* of europarlTV. The full replies are in the annex but the table below gives a flavour of some comments under each category.

	form	
	↑	
<ul style="list-style-type: none"> - technical problems with watching (video paused, scheduled programmes stopped) - introductory video - sound is missing - - wording of the channels - names of programmes - lack of fantasy - it is TV on the Web more than WebTV - the site has nice layout, it is easy to consult - the links and the programmes about the political groups appear very clear and useful - the search tool is working properly. 	<ul style="list-style-type: none"> - to do better archives with possibility to search according to: MEPs, countries, topics etc. - the differentiation of channels by colours should be even more obvious - it should be more like YouTube.com - there should be more links to related material and topics on the site - the site should be more interactive with possibility for the users to leave comments on the programmes and their ratings - in order to generate a "most appreciated" section instead of the existing "most watched" - there should be dedicated sections such as "for journalists", "for associations", "for teachers" etc. 	
evaluation		proposals
←	↓	→
<ul style="list-style-type: none"> - the europarlTV idea is excellent - programmes are dynamic - the content is not varied enough - there are many interesting formats of programmes - some of the voiceovers are not good enough - specially Swedish and Czech - the quality of programmes is good - europarlTV seems already complete and clear in all aspects - an information source like this is important for every European citizen. 	<ul style="list-style-type: none"> - europarlTV should be less institutional, closer to citizens and their everyday life - it should have a channel about habits, places, people from each member state or programmes showing how the directives influence the life of citizens - a weekly preview of the parliament's activities should be done - audiovisual bulletin about plenary sessions with résumé of what was decided should be set up - an introductory video providing information on how to use the site - how to choose channel, language or subtitles - should be added. 	
	content	

ANNEX
TO THE REPORT

**Feedback from European citizens regarding
the prototype europarltv**

Full replies to the question:
"my suggestion to improve europarltv"

Feedback from EU citizens regarding the prototype europarltv

The following comments are the replies to the question: "My suggestion to improve europarltv" and are presented according to the belonging group of the respondents. They are divided into the five groups: students, teachers, journalists, communication experts and "men or women in the street", i.e. those who do not have any special knowledge about the European Parliament, who were invited to respond to the questionnaire.

1. STUDENTS

- I thought the site was of high quality. In my opinion everyone, including us young people, needs an insight into the work of the EU. It is already part of our everyday life, and I think it is important that we should be informed.
- The first time the site was rather slow in loading, later I did not have this problem. At any rate it should be flagged up whether the film is subtitled or dubbed; in general I prefer dubbed films, but sometimes it doesn't do any harm if I can hear the original too (so long as the translation is good). On the questionnaire, question 4 presupposes the possibility of multiple answers, but it is only possible to select one; though in fact the only problem I had was with the subtitles not appearing, and that only happened once.
- Hello, I found your site very interesting, both in terms of design and arrangement. However, I had a few problems launching the videos. I also noticed that this questionnaire in the Slovak version contains possibilities in a foreign language, so I decided to fill it out in English. All the best.
- In my opinion, europarltv has got two very important things right in terms of attracting interest. Firstly, the design and colours make it a very pleasant visual experience, showcasing a modern parliament. Secondly, the content is extremely well organised, allowing each channel its potential and its window on the world. However, the content is a shade lacking: it is very correct but often rather monotonous. At first sight it could impress someone interested in europarltv. In other words, when you open the site you see the different channels, all of them closely linked to the EP. The viewer's interest might be stimulated more if there were a linking theme, even if not directly connected to Parliament itself. For instance, a theme could be shown that links the European citizen to his or her neighbours. There could be a channel showing costumes, habits, places, people, etc, from all the Member States, and this would probably help in two senses. It would be a window on what is often an unknown Europe, and it would offer some light

relief to balance the 'serious' part of Parliament's televised material. This would help encourage the idea of union among the public, remembering that it is often thought that the EU cannot work because it is too diverse to have things in common. If the EP represents all the citizens of the Union, this would be an excellent way to create awareness. It would also be interesting to promote interesting events which would later be rebroadcast. It would be useful too to find a way of stressing the more controversial things that happen in Parliament. Here, one could introduce a small window in the upper part, where such events would appear one after another, at brief intervals of a few seconds (as on the elpais.com website in its section 'Caras del día' / 'Faces of the day'). Finally, it would be interesting to introduce a brief press digest covering EP or, indeed, EU matters. Parliament's TV site should be more than just that: it should be a window bringing the public closer to Europe.

- Honestly, this is the first time I have visited this web page. It seems quite interesting. But the EU should focus on promoting this site. In spite of my interest in the EU, I have never heard about it.
- Make possible the use of Firefox and Opera browsers. Create archives with search function by keywords and topics. KEEP the interface copied from the YouTube one. /!\ watch out /!\ "Parliament LIVE" does not work !!!
- I don't know whether there is a problem with my connection, but europartv should be made available to everybody irrespective of their connection speed. Currently the video was stopping and it was impossible to load some of the pages. In addition, it was impossible for me to choose the subjects in each section. In Your Voice the petition was the first to show but I wanted something else. It was impossible to view anything else. In general, I think it is a very good project and I think I will use it quite often to see what is going on in Europe.
- I think the idea of such a website is very innovative as it gives people more of an incentive to find about the European Parliament without reading over complicated treaties. One of my concerns, however, would be that a lot of the pages do not upload and therefore cannot be viewed. I might also suggest that while the categories are suitable, I feel that maybe the content within them could be more suitable for the targeted group. For example, with the young people TV there are mainly case studies and recent experiences instead of having information videos on how young people can become more involved in the European Union and become active EU citizens. I would also suggest a bit more of a structure be applied as some pages reappear and you can find yourself going around in a circle. Having said all this, I do feel that it will be viewed by many people and I congratulate you and your Parliament for this very innovative idea.
- I'm not sure who exactly is being targeted by this. I'm a 30-something professional and occasionally need to use the Europa website. I have used the website of my local MEP before and would contact them again directly

for any issues directly related to me. I cannot, however, envisage a time when I might want/need to look at EuroParlTV. Good luck with it anyway.

- Add a site map.
- I felt there could have been a little more about what the European Parliament is doing right now. Something more on the Treaty for example. A few times there were problems with the subtitles. Otherwise fine.
- A European Parliament web TV channel is a good initiative. It enables European citizens to be more closely involved in debates in Europe and in the European Parliament in particular. It addresses a wide variety of subjects. The web TV channel brings together not only news about Parliament and people's opinions but also the history of the EP and its development. The presentation of the site is good, it encourages people to watch EuroParlTV. However, I had some problems downloading the video pages, and translation into the chosen language doesn't always work automatically. It is a bit difficult to find the TV programme one is looking for among the section headings. Perhaps you should think up some different search methods (such as alphabetical order, or by name of programme)? I didn't understand the heading 'More Parliament'. Perhaps that should be incorporated into a specific heading? Another idea might be to add a section allowing visitors to react to what they are viewing and to put questions (a forum, for example?). Finally, more emphasis should be placed on the latest news from Parliament, the topics being debated in the plenary or those in the news. All the best for your continuing work on your site!
- I find this an interesting site which puts us in touch with Europe past and present and so plays an educational role. There is no sound on the video: it may be my computer, or else no soundtrack has been added. In the latter case I suggest that adding some kind of soundtrack would heighten the video's impact. I would add a section with the latest updates: for frequent visitors to the site who have already seen all the existing videos, it would be very useful to have such a section with 'what's new on the site'. I find the site well organised, especially all of the section where users can make a keyword search on what interests them. There could also be a section where users could request a video not on the site (related to the subject), so that anyone who has missed some meeting or talk can download the images and see it as a video. Finally, I would add a comments book, for useful reactions which would help users, and especially young people, to understand the things discussed.
- Everything seemed very clear and easy to use. The colours are great and the site is bright and attractive. The only problem I had was with watching videos, because the pages would not load. So I was unable to watch any of the videos.
- I have no suggestions to make about how europarlTV might be improved.

- Unfortunately, I have been unable to watch any of the programmes. The programmes simply will not load and I can't watch anything, despite my keen interest.
- Clear instructions for the use of the site must appear straight away on the homepage. I would like the programme to be more varied, and the 'Your MEPs' section should show at least one MEP per Member State. I am sure everyone wants at least a glimpse of a representative from their own country. :)
- Sometimes it was hard to remember which video was playing at the moment and indicating the current video was only partially working on the right hand bar and not working at all on some of the channels. One suggestion would be to add the title of the programme on top of the screen, so that you can always see what you're watching at that time. I think it is good that the channels are colour-coded and also the content could be more diverse between the channels. I did enjoy e.g. Europarl Tonight and I think it is a great way of getting an update on what's happening, but I found the programmes quite focused on Brussels. On the other hand, it was good that citizens from all the Member States were interviewed. The programmes can be watched in all the languages and it is quite impressive if the subtitles are always available in all the languages as well. Also the dubbed parts worked out well. The layout is stylish and works well with the other websites of the Parliament. The webpage is quite easy to navigate, especially once you've become familiar with it.
- Very easy to navigate. Would it be possible to have some content in other languages?
- An introduction would be good on the homepage. At the moment it is a bit confusing when starting off and trying to choose which channel to select. Some information on what europarlTV is about, why it was set up, etc would be better. A paragraph on each channel would be helpful. This could inform people briefly what is in each channel. This would make it easier to find what you are looking for. A few lines on what each channel covers would be beneficial. At the moment it is too vague and it requires a bit of guesswork to find what you are looking for. The search tool wasn't very useful. Of all the topics I entered, only two produced any results. On a good note, the subtitles are very good and clear and the link to the other EU institutions is a good idea. Also the selection of topics is broad and interesting.
- I have been trying hard to access the videos you have but it is simply not working. I am wondering why. My teacher has also tried but it didn't work. I am looking forward to receiving an answer. Thank you for your time! It's OK!!
- Programmes should be livelier, everything else is ok.

2. TEACHERS

- For the part-sessions, an audiovisual bulletin could be prepared summarising the decisions adopted. The content would also have to be accessible in the co-official languages of the Member States.
- Clearer information needed on the use of the web page.
- I am glad to have had a chance to look through this site. I hadn't heard about it before, but now I've visited it once I think I will come back regularly. Although there were some problems – it wasn't possible to watch all the reports – I hope that in future it will be easier to open them and to get to know what is in them. A source of information like this is very important to each and every European citizen, so I will tell my friends and acquaintances about its existence.
- In general I find the channel very interesting. However, some aspects could be improved. To start with the content: 1) the content is excessively centred on the EP and its activities (its procedures), when what the public really wants to know about is not the procedures but their results; 2) it would be useful to include reports on how the directives - or the resolutions of Parliament - are applied in individual Member States and in day-to-day situations, in other words, how the EP's activity affects the citizens. Examples here could be the food we eat or the structure of our university courses and how these things have been affected by decisions of the EP; 3) explaining things like how the committees work or the differences between Parliament and the Commission belongs to an area of hyperspecialised knowledge which tends only to interest experts in Community law; 4) a lot of the reports are too institutional in their subject-matter, and this is likely to put off potential viewers who are likely to associate institutional TV or media with political manipulation or control (at least in Latin countries). The approach should be: first the subject - e.g. a report on pollution - and then the measures taken by Parliament. However, most of the time we find the reverse approach, in other words: what the EP is and how it takes decisions to fight pollution; 5) it would be preferable to have a channel with space for other kinds of content. This would increase the audience. If one only speaks about the European Parliament, one ends up with a specialised channel devoted to 'talking shop', which only insiders will want to watch. If the aim is to have a more general channel, there will be a bigger audience - there will even be people who include it in their news bookmarks - and Parliament's information will reach a wider public; 6) to have such a specialised channel is a phenomenon similar to a company's house journal or house website: only those who work there are interested; 7) it is necessary to create a search device which would call up videos featuring all the MEPs (presentations, talks in schools, etc.); at the moment, it looks as if some MEPs are more equal than others. There should be personalised reports for all MEPs; 8) one of the fundamental premises of journalism is that the closer the source is to the grassroots, the more the public will be

hooked. Here, it would be desirable to film more reports in the Member States, reflecting Parliament's activity there: if all we see is Brussels and Strasbourg, Parliament will not look close to the public; 9) in general, there is a lack of journalistic and visual rhythm and insufficient interconnectivity.

- Those wanting to view this channel need to be told that they have to have Java installed on their computer if they are to see the videos.
- First of all I am grateful for the opportunity to watch parliamentary web TV. I would like to let you know that the Slovak version of this questionnaire is mixed with Swedish. I guess there is a technical problem that could be easily solved. I had no difficulties to watch the programme broadcasted live from the EP; but I could not open the other programmes displayed on the site Your Parliament. It could be a problem of my Internet speed because I had no difficulties on another computer with faster Internet. I watched the series Your MEP. Is it possible to choose an MEP I am interested in or it is only what the site offers at the time of watching? It is an interesting project.
- It's OK!!
- I was watching some programmes with interest but sometimes Polish voiceovers could be of better quality, style of the language and voice could be less artificial, and so I started concentrating on the voice and language instead of the content itself. Moreover, I had some problems with subtitles and pages loading, in some cases there was nothing under links. But I definitely like the idea of coming nearer to people, and as a pilot project it is good.
- I would suggest some technological improvements, for example, videos are loading very slowly. On some occasions subtitles were not available.
- The subtitles didn't work for some of the programmes. In general terms the interviews are too fast for a young viewer. It would be better to have voiceovers (it should be easier for a teenager to follow a voice rather than a written text). I don't know how you are going to spread around the information about europartv but, if you just send information to schools, I think it would not have a great success. The attention of teachers should be drowned up through other ways (presentations in the schools or at the Parliament for example, with a little quiz on the content of programmes).
- It seems to me interesting for the broad public. It is too general for a more specialized public, but I agree that the aim should be to give basic information to the broad public e.g. students and in that respect it looks perfect. What I have seen was really very "British" oriented. Excellent interview with Lord Plumb.

- As I wrote in English, it seems as though the small videos are being loaded more than once (or in more than one language?) giving an echo effect on the sound. That needs to be fixed, or no-one will visit the site.
- There is a technical problem with the different videos being loaded many times, which gives a funny echo effect on the sound. Must be solved or the page will not be used. So my answer to question 4 is not correct.
- The content is too "infotainment" oriented - describing how the EP works and what MEPs do. This is important but is not really the "inside story" of the European Parliament which will capture an audience and encourage people to come back regularly to the station. Once they have gained this information they will never have to return again. The only way to encourage regular viewing would be to make the reporting much more explicitly "political" e.g. by covering the legislative and political issues the EP is deciding, the positions of the key actors on these issues and who won and who lost. Without this, it is relatively easy for Euro sceptics to dismiss much of the content as "propaganda"!
- The site is already rather impressive; but some minor suggestions: Switching between languages (subtitles menu) requires reloading the video and (as I am behind a firewall) re-entering passwords which can be a little time consuming; easier movement between languages would be a nice added extra. The subtitles are, perhaps understandably; incomplete and seem to have particular difficulty with accents/umlauts etc. Parliament live would not load; though there was apparently a session.
- This was the first time I've watched. I got an idea of what is/will be available. I think it's good, interesting.
- I would suggest extending the programme selection to include more interactive options, e.g. quiz programmes, competitions, viewer polls, presentation of viewer figures, etc. Frequent appearances by and interviews with the Member States' MEPs would be a great help in forging links with voters. A policy of representing interests in a 'country-specific' way and in a comprehensible form would promote not only aspirations towards a shared mind-set and a harmonisation of interests, but also a culture reflecting these aspirations. Access to programme archives (web streaming) would help researchers and students in higher education in their studies and preparations. The Member States and regions could create their own full-scale web-TV network with their own programmes, documentaries and news, or links to these. It would be useful to make funds available for this purpose.
- Questions 1-3: I have to answer 'indifferent' to these questions, since none of the four channels were showing anything other than the trailer. Question 4: There should have been the option of multiple selections: I sometimes had the impression that pages were not loading because it was always the same video being played. Sometimes there was no sound –

though I am not sure whether there is a sound track to the trailer. Question 5: The answer to this question depends essentially on whether the website is working, and at the moment it isn't.

- Four hours of EP live coverage is perhaps too much and is unlikely to keep the attention of the audience riveted. Of more interest would be the live broadcast of an EP debate on an issue that concerns Bulgaria directly or one that has been initiated by a Bulgarian MEP. In such cases it would be helpful if advance notice was provided.
- I'm sorry, but the site requested plug-ins and it appears that the site will not work with my Mac. When I tried to download the plug-ins requested, I got an error message. Please, keep trying. Thank you.

3. JOURNALISTS

- I would like to see more programmes about EP leaders. Otherwise, the project is quite a success.
- Re 4: subtitles were lacking, most contributions were in English, French or Spanish - what about the smaller languages? (I know this is only an experimental phase). Moreover, alluring though voice-over may be, it doesn't serve the original (and therefore more communicative) idea of unity in diversity as such. Sometimes the editing seems to show some short cuts. The categories aren't well defined - refinement is necessary (e.g. live sessions vs. history or background or sectorised approach or actual dossiers etc.). I also fear the overload of contributions could have an adverse effect. You might lose at the end of the day some broadcasters, and journalists present at the institutions themselves, and I feel a more specific sifting of the subjects might help the regular user; stylistically, the archives and the contextual references should be improved and enhanced. What one really needs is a specific reference list, taking into account dossier numbers (for the specialists) and a wide vocabulary (from climate change to Erika) in all official languages. But on the whole, it is a promising experiment, and I'm quite happy to see more than just the Commission's PC's. Many thanks.
- A number of suggestions. The layout of the site gives a very 'relaxed' impression, but it doesn't make for rapid navigation (e.g. where can I select my language?). There is no hierarchy to the site. The browser buttons should have a clearer order of importance. And the terminology is confusing. Isn't this a TV channel [Ger. 'Kanal/Sender'] with four different programmes [Ger. 'Programme']?¹ And finally: we would like to know who made the programmes. The European Parliament? I don't suppose the MEPs make the videos themselves. A named editorial team and recognisable presenters would give one the feeling of watching a piece of journalism – and not just a European Parliament publicity feature. On the other hand this doesn't require Parliament to be 'invisible' as the programme producer. A happy medium needs to be struck – this is absolutely essential, I think. The different colours for the 'channels' (?) should be more distinct. At the moment they look like a presentation by a respectable, but very boring insurance firm. The first impression is 'OK, this is just Parliament advertising itself: it's a promotional feature. Maybe I'll have a look if I need some information for my homework.' I don't think the site gives the impression of saying: 'These are important topics which WE have something to say about, as a Parliament.' The teasers explain the idea behind the programme, but rarely its content (or in other words, what would make it worthwhile watching the programme). Furthermore, the wording of the individual channels/programmes is rather dull and unimaginative and doesn't really tempt one to click on them. On the use of images: there is no consistent 'language of images'. Most of the photos look as though they

¹ Translator's note: This comment probably reflects the ambiguity of the word 'Programm' which can mean 'channel', 'list of items for broadcasting' or 'broadcast item', as can 'programme' in English.

were selected without any great enthusiasm. And there are just photos, no recognisable animated logo pictures, animations, etc. To conclude: For me, EuroParlTV is TV, but not yet Web-TV. That is less true of the individual videos (although these could be a bit more racy: the Internet is full of creative video blogs). There are no links or folders and no perceptible interactivity. At the moment the site feels like a sealed-off island in the Net – and that, of course, misses the whole point of the Internet. Surely exchanges, discussions, debates (which is what the Internet is about) should be of interest to an institution like the European Parliament? This is why, conversely, EuroParlTV programmes and formats should be available as soon as possible on YouTube and other 'distribution' sites. I hope you don't mind me saying this. I hope you are able to make use of my criticisms.

- First of all, my congratulations on this major project. This is a great idea, realised with high quality and excellent content; however, I find the approach to the subjects too formal. I realise that in some cases one has to be formal, since we are talking about a whole institution; nonetheless, this channel (which seeks an audience like any other) needs to liven up its existing content with a few doses of greater immediacy. What do I propose? I suggest more reports on 'Europe now', for instance on what young people are doing, about their world as narrated by themselves. There could also be features on different parts of Europe, brief reports on their localities, their customs, their people, etc. There could be spaces exploiting the possibilities of television of the type 'Me and my camera', highlighting activities of the EU. All the best, and my congratulations!
- I found it difficult to find profiles of my MEPs in Scotland. Presumably these are not yet available. Other than that, it appeared to be a good service: accessible, informative and delivered without over-much fuss.
- I think there should be some topics of the programmes in the menu.
- It is very good if you let "normal people" in Europe express their ideas, not only the politicians. Although some of them have very wise things to say. Letting young people talk makes young viewers interested. As a Swedish-speaking Finnish woman I miss a more nordic approach. I did not find anything from or about Finland or the rest of Scandinavia in this tv-channel. You could also talk about topics like European fashion, art, music, films, books and maybe sport! Europe (especially Scandinavia) is also world-leading in the equality between the sexes. You could tell the world about this, others could learn about this important issue: women's rights.
- Myself I would have liked a play button on the right-hand side of the TV window for each video. I had problems getting the programme to open in the TV window until I realised that I had to click on the button in the background of the programme's presentation text. (There was also a delay in starting the video). On the Finnish-language user interface, the time display should have given Finnish time, not Central European Time. The

subtitling is a specially good and necessary service. I did notice in places that it moved rather fast, and I think the subtitles should have been more heavily edited. All in all, EuroparlTV is a fine service. Thanks for the teasers! P.S. I also got an error message when I watched one video, which read: "Sys.WebForms.PageRequestManagerServerErrorException: An unknown error occurred while processing the request on the server. The status code returned from the server was: 12029." I am using Internet Explorer 7.0.5730.11 and Windows Media Player version 11.0.5721.5230.

- More work with picture quality and clipping. Much more Europe in Action - it is/can be the stories we don't see on national television. It is about people.
- Needs technical improvements concerning loading, sound and the use of subtitles. Programmes could be more open to the "external" political, social, economic and cultural life in Europe and not monopolised by the agenda of the European Parliament and that of the other EU institutions.
- Not compatible with Apple computers. Fix it.
- On the whole I was very impressed with the quality and content of the website. However, it was difficult to get the English language version of some reports despite the fact that the English option had been selected. It would also be useful to have an archive section of some of the bigger issues to come out of the Parliament along with the live streaming of the sessions when in progress. Archive sections on websites have proved invaluable to most of us broadcast journalists when sourcing extra material for news or programme packages.
- On the plus side: the videos are excellent - the homepage is exciting and dynamic. On the minus side: the choice of colours was too strident in some cases compared to the rest (for example the orange colour for 'Young Europe' was almost blinding). On some videos the names were written too large: they often covered the speaker's head. Some suggestions: The language selection option should be made more obvious. For some videos it would be useful to add a couple of sentences' description (in addition to the general descriptions column and the list of programmes). - For the parliamentary commentary, if possible the written text or an extract of the report - not just the title - should be made accessible. It would be interesting for non-specialists if selecting a particular language brought up a permanent video relating to the country in question - naturally with a view to international communication, but maybe also because seeing familiar faces from their own countries would give first-time viewers a feeling of security.
- Titles and introductions (summaries) of the videos should be more attractive. It would be important to convince the "general public" - usually not interested at all in European affairs - to watch the videos. In other

words, if someone visits the website, more efforts should be made to keep her/him watching EuroparlTV as long as possible.

- Many good things. Particularly the features 'Today in Parliament' and 'What is on the agenda' could be expanded. Maybe a summary of the week ahead, and/or and the most important dates and events of the coming year? Apart from that there are a lot of good features. However, for that very reason, it is hard to make a selection.
- While I have to choose only one answer for the fourth question, I experienced all three problems listed there - pages not loading, subtitles not working, video pausing. There are long delays before launching any video and the video starting properly and as far as I can see only some of these delays are prompted by buffering. Also, when I toggle from mini mode to full screen the quality of the video drops considerably. There are several bugs with the dates as well - now I see the schedule on the tile to the right properly, then I only get the "CET" with no hour/minute timing. I also think that when a report is broadcast in several languages (I got one in Romanian/Serbian/English) I should be warned about this so that I can set the subtitles from the beginning and thus avoid having to pause and bring in the subtitles because I had expected to see a broadcast in English only - as written on the screen. I think all these should be fixed. So, while I may enjoy watching europarltv, I faced too many bugs to do so on my first visit here.
- I found the opening clip very confusing as it was not linked to the sound, and as a user I was not sure whether I was connected properly or if my PC was working. This is very unpleasant and can give the impression that the content is not loading or is not complete etc. Another observation is, of course, the relatively limited selection available, but I presume that this is a reflection of the fact that the project is just starting. However, I would perhaps welcome a wider selection in terms of the variety of contributions – although those that are available have been made in a way that is dynamic and interesting for viewers. One exceptionally big failing I noticed which gives a bad impression was in the Czech version of the commentary. The editor/presenter/dubber has significant speech defects. In addition, the way she speaks doesn't correspond to the tone of the voice or even the intonation. There is no hint of dynamism or correct presentation of the text. I apologise for being harsh, but, given the kind of project this is, such a level of amateurism annoys me. This person cannot even read! Thank you for the opportunity to give my views, and I wish you lots of success!
- The idea for the creation of such TV is brilliant but in order for it to succeed it needs to be less institutional and closer to the people, treating the issues that concern them in a clear, accessible and 'everyday' manner.

4. COMMUNICATION EXPERTS

- The content should be more popular and less specialised - there should be more content on the liners of the TV programme 59", with more lively and to-the-point debates - there should be more content focusing on European cities and more content in a user-friendly TV format rather than concentrating on journalists and professionals.
- Short video presentation about EuroparlTV does not have sound. If it had sound - could have more impact. When describing videos; EN from the language should describe both spoken and subtitles language (ex: DE (EN subtitles)).
- Since Romania is a new EU member and we had the first elections for the EU Parliament, I would like to know about their initiatives, their activities, in order to know if it is worth voting for them next time - I think every member country should present its members of Parliament.
- The Blog Space and the videos which show the operation of Parliament from the point of view of an ordinary trainee or Parliament official are very interesting; they capture the attention even of people who are not that interested in Parliament's activities, because these are real people's stories. It might be possible to improve these videos, and make them more lifelike and educational by introducing these people's real tasks. The subtitling was a very good idea, but unfortunately it was missing from many of the videos. Unfortunately Parliament Live wouldn't load, probably because I was trying on a Sunday, but then maybe the previous day's video could be shown, and the agenda for the next day when Parliament is sitting. Europarl TV might also show the work of the Information Offices in the Member States. This would be worthwhile in the interest both in promoting our own country's Information Offices, and of showing how the others work.
- This channel might perhaps organise debates between MEPs and economic and social stakeholders.
- What is missing is a section devoted to the Member States: there should be, for each Member State, a set of brief, accessible reports on its history and customs, with useful information for those travelling in Europe which would help us understand ourselves and our neighbours better. Could there not be an interactive competition on interesting features in the Member States? Could web viewers not be offered quizzes on the location of such and such a city or the former currency of such and such a country, with a visit to the EP as the prize? The idea would be to add informative but more entertaining content.
- I was happy to respond to your invitation to test your Internet site. I hope I can be of help with my assessment, as I think the idea of EuroparlTV is fundamentally a very good one. A few suggestions:

If the site is supposed to be aimed at many differing target groups, then it would make sense to divide it clearly into sections such as 'For journalists', 'For clubs and associations' in the same way as you have done with 'Young Europe'

In the 'Search' section [Ger. 'Kanalsuche' – channel search] it was not possible to select any channels. It is only possible to search for specific channels – there is nothing to tell you which ones exist.

The picture quality of the programmes was not very good. On Full Screen it was hard to make anything out at all. The 'subtitling' function didn't work. There should perhaps be the option for viewers to evaluate individual programmes and select their favourite programmes, not just the ones they watch most often

A weblog might be introduced for young Europeans, with a chat option. I think the link and the programmes on the various political groups are useful and easy to follow.

About this questionnaire, I would just point out that there should have been the option of multiple answers to question 4.

- I think that creating a separate web-TV site for Europe is a fundamentally good idea which helps keep up with modern developments. The division into Your Parliament, Your Voice, Young Europe and Parliament Live makes very good sense. However, as I have mentioned, a further subdivision would be desirable if, as you say in your message, you want to target specific groups. Best wishes and every success.

- I would like to have more information about the work of our representatives in the EU Parliament (Slovak) and maybe more information about the countries of Central and Eastern Europe. Thanks.

- Improve the RSS feeds in order to receive the news as a desktop application, improve the Your Voice section with links to stagiaire blogs, improve the streaming of the video track based on the speed of the user's network, prepare public contests for schools and universities in connection with agenda themes, organize a daily video news service three times a day for latest developments of the various activities of the European Parliament.

- Five-minute videos are long compared with what is normal on the rest of the Internet. It would be a good idea to add very short videos – not longer than 30 seconds – on specific topics.

- It is very clearly laid out but some pages didn't load quickly enough and unless you were looking for work purposes you would click out rather than wait. Similarly, some stories had subtitles and others didn't. Apart from section headings I couldn't find Irish language content. I enjoyed the background pieces - e.g. history of Euro Parl - and I actually felt I learnt something from them. In terms of the live feed, this was the section I expected to spend most time on and ended up spending the least amount of time on as although I have clicked on it at different times on different days there never seemed to be anything to view here (or else the pages weren't loading for me). But overall it is a user-friendly site that is easy to use.

- I am most interested in the current news programmes (EuroParl Today, Europe in Action, Parliament Live and Europe debates). These are news items which could induce me to return – unlike the background material (More Parliament) which is only worth seeing once. However, there are a few things which could be better. Not all the videos are translated, and I couldn't immediately find any subtitles. You might consider starting by translating the features into English, German and French before the other languages. I think the 'Week Ahead' and 'See and Hear' pages are interesting, because they give me an insight into what is on Parliament's schedule. But they are well hidden away. They could well be given a more prominent place on the page, perhaps 'translated' into live TV pictures with news value. I can't see Parliament Live, or the Archives, though that may be because I don't have the right applications.
- The Help section available in other versions (e.g. English) is not available in the Italian version. A Help section is extremely useful, particularly if you run into problems when watching a video. I had a few problems with videos: in addition to the issue already referred to in the questionnaire, the subtitles did not work in some cases. But the site seems usable and content is easy to find. It is easy to decide what to watch and the programmes are interesting.
- My review of EuroParlTV was very limited as I use a Mac and the video format wasn't compatible. I tried to download a plug-in but it still didn't work - so found the experience fairly frustrating. From a design perspective the site looked good, and I did want to watch some videos. However I couldn't! Having a trouble-shooting section or personal email you could contact about your problems would be very useful and help gain confidence for those with technical problems or who are un-used to using technology such as this. From a comparative perspective of something like YouTube, the experience was generally very disappointing - as YouTube works every time for me - hence my trust in the service and why I visit it regularly. If a person has initial problems accessing content, it is unlikely that they'll come back. Nice concept though!
- I have no comments concerning the website. I think it's very helpful for Slovenes to be informed about what's happening in the European Union. It needs to be properly promoted – the website should be advertised in all possible communication media (radio, TV, newspapers, websites, leaflets).
- Personalise the website for each viewer. The first time a viewer logs on he can log in and register his/her name and after that every time he/she logs in will be welcomed with his/her name. Secondly, I would put a summarized list of the major highlights of the day on the home page so that the viewer will start making it a point to log in the website in the morning, see what the highlights are and then make it a point to log in when the topics that interest him (such as a debate or a particular interview) will be online.

- Please make sure that it is technically easy for people to see what they choose. It is difficult to switch from one programme into another. Sometimes I could see the subtitles but not the visual. In some cases I was unable to watch the programme. I thought to try the actual time but still the problem continued.
- The idea as such is a good one, but I wonder where (in future) this tool will be available? As I understand its purpose is to promote the EP and build bridges between citizens and complex European administration, but if the link to the TV will be placed on Parliament's website you may run the risk that people won't see it at all. On the other hand, you should also improve some technical aspects, certain films are not in Polish, but in Italian or French, so I can't say a lot about its contents!
- The main problem was viewing mode. If it is in "mini mode" it is too small to see anything, and if it is in "full screen" it was too big for the video quality. If the viewing mode were similar to www.youtube.com, I think it would be great. And video was pausing a lot for me - I can view much better quality videos without pausing with my internet connection to other web pages.
- The TV format is a more attractive solution than other electronic formats (e.g. electronic newsletter etc.). However, watching the short films on the site, the same old problem recurs: formalism. From the point of view of composition everything looks fine – nice shooting angles, interior with benches and flags, lots of MEPs. Yet I have the feeling that all this is not to do with us – not about me or my neighbour: the same 'faceless Europe' problem, as if the institutions existed for their own sake. I understand it's not easy to 'humanise' the bureaucratic apparatus. Therefore, we should think first of all about defining the need for such information: why should I, as a citizen, be interested in the European Parliament? How should the EP be 'positioned' to show that this institution works for me (and for that neighbour of mine)? The programmes are 'technically' correct. Informative (though it is sometimes difficult to follow the commentary giving the dates and numbers – it would be easier to have such information displayed visually) and formal.
- Website is excellent. Crisp, sharp and straightforward. It is very easy to navigate around and not laden with text which makes it much more appealing than many websites. Language issue is well addressed. I particularly like separate section for Young People. It's good to see that you have tried to incorporate all suggested attractions which were raised at a seminar a couple of years ago.
- Without making a deeper analysis: I think the design looks a bit old-fashioned. Too many different fonts, too many colours and patterns. And the user-friendliness does not seem to be 100%. The "more on" information is not well designed. It is almost the same info as already shown in the

scroll bar. It is also a bit confusing to have a list of videos in the scroll-bar to the right - and then a bunch of other videos in the field below. It is also not necessary to have a drop down-list with a channel-choice up to the right - and then another choice down at the bottom of the site. Same information twice. Over-all: web-tv is a great thing! With a nice design and proper marketing this might be the tool to reach students and others in their hearts - not only in their brains. Best of luck!

- Evaluation Dec. 2007. The underlying problems - one of the greatest problems is the fact that ordinary citizens are alienated from the EP and the EU. It is difficult to understand. The media do not cover European issues deeply enough (at least in Finland) and the EU is a challenge also for journalists. But it is also a challenge for the whole educational system, for schools and universities. Opportunity: WebTV is a modern media that could profile the European Parliament in a positive way and at the same time the whole of the EU. It could be an important communications channel, create awareness and increase interest in European issues in general among different target audiences. This new media is a direct link between the EP and its audiences, especially the ordinary citizens. Thus the idea of europarITV is extremely good. However, it demands careful planning, execution and follow-up. Below comments, questions and ideas for further development. Planning: 1. Objectives The aim of europarITV is defined as follows. "It aims to make the work of the European Parliament as transparent and understandable as possible." And further, "The channel offers a wide range of programmes in all the languages of the European Union at the time and place of your choosing". Thus the key words are "transparent" and "understandable". "Wide range of programs" - could this be said more specifically? Where is the emphasis? From the user's point of view: What is the added value that europarITV offers for the user compared to other communications channels? 2. Target audiences: Based on this material a question arises: Which are the main target audiences, other than young people and the general public? Have their needs and expectations about europarITV been researched? Are there other groups that could benefit from europarITV? What about schools/teachers, universities, media etc? And what are the objectives in each main target group? E.g. for young people the objective could be to increase intercultural understanding. This in turn could be seen in the programmes and interaction possibilities this channel offers. 3. Contents: The contents should be planned based on the needs of target audiences and the objectives of this new media (especially "make the EP understandable"). There should be more news, background information, documentaries, debates and interaction possibilities with the public. More high quality programmes about the past, present and future. The length of the programmes could be longer. Useful and easy-to-use archives should be developed. Also, a simple but effective Search-function is essential. And further, the possibility to give direct feedback about a specific programme. 4. Integration: Integration of WebTV, websites and mobile communications could be developed towards an effective two-way electronic media combination. 5. "Global-local": European level and national level interest

should be integrated to form a truly European arena. The role of the EP's Information Offices in each country should be clearly defined. Links to MEP's own websites, their videos, blogs etc. Links to national parliaments and EU issues. Also, links to global media, their articles and programmes about the the EP. Execution: 1. Contents: More high quality programmes in each channel. Links to other information sources in order to give more detailed information about a specific issue. To understand the whole EU and the EP's role is important, links to other EU institutions are needed in order to increase general understanding. A weekly schedule is needed, as well as an alert-service to one's mobile phone. 2. Media characteristics: Utilize more effectively the characteristics of different media (TV, web and mobile). Create interaction with the audiences, give an opportunity to be part of the media when appropriate.

5. "MEN OR WOMEN IN THE STREET"

- I think europarlTV is a useful and interesting web TV site, providing as it does an insight into the European Parliament's real role and history as well as what MEPs do. It also has useful information on how the EP can be of help to us the public and on how to send in requests.
- Unfortunately I wasn't able to play the videos. When I clicked on the buttons I got an error message, so it wasn't possible for me to test the site in detail. My initial impressions, particularly of the layout of the site, were positive.
- I would add that Europarl will need to have more disability accessible instructions. Some of the print is also quite small and difficult to find. "What do you think about europarlTV?" should be higher up and in bigger, bolder letters! Also, sections could be broader such as something on Inclusion: the Roma Community, some information on the role of each MEP, a map/diagram of how the Parliament, Commission and Member States come to decisions. More should also be put on "More involvement of those with a lack of understanding of what being part of the European Union means to them, their family and their country. I think that's it.... Oh - one more thing - you should allow more than one tick per question when consulting europarlTV. As my subtitles didn't work and I wasn't able to listen in English either although I had ticked the (en) box. EuroparlTV will be a massive success!! I would love to write articles for it!
(continues:) Hi! Would it be possible to have a part explaining how people can be an MEP, or become members of one of the parties? There needs to be more two-way dialogue strands... instead of just purely information which can sometimes make people feel like they are being spoken to all the time. At least if there are open gaps for questions then the whole thing feels more personal and inviting and people would feel like their voices and views really amount to something which is part of shaping policy in Europe.
- I tried to watch EuroparlTV on three PCs. On my computer at work the videos would not play. At home the connection was too slow. Here in the Internet café the videos do play, but they are rather slow. Too slow for me. As I have worked with Parliament, I know how it operates and I did not learn much from this site. Apart from that the layout of the site is clear, and if you have a fast PC and want to know about Parliament, you can rapidly gain a first impression. I do find the videos from meetings and press conferences rather boring, though. I am more interested in the profiles of MEPs and general summaries.
- Can't answer your questions as I can't receive the channel. What do I need to do to receive it? (continues:) OK, I have now worked out how to receive it and my first impressions are favourable. Please ignore my earlier message.

- Improvement needed on getting the subtitles to work but apart from that a very interesting website, with good categorisation, making it easy to find the area which interests you and getting to know more about it.
- It seems that the page doesn't work properly on all browsers. It was best viewed with IE 7,0. The style of the videos reminds me of educational videos they used to show at school. The facts given are interesting enough, but couldn't there be a way to make a visually interesting and ambitious video about the EU? The present style of the videos possibly only serves to fortify people's prejudices about (international) politics being dreadfully boring. I presume that the main idea here is to inform those not yet very immersed in the workings of the EU. You might have to make it at least visually a little more exciting to get them interested.
- It is important for me that I had the opportunity to follow europarlTV. Congratulations! My feedback may be only partly complete because I didn't watch for a long time. My comments are related to contents and programmes which I have been watching: EuroparlTV - its approach - presents good quality dialogues between EU Parliamentarians, citizens, NGO's. EU Parliamentarians have an important role in promoting the EU, educating EU citizens, when they voice their personal opinions, promote practices in their own country and actual problems in order to achieve the best solutions within the EU for its citizens and on a global level, aiming for common EU policy based on negotiations, exchange of information; preparing rules; laws and treaties. Presentation of Citizen voice and NGO's in their home or working place; could motivate others to develop better understanding advantages and obstacles. They will realize that somebody in the EU is taking care of us. Also, when some processes don't go in the direction we hope for. It is evident that the new member states need help in their preparations. The future world is in the hands of young generations who are potential partners and speakers on EuroparlTV and presenters of their vision: ideas, problem solving together. Social questions: unemployment, markets; education system, development, health care and health promotion, illnesses such as cancer - new illnesses are of great interest to healthy and ill people everywhere. This needs to be on the agenda. Using nanotechnology, e-democracy programme and other channels of communication are welcome. This encourages citizens to unite and be active partners, addressing their needs, their vision of the EU, a thinking model, leading to better awareness, how to work together in the changing world, on a local, national or international level. EuroparlTV knows how to present information, it is a model for member states and Parliaments aspiring to be future members of the EU and those in global world. Very important is how they understand, discuss, realize human rights, freedom and democracy. This content never ends. Today we are searching how to solve problems; sensitive situations where people are suffering, children, the elderly, special groups; who need attention in many countries all over the world. Sustainable quality of life and environment requires methodological approach and adaptation to new situations, climate change, ecology, energy, health promotion and public health and health

care The key message for all, especially to young citizens is: love each other, be open to dialogue and listen to each other. Great progress starts with first steps. We all begin in the family. Do you also have a channel for children? It was my privilege to express these comments. Thank you very much. Best wishes for your future work and sincere greetings for Christmas and a Happy New Year.

- Make longer videos.
- To my mind, very few people are interested in the channels nowadays, only those people, politicians, to whom it is relevant. And the vast majority don't even have a clue that EuroparlTV exists or what it does. I would propose that the 'advertising policy' be developed, involving children's souvenirs and awareness-raising TV programmes.
- Maybe it would be a good idea to include topics about the culture of the different E.U. countries and timetables of events.
- Since I have no specific knowledge of this field, I am not the right person to suggest how to improve a service that seems to me to be extremely comprehensive and clear as it is. The site is easy to get around, even for a novice like me. So, my congratulations and my best wishes for your future work.
- Streaming is very good but I think that you should indicate the quality level for different users because not all users will have a high band width internet connection. The questionnaire should be a little more detailed.
- On several occasions I tried watching the Europarl TV features, and I experienced the following: It was not possible to watch archive videos. The live broadcast rarely works. On the other hand, when they do, the picture and the simultaneous interpretation are excellent. Maybe there is just a problem with my system, but I couldn't benefit from the opportunities offered by Europarl. TV, and I still can't.
- On Full Screen the subtitles are fuzzy.
- Question no. 4: There were no subtitles in Real Player; the video stopped. General impression: The colour scheme is very nice and the site is easy to view, simple and user-friendly for the average user. Suggestions: Sort out Windows Media Player (it doesn't work); - Add a web link to Real Player (for users who would like to use Real Player to view the video); - Add an RSS subscription or email notification of new TV programmes and the upcoming schedule; - Include video replies from Parliament representatives to proposals and points of view from European citizens on the Your Voice channel; - The menu bar for the individual channels (SCHEDULE, MOST RECENT, MOST WATCHED; SEARCH) should also be included on the home page. The SCHEDULE column could show the schedule for all channels, the MOST RECENT column could display the most recent programmes on all

channels and the MOST WATCHED column could show the most watched programmes on all channels; - In the search function an error occurs when you search for the word *demokracija*; - Create a programme archive (by date, channel and keywords); -Adapt the website for visually impaired users (option to increase the font size) and the hard of hearing (subtitles for all videos).

- Why does the site not work with SeaMonkey (web browser)???? Apart from that, well constructed.
- I watched the experimental broadcast of EuroParlTV with interest, and I hope that the whole project will be realised. There were some technical problems with the 'live' broadcasts, so I chose programmes from the sections 'Most Watched' or 'More Parliament'. I also made use of the possibility of selecting from the archive, but this option disappeared at some point in December. The archive will be very interesting and, if it were possible to search archive programmes e.g. by topic, country, MEP etc., this would be very interesting for people who don't have the time to watch the current broadcast. On some programmes that hadn't been translated into Czech, even the Czech subtitles didn't work. The quality of the Czech commentaries was uneven, some were almost 'amateurish'. The subtitles contain both grammatical and logical errors. The programmes 'for young people' are probably of no interest to the younger generation, the opinions of schoolchildren are not interesting in the slightest and not grippingly made. Some of the portraits of MEPs and politicians, on the other hand, were very interesting and professionally made. In the correspondence you don't give a deadline for this project, so I might send some more ideas to the e-mail given.
- Programs in many different languages need text or a speaker in at least English. The program about the Committees may be difficult to understand if you don't have much knowledge about the EU and the European Parliament. One suggestion is to put the program about how the parliament works first so that it's easy to find and watch before.
- The "structure" of the page could be more distinct. When you have chosen for example "Your voice" it is not obvious how to find the other parts ("Your parliament" etc), the link "Home" is very small and could mean start page for the Parliament's website. I would also like to see the structure below every part ("Your parliament" etc.) more easily, the get a general view of every part so that it is easier to choose what to see.