



Lifestyle TV

An interactive lifestyle programme for teenagers

Teenagers are difficult to reach when it comes to lifestyle subjects such as physical exercise, drugs and sexuality. Specifically for this target group multimedia company Noterik BV and substance abuse institution Jellinek Kliniek developed the online interactive application called 'Lifestyle TV'.

Lifestyle TV is an online application that provides teenagers with a personalized mixed media message about a lifestyle subject. Based on an intelligent questionnaire that is filled in by the teenager the application extracts a unique message from the database that contains video, graphics and text. Every teenager receives his or her personal message.



Teenagers thus create their own lifestyle TV programme during which they can choose whether they want to receive more information on the subject. Lifestyle TV is primarily meant for use in classrooms. During a lesson every teenager can do his own lifestyle test on a certain subject of Lifestyle TV. The anonymous group results can be discussed afterwards. Interactive distance chats with experts can be integrated into the programme.





Lifestyle TV has so far been developed as a pilot project. We are now looking for expert health institutions, schools, prevention programmes and other related institutions interested in participating in the further development and unrolling of Lifestyle TV.

Contact

For more information, please contact:

Naftalie Hershler (projectleader) or
Rutger Rozendal (project manager)

Noterik BV
P.O. Box 15189
1001 MD Amsterdam

Telephone: +31 20 592 9966
Mail: info@noterik.com
Web: www.noterik.com
www.leefstijl.tv