

Teachers TV

UNESCO/Intel Conference, Bangkok

November 2010

John Richmond
International Development Executive

Launched in Feb 2005



FUNDED BY GOVERNMENT



department for
children, schools and families

WHAT IS TEACHERS TV?

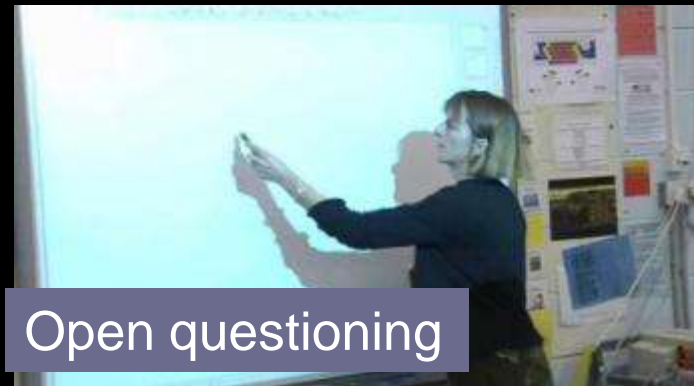


A PROVEN, WORLD SCALE, INNOVATIVE
MODEL FOR DELIVERING 21ST CENTURY
PROFESSIONAL DEVELOPMENT USING
THE LATEST TECHNOLOGY

How many ideas about leadership, pedagogy and school improvement can emerge from one clip?

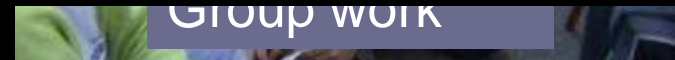
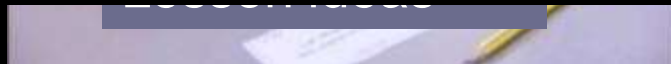


Leadership



Open questioning

How many ideas about leadership, pedagogy and school improvement can emerge from one clip?



Group work



Role of support staff



Lunchtime learning

Which is the better training experience



?



to see good practice



to have good practice
described



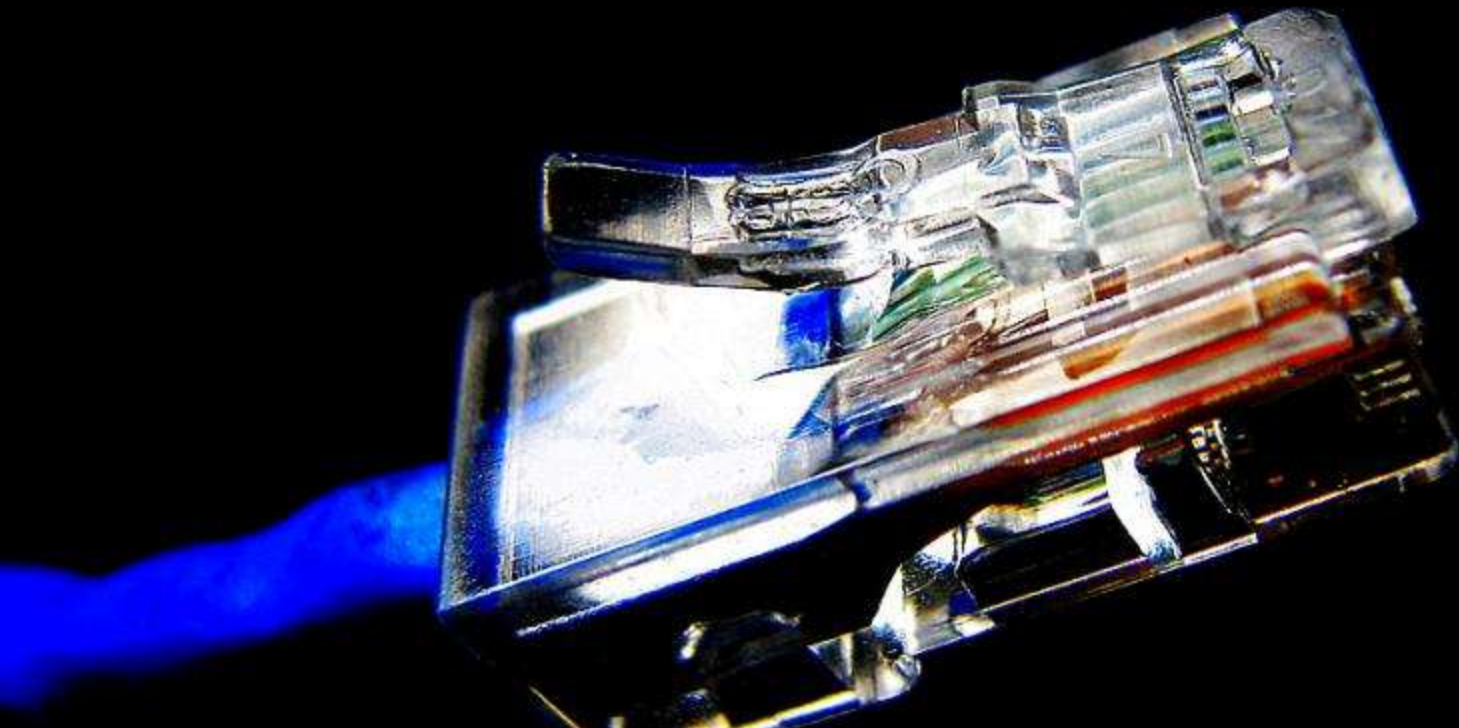
**How does Teachers TV get
this video to teachers and
schools**

?

A low-angle, upward-looking shot of a massive satellite dish antenna. The dish is a complex grid of white panels, supported by a dense network of yellow metal trusses. A tall, slender service mast extends from the right side of the dish. The background is a bright blue sky with scattered white clouds. The text is overlaid on a dark blue horizontal band across the middle of the image.

**24 HOURS A DAY
DIGITAL TELEVISION CHANNEL**

In UK until 2010



ON DEMAND

BROADBAND SERVICE

ACCESSIBLE VIA INTERNET

SEARCH

Enter keywords

GO

SUBJECTS

all >

English
ICT
Maths
Science

STAGES

Early Years
Primary
Secondary

ROLES

all >

Governor
School Leader
Teacher
Teaching Assistant

WHOLE SCHOOL

all >

Assessment
Behaviour
Every Child Matters
SEN

MY SCHOOL LIFE

Progression in School



00:33 / 13:51

Progression in Primary Maths: Year Five

Part of the series **Progression in Primary Maths**

Headteacher and maths coordinator Kate Frood puts Year 5 pupils through an intense session of number-based problem solving to develop their confidence in using the mathematical including great lesson ideas and inspiring documentaries.

Download (free)

Buy on DVD

Share

Comments (10)

- Associates - you can now find in [Community](#)
- Groups - is also in [Community](#), and you'll see

KS2 History Lesson starters

Set the tone of your lesson with our KS2 History lesson starters. Enabling you to engage and inspire your class into active learning.

should help





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archive and professional
development resource**

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WEBSITE
www.teachers.tv

OVER 4000
PROGRAMMES
permanently
available **ONLINE**
FOR
Broadband
streaming
AND
download

and on mobile media





GENERAL PUBLIC

Parents, grandparents, employees

Every month **250,000** watched
Teachers TV



HOW DOES
IT WORK





HIGH QUALITY

NARRATIVE VIDEO

SHARING GOOD PRACTICE

ACROSS THE COUNTRY



A woman with dark hair, wearing a green t-shirt and a black strap across her chest, is looking upwards and to the right with a thoughtful expression. She is standing in front of a chalkboard filled with handwritten mathematical equations. The equations include addition, subtraction, multiplication, and division problems with various numbers. The text 'THE' is overlaid in a white box on the right side of the image.

THE

NUMBERS

TOTAL TARGET
AUDIENCE IN ENGLAND **973,000**

Ipsos/MORI Media Habits survey

TEACHERS
412,000

GOVERNORS
258,000

TEACHING ASSISTANTS
192,000

LEADERS
54,000

TEACHER TRAINEES
32,000

EDUCATIONALISTS
25,000

Monthly reach
Teachers TV
26%
English School Workforce

TEACHER TRAINING

Ipsos/MORI Media Habits survey

90%

TRAINEE
TEACHERS

USE

Teachers TV

60%

TEACHER
TRAINERS

PROMOTE

**Programmes streamed
& downloaded per month**

Ipsos/MORI Media

400,000

350,000

300,000

250,000

200,000

150,000

100,000

50,000

OCT

2010

0,000

OCT

2009

MAR

OCT

JAN

2008

2007

2008

MAY

NOV

2007

2006

SEP

2006

2008 - 2009

ACHIEVED CONSUMPTION

OVER

**17.5 MILLION
PROGRAMMES**

**Viewed on TV and online
by the target audience**

**17.5 million individual acts
of professional development**

COST EFFECTIVE SOLUTION

ANNUAL COST OF THE SERVICE	\$16,500,000
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Average cost per viewing	\$0.85
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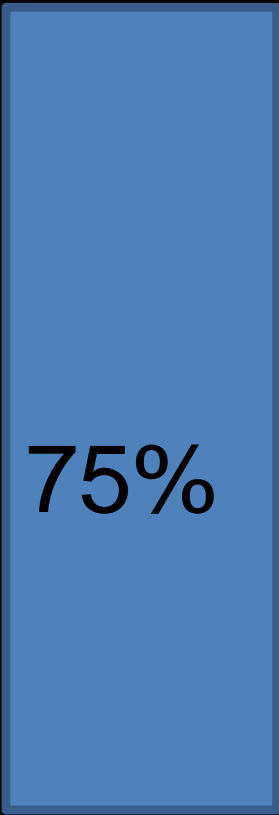
Average cost of one day of traditional training	\$200
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Teacher days watching 17.5 million programmes	625,000
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Cost of 625,000 traditional training days @ \$200 per day	\$125,000,000
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SAVING GOVERNMENT	\$108,500,000
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US research confirms Teachers TV impact



75%

Believed TTV provides
tools to make me a better
teacher

BILL & MELINDA
GATES *foundation*



51%

Believed ideas from TTV
led to improved student
outcomes

Why is it
SUCCESSFUL





**Broadcast television
production standards**

15 MINUTE FORMAT





Authenticity

Editorially independent



**Reaching hearts
and minds**

Sharing best practice around the world





INTERNATIONAL DIMENSION

A global vision

MaxUp - Google Search - Windows Internet Explorer

http://www.google.co.uk/search?hl=en&q=MaxUp&btnG=Search&meta=

File Edit View Favorites Tools Help Links Google Guardian BBC NEWS Teachers' TV LloydsTSB Amazon uk

Google MaxUp Search Find AutoFill

MaxUp - Google Search

 **teachers.tv**

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THANK YOU

www.teachers.tv