

#Kotnet, ketnet, Belgium

“In March our Minister of Public Health had a clear message for us all: ‘Stay at home!’ And so that’s what we did. Everyone stayed at home. And that was quite strange. Especially for children! They couldn’t go to school. Playing with their friends was out of the question. Visiting granny and grandad was suddenly only possible digitally. For children too there was only one option: Stay at home! And so, because we were all in the same boat – and therefore knew very well what Ketnetters were going through – we transformed Ketnet into ... #kotnet.

With #kotnet – on TV, on our website, in our app, on Instagram, on TikTok and on YouTube – we have tried throughout the whole quarantine period to make our Ketnetters’ day-to-day, stay-at-home lives as pleasant and exciting as possible.

Education: By making learning fun, for example. We brought together all the educational content we’d created in the past and made it into an attractive, easily accessible package. Fun to watch whilst simultaneously learning something. Our Ketnet hosts also included occasional nuggets of study material in their daily videos: playing and learning, an ideal combination. Those wanting even more of a brain workout could visit our website ketnet.be, our Ketnet app and Instagram for our #kotnet brainteasers.

Exercise: Sport and exercise are also essential, of course. And especially so when you are stuck at home for so long. We therefore also bundled all our Ketnet sports offerings together under the same #kotnet heading. Our Ketnet hosts’ sporting challenges and our sports expert Zeger’s ‘missions’ gave Ketnetters plenty of ideas to help them to enjoy staying in shape. Even when space was limited.

Creativity: Creative Ketnetters found lots of inspiration in Ketnet host Gloria’s home handicrafts and drawing tips at #kotnet: very easy for them to do and to adapt and with very nice results. And every Friday on Instagram Live at 11 a.m. they could guess what Gloria was drawing: shades of Pictionary, live and interactive!

Interactivity: Participation is important to us. At #kotnet there is therefore lots of interactivity. On Easter Sunday, in our Ketnet Live centre – which is similar to Facebook Live, but on our own site and in our own app – Ketnetters could help 4 Flemish celebrities, who were also self-isolating, to unmask the Easter Bunny. Via cool games, riddles and tips on their laptop, smartphone or tablet, Ketnetters had to discover who was hiding behind the Easter Bunny mask.

A second very popular interactive live event was an ‘Ask Me Anything’, featuring the stars of #LikeMe, Ketnet’s most popular series ever. Following the finale of the second season of this series, Ketnetters were able to fire their questions at the two leading actors live.

Purely for pleasure: Stuck at home for weeks, not being able to go to school, not being able to see your friends and relations unless it was digitally ... that’s not so great. So besides instructive,

sporty and creative content, we also wanted to offer cheery stories and uplifting ideas. Fun to watch and fun to do.”

<https://www.ketnet.be/>