

## Roek Lips

### Channel Manager at NPO, The Netherlands

Roek Lips (born in 1961) has been channel manager for the Dutch public broadcaster since November 2005.

In 1984, after completing university, Roek worked for various broadcasting companies in a freelance capacity (in both radio and television) and during that period (until 1989) he collaborated on several programmes as editor, director or producer. In addition, he also wrote two books, drama and a number of articles.

In 1989 he went to work for the NCRV broadcasting company as an executive producer for Youth TV, and was subsequently executive producer for both light entertainment and informative TV programmes. In this function, he was an initiator and was also responsible for the development of a number of TV formats.

In 1998, he was appointed television programme manager and became a member of NCRV's management team. Besides television management, he was also one of the initiators of various international joint-venture projects.

Roek Lips is an Advisory Board Member of the Entertainment Master Class.



## NPO

As of September 4th, 2006 the programming of the three Dutch public television channels is restructured. Before that date each of the channels was home to three regular broadcasting organisations and a few smaller ones. A decrease in audience share and cutbacks due to a smaller government dotation funding necessitated a change.

Each channel are now programmed based on clear viewer profiles, to be more precise: lifestyle groups, per channel. Lifestyle groups are based on more than age, sex and social group. Netherlands Public Broadcasting has developed eight separate lifestyle groups and linked their viewing behaviour to the three tv channels in a logical fashion.

No longer are the broadcasting organisations the focal point of the system, but the viewers. The existing programmes are rescheduled according to the profile of the channel. A limited number of new programmes is developed for the new profiles.

Nederland 1, new style, is a broad inclusive "flag ship" channel, where every viewer should feel at home. The focus is: accessibility, need to know, here and now. This channel offers social cohesion to the "gemakzoekers" (leisure-seeking citizens), "zorgzame opvoeders" (caring parents) and "bezorgde burgers" (concerned citizens). Anchor on this channel is the 8 o'clock news. Also on this channel a current affairs programme. There is also a current affairs programme on this channel and a daily late night talk show.

Nederland 2 is meant to provide depth, a mirror to of society. This is the channel for religious and philosophical programming, but also for culture and arts programming. The logical choice for lifestyle groups like "standvastige gelovigen" (firm believers) and "participerende burgers" (involved citizens). On 10 pm. there is a news block, with news and current affairs.

Nederland 3 cannot be compared with public broadcasters in neighbouring countries, that usually stick to two generalist channels. It has become the channel for a new approach, with edgy and experimental programmes, catering to three lifestyle groups that have a younger demography: "zorgeloze spanningszoekers" (carefree thrill seekers), "tolerante wereldburgers" (tolerant world citizens) and "ambitieuze pleziermakers" (ambitious pleasure-seekers). Their lifestyles differ somewhat, but one of the overall distinctions is that the group covers the age group 10 to 49. On this channel you can expect Champions League football, satire and newly developed programmes and imported series.

Since the year 2000, youth programming is has been concentrated on Nederland 3. It is now more differentiated and split according to age groups: 2 to 5 years (Z@ppelin) and 6 to 12 years (Z@pp). In the morning and the early afternoon there are programme slots for catering to the younger group (including a slot on Nederland 1, from 5 pm.). Z@pp starts in the second half of the afternoon and the "Jeugdjournaal" (a youth news programme like 'Newsround') and a related programme connect to the evening programming of Nederland 3, that starts with a soap.

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