

Contents

Editors' Foreword <i>Hannie Kirkham & Dr Ashley Woodfall</i>	5	The Metaverse: Words of Definition and Caution on the Word of the Year <i>Japhet Asher</i>	70	Rick Jones <i>Garry Vaux</i>	127
Industry Under Pressure – Audience Under Threat <i>Anna Home OBE</i>	7	“This is New, Surely It’s Dangerous!?” <i>Prof Andy Phippen</i>	74	Theresa Plummer-Andrews <i>Anna Home OBE</i>	128
The Children’s Media Foundation – Effective Advocacy in a Time of Change <i>Greg Childs OBE</i>	10	Play Across Worlds <i>Dr Jane Mavoa</i>	77	David McKee <i>Lucy Murphy</i>	129
“It’s Them There Algorithms”: Then and Now in Children’s Media, a Personal Reflection as the BBC Turns 100 <i>Dr Máire Messenger Davies</i>	15	Reflecting on Youth Mental Health and Tech Regulation in Anticipation of the Metaverse <i>Prof Sonia Livingstone</i>	80	Contributors	131
Newsround at 50 <i>Dr Cynthia Carter</i>	20	Closing the Word Gap Through Film <i>Jo Claessens</i>	85		
The Record Breakers: Fifty Years On <i>Joe Godwin</i>	26	Lit in Colour: Creating Drama and Giving Voices to New Plays for Children Across the UK <i>Margaret Bartley</i>	88		
20 Years of CBeebies and CBBC: Nigel Pickard Discusses the Launch and Legacy <i>Nigel Pickard</i>	30	Where We Stand on Diversity and Inclusivity: A Discussion <i>Mel Rodrigues & Jessica Schibli</i>	91		
KiKA at 25: Constant Change, Constant Challenges <i>Sebastian Debertin</i>	35	A Sustainable Future: On and Behind the Screen <i>Genevieve Margrett</i>	97		
It Isn’t Easy Being Green for Fifty Years: <i>Sesame Street</i> ’s UK Anniversary <i>David Kleeman</i>	39	Sustainability Case study: <i>JoJo & Gran Gran</i> <i>Andrew Snowdon</i>	99		
Ten Years Keeping On Keeping On <i>Jayne Kirkham</i>	41	Sustainability Case Study: <i>Sol</i> <i>Gráinne McGuinness & Gavin Halpin</i>	101		
A Beginner’s Guide to Herding Cats: Or How to Coordinate a Campaign on the Future of Public Service Media for Children <i>Colin Ward</i>	44	Can We Help Our Children Save the Planet? <i>Gary Pope</i>	104		
Continuing Failures on Policy Around Children’s Screen Content – the Demise of the Young Audiences Content Fund and the BBC’s Strategy for Children’s Content <i>Prof Jeanette Steemers</i>	47	Virtual Production – Entertainment that’s Virtual and Green <i>Peter Stanley-Ward</i>	107		
Playful by Design <i>Prof Sonia Livingstone & Dr Kruakae Pothong</i>	51	Let’s Go Live – During a Pandemic <i>Maddie Moate & Greg Foot</i>	110		
The Children’s Sector Speaking as One Voice on the Online Safety Bill <i>Izzy Wick</i>	54	Cecilia Persson Takes the Children’s Media Yearbook Inside the New BBC Studios Kids & Family Division <i>Cecilia Persson</i>	118		
Listening to Kids – Young Voices on Media Choices <i>Katie Battersby & Rebecca Stringer</i>	59	The Seven Secrets of a Successful Pitch <i>Paul Boross</i>	120		
State of the Nation <i>Dr Rachel Ramsey</i>	63	Adaptation <i>Jayne Kirkham</i>	123		
Young People as Change Makers <i>Gemma Robinson</i>	66				

THE
**Children’s
 Media**
 YEARBOOK
 2022