

Young people's views  
on the European Parliament and  
EUROPARLTV

Survey results – May 2007

Conducted by *Generation Europe* and *Mostra*

## Summary

Generation Europe was invited by Mostra to work on the survey whose goal would be to collect the views of Generation Europe's target audience on issues involving the European Parliament and the potential launch of an Internet-based TV of this institution. The data which follows is the result of an online survey conducted in April and May 2007 on [www.generation-europe.eu.com](http://www.generation-europe.eu.com).

In total, 784 respondents of 54 different nationalities participated in our survey. They currently reside in 50 countries, mainly in Europe, with some living in the Americas, the Arab world, sub-Saharan Africa and even China. Romanians lead the way in both respondents' profile categories – nationality and country of residence, while Polish, Greek, Bulgarians and Brits are following them in the “nationality” category and Belgium is the country of residence of many of our non-Belgian respondents.

Female respondents outnumbered the opposite sex in our survey, with 56% to 44%; Generation Europe's target audience, age 19-29, constitutes 93% of all respondents. Over half of young people that participated in our survey (55%) are between 18 and 24, with 38% aged 25-30 and 2% represent those who haven't turned 18 yet.

The percentage of respondents who are planning to vote in the European parliamentary elections is extremely high – 71.40%, an increase of 6% in comparison with the findings of “Pan-European survey of youth opinion and European politics”, conducted in June 2004 by Generation Europe.

If the European Parliament launched a web-based TV service for people under 30, most of our respondents would choose to watch information on political issues (90%), coverage of European lifestyle/travel/work opportunities (84%) and information on the European Parliament (70%). The things that they would least want to see on EUROPARLTV are reality shows/soap operas on EU themes. Only 1/4 of young people that filled out our survey currently use Internet to watch television (age 18-29: M – 32.40%, F – 20.70%). Almost half of our respondents would like to give their own contribution to EUROPARLTV's programming.

Over 75% or 594 respondents of the total number of 784 answered the survey's Open question; a number of them emphasized that EUROPARLTV must not be used for political propaganda.

*Even though content is the most important attribute of a TV channel for me to watch it; in many occasions the format makes the shows very boring and hard to follow. For me to be motivated to watch a channel special attention should be put on innovating the format. [...]Another point that matters for me is the possibility of seeing shows that you wouldn't be able to see in other TV channels. Shows created by viewers and users expressing their position on some political issues or bringing some often ignored issues to the surface.*

**Ricard (25) from Spain answering the survey's Open question**

**“My motivation to watch EuroparITV would be...”?**

## **Introduction**

Since 2002 Generation Europe SA provides a communication platform for young Europeans aged 19 to 29 to discuss and promote their opinions with public and corporate policy makers. After a series of successfully conducted surveys for various partners, Generation Europe was invited by Mostra to work on a survey whose goal would be to collect the views of Generation Europe's target audience on issues involving the European Parliament and the potential launch of an Internet-based TV channel of this institution.

The results of this survey, especially those regarding the attitude of respondents towards the European Parliament, were to a certain amount different from those seen in the “Pan-European survey of youth opinion and European politics”, conducted by Generation Europe in June 2004, just before the election of new MEPs from 25 countries of the enlarged European Union. The average visitor to [www.generation-europe.eu.com](http://www.generation-europe.eu.com), a young, multilingual European aged 23-24 with a university diploma, in our most recent survey expressed more interest for the European electoral procedure, which might lead to the conclusion that political apathy among young people in Europe is diminishing as they explore their specific role in European politics.

Generation Europe works with various stakeholders (industry, policy makers and civil society) to address with them the issues that are of concern to young Europeans. Both on- and off-line, Generation Europe engages in debates about important issues that affect the individual and collective futures of more than 15,000 young Europeans. These individuals are linked to the organisation and to each other via the Generation Europe website. Generation Europe is committed to facilitating multi-sectoral dialogue to help young Europeans shape their future.

Generation Europe's database of contacts includes people from international youth organisations, such as: AIESEC, European Movement, JA-YE, ERASMUS offices Europe-wide, ESIB, etc. Also, in conducting surveys Generation Europe is relying on direct contacts with European universities, where our on-line community members are studying or teaching.

In participating in the European Parliament's tender for the youth component of EUROPARLTV, Generation Europe and Mostra believed it would be interesting to gather the opinions of and listen to the views of young people. The data which follows is the result of an online survey conducted in April and May 2007 on [www.generation-europe.eu.com](http://www.generation-europe.eu.com).

Both organisations wanted to better understand the views of 19 to 29 year olds on the European Parliament and their expectations of a service such as EUROPARLTV. Generation Europe's National Ambassadors, along with the GE Brussels-based team, worked hard to stimulate interest in the project, gathering 784 answers from 54 different countries.

# Analysis

## ***EUROPARTV Respondents' Profile:***

In total, 784 respondents of 54 different nationalities participated in our survey. They currently reside in 50 countries, mainly in Europe, with some living in the Americas, the Arab world, sub-Saharan Africa and even China. Exactly 80% of our respondents live in 19 European countries, of which 15 are Member States of the EU. In the top 10 there are only EU countries, namely:

- |                   |             |
|-------------------|-------------|
| 1. Romania        | 6. Bulgaria |
| 2. Belgium        | 7. Slovenia |
| 3. Poland         | 8. Estonia  |
| 4. United Kingdom | 9. Germany  |
| 5. Greece         | 10. France  |

If we compare this data with the nationality of our respondents, we find that there is a slight shift in the top 10, along with some newcomers (Serbs and Turks) who apparently study or work outside their home countries (Belgium and France exchange their respective 2<sup>nd</sup> and 10<sup>th</sup> position for the 11<sup>th</sup> and 12<sup>th</sup> place):

- |              |              |
|--------------|--------------|
| 1. Romanian  | 6. German    |
| 2. Polish    | 7. Estonian  |
| 3. Greek     | 8. Slovenian |
| 4. Bulgarian | 9. Turkish   |
| 5. British   | 10. Serbian  |

More details on this as well as other respondents' nationalities and countries of residence are presented in charts 1 and 2.

Female respondents outnumbered the opposite sex in our survey, with 56% to 44%; Generation Europe's target audience, age 19-29, constitutes 93% of all respondents. Over half of young people that participated in our survey (55%) are aged between 18 and 24, with 38% aged 25-30 and 2% represent those who haven't turned 18 yet. More on this in charts 3 and 4.

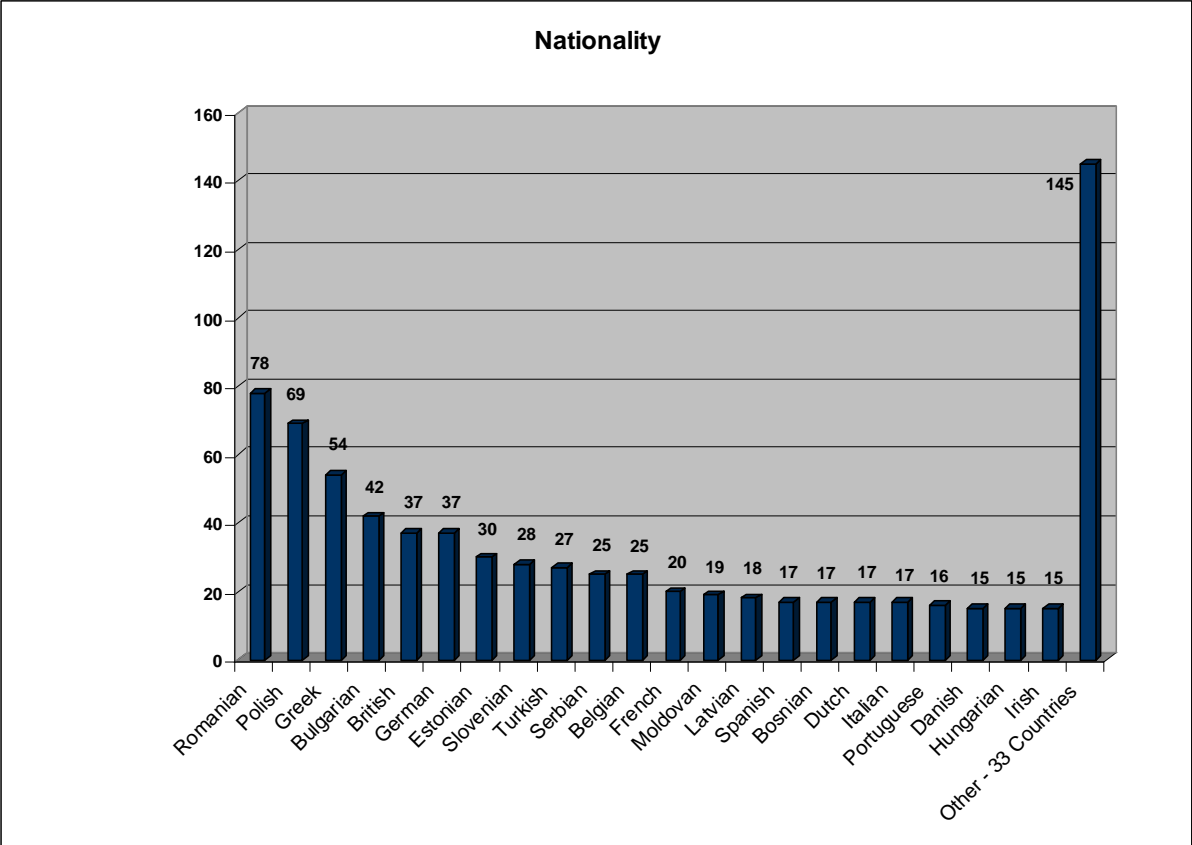


Chart 1

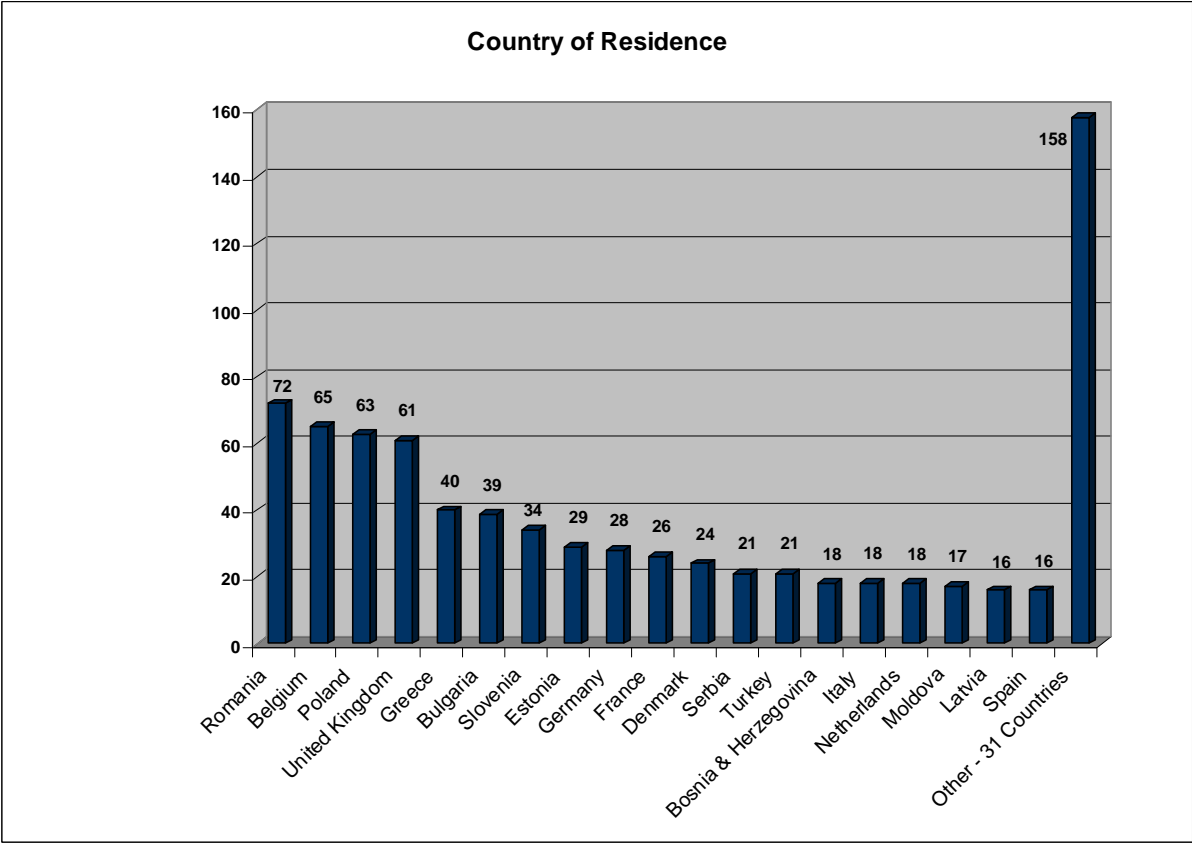
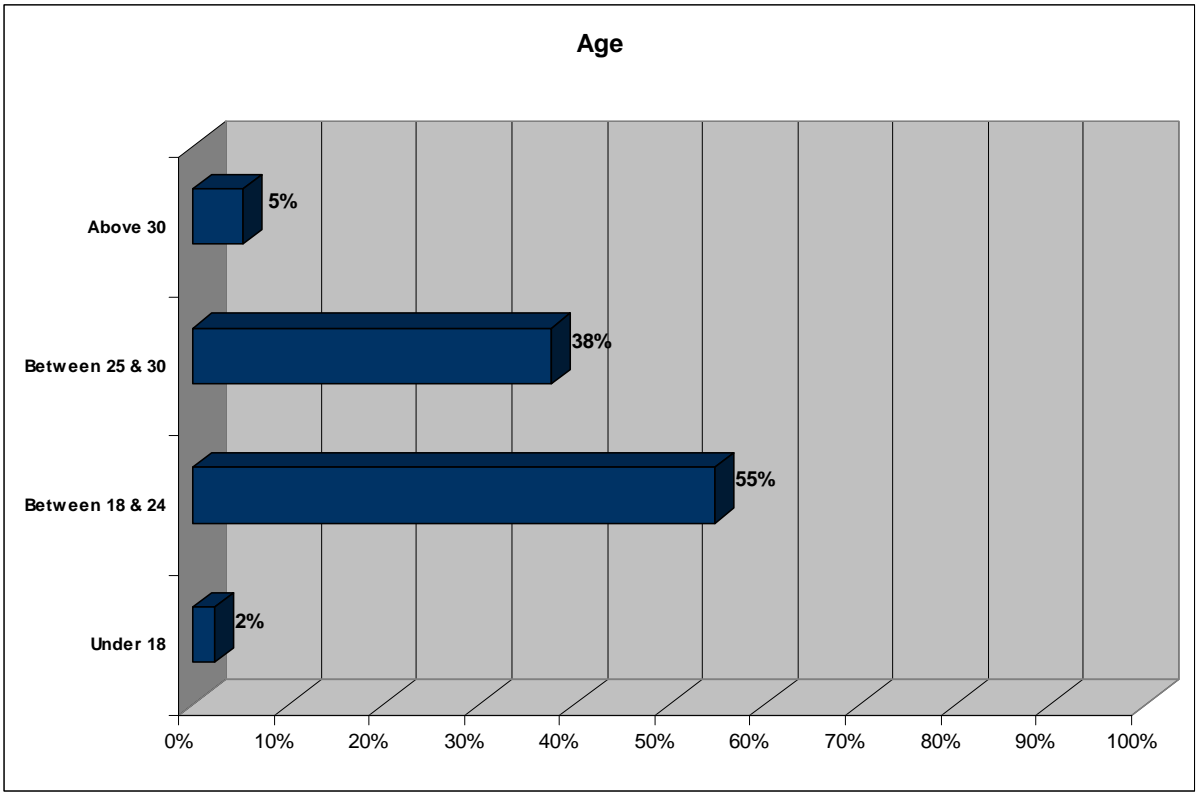
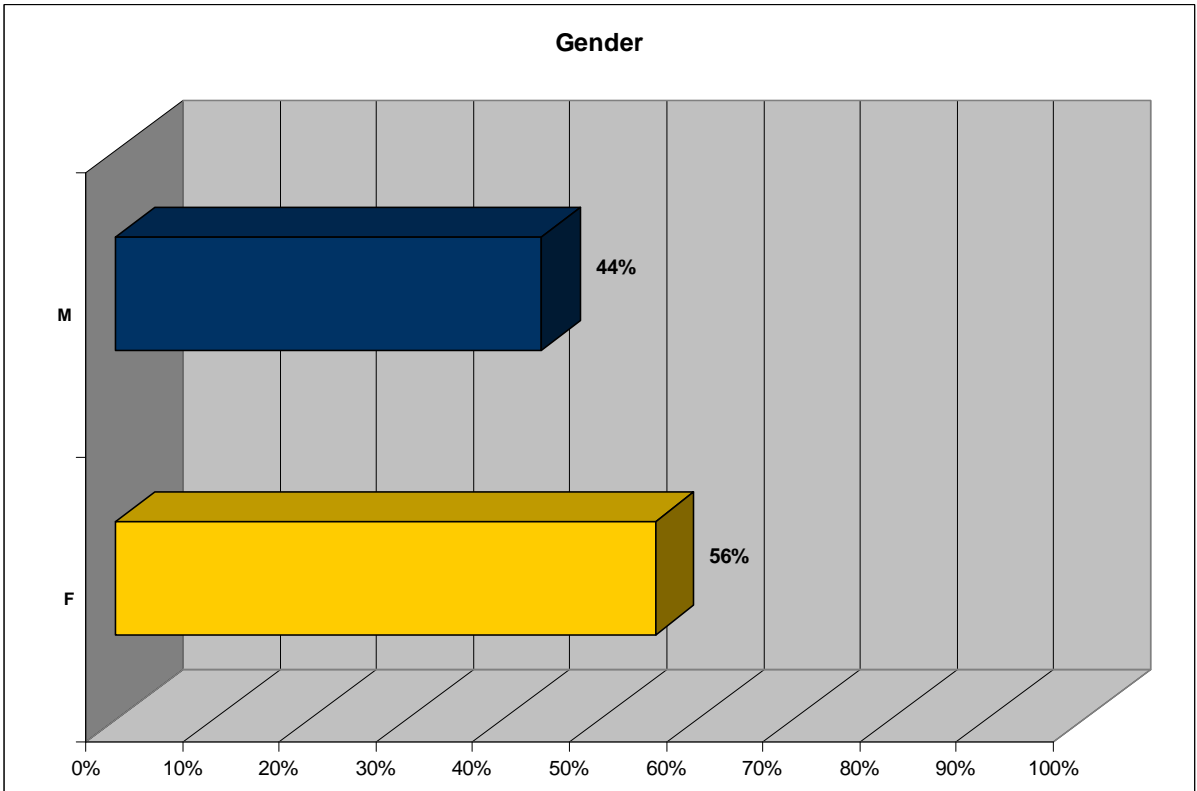


Chart 2



**Chart 3**



**Chart 4**

## ***Part I - European Parliament***

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Questions asked in this part of the survey were:

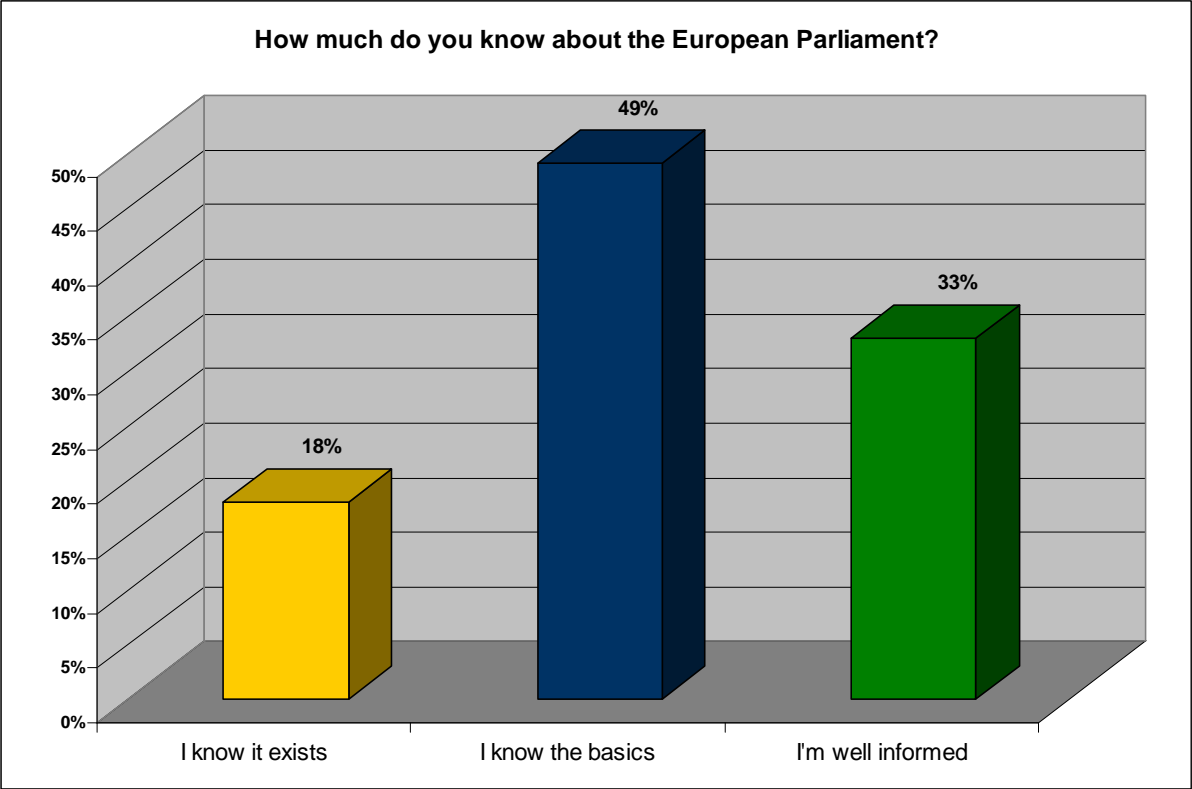
- How much do you know about the European Parliament (EP)?
  - Do you know your MEP?
  - I plan to vote in the next... (...local elections/...national elections/...EP elections)
  - Do you think that the EP is relevant to your life?
- 

Over 80% of respondents are familiar with the basics regarding the European Parliament or know more than that. On the other hand, around one third of the total number of young people that took part in our survey has no MEP and/or never heard about that abbreviation. The percentage of respondents who are planning to vote in the European parliamentary elections is extremely high – 71.40%, although even more of the survey participants intend to vote in national (88.60%) and local elections (85.70%).

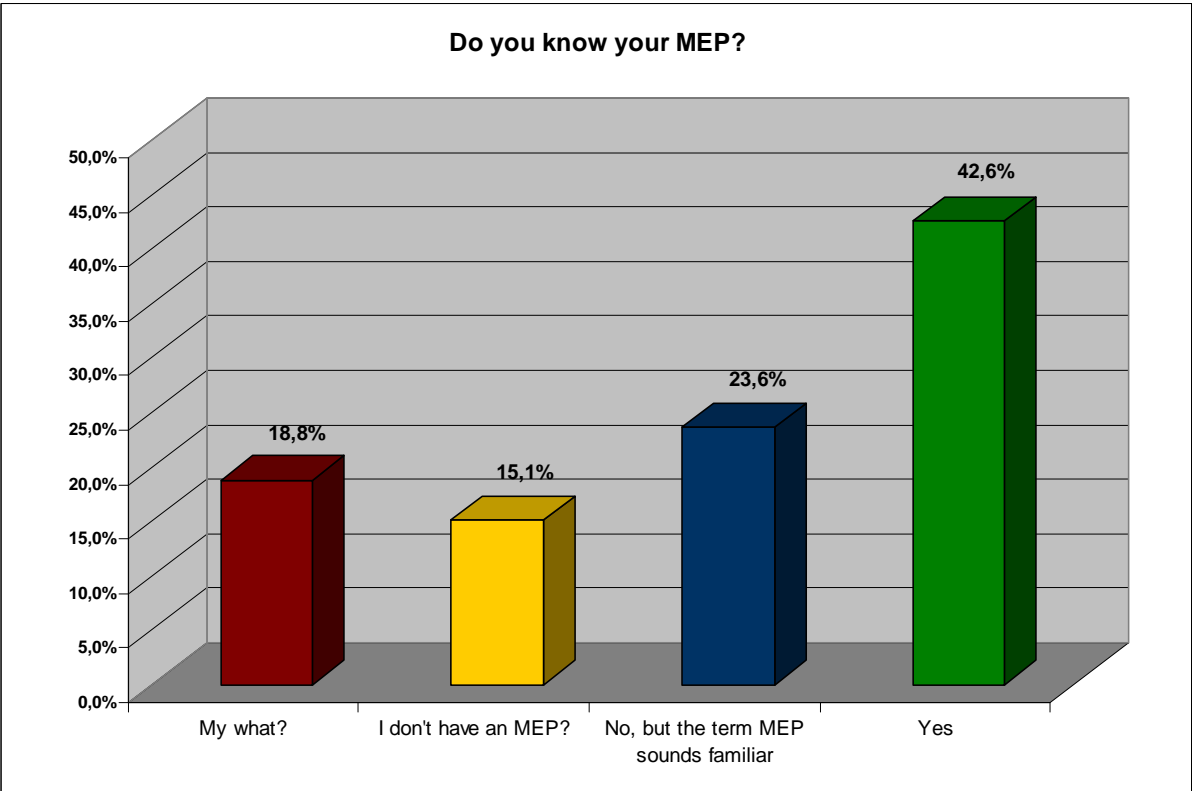
Comparing this data with the findings of the above-mentioned “Pan-European survey of youth opinion and European politics”, conducted in June 2004 by Generation Europe, we notice an increase of 6% of young people planning to vote in the next elections for the European Parliament – from 65.70% to 71.40%.

The conclusion seems to be that among young Europeans there is little political apathy at this moment, especially after noting that 2/3 of our respondents perceives the European Parliament as relevant to their lives.

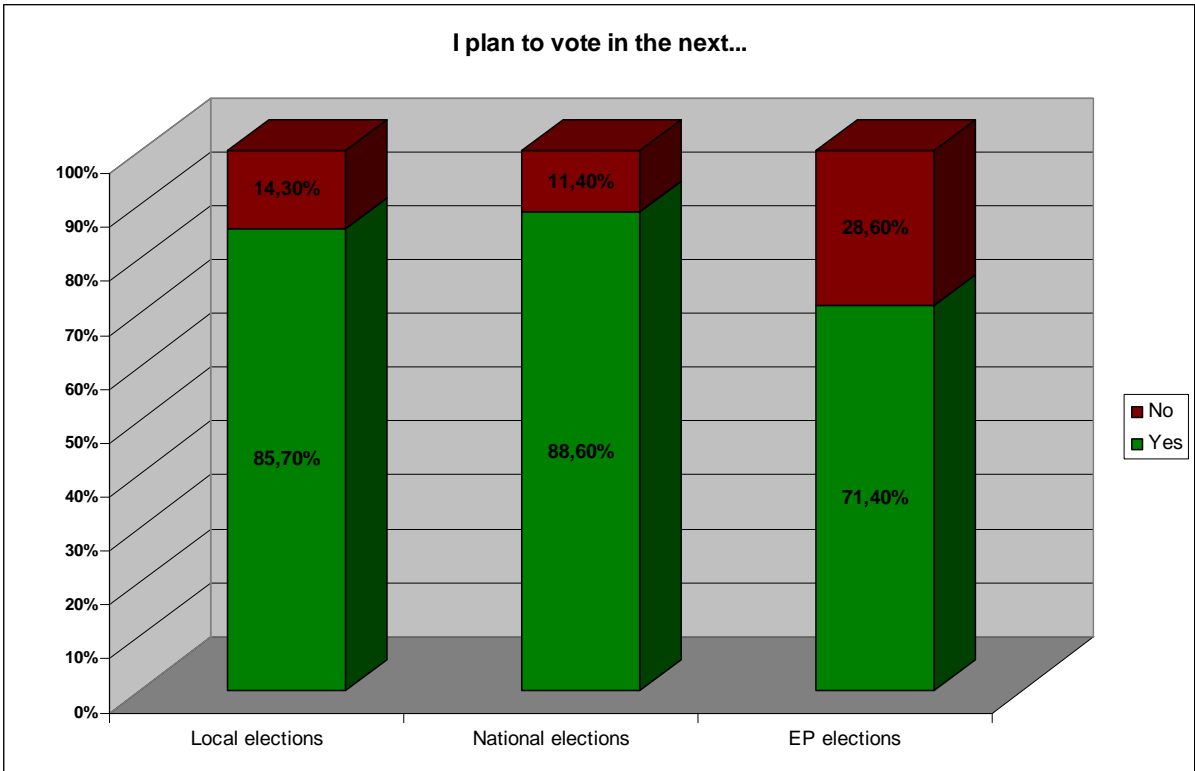
More information on these issues can be found in charts 5-8.



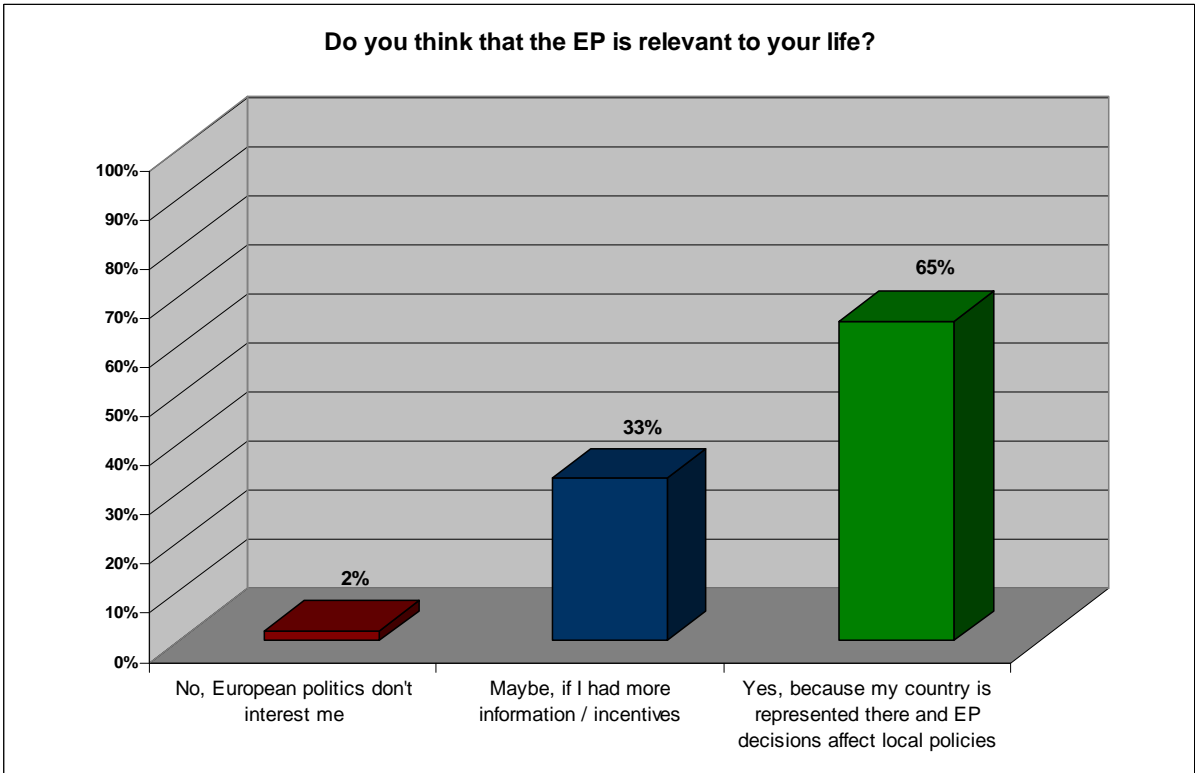
**Chart 5**



**Chart 6**



**Chart 7**



**Chart 8**

## **Part II - EUROPARLTV**

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Questions asked in this part of the survey were:

- If the EP launched a web TV service for people under 30, what would you like to see on it? Please select all that apply.
  - I mainly use the Internet... Please select all that apply.
  - Rank the attraction level of following UGC...
  - Would you like to participate in providing content for EUROPARLTV?
- 

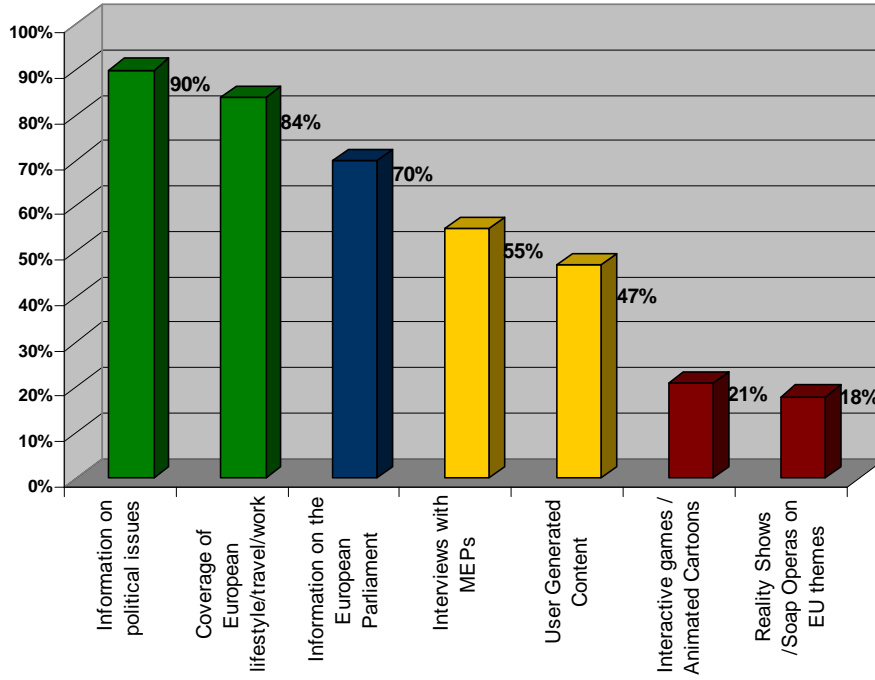
If the European Parliament launched a web-based TV service for people under 30, most of our respondents would choose to watch information on political issues (90%), coverage of European lifestyle/travel/work opportunities (84%) and information on the European Parliament (70%). The things that they would least want to see on EUROPARLTV are reality shows/soap operas on EU themes (a number of our respondents saw the need to oppose this kind of potential programming also in their answers on the Open question). Other themes that our respondents suggested for potential broadcasting on EUROPARLTV include: scholarships/education/student exchange, EU in the world and issues regarding minorities in the EU.

Almost all respondents use the Internet to check their e-mails and for research/education/work. Roughly half of them use the World Wide Web for downloading media files, buying travel and concert tickets/on-line shopping, while only 1/4 of young people that filled out our survey use Internet to watch television.

In terms of User-Generated Content (UGC), “European life and travel clips” was the favourite of five options (40% had it as a first choice with another 20% as a second choice), followed by “Europe viewed by non-Europeans” (10% as a first choice, 50% as a second choice). “Young Europeans interviewing MEP’s” ranked in the middle (15% first choice, 15% second choice but 25% third choice) while the remaining two options - “presentation of individual political manifestos” and “an MEP goes back to school” - were rated as least interesting – the last choice for 40% and 50% of respondents, respectively.

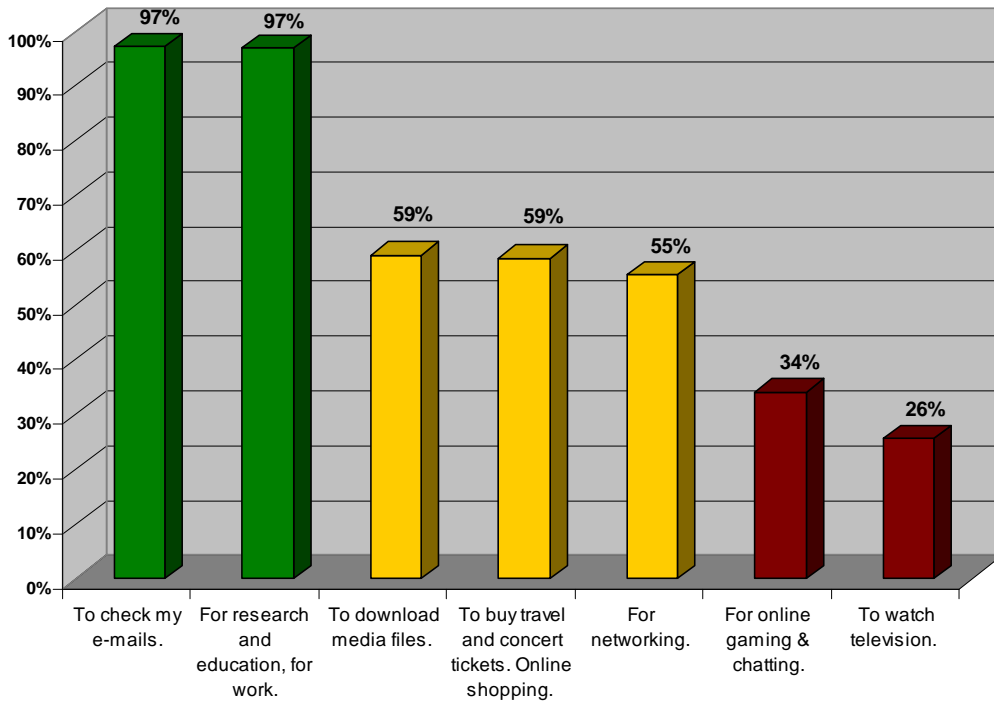
Finally, almost half of our respondents would like to give their own contribution to EUROPARLTV’s programming, while only 10% have no intention of doing that. In between are those who would participate in providing content for EUROPARLTV if they knew how or if there were some incentive. More details on this are presented in charts 9-12.

**If the EP launched a web TV service for people under 30, what would you like to see on it?**

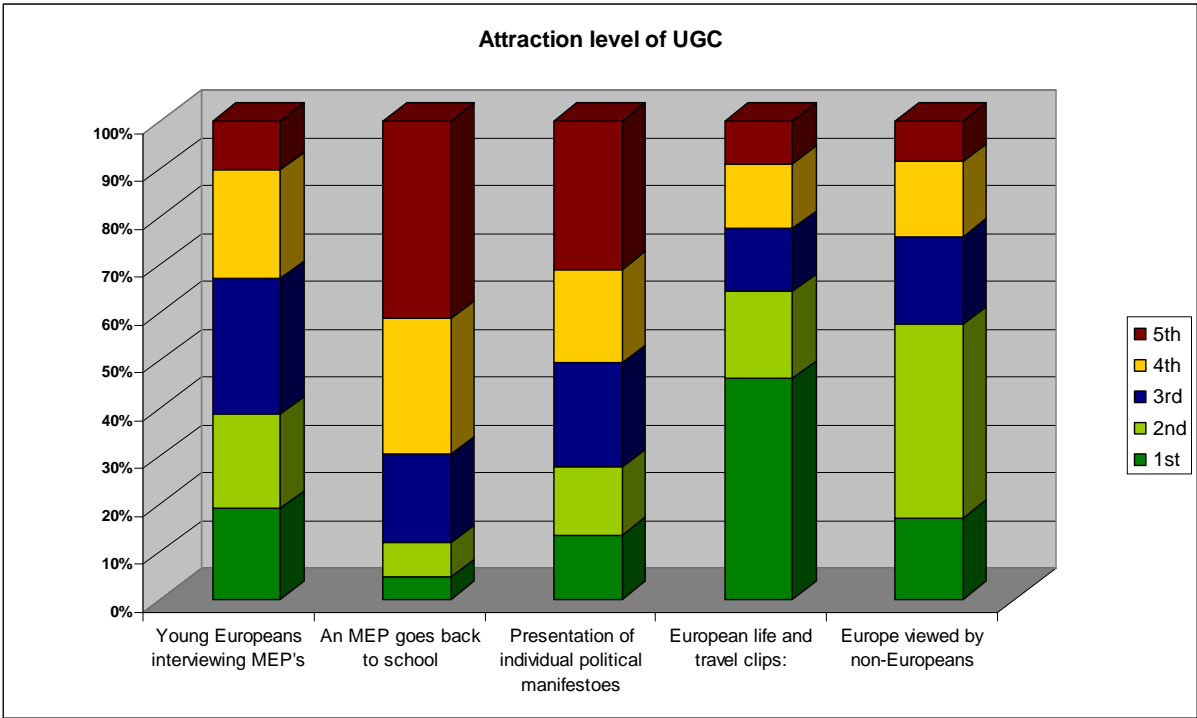


**Chart 9**

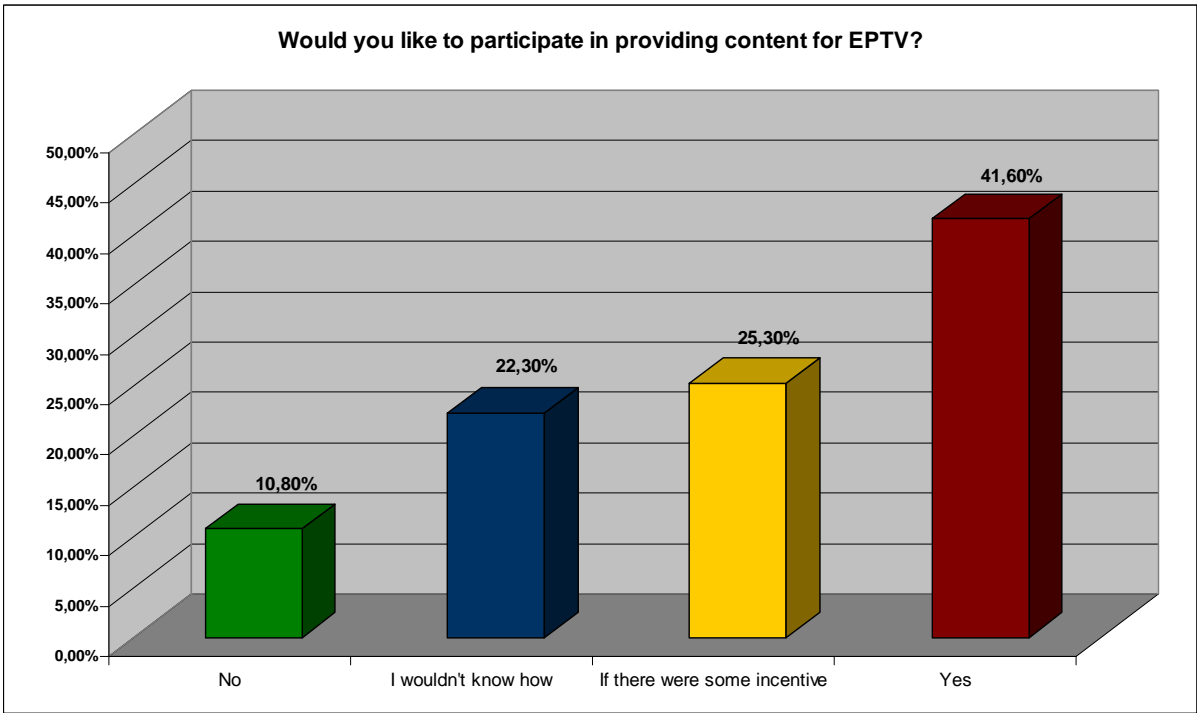
**I mainly use the internet:**



**Chart 10**



**Chart 11**



**Chart 12**

## ***Cross-analysis according to gender***

After processing the data coming from one specific respondents' target group - young Europeans age 18-29 - Generation Europe's team did a comparison of views expressed by male (M) and female (F) members of this respondents' population. Here are some of the findings with the most significant percentage difference:

- “I’m well informed about the European Parliament”: M – 33.90%, F – 30.90%
- “I know my MEP”: M – 44.00%, F – 42.20%
- “I plan to vote in the next EP elections”: M – 75.50%, F – 69.40%
- “The EP is relevant to my life, because my country is represented there and EP decisions affect local policies”: M – 67.30%, F – 64.20%
- “If the EP launched a web TV service for people under 30, I would like to see the coverage of European lifestyle/travel/work opportunities”: M – 81.10%, F – 87.70%
- “I use the Internet to watch television”: M – 32.40%, F – 20.70%
- “I wouldn’t know to provide content for EUROPARLTV”: M – 19.80%, F – 23.20%

## **Open Question**

Over 75% of respondents - or 594 respondents of the total number of 784 - answered the survey's Open question, offering some interesting and creative ideas on how they see the concept of EUROPARLTV and especially its component oriented mainly to a younger target audience. Here we present 22 answers that managed to pass our three rounds of selection. Some of the respondents offered their participation in the creation of the EUROPARLTV's youth-oriented programs, others emphasized that this potential Internet-based television must not be used for political propaganda. Leitmotif in a number of responses was the lack of interest of young Europeans in watching soap operas on EU themes and/or reality shows on EUROPARLTV.

### **MY MOTIVATION TO WATCH EUROPARLTV WOULD BE...**

- ...it's content. It has to be truly informative and not presenting only how great Europe is in the form of propaganda. It has to provide knowledge in an entertaining way; such as thematic documentaries about life style and specific problems so people can learn about Europe and its problems in the small places. Also it should provide a level of interaction between the people and the MEP's by offering open criticism so people can feel they are part of the Union. Additionally I would like such a channel to promote European culture; such as European film and music; so the people are more aware of their local production. A practical advice is to be able to choose what program a viewer can watch and not to have only a real time TV. Limit the amount of political talk in the abstract sense and bring it down to the level people understand; without being populist. That means focus on real problems and presents the different views of the European political parties on how to solve them. Show people how decisions made in Brussels affect their lives so they can feel they are the Union. **Alexia (26) from Greece**
- ...entirely based on the quality of the programmes offered. Namely; EUROPARLTV should never be associated with a sort of live streaming of the parliamentary sessions but should offer (solely) added value content - interviews; explanations; distinguished (does not mean boring!!) commentators; reports; programmes focused on different themes and publics (e.g. Mondays would be EU-career Mondays; Tuesdays your-EU-comment day; Wednesdays Learned opinion day ...) etc. But; having covered the 'What's; we also have to focus on 'How' the worst thing would be hours and hours of hopelessly unimaginative; non-stimulating; visually boring programme. The solution lies with creative minds who can; I am sure; find a format for each segment; in which the content will truly come to life and not only inform but also entertain. Having said as much; banish every thought related to infotainment and reality-TV as neither of them can offer anything really worth while and should not be connected with an institution like the EP. In short - what would motivate me to watch EUROPARLTV? Programme quality (content and presentation excellence). **Aleksandra (27) from Slovenia**
- Mainly to get information about what happens at the European level; what decisions are being taken and to learn more about other European countries and views. I would be especially interested in learning why politicians are motivated to implement certain changes; to have things explained further so it is easier to understand and therefore to agree or disagree. It is not always easy to form an opinion about certain issues; especially without having all the background. It would give an opportunity for politicians to explain why they believe what they do and maybe build trust in people. Europe is very diverse and cultural background is also very important when understanding how different people feel about different issues so it would be interesting to know the position of different Europeans on particular issues or problems; and what they would do to solve them. Travel features about interesting places to visit in Europe would also be very interesting. Or maybe short language programmes. **Leonor (25) from Spain**

- I think the main reason would be to find out more about European Parliament (usually news from EP is quite short; not too sophisticated). Showing MEPs and EP informally would be another great thing to be done - I guess we all treat them as people far away and do not really realize what they do and who they are. I also do not think we have enough information about legislations undertaken by European Parliament and since they affect our everyday life it would be useful to have an immediate access to the latest news from the heart of the legislation process. Personally I would also see the TV as a great opportunity to find out what our representatives REALLY during the term and reasonably take up the decision whether to re-elect them for a second term or not. Sometimes we just have to rely on their report which are not unbiased. **Anna (29) from Poland**
- EUROPARLTV should be an open platform for presenting the work of the EP; by showing the impact of the Parliament's decisions in every day life of the Europeans. As politics will never appeal to common people; and especially to the youth; it would be a waste of time to try to trick people by sweetening the pill by using "soap opera" for communicating; better make it short and simple; and as clear as possible. So; building on the format that &comma; for instance; is used by Euro News for covering the EP activities; and mixing it with relevant information about the life in the EU; but also outside EU; especially in the neighbouring countries; My motivation to watch this EUROPARLTV would be to see the stand the MP I'll vote will have in the main debates in Brussels. **Adrian (26) from Romania**
- ...that I would love to get to know more about the EU. As a grown up u would like to work in another country (that is also in the EU) and I would like to get to know by well informed and reliable sources what each country has to offer to its Citizens. Also I loved the idea of a television that unites all Europe as one big country. Also as a teen soon to be 16; and therefore; more independent I wish to get to know more my rights and the all the possibilities I have as a citizen of a member country. Many teens I know don't care about politics at all...they say its not 'cool' to love politics....but in my opinion if there was none of this our country would stand by her own and more likely it will someday fall in a big chaos of problems. I conclude by wishing you all a good night sleep ;) Excuse my bad English. **Simone (15) from Malta**
- Our generation is accused of being highly apolitical. I am somebody who proves this accusation: I do not even know what MEP is. But even by somebody like me; EUROPARLTV could be watched; provided that they inform the youth about political issues without trying to manipulate them in a way; Indeed; getting out of this apolitical state but nevertheless not losing our objectivity is important for us. It is true that by nature humans tend to support one idea when they know about it. Thus; attempting an escape from this apolitical state is equal to getting caught in not the right opinion; but the opinion that is presented in the most attractive way. Provision should be to present any issue objectively. It is genuine objectivity that can awaken the youth. We need knowledge; not speculation. It would highly motivate me to watch EUROPARLTV to know that they do not broadcast to manipulate us; but to show us. **Esra (22) from Turkey**
- Primarily I would watch to stay informed on latest issues in the European Parliament; such as the Geremek affair which caused a major conflict between the EU and the Polish government; or the whole energy discussion vis-à-vis Russia. Furthermore I would watch EUROPARLTV out of human interest. Who are the MEPs who take on a responsible task? What is their background; how do they live in Brussels... all these themes are hardly addressed by national television. To enhance interaction between youths and MEPs; a "you-tube" element would be perfect -although one has to wait and see whether people actually do get active in this field. Finally; I think it would be great to have more talk show-styled debates between MEPs on several issues. Something likes Jeremy Paxman interviewing MEPs on hot topics; but also confrontations between European Commission representatives and MEPs -and of course; between MEPs. Ultimo; my motivation to watch EUROPARLTV would be the profound interest in EP. **Guido (25) from The Netherlands**

- ...varied and stem from many different areas. One of them would be to discover Europe in depth as an immensely diverse and interesting socio-cultural area; comprising a wide variety of self-defined cultural identities in many different countries; regions; provinces and even cities. Secondly; to keep up to date with the latest political developments in the construction of such an important and yet challenging entity as the European Union; where a lot has been done but still even more work still waits. Another one would be to watch geographical features from all corners of the European Union; with the prospect of gathering information to organise trips; visits and exchanges in other regions. And the main and most important goal would be to achieve a better understanding for everybody of different European cultures; aiming to eradicate fear of diversity; which is a cause of social tension; therefore creating a better Europe for everybody to interact in. **Horacio (27) from Italy**
- I would watch EUROPARLTV if it was wide-ranging; focussing on the full range of issues the European Parliament covers; plus included coverage and insights from all EU member-states. I would also be more inclined to watch it if it included a range of critical perspectives on the issues it deals with. It could easily drift into an overly celebratory account of the benefits of EU membership and the work of the parliament. This would be fine in moderation; but would need to be counter-balanced by programmes focussing on areas that could be improved; or where the EU is not functioning as well as might be hoped; including even-handed analysis of the effects of EU membership on the new member states. I think it's also important that any channel aimed at young people shouldn't be too patronising; or go out of its way to appear 'hip' - I think young people would prefer it to be simple; clear; unbiased and open in its approach. **Jonathan (24) from the United Kingdom**
- I would like to know more about the work of the European Parliament and - given the possibility to actively participate via e.g. internet forums - provide additional ideas and suggestions regarding currently topical subjects. It would also be interesting to view presentations of the culture of each EU country and sightseeing opportunities to help viewers decide where to spend their vacation. Providing business information; from major market indices and short news on selected European companies as a counterweight to American business journalism to new major job openings and summer work opportunities; would be useful for both poorer and wealthier countries. Finally; invitations to selected public festivals and concerts provide a perfect getaway for a weekend and a possibility to meet new people and make new friends. All in all; it seems that such a web-based TV would certainly fill the void; particularly in less-covered areas of interest. It is a challenge for content-makers to show their talent and a promising source of information for all others. By using modern internet technology; it can easily be made available worldwide. **Matjaz (22) from Slovenia**
- My motivation to watch EUROPARLTV would be to have first-hand actual diverse information about events and developing processes concerning the European Union; including national policies; environment issues; international treaties and most important existing and emerging opportunities inside the EU. Of course; entertaining music and sport programs would be attractive to me; as well. In my opinion; the primary aim of EUROPARLTV should be involving young people in Europe in initiatives that will build tomorrow European civil society. Bearing in mind the integration processes in the last 15 years and especially the accessions to the EU; it must be one of the priorities of the EU. I would watch EUROPARLTV with pleasure; if it could make Europe closer to me in different aspects like European policy at a local and national level; different people's views and visions for today's and future Europe; no matter of their age; nationality; gender and religion. Views of non-Europeans would be essential; as well. Another important point is the diversity of different TV programs so that anyone could find something of interest for themselves. This aim could be accomplished by developing an online rating system so that online users could assess the programs; give opinions and suggestions. Users must be encouraged to participate in EUROPARLTV blog. Finally; I would like to finish with a well-known motto. It may seem trivial since it is the fundamental of my Marketing major: The information must be broadcast in the most convenient way in the most convenient time with the most convenient tools so that it can bring best results. In other words; a clear strategic conception about the aims of EUROPARLTV must exist so that EUROPARLTV can most easily achieve them. **Georgi (23) from Bulgaria**

- To get information that concern and interest me given from a young point of view. I expect innovation and an interactive approach that permits at young people to choose the thematic. I also expect a democratic change for everyone to express and discuss political and social matters. From EUROPARLTV I expect a global coverage of important problematic and the courage to discuss them; like political ideology and political activism; social transformations and their understanding; racism; unemployment; gender relations; history and memory in modern Europe; intercultural and antireligious dialog. Matters which personally I consider important ones. The young public must have the chance to get in touch with and try to understand. Finally my strongest motive is the need for modern and up to date information in a new and fresh way. **Maria (24) from Cyprus**
- To really show that EU works. Funny and useful content: how EU's social campaigns are being prepared (maybe a reality show with casting to an intern in one of the project teams working on him international campaign would be an idea!)&comma; interviews wit MEP about if they use new media or nor; creating real challenges for them for example competition for the best MEPs blog judged by the youth; useful information about EU educational programmes (Socrates; Leonardo) showing real stories of people's to motivate others. Building community around young Europeans (something like face book). Reality show about for example electoral campaign. This TV should gather all the information from national and international portals (Café Babel or Eurodesk) and continue spreading information given there. Showing opportunities beside Europe; describing process of cooperation between EU and non-EU countries. Presenting interesting simple-to-prepare international cuisines (for example MEP and reporter cooking together). **Monika (23) from Poland**
- Even though I am not the type of person that would watch on-line TV; this would be a good opportunity to start using on-line TV as a source of getting useful information.; Regarding the fact that Macedonia is a candidate country for the EU there is an existing demand for this kind of information. This type of on-line TV would help in the process of informing Macedonian people and educating them of the working principles and practices not just of the European Parliament but of the other EU institutions as well. According to my experience as a youth worker; I could state that there is a surprisingly low level of knowledge regarding EU issues; processes and practices between the youth. Responsibly; I try to work on this local/national problem and from this aspect having this source would be of great benefit. I would personally use it for keeping myself up-to date with the EU issues; and professionally would promote it as a valuable source of information and as a tool for education. Never the less; what especially inspires me is the opportunity which this project offers for European youth to actively take part in it. Therefore; this kind of involvement gives me/us a chance to act not just on local but on international level as well. **Nina (21) from Macedonia**
- ...to learn more about the European Parliament and about "life in Europe"... Armenia; my country of residence; is not part of the European Union; but we're in the Council of Europe and New Neighbourhood Programme; so we're gradually moving towards European integration in most spheres. EUROPARLTV could provide Armenians with a better idea of why exactly we're going for European integration and what being "in Europe" truly means. EUROPARLTV would help us learn about Europe; the legislative and administrative processes of the European Union; providing us with comprehensible information that is otherwise bureaucratically worded and formulated on official websites. A television channel targeting the youth would help us answer the question "what does my generation get from being in Europe?" I would like the EUROPARLTV to remember that non-EU citizens (based on the EU's current definition) will be watching as well; so that the content should not be meant only for those living within the borders of the EU! **Nazareth (26) from Armenia**

- ...to get to know what happens within the European institutes on a daily basis and to be able to hear comments and critics about decisions made. Another motivation to watch EUROPARLTV would be to see the perspective of the individual member countries on the discussed issues and whether the results are really in the best interests of the EU as a whole or of individual countries. Finally I expect from a European Parliament TV channel that citizen of the European Union could interact more closely with MEPs; asking them questions and telling them their complaints. This would make people realize across Europe that most problems can be tackled together and that different nationalities don't have to fight against each other to get the biggest piece of the cake. EUROPARLTV should also stream news about Europe and the world from a European point of view. It should be another step towards creating a European identity. **Pit (20) from Luxembourg**
- Even though content is the most important of a TV channel for me to watch it; in many occasions the format make the shows very boring and hard to follow. For me to be motivated to watch a channel special attention should be put on innovating the format. Some ideas would be to have contests for groups of young people creating shows; title sequences; content... Groups that win the contest could be invited to work with the professional team and resources of EUROPARLTV. A TV for the young should integrate youngsters in its production and creation. Another point that matters for me is the possibility of seeing shows that you wouldn't be able to see in other TV channels. Shows created by viewers and users expressing their position on some politic issues or bringing some often ignored issues to the surface. The channel should support these initiatives not only accepting the content; but helping the viewers create such content; offering access to studios; good equipment and council on TV content creation. This would be to allow the viewers voice to be heard and considered much more than if it was obviously amateurish. **Ricard (25) from Spain**
- ...to be informed on the possibilities and potential of the European Union. I would like to see the European Union; and its institutions seize the opportunities of our digital era; and communicate relevant information to EU citizens. From a platform such as EUROPARLTV; an essential and direct link of communication could be established between the EP; the democratic forum of the EU; and us; European citizens. This must not remain a one-sided tool of communication. Thanks to this item; an additional zone of interaction can be created. I would be excited to watch and listen to programs about the EP which would come from another source of information than mainstream channels. ; Finally; EUROPARLTV would allow me to have a close and different look at a vital European institution. If such a way of communicating was set in place; I would have the opportunity to discover more about institutions and people whose decisions affect my everyday life and environment; and get to know and understand them better. **Romain (25) from France**
- If it is a serious TV station that provides relatively unbiased information and covers relevant areas that commercial TV stations do not cover. If it provides adequate coverage of equality and environmental issues; and if it provides an interactive space for young people to interact and voice their concerns. As a Maltese citizen; I would be very interested to watch the TV station if it also provided a space for people from all over Europe to interact in panel discussions about anything that is topical ranging from same-sex marriage and adoption to immigration to European values to GMOs etc. As a European citizen; I would be interested to learn more about what the Commission and other EU bodies are doing to make the quality of life of EU citizens better. It would be great if young people could pass the microphone to MEPs and drill them about their work. Should some of the above be adopted; I am sure that it will attract the attention of young people to the work of the EU institutions and make them become more appealing to the pubic eye. One final point; no commercials please (other than educations announcements) - we have way too many of those on the commercial TV stations! **Silvan (26) from Malta**

- ...to see young Europeans building up a life and how they contribute with their experience to a better idea of how they live and learn. I want to see documentaries about themes like higher education and how EU policy works with that regarding Lisbon objectives. By travelling throughout Europe and working together with other Europeans I can see more and more similarities between us. There should be more focus on what we have in common than in what we differ from each other. I would like classes and groups of students to show how they make use of the benefits of free travel and education: what the EU has contributed to their vision of themselves and the world. What would make it more powerful is that high profile EU politicians show commitment to the youth and their visions for Europe and their own life. Furthermore projects like those of the ACC should receive more attention so a broader young audience can see what it likes to live and work with other young Europeans and what they do in programs. What would be great is that the Dutch initiative Cool Politics could get attention so that the example is followed in the rest of Europe. That would show we know; we care and we act!  
**Willem (28) from The Netherlands**
- I would watch EUROPARLTV to inform myself about the issues on the European agenda and would appreciate the opportunity to learn more about the other European countries, including the candidates, especially their positions on European matters. I see EUROPARLTV as a possible investment in developing a joint public space for communication, which is very important for developing and strengthening the European identity, which, on its part, is a necessary basis for deepening the integration in the Union and strengthening its legitimacy. In the era of globalisation a strong European Union with a high capacity of decision-making is necessary to insure competitiveness of the member states on the global stage. It would mean deepening of the integration and giving up more of the sovereignty the member states still enjoy, e.g., deciding more issues with a qualified majority voting. For such a system to be democratic and legitimate, the people must trust the decision makers to represent their interests, even if they come from another country. To develop such trust, we need to know each other and to learn what our shared European interests are. The EUROPARLTV could serve as a public space for learning to know each other and for discussing, what our shared interests are.  
**Ilze (23) from Latvia**