

# GENERATION

2010  
2011  
2012

ALREADY PRODUCED  
IN DENMARK  
THE NETHERLANDS  
AND BELGIUM



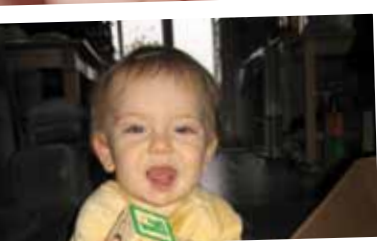
4 CHILDREN, BORN  
IN THE SAME YEAR  
4 DIFFERENT FAMILIES  
FROM BIRTH  
TO ADULTHOOD

HUMAN INTEREST  
60 MINUTES

eyeworks

# GENERATION

2010  
2011



**In Generation 2010 we follow four children and their very different families, from the day they are born until the day they become adults. This show is about the children and their families. It tells the story of growing up within a family and finding your place in society.**

It's history in the making, portrayed through the daily lives of four children, who live in the same country and become four very unique human beings. 'Generation 2010' tells the story of both the conflicts and challenges that modern families from different social environments face every day.

## **DENMARK**

Since the year 2000, every January when a brand new season of the series hits TV screens across Denmark, the viewer numbers reach new record-breaking numbers, generating supreme market shares of more than 53% (20% above station average).

## **4 CHILDREN 4 FAMILIES**

The four families raising the children are totally different from each other. Not only do they live in four different parts of the country they also have a different social demographic background. Rich and poor, living in a city and a village, well educated and less educated.

In each episode you get to know the families intimately giving you a very personal impression. The education of the children is key. How do the parents approach it? Was it all planned? Is one of them going to stop working? And what are their ideals for their family?

## **VIDEO DIARY**

Our camera registers all the main events in the children's lives, and next to these recordings, each family is given a digital camera so they can make their own video diary, resulting in very unique and intimate scenes that wouldn't normally be captured on tape. The preparation before the delivery, the first diaper that has to be changed, dad videotaping his newborns first steps, small arguments about how to raise a child, laughter because the toddler ate the dogs dinner. Everything will be taped, making the series into a very special document. Another very unique element is that the families control the editing themselves. They decide what will be the final content of the program. In Denmark, the show started in 2000, entitled 'Generation Zero'.

**Watch how a new generation grows up.**

Ten years later a Dutch and Belgian version of the series started, called 'Generation 2010'. Every year a new generation grows up, meaning that every year can be a starting point for this extraordinary document.

**Generation 2010, four children from four different families in a unique series about their inspiring and emotional journey from babies to grown-ups.**

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*Title*

Generation 2010

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*Genre*

Human Interest

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*Length*

60 minutes / 4-8 episodes per year

**eyeworks**

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