



Stichting Trideo

Annual Report 2018

Preface

2018 was a busy year. Where last year was dominated by the development of the international Trideo platform, this year's focus was on building its Dutch equivalent.

The process' first step involved changing the foundation's name from Stichting SQPN to Stichting Trideo. SQPN was an acronym nobody could remember and Trideo is the name of the platform Stichting SQPN has developed in recent years.

From our mission and vision we formulated our focus: making productions that are in demand. We are listening to the feedback we receive from our audience. We often hear from young people that they want to pass on the faith to their children, but can't find the content they need. They mention our LEGO catechesis videos, that explain articles of faith in one minute, as examples of productions they would like to see more of. In addition to the feedback we receive, we also connect to our audiences on social media platforms to reach out.

In this annual report, Trideo's board of directors wants to be held accountable for the activities they have unfolded during the past year, to evaluate the annual plan and to learn from experiences.

On behalf of Stichting Trideo's board of directors,

Jacques van de Pas (chair)

Tom Paffen (secretary)

(this document is a translation of the Dutch original and therefore isn't signed)

Activities

In-House Productions

Videos on Social Media

In 2018, we started an experiment making in-house productions for our YouTube channel. The idea was to produce one series of episodes per month revolving around a specific theme. The production would be made as a series of four parts. Every week one episode would be aired on social media platforms.

The footage for these productions was taken from the archives. In addition, new footage would be shot in the form of short interviews to be able to put everything together. An external editor would edit it together in a 25-minute television-length production, each part would be six minutes long, to cater to audiences on social media.

The individual parts would be made available for everyone, but our Patrons would get access to the full length documentary in HD.

In May, Star Wars month, we started with *Galaxy of Friends*, also keeping our promise to produce a Star Wars documentary.

The editing turned out to be more challenging and time-consuming than we had thought. The project for June, re-editing Fr. Roderick's Camino vlogs, made that even more clear and forced us to abort this project.

We've put this project on hold: we need to look into procedures, agreements and the workflow before continuing on this path.

Podcasts

Stichting Trideo produces weekly podcasts catering to a broad audience for some years already: *Father Roderick* (67 episodes in 2018) and *The Walk* (29 episodes in 2018).

In 2018, we experimented with the format to find out whether it was possible to grow the audience for podcasting. The way in which our audiences consume our content has dramatically changed over the years. In 2005, podcasting was brand-new and people listened using their mp3-player that they first had to connect to a computer in order to load it with content. Mobile internet did not exist. Later, after the invention of the smartphone, people had broadband internet access wherever they went.

Mobile internet speeds and usage have exponentially grown ever since. Nowadays, most people use their phone to watch videos on social media. Podcasting has hit a glass roof. We wondered if changing to a video-first format would boost the numbers.

In the end, changing to a video-first format turned out to be very labour-intensive with a very small return on investment. This is why we started with *'The Daily Breakfast'* and ended with the same kind of show we had in December 2017: *'Father Roderick'*, a weekly audio podcast that is a mix of topics.

Productions for third parties

Roderick Zoekt Licht

We made 14 episodes of *Roderick Zoekt Licht* for KRO-NCRV in 2018. We went to the Nijmegen Four Day Marches ('The Walk of the World'), a procession in Maastricht called 'Heiligdomsvaart'. We also covered the topics of fairy tales, the future of church buildings and shepherds in Limburg.

In 2018 the 'Roderick in Rome' specials were changed into 'Roderick bij de Buren' (Roderick at the neighbours). The most important reason for this change was the lack of new content in Rome. We already went almost everywhere in the past years. The episodes at the neighbours show how Catholicism thrives across the Dutch borders.

The series of specials started in January in Antwerp (Belgium), in the months following we went to Düsseldorf (Germany), Luxembourg en Wallonia (the French-speaking part of Belgium). In addition we also made an episode about Fr. Roderick Vonhögens experiences walking the Camino and a report of a pilgrimage by Dutch pilgrims to the Holy Land.

Vastenactie (Lent project by the Dutch bishops' conference)

For the Lent project organised by the Dutch bishops' conference, Stichting Trideo produces an episode entitled the *The 40-Day-Challenge*. It was aired on Tuesday, 13 February 2018.

Kansfonds

In the past year we made a series of web videos for Kansfonds, a charity that fund diaconal projects throughout the country. A compilation of these short clips was aired as an episode of *Roderick Zoekt Licht* on Dutch national TV. Filming was done on location in Amsterdam, editing was outsourced to a free-lancer.

We also made a series of videos for various projects competing for the Kansfonds Inspiration Award. A compilation of these clips was also aired on Dutch national TV.

Publicity

In 2018 various media outlets reported about Stichting Trideo's activities. Catholic newspaper *Katholiek Nieuwsblad* wrote an article about the launch of the *Galaxy of Friends* Star Wars series.

Fr. Roderick Vonhögen was invited by several radio shows to talk about church affairs that made headlines. This was also an opportunity to talk about Stichting Trideo's activities.

External Contacts

In the past year, Stichting Trideo had warm contacts with several organisations, for example Kansfonds and KRO-NCRV.

KRO-NCRV

Stichting Trideo is one of the partners producing *Roderick Zoekt Licht*. In 2018, we made 14 episodes of this programme. The relationship with the network is good and the feedback we received from viewers was mostly positive.

Kansfonds

Another partner Stichting Trideo collaborates with since a number of years is Kansfonds. Together we make short videos highlighting the work they fund.

In the past year we also made some productions featuring *The Passion*, a Maundy Thursday spectacle aired live on Dutch national TV. A number of projects in the Bijlmer neighbourhood, where the spectacle took place this year, was chosen to illustrate this year's theme.

Videos from both projects received positive feedback and several thousands of views on social networks.

Internal organisation

Stichting Trideo's organisation consists of a board of directors and an operational core team.

The Board is responsible for a long-term vision and creating the means for the core team to function. The directors serving on Stichting Trideo's board do not receive a compensation for their work. They can, however, ask to be reimbursed for the time they spend attending and preparing for meetings (Dutch: vacatievergoeding).

Stichting Trideo's Board of Directors in 2018 consisted of the following members: ir. J.J. van de Pas (chair), Mr. T.J. Paffen (treasurer/secretary), Fr. R.E. Vonhögen (member) en Mrs. A.J.M. Ursem (member).

The operational core team, Fr. R.E. Vonhögen, Mr. M.H.M. Vriens en Miss. I. Loots, focuses on the creative processes and the logistics involved with producing audiovisual content. In 2018 werd Mr. Vriens was hired for 1,0 fte to assist with logistics and administration.