StatFlix: a Banco de Portugal’s original series

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Why do we need to promote statistics?

Who is the target audience?

Who can help create the product?

How does it look like?

What’s next?
It’s essential to provide quality statistical data, but also to make sure that people can easily find and understand the relevant data.

Banco de Portugal has been investing in the way it communicates statistics to different users.
AGENDA
REASON
AUDIENCE
RESOURCES
PRODUCT
FUTURE
Back-to-school campaigns - conducted to promote BPstat
AUDIENCE

SESSIONS FOR UNIVERSITY STUDENTS

2021

20
SESSIONS

1200
STUDENTS

18
UNIVERSITIES

4.6/5
AVERAGE SATISFACTION
AUDIENCE
UNIVERSITY STUDENTS

WHAT CAN WE PROVIDE TO STUDENTS?
AN ONLINE COURSE
AGENDA
REASON
AUDIENCE
RESOURCES
PRODUCT
FUTURE
This project was developed and supported by:

- STATSCOMM Team of the Statistics Department
- Banco de Portugal’s Board of Directors
- Cooperation with the Universities of Economics (Main Client) and Statistics Department’s Interns
- Outsourcing Enterprise (Specialized in Digital Learning)
- Other Departments of Banco de Portugal and Statistics Portugal (INE)
UNLOCK A NEW PRODUCT

an online course on official statistics for all the Portuguese schools on economics
AGENDA
REASON
AUDIENCE
RESOURCES
PRODUCT
FUTURE
PRODUCT

MAIN TOPICS

01
NATIONAL ACCOUNTS
Main economic concepts
GDP

02
FINANCIAL SECTOR
Monetary and financial Statistics
Monetary policy

03
GENERAL GOVERNMENT
Public debt

04
PRIVATE INDIVIDUALS
Savings and financial account

05
CORPORATIONS
Financial ratios
Performance indicators

06
REST OF THE WORLD
Balance of payments
International investment position
PRODUCT

1 SERIES | 6 SEASONS

StatFlix

A Banco de Portugal’s original series

TOP 10 See now

Presentation Synopsis Self-test quiz Summative quiz

SEASON 1 National accounts
SEASON 2 Financial sector
SEASON 3 General government
SEASON 4 Private individuals
SEASON 5 Corporations
SEASON 6 Rest of the world
Season 1

National accounts

The evolution of economic activity in Portugal. What it is, what it captures and how GDP is calculated. Has Portugal presented a capacity or need for financing compared to the rest of the world?

EPISODE 1

QUIZ
To arouse your curiosity on the subject. Answer the following 3 questions.

EPISODE 2

VIDEO
Watch the video to learn about this season's key concepts.

EPISODE 3

FLIPBOOK
In this interactive book you will learn concepts and explore the statistics.

EPISODE 4

PODCAST
In this podcast you will listen to experts talking about this season's themes.

EPISODE 5

QUIZ
To successfully complete this quiz you have to correctly answer 5 out of 6 questions.
## FUTURE

### NEXT STEPS

|-------------|--------|--------|--------|-------------|--------|--------|

### FINALIZE THE PRODUCT

- Final tests to the platform

### WEBINAR

- A session with professors to explain and promote the product

### OFFER THE PRODUCT

- Integrate the e-learning (SCORM) in universities’ LMS platforms

### SESSIONS

- Organize sessions on how to explore the BPstat
THANK YOU!

Do you have any question?

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