

LingvisPlay

RÚV ORÐ

Empowerment of Migrants at Scale

SPRÅKKRAFT

A non-profit NGO
founded in Stockholm in 2015

LINGVIS FOUNDATION

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Most language learning happens in a classroom.

Most language use happens outside it.



Classroom

Media
TV, radio, internet, podcasts, music and social media

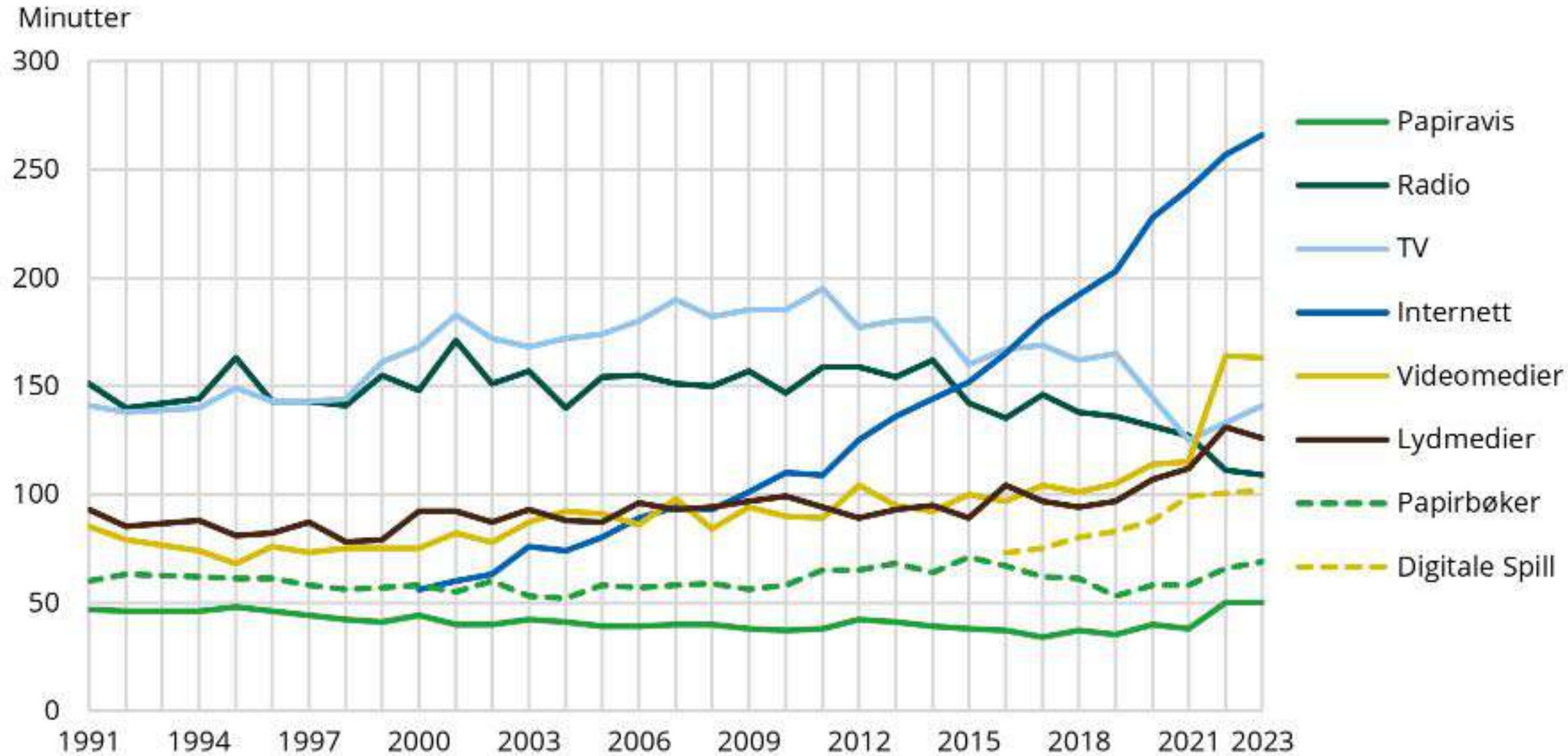
Work
Colleagues and communication

Public services
Information, forms and services

Everyday life
Friends, culture and participation

How do we bridge the gap?

Figur 1.3 Antall minutter som brukes til ulike medier blant brukerne, en gjennomsnittsdag



People across the Nordics spend significant time watching TV

Average daily TV viewing time per person, 2022

(in minutes)





Television remains a central part of everyday life across the Nordic countries – with around 1.5–3 hours of viewing per day.

Source: Nordicom. TV viewing time (live and time-shifted), 2022.
Note: Adults (15+). National audience measurement data, compiled by Nordicom.



European Broadcasting Union/ Prix Europa
Best European Online Project (out of 24 nominated)



Niss Jonas Carlsson
Språkkraft

Hanna Stjerne
CEO SVT



unesco
Institute for Lifelong Learning

Global Landscape Review 2022

LingvisPlay (Språkplay) has reached the highest number of refugees and migrants in the World.

ORÐ

All Programs | Saved | Learning profile | Settings

Learn Icelandic by watching RÚV programs

Click words in subtitles for language support. Colors help you to focus your learning on relevant words

How it works



Recommended programs



Fréttir



Krakkafréttir



Landinn



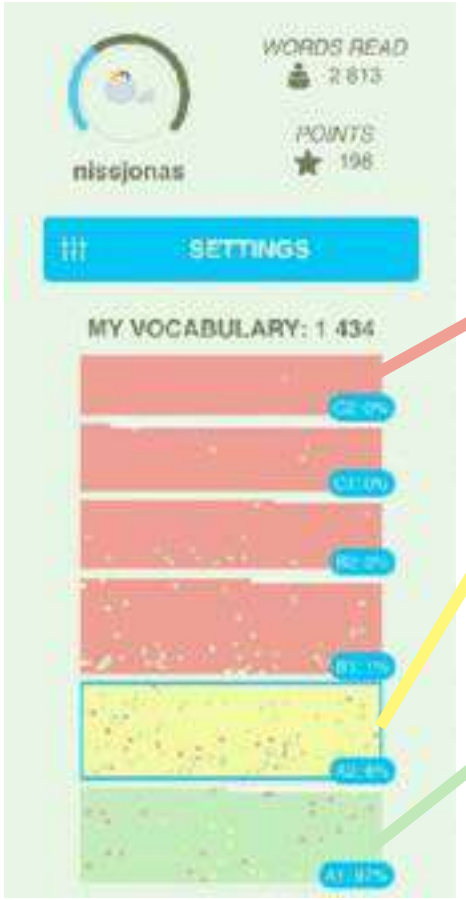
Kastljós


health insurance
obligated
10:00 / 25:07
Og nú er SÁÁ búið að f…
segja, við Sjúkratryggingar og eru
skuldbundnir til þess að vinna
upp í hann og þá er nátt…

LingvisPlay Format



Personal Learning Profile



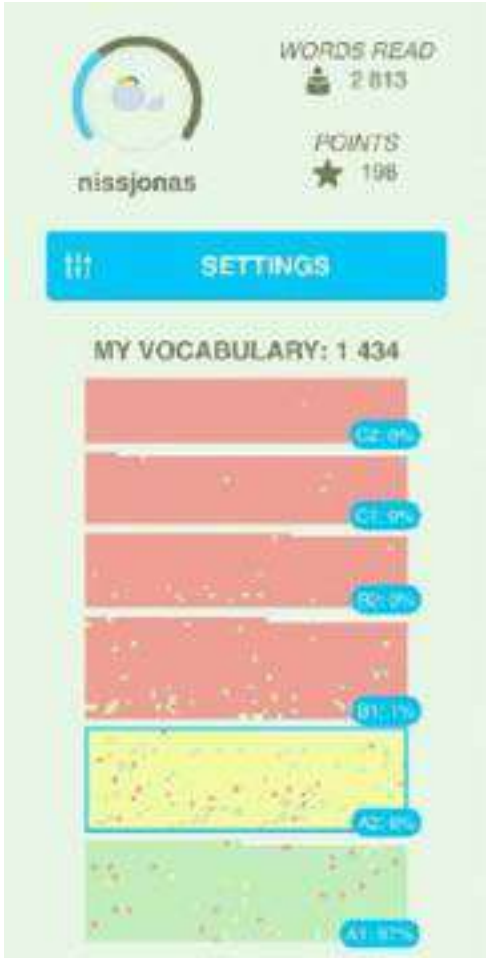
A1-C2

Green – You should **already know** at your level

Yellow – You should **learn now**

Red – You can **learn later**

LingvisPlay Format



Personal Visual Learning Profile (Levels A1-C2)

From general to Personal Learning Profiles



Cloze Test



Multiple Choice



Flashcards



LingvisPlay
implementations
2016-2026

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Språkkraft LIVE

Political festival - Järvaveckan 2024, 2025



Accessibility with language learning

- live captioning with language support and learning to 30 languages