The European Framework for Safer Mobile Use by Younger Teenagers and Children

Two Years On

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Mobile industry self-regulation

- **The challenge: digital convergence**
  - widespread use of mobile phones amongst younger teenagers and children
  - primary usage remains SMS and voice but mobile phones also offer an additional means to consume and transmit information and content

- **The industry's response: The European Framework for Safer Mobile Use by Younger Teenagers and Children**
  - developed in consultation with the European Commission and child protection stakeholders in the context of a High Level Group on Child Protection
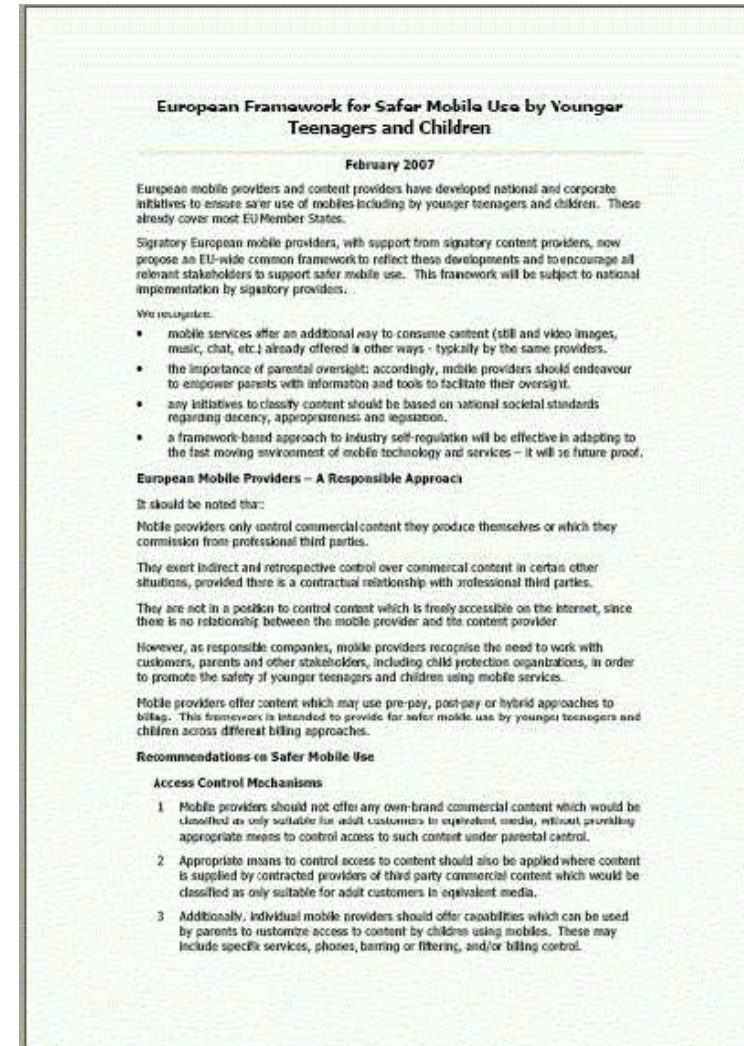 - initial signature on Safer Internet Day, 6 February 2007 in Brussels

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The Framework

Provides recommendations in relation to 4 areas:

- Access control mechanisms

- Classification of commercial content

- Awareness-raising and education

- Fighting illegal content

Implementation through the roll-out of national self-regulatory codes of conduct.

European Framework for Safer Mobile Use by Younger Teenagers and Children

February 2007

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Facilitating implementation

- Broadening the initiative

- Encouraging the roll-out of national codes of conduct

- Facilitating the exchange of best practice and information
  - dedicated taskforce
  - workshop for signatories on 10 July 2008 in Brussels

- Raising awareness
  - dedicated website
    (http://www.gsmeurope.org/safer_mobile/index.shtml)
  - interaction with policymakers

- Producing metrics on compliance
  - implementation reports (March 2008; April 2009)

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Implementation report of April 2009

- **Review conducted by Pricewaterhouse Coopers in the period December 2008-March 2009**

- **Methodology:**

  – Analysis of national codes of conduct

  – Practical implementation by signatories

  – Case studies

  – Stakeholder interviews

Analysis of national codes of conduct

- **PwC analysed codes of conduct of 21 EU Member States**
  - compliance check against 15 Framework recommendations applicable to mobile operators
- **High level of alignment between the Framework and national codes**
  - overall level of correlation is 90%
  - with the exception of 1 code, 100% correlation in relation to access control mechanisms and classification of commercial content
- **Few areas of lower alignment**
  - recommendation 6 to provide a specific means for customers to report safety concerns (68%)
  - recommendation 14 to build relationships with national authorities for reporting illegal child images (81%)

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Access control mechanisms

1. **MNOs should not offer own-brand adult content without providing appropriate means to control access to it**

   – 93% are currently compliant

   – 7% have plans in place for future compliance

2. **MNOs should not offer third-party adult content without providing appropriate means to control access to it**

   – 82% are currently compliant

   – 13% have plans in place for future compliance

3. **MNOs should offer capabilities that can be used by parents to customise access to content by children**

   – 64% offer customisation

   – variety of mechanisms

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Raising awareness and education

4. **MNOs should provide information to customers on safer mobile use**

   – 83% of operators are, or plan to be, compliant by running campaigns, producing educational literature or having involvement in other activities with the aim of increasing awareness about safer mobile use

5. **MNOs should encourage customers who are parents to talk to their children about safer mobile use**

   – 83% are currently compliant

6. **MNOs should ensure customers have access to mechanisms to report safety concerns**

   – 66% are currently compliant (NB: ordinary customer service channels may compensate)

7. **The main target for awareness-raising should be customers. Mobile operators may also work through organisations such as the INSAFE network.**

   – 74% operators collaborate with entities for reporting illegal content, NGOs, family institutes, departments of education, other voluntary associations of mobile operators and other stakeholders

Classification of commercial content

9. Mobile operators should adopt a national system for classifying mobile commercial content that reflects approaches in existing national media with at least two categories adult/18 and other

10. MNOs should apply such a classification system to their own-brand content

  – 80% are currently compliant

11. MNOs should ensure that such a classification system is applied to third-party content through contractual provisions with content providers

  – 86% are currently compliant

  – 9% have plans in place for future compliance

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Fighting illegal content

13. MNOs should continue to work with law enforcement regarding the reduction or elimination of illegal child images

– 69% proactively communicate with law enforcement agencies in reporting illegal content (NB: in some countries the appropriate way is to communicate first with a relevant hotline, which will then communicate to law enforcement)

14. MNOs should support national authorities, for example by working through the local INHOPE hotline network or equivalent, in enabling the reporting of illegal child images by customers

– 84% either provide a means for their customers to report illegal child images to them directly (24%), support national hotlines or other means of reporting (17%) or both (43%)

15. MNOs should support national notice and take-down approaches by removing illegal child images from your own servers or by blocking access to such images when hosted on other servers. Work in liaison with law enforcement or other appropriate authorities. Support their creation where they do not exist.

– 71% have notice and take-down procedures in place

Conclusion

- The results show that progress has been made in key areas

- We recognise that more needs to be done to achieve 100% compliance and we will be looking at how to deliver

- We look forward to working with the European Commission to drive forward the initiative- onwards and upwards

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Thank you

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