



# Child Online Protection: an industry approach

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# The GSMA:

Represents the interests of nearly 800 mobile operators worldwide, as well as some 250 companies in the broader mobile ecosystem.

## Example areas of focus:



**Public Policy**



**Technology**



**Development Fund**



**Events**



# Mobile Youth

- Mobile technology is an increasingly important tool for young people to communicate, access information, learn, play and be creative.

## GSMA mYouth programme

- Promoting safe and responsible use of mobile technology
- Promoting opportunities: learning, engagement, digital citizenship
- Research on children's use of mobile



# The Mobile Ecosystem

“Technology is changing our societies so fast that it is difficult for legislators to keep up”



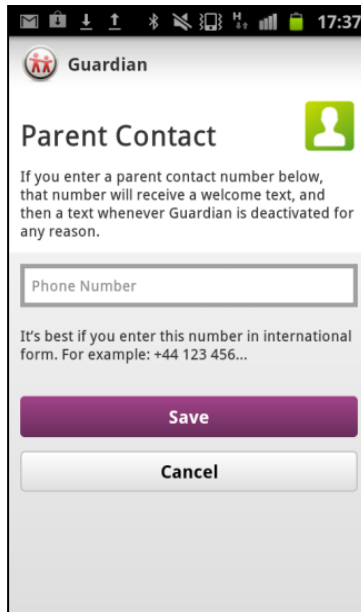
## Industry players are invited to:

- Integrate child rights considerations into corporate policies and management processes
- Develop standard processes to handle CSA material
- Create a safer and age-appropriate online environment
- Educate children, parents and teachers about children's safety and their responsible use of ICTs
- Promote digital technology as a mode for increasing civic engagement



# Taking a proactive approach

## Safer, age-appropriate environment



- Terms and Conditions
- Reporting mechanisms
- Technical tools / parental controls

## Education and awareness



- Educate children, parents and teachers about children's safety and their responsible use of ICTs



# Understanding children's use of mobile

- Investigating children's use of mobile phones provides a picture of societal effects of mobile use by children
- Research helps inform approaches to promoting safe and responsible usage of mobile

**Children's use of mobile phones**  
An international comparison 2012

**Children's use of mobile phones**

The GSMA and NTT DOCOMO's Mobile Society Research Institute are looking for mobile operators to sponsor research into the growing use of mobile phones by children aged eight to 18.

In 2013, 20% of children with mobile phones own smartphones

8 million children aged 8-18 own mobile phones

**Partnership opportunity**

After five successful years of international comparison, we are currently seeking countries to participate in and sponsor the 2014 research.

As a sponsor, you would be responsible for funding and conducting the in-market research, through your research department or a research partner. Costs generally start from US\$15,000.

You will share ownership rights of the country report with the GSMA and own publish your country's findings in agreement with the GSMA. You can also conduct and fund on content and survey questions. Your company logo will be on all research materials and you will have the opportunity to participate in any media and launch activities.

**Research schedule 2013/14**

September - December 2013	Sponsor recruitment
January 2014	Survey finished
March - June 2014	Research conducted
June 2014	Final deadline for submission of raw data
July - August 2014	Data analysis by Mobile Society Research Institute
September - October 2014	Report and marketing developed
November 2014	Launch of children's research report

**Research**

The report is formed through analysis of two research activities:

**Qualitative**

- 20 question survey conducted in each country during the same time period
- Minimum 1,000 pairs of children and a parent or guardian
- Sample controlled by demographic and geographical parameters
- Online, by telephone or face-to-face

**Quantitative**

- Face-to-face interviews or focus groups held in each country (where possible)

**Get involved**

To take part contact Samantha Lynch at [sam.lynch@gsma.com](mailto:sam.lynch@gsma.com) or +44 7714 140274

**Supporters**



# Combatting Child Sexual Abuse Content

## Mobile Alliance Against Child Sexual Abuse Content

- **Mission:** to obstruct the use of the mobile environment by individuals or organisations wishing to consume or profit from child sexual abuse content
- **Minimum commitments:** Hotlines, Notice and Take Down processes, blocking CSAC websites





# A multi-stakeholder issue

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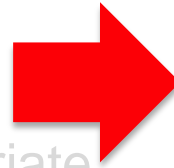
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- Legislation
- National hotline reporting mechanism for handling reports of CSAC
- Law enforcement trained and equipped
- Processes defined and agreed between industry, law enforcement and hotline
- International partnerships in place (INTERPOL, INHOPE)



# Working with all stakeholders

GSMA Mobile Alliance partners include:

- INHOPE
- IWF
- ICMEC
- UN: ITU & UNICEF
- Financial Coalitions
- Child Helpline International



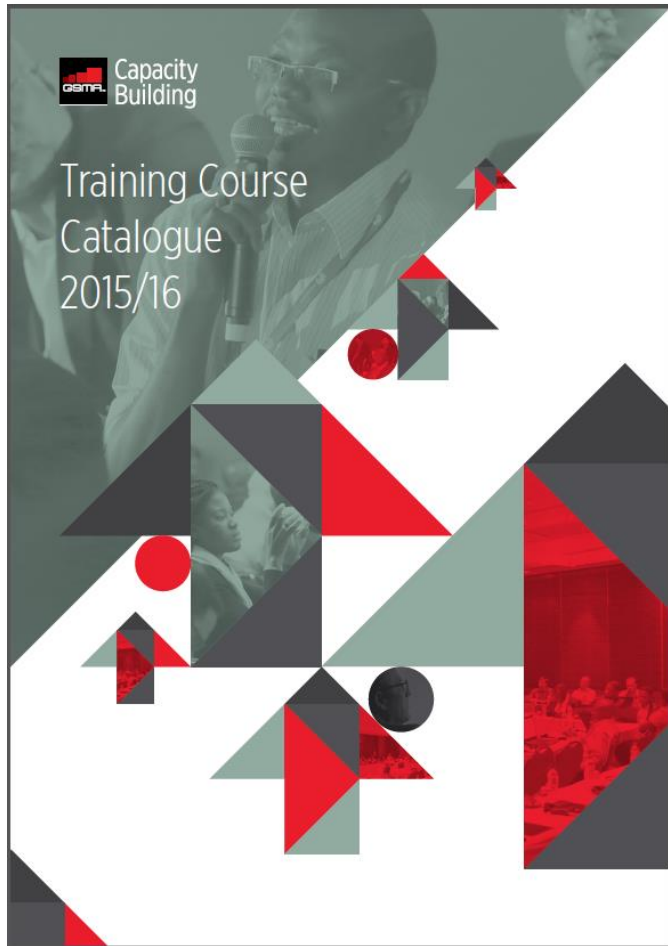
## Hotlines: Responding to reports of illegal online content

A guide to establishing and managing a hotline organisation  
October 2013





# Capacity Building for regulators



## Children & Mobile Technology *2 day in-person course, multi-week online course*

- The Rights of the Child
- Children's use of technology
- Promoting opportunities
- Child Online Protection
- Issues, roles, responsibilities
- Regulation vs. self-regulation
- Combatting online child sexual exploitation
- Moving forward on Child Online Protection



# Thank you

GSMA mYouth programme:

- [www.gsma.com/publicpolicy/myouth/](http://www.gsma.com/publicpolicy/myouth/)

GSMA Mobile Alliance Against Child Sexual Abuse Content:

- [www.gsma.com/mobilealliance](http://www.gsma.com/mobilealliance)