



Protecting minors in a pervasive multimedia environment – EU approach



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Regulatory framework

- **Television without frontiers directive 1989 modified 1997– proposal for a revision in 2005**
 - Linear services
 - Non-linear services – basic set of principles
- **Recommendation on protection of minors and human dignity 1998 – revision 2004**
- **Electronic commerce directive 2000**



Safer Internet Programme 1999-2008

- **Hotline network**
 - INHOPE coordinator
 - 21 national hotlines

- **Awareness nodes network**
 - INSAFE coordinator
 - 23 national awareness nodes
 - EUROPE DIRECT 00800 6789 10 11

- **Co and self-regulation**
 - Safer Internet Forum – best practices
 - Computer games (PEGI, PEGI online), Mobile services)



Co- and self-regulation Mobile services

- Discussion launched at Safer Internet Forum – June 2005
- Mobile phones use is widespread among minors
Eurobarometer survey 2005
 - 70% of 12-13 year old in the EU
 - 23% of 8-9 year old in the EU
- Mobiles are personal devices
- New multimedia facilities : chats, photos, films, internet access, location based services



Co- and self-regulation Mobile services

We can learn from Internet experience

- Classification of commercial content
- Internet access – filtering and blocking
- Age verification
- Information and awareness



Co- and self-regulation Mobile services

Actions taken at government and industry levels

- Memorandum of Understanding signed between 2004 and 2006 (UK, Ireland, Denmark, Italy, Germany and France, content classification in Netherlands)
- Legal approach (Germany)

But debate does not take place in all EU countries



Co- and self-regulation Mobile services

- Commission staff working paper to be published for consultation (June – September 2006)
- Plans for a Memorandum of Understanding with Mobile Network Operators (2007)



Perspectives

- **New media offer many opportunities**
- **Danger of misuse and abuse increases**
- **The problem will not disappear by itself**
- **Continuous efforts of governments, international organisations, NGOs and the industry are necessary to protection minors**

