

The Online Content Scheme (OCS) is a national reporting offensive and illegal online content

- Commonwealth (CWP)
- Federal and State/ Territory (S/T) of the Prosecution Service Act (PSA)
- Develop a broad range of enforcement powers for assistance to OCS
- Develop a new
- National Classification Scheme
- Law enforcement role
- INKOPS system for real-time reporting and clearance of off-line content
- Part of Australia's commitment to the policy targets of the Global Action Plan against Child Sexual Abuse Online

The complaint and investigation lifecycle, at a glance



Law enforcement engagement



International engagement - INKOPS



acmah hotline

Report offensive or illegal online content

Executive and investigation demands, and trends



Case study A1: INKOPS/INKOPS/INKOPS (2015)



Case study A2: National OCS Protection Team (2015)



Case study A3: Assessment of reporting progress



The Online Content Scheme (OCS) is the first reporting scheme and (legal) public interest

- Launched in 2009
- Enabled under Regulation (EU) 2018/1861, 3 and 4 of the Copyright Directive (2019)
- Set up a broad range of complaints for copyright, film rights and patents
- Downside work
- National Classification Scheme
- Law enforcement route
- INHOPE system for rapid notification and take-down of illegal online video material
- Part of Accidental circumstances for the policy program of the Global Alliance against Child Sexual Abuse Online

The content and investigation workflow at a glance



Law enforcement engagement



International engagement - INHOPE



acmahotline

Report offensive or illegal online content

Timeline and investigation statistics and trends



One study of 407 ACMAHOTLINE reports in 2015



One study of 407 ACMAHOTLINE reports in 2015



40% investigated by
40% investigated by
40% investigated by
40% investigated by
40% investigated by

The study's awareness in the Netherlands



The Online Content Scheme (ACMA Hotline for reporting offensive and illegal online content)

- Commenced 2000
- Enabled under Australian law (Schedules 5 and 7 of the *Broadcasting Services Act 1992*)
- Delivers a broad range of community safeguards for adults and children
- Dovetails with:
 - National Classification Scheme
 - Law enforcement's role
 - INHOPE system for rapid notification and take-down of child sexual abuse material
- Part of Australia's commitments to the policy targets of the Global Alliance against Child Sexual Abuse Online

The compliant and investigation mechanisms at a glance



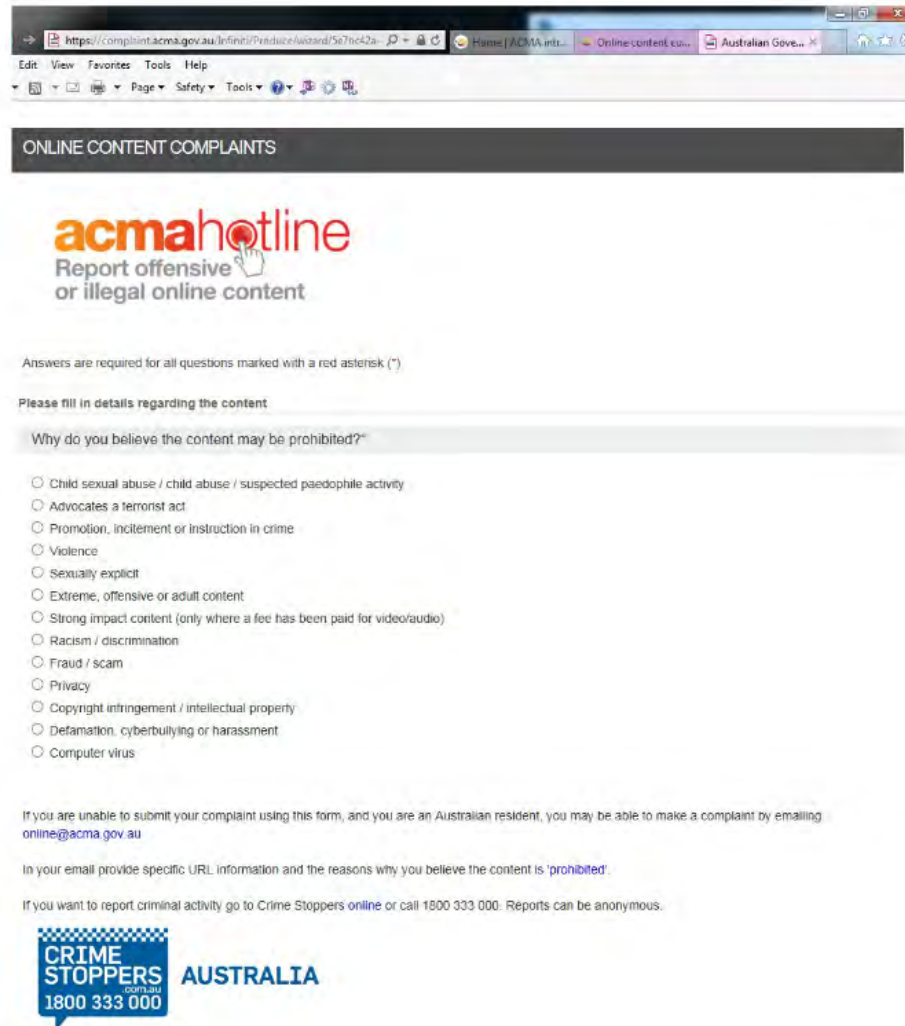
The reporting form



3 important legal considerations

The relevant legal definition for child sexual abuse material used by the ACMA is context that... describes or depicts in a way that is likely to cause offence to a reasonable adult, a person who is, or appears to be, a child under 18 (whether the person is engaged in sexual activity or not)...

The reporting form



The image shows a screenshot of a web browser displaying the ACMA online content complaints reporting form. The browser's address bar shows the URL: <https://complaint.acma.gov.au/infiniti?referrer=board/567bc42a-...>. The page title is "ONLINE CONTENT COMPLAINTS".

The main heading is "acmahotline" in orange and red, with the subtext "Report offensive or illegal online content". A hand cursor is pointing at the "hotline" part of the logo.

Below the heading, there is a note: "Answers are required for all questions marked with a red asterisk (*)".

The form asks: "Please fill in details regarding the content".

The first question is: "Why do you believe the content may be prohibited?*" with a list of radio button options:

- Child sexual abuse / child abuse / suspected paedophile activity
- Advocates a terrorist act
- Promotion, incitement or instruction in crime
- Violence
- Sexually explicit
- Extreme, offensive or adult content
- Strong impact content (only where a fee has been paid for video/audio)
- Racism / discrimination
- Fraud / scam
- Privacy
- Copyright infringement / intellectual property
- Defamation, cyberbullying or harassment
- Computer virus

Below the list, there is a note: "If you are unable to submit your complaint using this form, and you are an Australian resident, you may be able to make a complaint by emailing online@acma.gov.au".

Another note: "In your email provide specific URL information and the reasons why you believe the content is 'prohibited'".

A final note: "If you want to report criminal activity go to Crime Stoppers online or call 1800 333 000. Reports can be anonymous."

At the bottom, there is a logo for "CRIME STOPPERS AUSTRALIA" with the phone number "1800 333 000".

3 important legal considerations



The relevant legal definition for 'child sexual abuse material' used by the ACMA is content that:

... describes or depicts in a way that is likely to cause offence to a reasonable adult, a person who is, or appears to be, a child under 18 (whether the person is engaged in sexual activity or not) ...



The scheme includes provisions to ensure criminal investigations are not compromised:

[If a] member of an Australian police force satisfies the ACMA that the taking of ... action should be deferred until the end of a particular period in order to avoid prejudicing a criminal investigation [the ACMA will] defer taking action ...



The ACMA and staff are protected from criminal proceedings:

Criminal proceedings do not lie against [the ACMA] ... in connection with the exercise of a power, or the performance of a function ...

Law enforcement engagement



International engagement - INHOPE



■ INHOPE members ■ INHOPE Foundation members

Global network dedicated to removal of online child sexual abuse material

Acts as a 'fast lane' for rapid law enforcement notification and take-down

54,969 Reports exchanged across the network in 2013

Police notified within 1 day in most cases

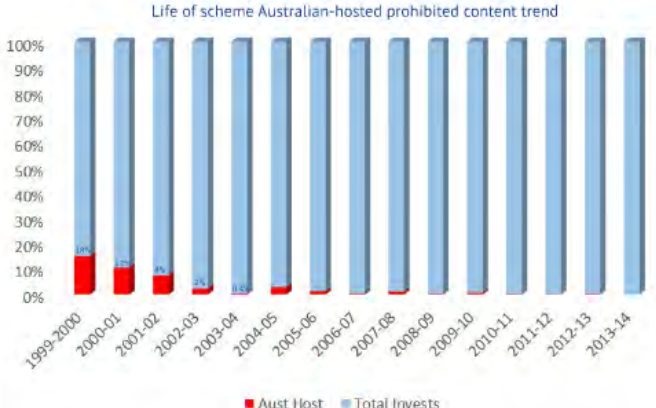
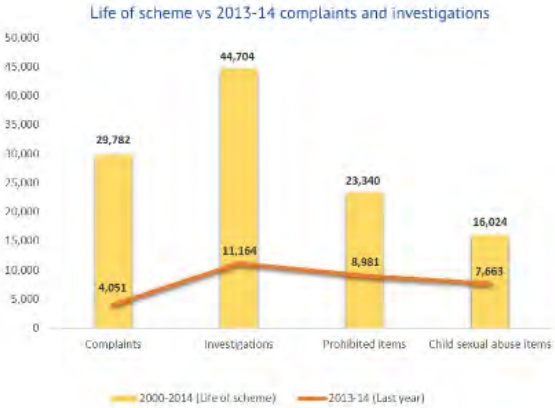
Majority of material removed within 1-3 days

51 Members (and rising)

ACMA a member since 2000

Other active members include the IWF (UK), NCMEC (USA), Friendly Runet (Russia) and Cybertip (Canada)

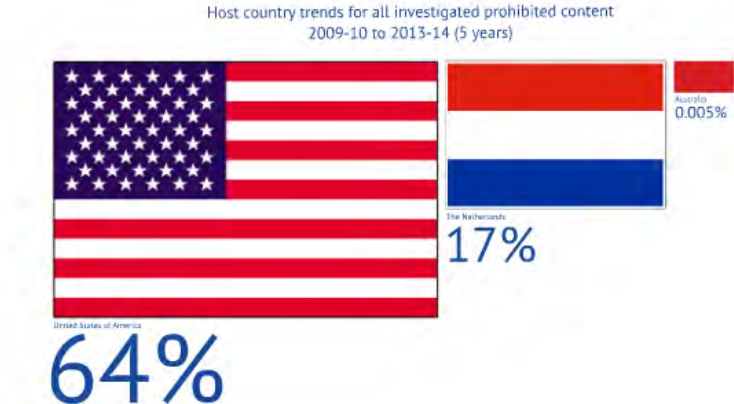
Complaint and investigation statistics and trends



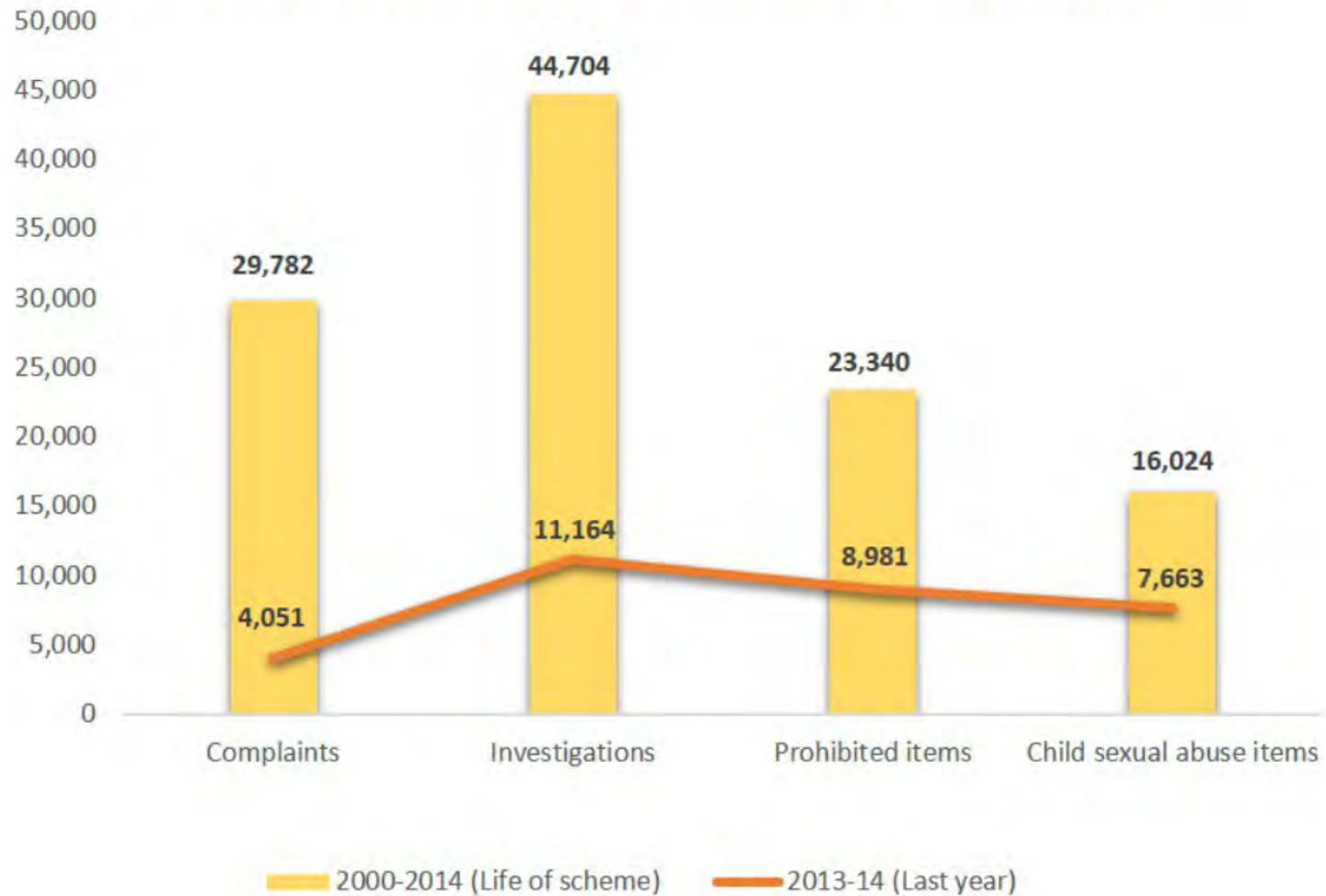
Child sexual abuse material investigations and notifications
2009-10 to 2013-14 (5 years)

Items investigated	Hosting location:		Notified to:	
	Global	Australia	ENHOPÉ	AFP
2013-14	7,663	0	7,540	123
2012-13	1,177	5	1,096	76
2011-12	1,119	3	1,089	27
2010-11	1,054	0	1,023	31
2009-10	1,065	8	969	88

NB Investigated items (URLs or files) often contain dozens to hundreds of images of abused children



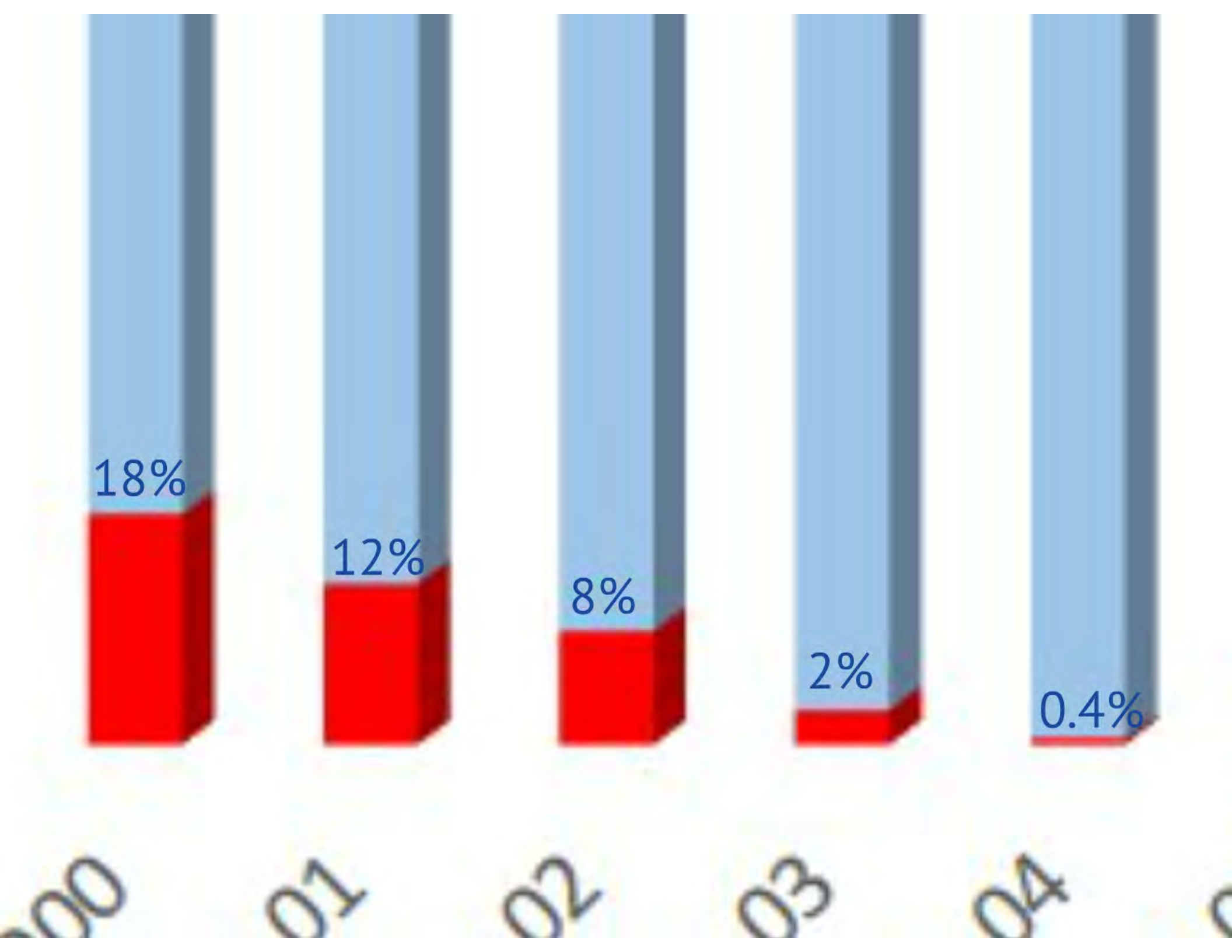
Life of scheme vs 2013-14 complaints and investigations







Life of scheme Australian-hosted prohibited content trend



Host country trends for all investigated prohibited content



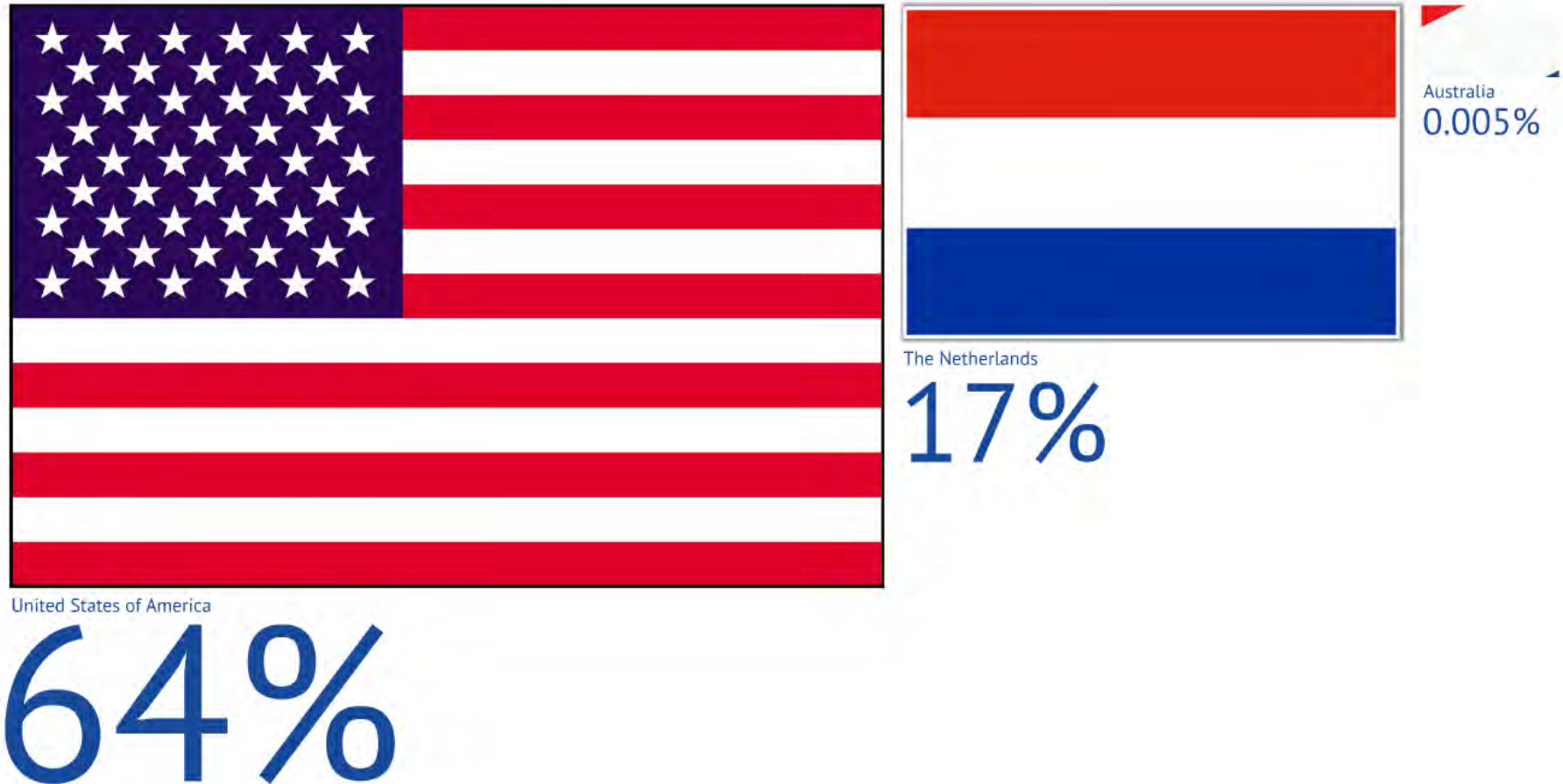
Child sexual abuse material investigations and notifications 2009-10 to 2013-14 (5 years)

Items investigated	Hosting location:		Notified to:	
				
2013-14	7,663	7,663	0	123
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2011-12	1,119	1,116	3	27
2010-11	1,054	1,054	0	31
2009-10	1,065	1,057	8	88

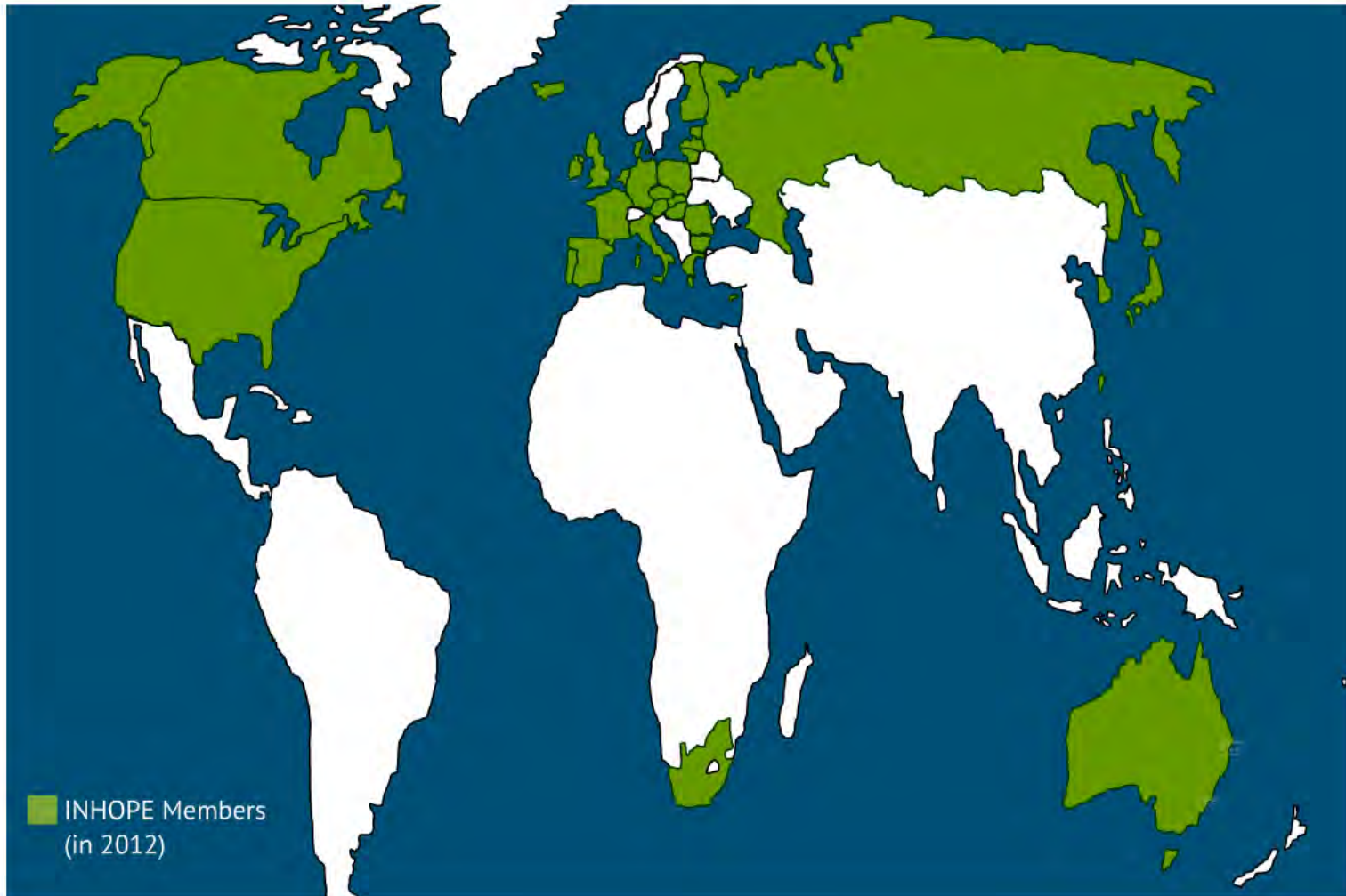
NB Investigated items (URLs or files) often contain dozens to hundreds of images of abused children

■ Aust Host ■ Total Invests

Host country trends for all investigated prohibited content 2009-10 to 2013-14 (5 years)



Case study #1: IWF/ACMA/ARGOS Notification 2012



8 February 2012 - UK, AM

UK citizen makes a report to the Internet Watch Foundation (IWF) via their website.

The complaint alleges specific online child exploitation content at a certain URL.



8 February 2012 - Cambridge, UK, AM

The Internet Watch Foundation (IWF) analyse the content and identify what they believe to be an Australian connection.

Within hours of receiving the report, they make a referral through the INHOPE network to the ACMA Hotline.

8 February 2012 - Sydney, AM

The ACMA Hotline analyse the content and determines that there is an Australian connection, including an identifiable Queensland vehicle registration plate.

The ACMA refer the matter to Queensland Police's Taskforce Argos for urgent action.

The time elapsed from the initial report in the UK is less than 24 hours.

8 February 2012 - Queensland, PM

Based on the quality of the information provided, Taskforce Argos execute a search warrant on the same day, locating a number of cameras, laptop computers and child exploitation material.

A 47-year-old male from Molendinar is charged with a number of child exploitation offenses. In mid-2013, he is convicted and sentenced to four and a half years in prison.

The time elapsed from the initial report in the UK to the arrest in Queensland is less than 36 hours.

Case study #2: National Child Protection Week 2013



1 to 7 September 2013

418 Investigations

100% completed in less than 2 days

Vast majority hosted in:



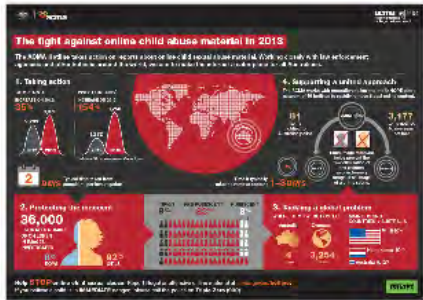
1 figure displayed for each child

4,760+ Children

4,320+ Girls

440+ Boys

Case study #3: Awareness raising infographics





DAYS

Typical time taken from
complaint, per investigation

2. Protecting the innocent

80,000

ESTIMATED NUMBER
OF CHILDREN
IN IMAGES
INVESTIGATED

8%

BOYS



92%

GIRLS

Help **STOP** online child sexual abuse. Report ill

The Online Content Scheme (OCS) is a key pillar of the Digital Security Strategy

- Launched in 2010
- Enabled under Regulation (EU) 2015/2302 and 7 of the Electronic Services Act (ESA)
- Set up a broad range of competent authorities, filters and services
- Download tools
- National Classification Scheme
- Law enforcement tools
- INHOPE system for rapid notification and take-down of illegal online content
- Part of Australia's commitments to the policy program of the Global Alliance against Child Sexual Abuse Online

The content and investigation workflow at a glance



Law enforcement engagement



International engagement - INHOPE



acmah hotline

Report offensive or illegal online content

Timeline of investigations, public and media



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The national awareness to the Internet

