

Orange

- Parental control tools

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20 April 2009 Prague

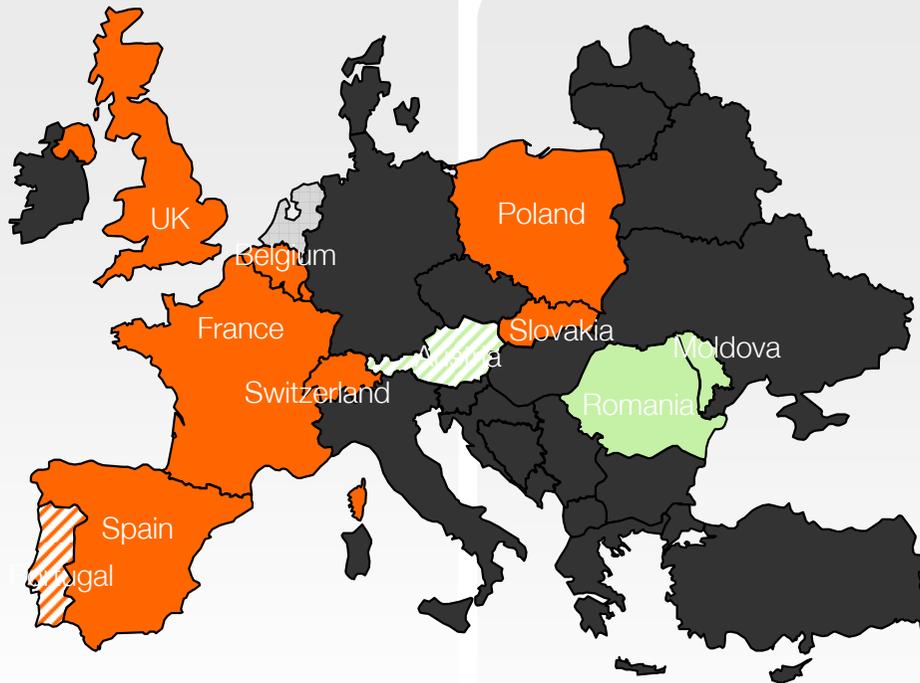


who are we?



our international footprint: mobile, fixed line and internet services

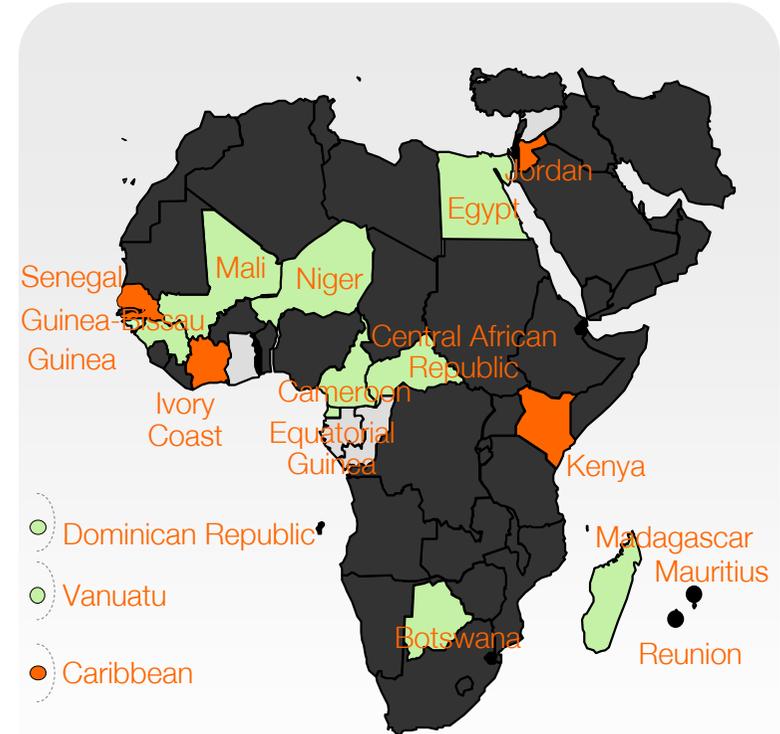
Western Europe



Central and Eastern Europe



Africa, Middle East



- Fixed/BB/Mobile
- Mobile only
- Minority owned Fixed/BB/mobile
- Minority owned mobile



protecting children



Orange

– signatory to the GSMA Europe Framework

- European Framework For Safer Mobile Use by Children and Younger Teenagers (Feb. 2007)
 - minimum EU-wide standards for:
 - classification of on-portal content (our own & 3rd party)
 - introduction of access controls (18 material behind age verification/technical barriers)
 - fighting illegal content (working with law enforcement & national hotlines)
 - raising awareness
 - done through **national** codes of conduct, reflecting cultural norms – codes now in place in all EU countries where we operate
- ✓ Austria
 - ✓ Belgium
 - ✓ France
 - ✓ Poland
 - ✓ Romania
 - ✓ Slovakia
 - ✓ Spain
 - ✓ UK



Protection of children using mobiles in France

- French national Charter on Responsible Development of Mobile Multimedia
- Signed 10th January 2006 by all members of AFOM (French Mobile Operators' Association)
- As a result , operators must :
 - reinforce and harmonise ethical policy relating to mobile multimedia contents available to kiosk “Gallery” and mobile portal services (e.g. content made available by commercial content providers or services with whom the mobile operator has a contractual agreement)
 - propose a parental control tool for mobile devices to be used by a minor. That tool must be free of charge, effective and easily activated
 - Reinforce the fight against illegal content
 - Provide information to customers about parental control and contribute to raising customer awareness of safer use
 - Assess the effectiveness of parental control, inform and meet periodically with stakeholders



Parental controls in France (1)

- Content classification
 - Contents are classified according to a national code - “Multimedia Mobile Content classification” set up in 2006 by Internet Rights Forum (FDI - partnership between national authorities, industry and safer internet associations)
 - Content is classified in 4 categories:
 - Suitable for all public
 - Inappropriate to under 12 years
 - Inappropriate to under 16 years
 - Prohibited to under 18 years
 - The AFOM multimedia charter requires mobile operators to provide a teenager parental control but allows a further category (inappropriate to under 12 years). No other category is allowed.



Parental controls in France (2)

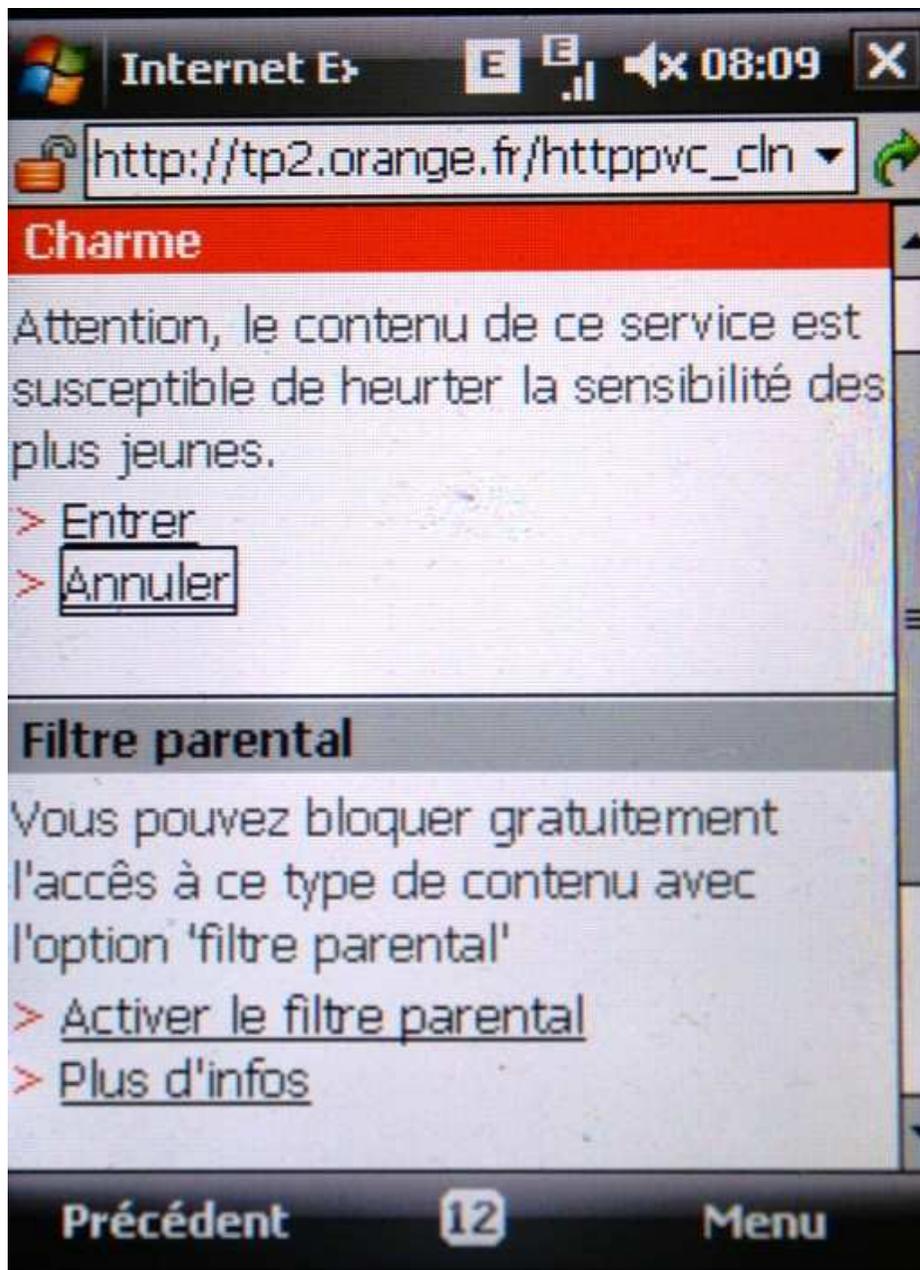
- Access to content
 - to ensure effective access control, these classifications are applied to all content made available by commercial content providers or services with whom the mobile operator has a contractual agreement (Gallery and OrangeWorld portal ...)
 - Mobile operators include ethical provisions in their contracts with content providers. Providers have to respect the FDI classification before content can be put online. Mobile operators check, regularly and randomly, the appropriateness of the content classification.



Parental controls in France (3)

- Parental control activation
 - Parental control must be offered free of charge
 - When selling a mobile subscription, sales staff must ask if the user will be a minor. In that case, they must propose activation of the parental control.
 - Moreover, this tool can be activated at any time (call to Customer Service)
- Parental control activated means no access to:
 - Sites or services provided by a 3rd party with whom the mobile operator does not have a contractual agreement (e.g open internet)
 - Harmful or inappropriate content for young users (e.g. erotic sites, dating sites etc.)
 - Mobile chats and forum must be moderated and a link must be available to allow reporting of any inappropriate behaviours
 - Adult content (pornography)
 - ⇒ Even if Parental control is not activated, 3rd party content of this type cannot be accessed without having a credit card





Parental controls in France (4)

Customer information is provided in a number of different ways:

- By mobile operators themselves
 - Presentation by salespersons completing sale
 - information available through Customer Service
 - Permanent link on mobile operators portal
 - Ad hoc campaigns: e.g. advertising banners on the first portal page, information provided with the customer bill
- By AFOM (French Mobile Operators' Association)
 - Radio campaigns “Together adopting the right use”
 - Leaflets to teenagers (600 000 copies – available at McDonald's for Instance)

Follow up of the AFOM multimedia charter with Authorities

- Regular meetings with the Family Ministry and other Ministries involved in child protection (Digital Economy Ministry ...)
- Review of mobile operator actions, results, possible evolutions



Parental controls in France (5)

- Close to 1 million parental controls activated in 2008 in France (400 000 for Orange)
- Parental control still allows access to more than 400 sites or services suitable for minors
- The number doubled in relation to the previous year because of information campaigns and innovative marketing



Orange – promoting safer mobile use

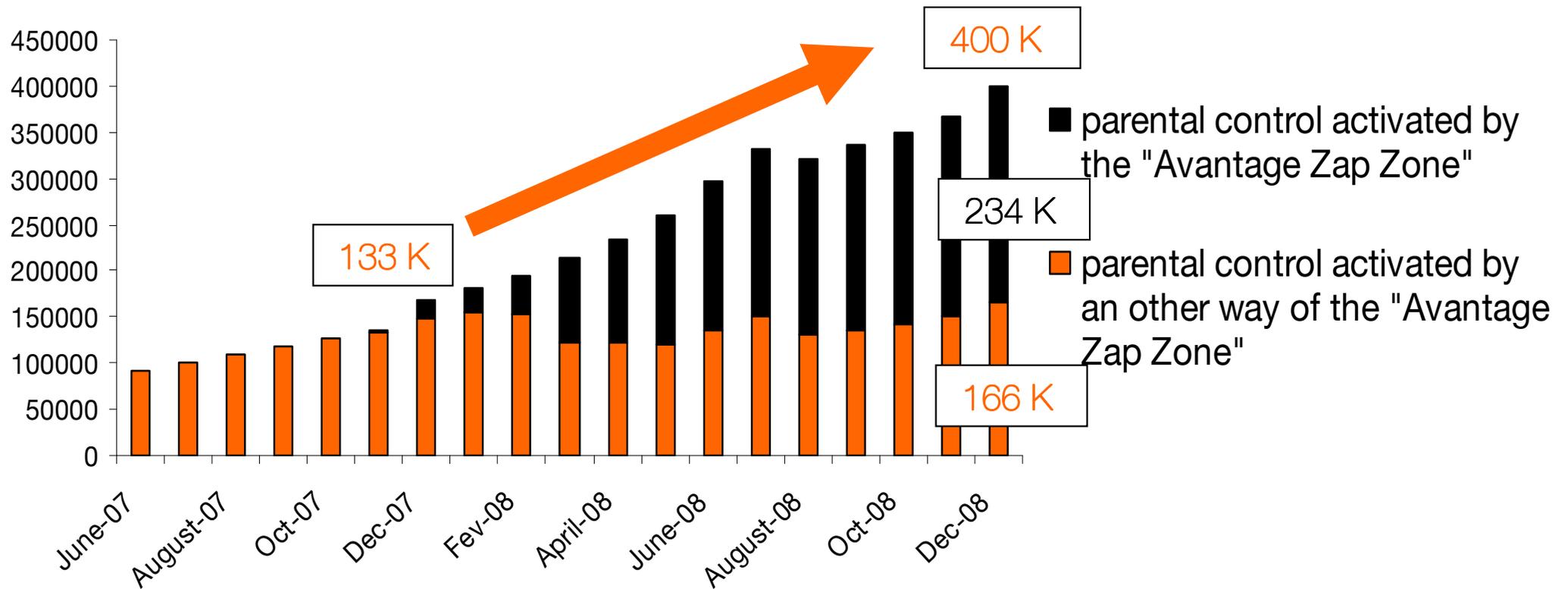
- The AFOM multimedia Charter aims to provide harmonised framework of child protection mobile policies . But mobile operators keep the possibility of original developments which can differentiate them from other operators.
- For instance, Orange feels that the parental control must not be seen as a constraint by young users. Teenagers need to feel in their own environment . Therefore Orange have developed a free of charge option called “ZapZone Advantage” available with a specific subscription package aimed at young users. If the customer agrees to use ZapZone Advantage, the parental control is automatically activated.
- ZapZone has been created as a teenagers universe with sites and services like music, games, chats, blogs, forum ... which are specially monitored (for instance chats are prohibited to adults, who will be excluded ...). Furthermore, in order to increase subscriptions to this free of charge option, and then to the parental control, Orange offers extras such as some free SMS, or few minutes to surf the ZapZone portal



Positive take-up of Zap Zone innovation

=> result : Parental control activations highly increased between December 2007 and December 2008 due to Zap Zone Advantage

Impute of "Avantage Zap Zone" to parental control activations

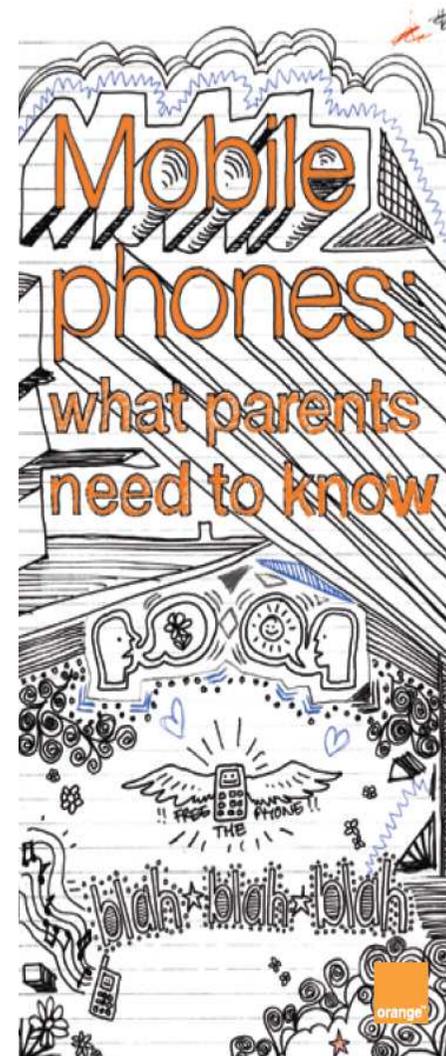


Raising Awareness & Education

- Orange and other French operators have collaborated within AFOM to produce a guide for parents “Your child & the mobile phone”, in conjunction with a family NGO & a child psychiatrist
- Outside France, Orange has produced its own Family Guide, translated and adapted to the local situation in all European countries where we operate, and pointing readers to sources of advice & help within their country.
- Covers both mobile and more general online safety concerns, including advice on the misuse of technology, cyberbullying, & responsible use of social networking sites
- Available through our websites and in our stores



Raising awareness & education



autrement

AFOM

VOTRE ENFANT ET LE TÉLÉPHONE MOBILE

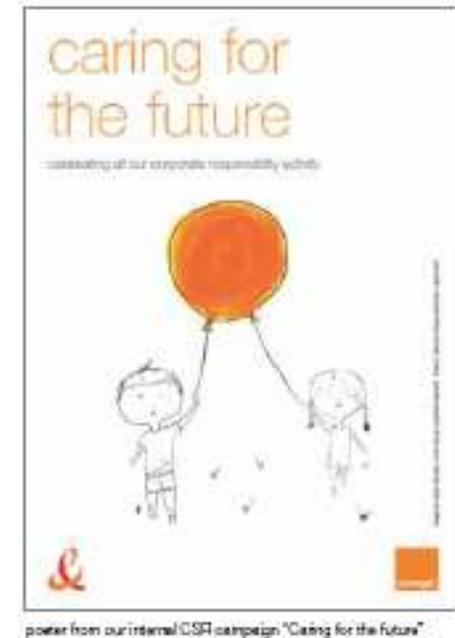
GUIDE À L'USAGE DES PARENTS

Avec la participation de Claude Bégin, psychiatre et psychanalyste
En partenariat avec TELPHE, l'Union Nationale des Associations Familiales



Orange – taking responsibility seriously

- Internal policy prohibits marketing to children
- Family guide available online & in shops in all EU countries
- Working with schools & providing educational resources on online safety issues for parents and teachers. Founder member of TeachToday initiative
- Implementing national codes of conduct to comply with European framework on safer use of mobiles by children



- Offering Parental Control options to customers
- Founder member of GSMA Mobile Alliance against Child Sexual Abuse Content





thank you