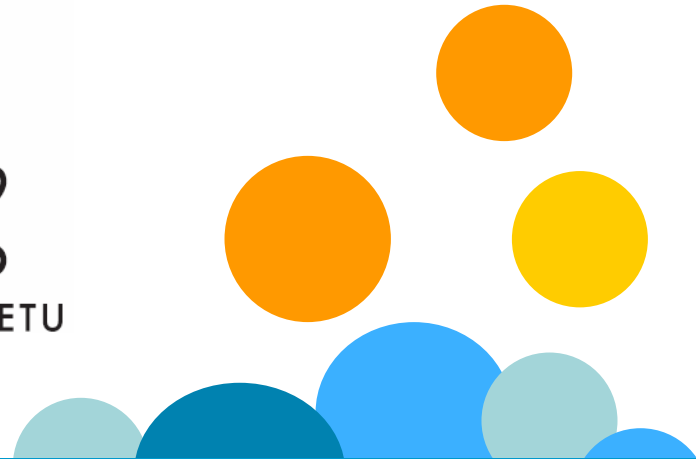


**Safer**  
**internet.cz**  
NÁRODNÍ CENTRUM BEZPEČNĚJŠÍHO INTERNETU



# Czech National Safer Internet Centre

## PEGI in the Czech Republic: 2006-2008

- March 2006 on the Saferinternet.Cz portal
- November 2007 – PEGI in the Czech Parliament  
– Safer Internet Conference (int.)
- June 2008 – Internet&Law conference (AV class.)
- November 2008 – SIC 2008:
  - Cross media content classification
  - European Framework for Safer Mobile Use by Younger Teenagers and Children

## PEGI in the Czech Republic in 2009:

- February 2009 – Initiative for AV classification under auspices of Mr. Kasal (Czech Parliament)
- March 2009 – Quatro+ (content rating by Youth panel)
- June 2009 – public consultation (AV classification)
- Nielsen research „How Teens Use Media” ->  
Conclusions: 1. TV  
2. Interactive games  
3. Internet

**Linear& non-linear content in one!**

## ○ Partners:

- Stakeholders (media, libraries, teachers) -> **Public opinion**
- Industry (Mobile operators, TV stations, ISPs) -> **Selfregulation**
- Public administration (Parliament & politicians) -> **Law**

## ○ Goals:

- Raising awareness & media literacy
- Raising responsibility & accountability
- Implementation of basic principles to legal system
- User involvement -> towards positive content
  - EC focus group
  - Quatro+ project
  - walled gardens



## Red button initiatives

➤ Manders' initiative → red button to be fitted on gaming devices

➤ Bundestag -  button to warn before child porn web sites

➤ Saferinternet CZ project:

○ web browser plug-in

➤ Helpline

➤ Hotline



*Thank you*

*Zdenek M. ZALIS*  
*Online Safety Institute*  
[zalis@osi.cz](mailto:zalis@osi.cz)

[www.osi.cz](http://www.osi.cz)  
[www.saferinternet.cz](http://www.saferinternet.cz)

