

Coalition to Make the Internet a Better Place for Children

2013 Progress Report

Following an invitation from Vice-President Kroes, RTL Group signed up in December 2011 to join the Coalition to make the Internet a Better Place for Children (“BIKS”). We fully support the European Commission’s goal of ensuring that children are adequately protected online, have access to more creative and educational content and are able to develop better digital and media literacy skills.

RTL Group committed to undertaking concrete steps towards ensuring that its online platforms remain safe for children, as set out in five actions: **(i)** simple and robust reporting tools for users; **(ii)** age appropriate privacy settings; **(iii)** wider use of content classification; **(iv)** wider availability and use of parental controls; and **(v)** effective takedown of child abuse material.

It should be noted that, as TV broadcasters and content providers, our operations are already subject to extensive national and EU rules with the aim of protecting children. These principles naturally follow through from our linear business into the online world, and protection of children across our online platforms is already in line with the majority of BIKS recommendations.

RTL Group operations also support numerous initiatives at national level to foster media education and help children in need. We see this as an integral part of our role in society and will continue to do so responsibly and with the same level of engagement.

Below is an overview of our operations’ progress to date in implementing the measures encompassed in actions 1 – 5.

Implementation at RTL Group-level: better coordination of national operations and sharing of best practices / information

RTL Group has set up an internal structure to monitor implementation of the BIKS commitments and facilitate exchange of information between our operations.

With the assistance of the FSM (The Voluntary Self-Monitoring of Multimedia Service Providers) in Germany, an extensive survey of our online activities was conducted in order to identify best practices as well as good examples of cooperation with NGOs/hotlines at national level. These have allowed our operations to learn from one

another and improve their already-high standards for online protection of children. Work is underway to address minor inconsistencies identified in some markets.

RTL Group operations

Mediengruppe RTL Deutschland (Germany)

Online platforms: www.rtl.de; www.wer-kennt-wen.de; www.clipfish.de; www.rtlnow.de; www.voxnow.de; www.nitronow.de; www.ntvnow.de; www.superrtlnow.de; www.rtl2now.de; www.toggo.de; www.zaga.de. Mobile apps: iOS; Android; Blackberry.

General information: Mediengruppe RTL Deutschland online platforms include the websites of the various RTL TV channels in Germany (RTL Television, RTLII, Vox, RTL Nitro, ntv, Super RTL) and their respective Now-family online catch-up platform. In addition, it operates Wer Kennt Wen (one of the largest social networks in Germany), Clipfish (which allows the uploading of user-generated content [UGC]) and several children-oriented websites (e.g. Toggo). Youth Protection Officers have been assigned internally to ensure that RTL activities remain in line with German youth protection laws.

Actions already undertaken: across RTL websites, inappropriate content can be notified by users via a reporting button, contact form or phone/fax/letter/email (and users can choose between different categories of harmful or inappropriate content when submitting a report). General information on how reports are handled is provided to users, as is feedback on their specific request (both after receiving the complaint and after handling it within a deadline of 48 hours). Machine-readable age ratings are provided for videos available on RTL websites (which allow parental controls software like JusProg and sicher-online-gehen.de to react appropriately). Timezone (watershed) restrictions and language filters (for comments/inappropriate language) are also in place.

Social networks: Wer Kennt Wen activities are in line with the BIKS recommendations¹. In particular: features available are differentiated depending on whether user is 18 years old or not; profiles of minors cannot be found using public search engines; no location-based features; minors cannot receive messages from “non-friends”; tagging requires approval of the tagged user before it will be visible to others; minors can only share content with a limited audience (and not publicly); privacy settings can be easily accessed and changed; terms of service and a code of conduct are provided to users.

On-going implementation: constant improvement of systems and mechanisms across all online platforms. Envisaged collaboration at national level with relevant NGOs/hotlines

¹ See also: <http://www.wer-kennt-wen.de/static/jugendschutz>.

for the development of browser apps enabling users to seek help with a single click for potentially harmful and/or inappropriate content (Klicksafe, I-KiZ, FSM, FSF). Support envisaged for the development of apps (for connected devices) that report content or contacts that seem harmful to children.

FremantleMedia (United Kingdom)

General information: as a general rule, FremantleMedia (FMM) originated content is managed by content providers on their platforms and not by FMM directly. This includes content made available on social media and UGC channels. As such, child safety features are offered directly by these service providers. The exceptions to this rule are the “Tree Fu Tom” Facebook page and Twitter feed, which are targeted at parents and moderated/monitored by FMM directly, and the “Danger Mouse” Youtube channel.

UFA (Germany): operating in Germany, UFA has its own division for online activities including online video production (UFA LAB), which operates YouTube channels, Facebook and Twitter accounts² (reporting of inappropriate content is done within the scope of these services). Some of UFA’s online activities are specifically targeted at youth: “Du Hast Die Macht” (www.duhastdiemacht.de) is an initiative to promote the political education and responsibility of teenagers (14-23 years-old)³, and includes the rap talent show “RAPUTATION” (www.raputation.tv), which rewards the best political rap song written and performed by a young talent. “Your Chance” (www.yourchance.de) is a talent and casting portal which gives young people (actors, models, musicians, athletes, etc.) a potential entry point into their respective industry.

Groupe M6 (France)

Online platforms: www.6play.fr; www.m6.fr; www.w9.fr; www.6ter.fr; www.paris-premiere.fr; www.teva.fr; www.turbo.fr; www.m6boutiqueandco.tv; www.m6pub.fr; www.goldenmoustache.com; www.rtl.fr. Mobile apps: iOS; Android.

General information: M6 recently launched 6play, its new flagship online platform which groups the catch-up services of its free-to-air TV channels (M6, W9, 6ter). Other online activities of Groupe M6 include the RTL Radio website, Golden Moustache (humour-themed website) and Turbo.fr (automotive). UGC content is not a feature of M6 websites, therefore there is no need for reporting tools specifically for UGC (i.e. full editorial control over the content made available).

² Links: <http://www.ufa-lab.com/>; <https://www.youtube.com/user/ufalab>; <https://www.facebook.com/ufalab?fref=ts>.

³ Financed by the Robert Bosch Stiftung and others.

Actions already undertaken: Groupe M6 online platforms fully comply with French legislation on protection of minors. In particular, age ratings and parental controls are provided on 6play and content deemed unsuitable for children is only accessible between 22:30 and 05:00. There is no possibility for uploading UGC on M6’s online platforms, but users can send any comments via an online contact form or by letter. Acknowledgement of receipt is given immediately and feedback is given to users on their comment/complaint within 72 hours.

On-going implementation: constant improving of systems and mechanisms across all online platforms.

Note: information is provided to parents regarding parental controls through the descriptions of M6 apps and during campaigns of the Conseil Supérieur de l’Audiovisuel (e.g. advertising spots about child protection).

RTL Nederland (The Netherlands)

Online platforms: www.rtl.nl; www.rtlxl.nl; www.rtlnieuws.nl; www.buienradar.nl; www.couverts.nl; www.sizz.nl; www.squla.nl; www.miinto.nl; www.pepper.nl; www.videolandondemand.com. Mobile apps: iOS; Android.

General information: RTL Nederland online platforms include the websites of its flagship TV channels and the RTL XL online catch-up service, as well as the RTL Nieuws website. Other RTL Nederland-owned websites include Buien Radar (weather website), Couverts (restaurant reservation and index service), Sizz (mobile phone store); Squla (online learning platform); Miinto (online fashion store); Pepper (dating website); and Videoland (VOD service). UGC content is not a feature of RTL Nederland websites, therefore there is no need for reporting tools specifically for UGC (i.e. full editorial control over the content made available).

Actions already undertaken: RTL Nederland online platforms include parental controls: a “kids modus” was implemented which, when activated, only gives access to content targeted at children (“Telekids” tables with children-only content are also offered). Content deemed inappropriate for minors was removed from RTL XL and NICAM⁴ ratings are in place for content made available online. Use of the dating website Pepper is restricted to 18+ users and enforces strict privacy standards. Content on Videoland which is inappropriate for children requires prior registration/sign-in to be accessible.

⁴ Netherlands Institute for the Classification of Audiovisual Media.

On-going implementation: constant improving of systems and mechanisms across all platforms. Regular participation in self-regulatory initiatives aimed at protecting children (e.g. Stichting Kids Vitaal).

RTL Klub (Hungary)

Online platforms: www.rtlklub.hu; www.rtl2.hu; www.valovilag.hu; www.baratok.hu; www.rtlmost.hu; www.cooltv.hu; www.rtlrandi.hu. Mobile apps: iOS; Android.

General information: RTL Klub's online platforms include the websites of the RTL family of channels in Hungary (RTL Klub and RTL 2), its online catch-up platform (RTL Most), thematic websites for certain genres/programmes/talent shows (e.g. Cool TV, Való Világ, Barátok Közt) and a dating website (RTL Randi). At present, a special online talent show webpage is available, but uploading is only active during its (linear) broadcast.

Actions already undertaken: Videos and photos uploaded by users to the RTL Klub websites are pre-approved by moderators and comments/chat are also moderated. Inappropriate content can be reported by phone/fax/letter/email or the appropriate contact form, with a target time of 6-8 hours until removal. Age ratings for video content are provided via icons and/or information regarding the appropriate target group; content is also flagged individually by RTL at a technical level, which allows parental controls software to react appropriately. Terms of service are made available to the user containing information on the use of RTL's online platforms (including for RTL Randi, which is restricted to 18+ and enforces strict privacy settings).

On-going implementation: planned improvement on feedback to users regarding how reports are handled.

RTL HR (Croatia)

Online platforms: www.rtl.hr. Mobile apps: iOS; Android.

General information: The RTL Televizija website includes the TV channel's online catch-up platform (RTL Sada), as well as news, sports and lifestyle sections grouped under a single website domain. User comments are limited to Facebook integration (using its own privacy tools and reporting mechanisms to flag inappropriate content/behaviour).

Actions already undertaken: videos and photos posted by users are pre-approved and monitored by RTL, as are user comments. Content that is deemed inappropriate for minors is preceded by sign and/or warning in capital letters. Age ratings are in place for RTL HR mobile apps.

On-going implementation: planned improvements for existing reporting tools; planned age ratings of content via “PG rating” icons (implementation expected in 2015).

RTL-TVI (Belgium)

Online platforms: www.rtl.be; www.belrtl.be; www.radiocontact.be; www.rtlvi.be; www.plugrtl.be; www.clubrtl.be; www.rtlinfo.be; www.televie.be. Mobile apps: iOS; Android; Blackberry.

General information: RTL Belgium’s online platforms include the websites of the various RTL TV channels (RTL-TVI, Plug RTL and Club RTL) and radio stations (Bel RTL, Radio Contact), as well as the Televie website. No content made available on RTL’s online platforms is deemed inappropriate for minors, and there is little content outside of RTL’s direct editorial control (e.g. chat and comment functionalities).

Actions already undertaken: users can report inappropriate content via a reporting button. When previously-broadcast content is posted on RTL websites, the rating applicable to the video is visible to users. Users can easily access and alter their privacy settings (as the websites allow for user registration leading to a more personalised service). Posted content, comments and chat are moderated. It is not possible to search for minors’ user profiles.

On-going implementation: planned improvements on feedback regarding how reports are handled. RTL-TVI studying options for further implementation of age ratings of content made available online.

Brussels, 20 December 2013.



RTL Group at a glance

N°1 in TV and Radio Broadcasting in Europe

- 54 TV channels and 28 Radio stations

Global Leader in Content (Production)

- 9,200 hours of TV programming per year across 62 countries
- More than 300 programmes on air or in production worldwide
- Produces number one primetime shows for major broadcaster in almost every major TV market in the world

The world's largest independent rights management business

- More than 20,000 hours of content selling in over 150 countries globally
- Licensing operations building brands across multiple platforms, including consumer products, live events, gaming, mobile, online and social media

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