BSkyB plc Statement

Commitments - CEO Coalition to make the Internet a Better Place for Children

Following an invitation from Vice-President Kroes of the European Commission BSkyB plc ("Sky") signed up in December 2011 to join the CEO Coalition to make the Internet a Better Place for Children. Following the Statement of Purpose we have together with the other 30 signatories worked towards concrete measures on 5 Actions in 2011-2012.

Since signing up to the CEO Coalition, Sky has taken many steps to make the internet a better place for children. The focus of our attention has been to encourage the take up, and use, of parental control products. We have done this by introducing 'active choice plus' for new customers, encouraging existing customers to take up the free controls we offer them, providing default filtering for our out-of-home WiFi offering, and developing enhanced parental controls for deployment later in 2013.

Sky has implemented the outcomes of the CEO Coalition process as follows;

Action 1 Simple and robust reporting tools for users

According to the Statement of Purpose the vision is to deliver robust mechanisms for reporting content and contacts that seem harmful to kids. These should be available across specific online services and devices, covering clear and commonly understood reporting categories, while avoiding regulatory double jeopardy in areas regulated by other means.

Sky has a robust system for the provision of reporting mechanisms on its websites.
Sky.com is a content-rich website that attracts around one million visitors per day.
The websites encourages user comments and content to be uploaded. Where this happens, users are required to sign in, and a "report abuse" button is clearly available alongside each piece of User Generated Content.

Action 2 Age appropriate privacy settings

The Statement of Purpose says that privacy is a universally applicable right, and is especially strongly defined for minors. In any area of human activity, default-setting for data management has a significant influence on the behaviour and practices of individuals of all ages. Our vision is to manage default age-appropriate settings for kids in ways that ensure they are as safe as is reasonably possible.

• Sky has a policy to deal with the collection and use of children's data. Key to this is a requirement that children's personal information is securely stored, and accessed only by those Sky employees who have a pre-determined business need. Furthermore, parental consent is required when collecting or using personal information of a child, and in any event children are not targeted for the direct marketing of Sky products and services that are offered for sale or subscription.

Action 3 Wider Use of Content Classification

The Statement of Purpose refers to the many successful existing and on-going initiatives, including PEGI and other age-rating systems, and content classification systems already well-established in certain sectors and countries. Our vision is to ensure that there is a comprehensive network of content classification, so that such information is available, wherever needed, to children and their families.

- As a UK television broadcaster Sky complies with Ofcom's Broadcast Code which requires that we do not broadcast any material that might seriously impair the physical, mental or moral development of children, and that other material not suitable for children is only broadcast after 9pm. These principles naturally follow through when customers are watching our content on mobile devices via the internet.
- Where Sky offers on demand viewing to its customers on mobile devices such as smartphones, tablets or laptops, content is classified by an age rating (eg U, PG, 12, 15, 18)
- Sky offers the ability to restrict access to on demand content based on these content classifications and PIN protection.

Action 4 Wider Availability and use of parental controls

In the Statement of Purpose it is stated a commitment to empowering parents to manage children's engagement online. Our vision is to generate broader and more effective use of parental control tools, providing choices in the settings and features of specific products and services. This may include default steps depending on the evidence of relative effectiveness of the solutions. Such tools need to be simple to configure, as well as effective. They will be placed in appropriate locations in devices and services, and will be promoted in such a way that they achieve the widest possible take-up. We are committed to measuring our progress and to sharing more proactively our findings.

- As a responsible business, our customers expect Sky to deliver them the products and services they want in a safe environment. Parents can control access to content and channels on Sky set-top boxes by secure PIN controls, and we offer all of our broadband customers free parental control software to install on their PCs and laptops. We've been instrumental in the creation of the ISP Code of Practice for Child Internet Safety, in consultation with Industry, Government and Child Safety interest groups and we have introduced a number of measures that go several steps beyond compliance with this Code.
- The Code of Practice commits ISPs to provide all new broadband customers with an 'active choice' about whether they would like to download a parental controls product or not and from October 2012, we have presented this choice to all new Sky Broadband customers when they join us and activate their broadband service. To make it even easier for parents to get the tools they need to keep their families safe online

when activating their broadband we have highlighted the 'yes' button when asking the 'active choice' question as the default option. This is what we call 'active choice plus'.

- Over the last year we have emailed our existing broadband customers to inform them about the benefits of our free parental controls and to explain what they do and how they work. We have also created a dedicated support area on our website. In addition, our customer service agents have been specifically trained so they can explain the benefits of parental controls to our broadband customers. We receive thousands of calls from customers each day, which makes this an effective way to engage our customers one-to-one and help them reach an informed view about how they can control the material that their children are accessing in the home
- We also want to give parents the peace of mind that their children are protected when they access content over Sky services outside of the home, where we can't offer individual parental controls. That's why, this year, Sky's out-of-home WiFi service, 'The Cloud', which is used by our broadband customers to connect to the internet at over 16,000 hotspots across Britain's High Streets, became the first such service to automatically filter out access to adult websites. This means that sites which contain content only suitable to adults are inaccessible in the public places served by The Cloud.
- In 2013 we intend to build on these developments. Whilst the existing computer based parental controls and the customer communications that accompany them are important tools for parents, they are not sufficient in the increasing number of homes where the internet is accessed via connected devices that include televisions, gaming consoles, tablets and smartphones. Accordingly, we have decided to put a network-level control solution into our product development roadmap that will provide protection for all connected devices in the home, and will also enable us to deploy better communication and decision making options to our existing customer base.

Action 5 Effective takedown of child abuse material

According to the Statement of Purpose the signatories are committed to doing all within their power, including by proactive steps, to remove from the internet child sex abuse material, in addition to necessary measures defined in the Directive on combating sexual abuse, sexual exploitation of children and child pornography.

- Sky.com hosts User Generated Content by way of comments and contribution to news articles. Controls are in place for reporting abusive comments and this content is overseen by moderators.
- Sky is a founding member of the Internet Watch Foundation (IWF) and applies the IWF blocklist to traffic over our home broadband and public wifi networks.
- Sky routinely tests the effectiveness of our blocking systems and self-certifies its compliance, as agreed with the IWF.