

Statement RTL Group

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

Following an invitation from Vice-President Kroes of the European Commission, RTL Group 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 five Actions in 2011-2012.

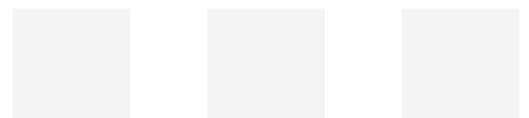
In the course of this extensive work, and with consultation of civil society, Coalition members have delivered concrete outcomes and identified sets of good practices which serve as recommendations to the ICT Industry.

Based on these recommendations, RTL Group commits to the concrete steps set out below under Actions 1 through 5.

Introduction – About RTL Group

RTL Group is the leading European entertainment network, with interests in 54 television channels and 29 radio stations in ten countries and content production throughout the world. The television portfolio of Europe's largest broadcaster includes RTL Television in Germany, M6 in France, the RTL channels in the Netherlands, Belgium, Luxembourg, Croatia, Hungary and Antena 3 in Spain – the company also operates the joint venture channel Big RTL Thrill in India and has interests in National Media Group in Russia. RTL Group's flagship radio station is RTL in France, and it also owns or has interests in other stations in France, Germany, Belgium, the Netherlands, Spain and Luxembourg. RTL Group's content production arm, FremantleMedia, is one of the largest international producers outside the US. Each year, it produces 9,200 hours of programming across 58 countries.

The digital transformation of the TV industry is hugely important for RTL Group – simply because we want to be wherever our viewers are. RTL Group's online network comprises more than 200 websites, reaching an average 60 million unique users a month. As one might expect, each TV channel has its own site providing news, programme grids and information, as well as access to its archive of catch-up and on-demand services. There are also extensions of these channel brands into areas such as mobile apps and thematic websites based on popular shows or categories like cooking or home improvement.



With an increasing presence in the online world comes increased responsibility in ensuring that the Internet be a safe place for children. RTL Group is committed to ensuring that its online platforms and services remain safe for children and that robust tools are made available on its online platforms allowing users to flag inappropriate content and have accurate information about what they are watching. For services where users interact with each other or post their own user-generated content (UGC), it is equally important for children to have appropriate levels of privacy with regard to the personal information they share or when engaging other users.

It should be noted that, as TV broadcasters, RTL Group's operations are already subject to extensive national and EU rules specifically with the aim of protecting children. For instance, for TV on-demand services, content which might seriously impair minors must be protected by use of a PIN code or similar. This type of protection is very relevant: as an example, children's programming represented an average of 42% of the total consumption via IPTV on M6 Replay in 2011 (catch-up service watched on the TV screen).

RTL Group operations are also voluntary participants and/or support a number of national self-regulation initiatives with the aim of protecting children, encouraging their creativity or promoting a healthier lifestyle (for example, the "fragFINN" search engine¹). Internally, our operations take protection of children as a priority: in Germany, RTL Television's Standards & Practices department is responsible for ensuring the channel's broadcasts are of a suitable nature, or at a suitable time, for the protection of young viewers.

These principles naturally follow through from our offerings into the online world.

Action 1 Simple and robust reporting tools for users

- RTL Group's operations have full editorial control over the professional content they make available online (for example, on their online catch-up services). However, for those activities where this is not the case (such as UGC platforms and social networks), our subsidiaries have begun installing robust mechanisms for reporting child abuse content available as single-click buttons or icons that are visible and easy to find.
- This will be further developed in 2013, and RTL Group operations will strive to adopt the Coalition's recommendations in this regard where they are not yet in place.

¹ Link: <http://www.fragfinn.de>.

- We will aim to improve the way users reporting abusive or harmful content can have more information on how their reports are handled. RTL Group's operations will in 2013 work to ensure every problem is solved within 24 hours.
- Where appropriate, RTL Group's operations will implement a meaningful set of categories for reporting tools on services where UGC is provided.
- As an example of some of the measures already in place, Mediengruppe RTL Deutschland (Germany) has a mechanism for reporting child abuse content on its social networks (such as Wer-kennt-wen.de) and UGC platforms. RTL Klub (Hungary) addresses problems reported by users of its website on average in 6-8 hours or less.

Action 2 Age appropriate privacy settings

- Together with the other members of the Coalition, RTL Group contributed to pulling together a comprehensive and comparative database of all sectors' age-appropriate privacy settings for minors. RTL Group commits to responding to the requests of the NGOs hosting the database and ensuring that the information contained therein remains up-to-date.
- In 2013, RTL Group agrees to the following Coalition commitments:
 - a) For RTL Group-owned social networks (e.g. Wer-kennt-wen.de in Germany):
 - Public search for minors must not be possible;
 - Location features should be turned off for minors;
 - Non-friends must not be able to message minors;
 - Only friends are able to tag minors;
 - Sharing by minors should only be possible for a limited audience;
 - Inline/easy-to-access privacy settings and controls will be available.
 - b) For online content:
 - Pre-approval of profiles (by means of an age-check) and posted content (when applicable, such as posting of user comments on RTL Group-owned websites or uploading of audiovisual content by users on RTL Group-owned UGC platforms – this should not be applicable to third-party-plugins such as the Facebook comments plugin);
 - Minor profiles should not be searchable (when applicable);
 - Inline/easy-to-access privacy settings should be provided for posted content.

Action 3 Wider Use of Content Classification

a) For online professional content:

- RTL Group's operations either already do or will provide ratings for content they make available on their online catch-up platforms on the basis of classification systems currently in place for professional content. For example, this has already been implemented by the M6 Replay online offerings in France.
- RTL Group operations will strive to adopt the Coalition's recommendations in this regard where they are not yet in place.
- RTL Group will continue to support whitelist initiatives for children like "fragFINN", a non-profit association in Germany which aims to allow children aged 6 to 12 to surf the Web without any risk of finding harmful content (and which is chaired by the RTL Group operation SUPER RTL). "fragFINN" has been developed to provide content for children which is harmless and child-friendly while also giving easy access to interesting and educational websites (in addition to encouraging children's media literacy).

b) For mobile apps:

- In 2013, RTL Group's operations will ensure that the Coalition's general approach to the classification of apps will be widely promoted and applied in their mobile apps.

c) For user-generated content platforms:

- In 2013, RTL Group will continue to cooperate with the Coalition to further explore and develop technical solutions for rating UGC, as well as promote education and information campaigns in this regard.

d) Interoperability and machine readability:

- RTL Group will contribute to the Coalition's on-going work and discussions regarding a possible basic interoperable data model for content classification.

Action 4 Wider Availability and use of parental controls

- As previously mentioned, RTL Group's on-demand TV services must be protected by use of a PIN code or similar whenever they involve content which might seriously impair minors. This principle naturally flows into the online activities of our operations.

- In addition, RTL Group's operations commit to providing parental controls for their users/customers by the end of 2013 whenever relevant.

Action 5 Effective takedown of child abuse material

- RTL Group's operations have full editorial control over the professional content they make available online. However, for those activities where this is not the case (such as UGC platforms and social networks), RTL Group's operations already have appropriate reporting mechanisms in place and will strive to improve them based on the Coalition discussions on this subject.

Monitoring and follow-up report

- RTL Group has set up an internal structure which will monitor implementation of the commitments undertaken within the Coalition, and commits to producing a report at the end of 2013 detailing progress on the actions set out above (which will be sent to the European Commission).