



Towards Cross-sectoral convergence?

Parental Controls currently available to Sky customers

TV

Our TV Set-Top Box (STB) enables parents to

- restrict access to individual channels,
- apply restrictions based on age ratings
- block/remove adult channels
- Require PIN on pre-watershed playback



Broadband

McAfee Parental Controls is available for **free** to all Sky Broadband customers.

McAfee Parental Controls allows the customer to set up web filters on **up to 3** Windows computers.



Public WiFi

Sky WiFi is UK's largest high street WiFi provider, with over 16,000 hotspots.

First UK public WiFi network to apply content filters, and in September 2012 became the first network to apply **default filtering across the entire network.**



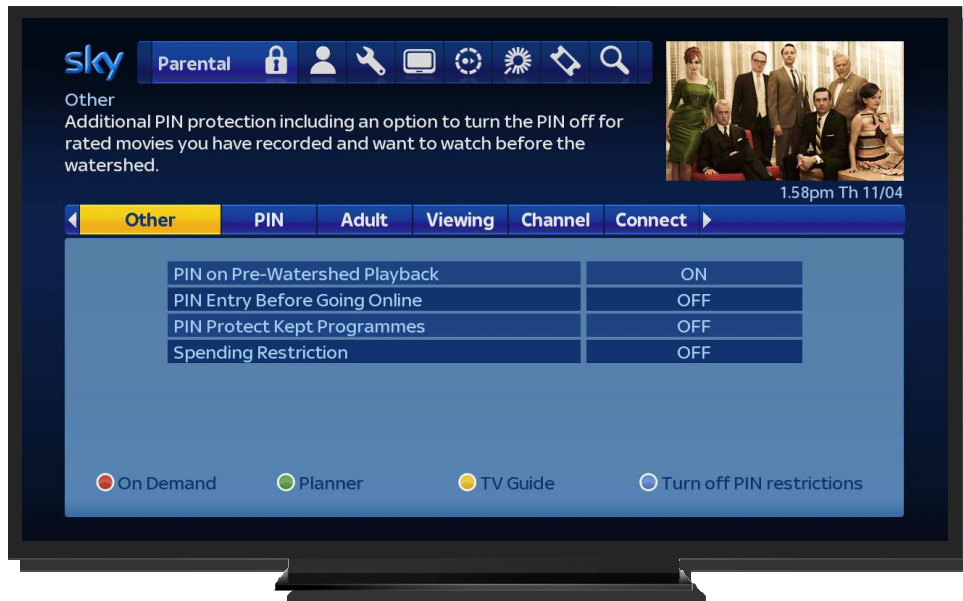
Sky TV Set Top Box Parental Controls



STB uses PIN functionality to provide flexibility



Sophisticated Suite of options available to parents



PIN protect access to age rated content



Ability to remove entire adult genre








Sky Broadband



Sky Broadband

Device based controls

Coverage	
Features	
Age based categories	
White list web sites	
Black list web sites	
Time based restrictions	
Account Management	On PC (only on device)



Active Choice+ for new Sky Broadband customers

Congratulations
You're now online



Keep your family safe online

Parental Controls allow you to set up safe boundaries online. With Parental Controls from McAfee you can block certain sites, manage the times your kids go online and loads more, on up to three computers in your home.

It's **free** for as long as you're with us and just one of the ways that we help you and your family to stay safe online.

- ☒ Yes, set up my Parental Controls now
- ☐ No, proceed without Parental Controls

Don't worry if you choose not to download Parental Controls now (or if you want Parental Controls on your Apple Mac), you can do it anytime by going to sky.com/security

Continue

Frequent communication with existing customers

Existing Customers

Sky have done regular e-mail campaigns promoting McAfee Parental Controls to the existing Sky Broadband customers.

The most recent campaign on 5th February 2013 for Safer Internet Day to customers that did not already have McAfee Parental Controls.

Sky have run several activities to increase awareness within our call centre's about McAfee Parental Controls so that agents include information about it when appropriate in conversations with customers.

Help keep your family safe online
It's easy to set up your free Parental Controls

We know that family means the world. That's why we give all our broadband customers McAfee Parental Controls at no extra cost. So you can keep your children safe and sound online. And what's more, it couldn't be easier to set up.

Your broadband. Your rules.

Having Parental Control settings on your home computer means **you** stay in charge of what your children see and do online. Install the service and you can:

- Set specific times when they're allowed online
- Block websites you don't want them to access
- Keep track of what websites they try to browse

It's easy to install for as long as you're with us, and doesn't cost you a penny extra. It's just one of the ways we help keep you and your family safe online. To get started, simply follow the three easy steps on the right.

Here's how to install your Parental Controls:

1. [Click here](#)
2. Select PC or MAC
3. Follow the simple instructions

You will be asked to log into MySky with your Sky ID username and password.

Install today

The Sky Broadband Team

Install today

McAfee
An Intel Company

Children enjoy the internet safely

Keep them safe

Some websites just aren't suitable for children. You can set age restrictions so they don't access content they shouldn't.

Keep them on track

See which websites they've tried to browse and been successfully blocked from using, all presented in easy-to-understand reports.

McAfee
An Intel Company

In-Confidence







Network Based Whole Home Parental Controls

Features

Sky Broadband Parental Controls will provide 5 core features to allow parents greater control over the type of content their children can access.

This multi million pound investment will allow customer to apply network based internet filters which will cover **all devices in the home** that connect to Sky broadband including smartphones and tablets and other new technology.

The customer will be able to manage settings online at anytime via MySky, the existing account management where customers view their bill, make changes to their package etc.

	Sky Broadband Parental Controls
Coverage	
Features Age based categories White list web sites Black list web sites Time based restrictions Default SafeSearch	<p>Feature set required based on Sky customer research</p> <div>      </div>
Account Management	Via MySky (at home or remotely)

In-Confidence

Sky WiFi offers default filtering across 16,000 hotspots



Traditional regulation, co-regulation and self regulation?

- AVMS and **traditional regulation** through the Broadcast Code result Sky in *mandatory restricted access through* PIN protection for premium subscription film services up to BBFC 15-rated films during the day, and Adult sex material after 10pm.
- Whilst having ATVOD and **co-regulation** notified services, the article 12 provisions do not affect Sky's on demand services as we do not offer *material deemed to seriously impair the physical, mental or moral development of persons under the age of eighteen*
- Sky has engaged in a number of **self regulatory initiatives**:
 - ISP Code of Conduct – Active Choice
 - Response to Bailey Recommendations and UK Govt response
 - VP Kroes "Coalition to make a better internet for children"

Thank you

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