

37<sup>th</sup> EPRA MEETING  
8 – 11 May 2013 - Krakòv

Plenary Session 1  
The Protection of Minors in a Connected Environment

*Policy Panel: Towards cross-sectorial Convergence?*  
*09 may 2013*

Telecom Italia S.p.A.  
Public & Regulatory Affairs  
Consumers' Protection  
Monica Placidi





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# INTRODUCTION

*Telecom Italia is among the first holdings in TLC providing in Italy and abroad technological infrastructures and platforms in which voice and data are converted into advanced telecommunications services - as well as the latest ICT and Media solutions.*

*Telecom Italia is a pioneer, in Italy, in telecommunications convergence services / applications, content, terminals, network infrastructure, or data-voice convergence or fixed-mobile convergence.*

*Convergence, therefore, is an important factor in optimizing investments and costs, a competitive edge in a market full of services and offers, in short, an architectural and technological challenge.*

*Telecom Italia is the Group's main brand, symbol familiar to consumers and a guarantee of reliability and skill.*

*The customer approach and technological innovation are the hallmarks of the Group, which focuses on the quality of service, simple offers for customers, pays attention to the contact with the customers and offers constant research activities, sustainability, consumers' protection and in particular protection of minors.*

## ITALIAN CONTEXT ON PROTECTION OF MINORS 1/2

Italian legislative framework imposes precise obligations to ICT industries in the management of *abuse, prevention and suppression of crimes* involving computing with particular attention to social groups deserving special protection, also including *the protection of minors*.

The aim of the legislator to strengthen the prevention of computer crimes giving more responsibility to top management and fight against cybercrimes and child pornography on the net.

# ITALIAN CONTEXT ON PROTECTION OF MINORS 2/2

Identified as part of the Security - Risk Prevention, a specific "contact for the Postal Police 'for the management of relationships and flows of information with the competent authorities:

- **CNCPO** (National Centre for the Fight against child pornography online)
- **CNAIPIC** (National Crime Information Technology for Critical Infrastructure Protection).

The commitment of Telecom Italia alongside institutions, international organizations and associations working on the subject has led to a series of initiatives for the prevention and countering of abuse and any activities committed in violation of the rules of conduct and laws supervising the use of network services, computer systems or means of communication in general.

**"ABUSE DESK«** for example, is an electronic door to collect users' reports on alleged crimes or notice the presence of child pornography on the net and then address to the competent authorities or the Postal Police.

# TELECOM ITALIA: A MODEL OF CONVERGENCE

Play on line



TV on demand

Surf the Internet



TI Cloud



Save your digital memory in Cloud

Use smartphone as home phone



Hear your music



Share your print



Share your photos



# CUBOVISION: AN EXAMPLE OF A CONVERGENT WORLD

Telecom Italia is emerging as the new converged world by offering a TV on demand service named **Cubovision**, available on Connected Tv, PC, tablets and smartphones and to all national customers, independently of their network access operator. <http://www.cubovision.it/cosa-e-cubovision>

Concerning the protection of minors, the content rating of TV programs is usually provided directly by the broadcasters which define whether a film/video is addressed to +18 users or prohibited to -14 or -12.

The “Parental Control” provided by TI foresees the following procedures:

- ✓ Registration and authentication by user ;
- ✓ Acceptance of general conditions;
- ✓ Set up of a *parental control* level of protection , 3 layers are foreseen:  
disactivated mode, middle and maximum level of protection) and choice of the PIN;
- ✓ For non registered users, the control is set up by default at the middle/maximum layer .

# CUBOVISION: AN EXAMPLE OF A CONVERGENT WORLD



- ▶ **Pay Tv**  
<http://www.cubovision.it/cosa-e-cubovision>
- ▶ **30 contents channels**
  - ▶ **on demand TV, Web, Smartphone, Tablet Xbox**
- ▶ **mobile traffic included**
- ▶ **multivision h24**



# CUBOVISION: AN EXAMPLE OF A CONVERGENT WORLD

To enjoy contents, the customer receives and subscribes special Contract Terms with special provisions regarding the protection of minors.

## 8. Using the Service

*8.3 The Customer is obliged to prevent minors from viewing any programs prohibited by applicable law or whose vision is not recommended to them and also through the use of the device "Parental Control TV" that must be activated by the customer by entering the "Code Parental Control TV".*

*8.6.6 The protection of minors requires the rejection of all forms of exploitation, particularly those of a sexual nature, and all communications and information that can exploit their credulity; respect on the sensitivities of children also requires particular caution in the dissemination to the public of potentially harmful content.*

# CUBOVISION

Cos'è Cubovision | Cubovision - Windows Internet Explorer

http://www.cubovision.it/cosa-e-cubovision

File Modifica Visualizza Preferiti Strumenti ?

Preferiti Cos'è Cubovision | Cubovision

Gruppo Telecom Italia Telecom Italia TIM Impresa Semplice Nuvoletta Italiana Cubovision

**cubovision** titolo... **Parental control** Sei già cliente? **ACCEDI** Registrati

Abbonamento Video Store TV Free Shop **Cos'è** Guida TV Aiuto Altro

Home > Cos'è Cubovision >

**cubovision**  
LA TV ON DEMAND

Scopri Cubovision, la tv personale e interattiva di Telecom Italia

Scopri tanti contenuti gratuiti o a pagamento e il calcio della Serie A TIM

Scopri i dispositivi per vedere Cubovision

Operazione completata. Errori nella visualizzazione della pagina.

Internet

start 3 Internet Explorer EPRA 2013- Tutela d... Disco rimovibile (F:) IT 17.43

TEMPO 00.30.17  
TOTALE 1.00 €  
DISCONNECT

# CUBOVISION

13 | Cubovision - Windows Internet Explorer

http://www.cubovision.it/video/abbonamento/cine-power/13

File Modifica Visualizza Preferiti Strumenti ?

13 | Cubovision

Parental control ON

Sei già cliente? ACCEDI

Registrati

Abbonamento Video Store TV Free Shop Cos'è Guida TV Aiuto Altro

Home > 13 >

13

La visione è consigliata ai maggiori di 18 anni. **+18**

Smart TV LG 42LA740S

L'Abbonamento Cubovision per 3 anni

SOLO 33,30 €/MESE per 36 MESI

Compra su cubovision

TEMPO 01.08.53

TOTALE 2,50 €

DISCONNECT

Errore nella visualizzazione della pagina.

start 3 Internet Explorer EPRA 2013- Tutela d... Disco rimovibile (F:) IT 18.22

# CUBOVISION: HOW TO REGISTER





# CUBOVISION: AN EXAMPLE OF A CONVERGENTE WORLD

The screenshot shows a Windows Internet Explorer browser window displaying the Telecom Italia Cubovision Ready website. The browser's address bar shows the URL <http://www.telecomitalia.it/tv/cubovision-ready>. The website features the Telecom Italia logo and a navigation menu with options like INTERNET, TELEFONO, PAY TV, SERVIZI, PRODOTTI, ASSISTENZA, and BUSINESS. A prominent banner for 'CUBOVISION READY' advertises a service for 9.90€ per 1 anno, highlighting features like 25 thematic channels and a pay-per-view option. Below the banner, there are sections for 'Decoder Cubovision' and 'Videostore'. The Windows taskbar at the bottom shows the system clock as 17:57 on 03/05/2013.

Cubovision Ready | Telecom Italia - Windows Internet Explorer provided by Telecom Italia S.p.A.

http://www.telecomitalia.it/tv/cubovision-ready

File Edit View Favorites Tools Help

Favorites PAI Web Slice Gallery Customize Links Free Hotmail Windows Marketplace Windows Media Windows

Cubovision Ready | Telecom Italia

AREA CLIENTI 187 Username Password ACCEDI Registrati

Ricordami per 90 giorni | Recupera User o Password

INTERNET TELEFONO PAY TV SERVIZI PRODOTTI ASSISTENZA ENTRA NELLA MAIL BUSINESS >

Home | PAY TV | Cubovision Ready

Cubovision Ready

L'Abbonamento

Bruno Pizzul racconta

Decoder Cubovision

Media Center e Decoder Digitale Terrestre.

**CUBOVISION READY**

Lo spettacolo è di serie ogni volta che vuoi!

14.90€  
**9.90€**  
al mese  
per 1 anno

La TV digitale terrestre, oltre 25 canali tematici e migliaia di contenuti gratuiti e in pay per view ed il decoder è incluso nel prezzo!

Inserisci il numero per richiedere l'offerta

PROSEGUI

Più di 25 canali tematici per tutta la famiglia con contenuti che partono sempre dall'inizio, visibili gratuitamente su 6 dispositivi diversi

Videostore: una videoteca in pay-per-view per noleggiare o acquistare film, serie TV, cartoni e molto altro

You Tube e le principali WEB TV: circa 1.500 titoli sempre disponibili gratuitamente

Error on page.

Internet | Protected Mode: Off

95%

17:57  
03/05/2013

TELECOM ITALIA

# MODELS OF SELF REGULATION OF TELECOM ITALIA (1/8)

Focus of Telecom Italia for the **protection of minors** and commitment to spread a correct approach to the cultural theme to prevent the commission of an offense, is seen as a necessity in many different national and worldwide initiatives.

A few examples:

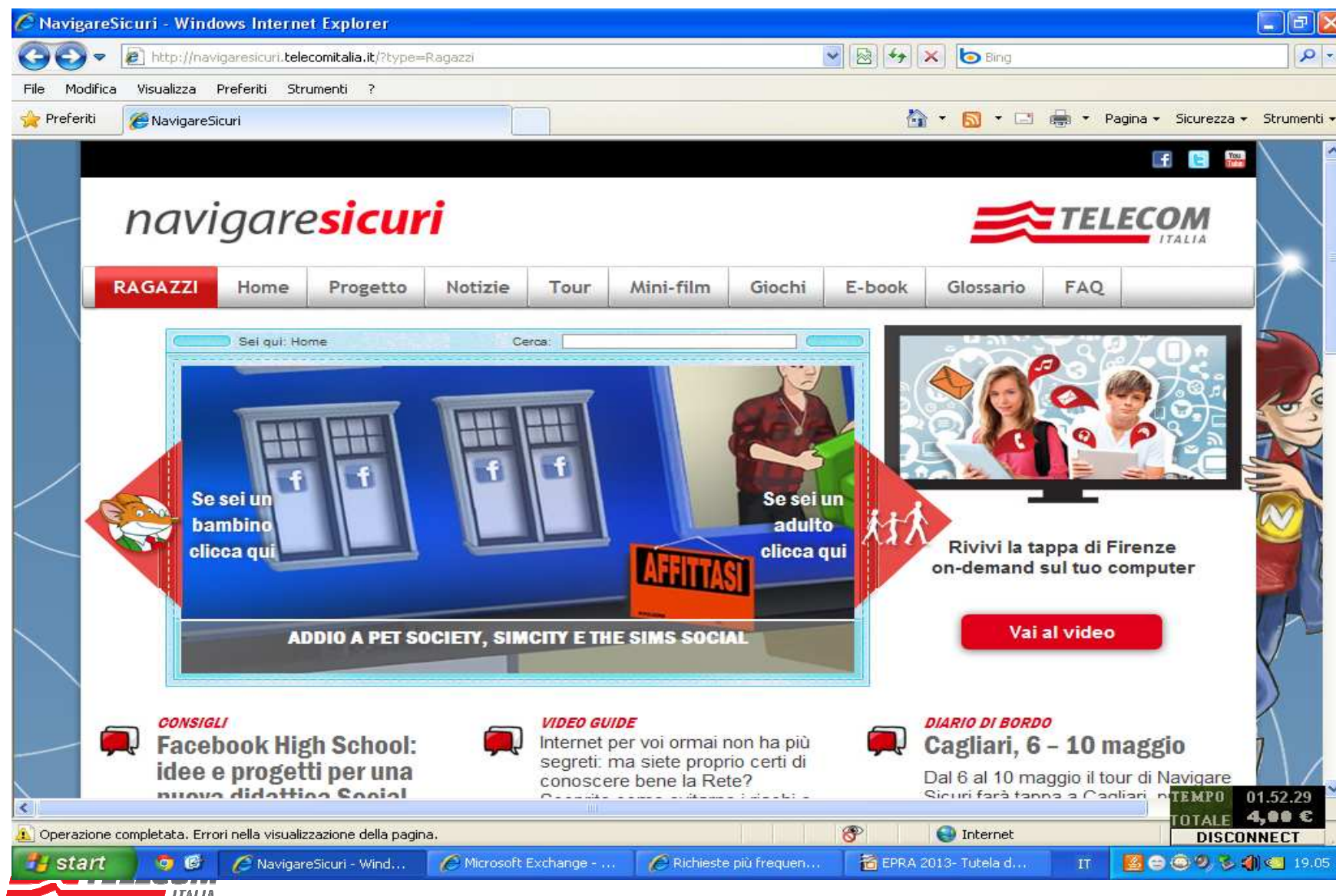
**Telecom Italia Group**, since 2004, has launched a number of initiatives on adopting specific guidelines for the classification and control of content distributed by Group companies or third parties as well as special tools of self - regulation.

Thematic area on "**Protection of minors**" on corporate websites to inform and educate costumers on the correct behavior to adopt when browsing the network;

## **NAVIGARE SICURI**

A project, developed since 2009, aimed at children, parents and teachers about the risks associated with surfing the Internet (with the involvement of the Postal and Communications Police, Save the Children, GSMA, ITU, etc ... ). Last edition 2010-2011 involved more than 100,000 people in schools and in the streets of all Italian regions. The new edition 2012-2013 started last December and provides for halts in a number of italian cities, with new programs and initiatives, including a Competition for secondary schools which will allow youngs' best videos to win a price. (<http://navigaresicuri.telecomitalia.it/>)

# MODELS OF SELF REGULATION OF TELECOM ITALIA (2/8)





# MODELS OF SELF REGULATION OF TELECOM ITALIA (3/8)

**Tour 2013 | Navigare Sicuri - Windows Internet Explorer**

http://navigaresicuri.telecomitalia.it/cat/tour-2013/

File Modifica Visualizza Preferiti Strumenti ?

★ Preferiti Tour 2013 | Navigare Sicuri

**Cagliari, 6 – 10 maggio**

Dal 6 al 10 maggio il tour di Navigare Sicuri farà tappa a Cagliari, presso la Scuola Media G. B. Tuveri in via Venezia 21. Parteciperanno all'evento di mercoledì 8 aprile sulla legalità il cantante Gué Pequeno, la mamma blogger Cecilia Spanu e il Generale Umberto Rapetto. Visualizzazione ingrandita della ...

[CONTINUA A LEGGERE >](#)

**Firenze, 15 – 19 aprile 2013**

Connessi a Firenze Eccoci a Firenze! Ad accogliere Chiara, Giovanni e Nicoletta nella città di Dante è la frizzantissima Claudia. I ragazzi della scuola media Machiavelli sono i primi a rompere il ghiaccio e tra una testimonianza e l'altra scoprono uno ad uno tutti i temi del nostro tour. Nella ...

[CONTINUA A LEGGERE >](#)

**Bologna, 8 – 12 aprile 2013**

Connessi a Bologna Una breve pausa, 800 km di distanza ed ecco che il tour di Navigare Sicuri risale tutta l'Italia: si riparte! Chiara e Silvia arrivano a Bologna dove ad accoglierle sotto le torri degli asinelli c'è Monica. Accompagnate dal fedelissimo Giovanni, inizia la loro scoperta della città. Prima ...

[CONTINUA A LEGGERE >](#)

**Palermo, 12 – 15 marzo 2013**

**ARCHIVIO**

- Consigli
- Diario di Bordo
- Fattore Mamma
- Giochi
- Infografiche
- La prossima tappa
- Net To Be
- News
- News illustrate
- Rassegna Stampa
- Tour 2013
- Tour passati
- Video
- Video on-demand

**LE ULTIME NEWS**

- Cagliari, 6 – 10 maggio
- I progressi raggiunti da Telecom Italia in materia di protezione dei minori
- Insegnanti e tecnologia
- Addio a Pet Society, SimCity e The Sims Social

TEMPO 01.45.29  
TOTALE 3,50 €  
DISCONNECT

Errore nella visualizzazione della pagina.

start Tour 2013 | Navigare... Microsoft Exchange - ... Richieste più frequen... EPRA 2013- Tutela d... IT 18.58



# MODELS OF SELF REGULATIONS OF TELECOM ITALIA (5/8)

From a technical point of view , **Control and Security filters** have been introduced such as "**web filtering**« tool so that providers of network connectivity must use to prevent the access to those sites identified by the Postal Police through the CNCPO, particularly "**Alice Total Security**" (<http://www.telecomitalia.it/servizi/sicurezza/total-security>) and "**Magic Desktop**" software through which parents select the sites to children can access and send e-mail (<http://www.telecomitalia.it/assistenza/info-sulle-offerte/servizi/magic-desktop>)

Filtering systems and prevention of abuse have also been activated for WAP "sexy" content with a request for user authentication for the delivery of "adult" video - available *on demand* - is prompted to enter a PIN and activate a **parental control** code.

# MODELS OF SELF REGULATIONS OF TELECOM ITALIA (6/8)

Magic Desktop | Telecom Italia - Windows Internet Explorer

http://www.telecomitalia.it/assistenza/info-sulle-offerte/servizi/magic-desktop

File Modifica Visualizza Preferiti Strumenti ?

Preferiti Magic Desktop | Telecom Italia

AREA CLIENTI **187** Telefono  **ACCEDI** Registrati

Vuoi accedere utilizzando Username o Password? [Clicca qui!](#)

INTERNET TELEFONO PAY TV SERVIZI PRODOTTI **ASSISTENZA** ENTRA NELLA MAIL BUSINESS >

Home | Assistenza | Info sulle offerte | Magic Desktop

Area Clienti

Assistenza amministrativa

Assistenza Tecnica

**Info sulle offerte**

Info per i consumatori

Per la sicurezza guarda anche

- Difendere la Privacy in Internet >
- Proteggere il PC >
- Tutelare i minori sul Web >
- Proteggere il telefonino >

**MAGIC DESKTOP**

I tuoi bambini imparano ad usare PC e Internet in modo sicuro e divertente

I tuoi bambini imparano ad usare PC e Internet in modo sicuro e divertente

- Navigazione protetta in Internet
- Magic Mail per ricevere solo da...

DESCRIZIONE COSTI COME FUNZIONA INFO E SUPPORTO

**Magic Desktop** è un software che permette ai bambini di avvicinarsi all'uso del PC e di Internet in modo divertente in un ambiente **protetto** interamente dedicato a loro.

Telecom Italia ti offre la versione **Premium** con oltre **20 giochi interattivi** inclusi.

Per utilizzare Magic Desktop occorre avere un indirizzo di posta Alice Mail.

TEMPO 01.36.20  
TOTALE 3,50 €  
**DISCONNECT**

Errore nella visualizzazione della pagina.

start Magic Desktop | Telec... Microsoft Exchange - ... Richieste più frequen... EPRA 2013- Tutela d... IT 18.49

# MODELS OF SELF REGULATIONS OF TELECOM ITALIA (7/8)

The screenshot shows a Windows Internet Explorer browser window displaying the Telecom Italia Total Security website. The browser's address bar shows the URL <http://www.telecomitalia.it/servizi/sicurezza/total-security>. The website header features the Telecom Italia logo, a navigation menu with links like INTERNET, TELEFONO, PAY TV, SERVIZI (highlighted), PRODOTTI, ASSISTENZA, and BUSINESS, and a login section for AREA CLIENTI 187. The main content area promotes the TOTAL SECURITY package, highlighting its features: defending PCs and children's online activity, and including antivirus, antispyware, firewall, and parental control. A large 'ACQUISTA' button is prominently displayed. A sidebar on the left lists various security services. At the bottom, a summary table shows the package details and a 'DISCONNECT' button.

**TELECOM ITALIA**

AREA CLIENTI **187** Telefono  **ACCEDI** Registrati

Vuoi accedere utilizzando Username o Password? [Clicca qui!](#)

INTERNET TELEFONO PAY TV **SERVIZI** PRODOTTI ASSISTENZA ENTRA NELLA MAIL BUSINESS >

Home | Servizi | Per la sicurezza | Total Security

**Per la sicurezza**

- Per i tuoi dati
- Per la linea telefonica
- Per comunicare in Internet
- Per acquistare contenuti >
- Per giocare in Internet
- Per il tempo libero >

**Per la sicurezza guarda anche**

- Difendere la Privacy in Internet >
- Proteggere il PC >
- Tutelare i minori sul Web >
- Proteggere il telefonino >

**TOTAL SECURITY**

Da **3,98€** al mese  
**3 mesi GRATIS**

Difende il tuo Pc e i tuoi figli quando navigano in Internet  
Difende il tuo Pc e i tuoi figli quando navigano in Internet

- Antivirus, Antispyware e Firewall per il computer
- Parental Control per proteggere i

**ACQUISTA**

Acquista il **pacchetto di sicurezza completo** Total Security basato su tecnologia ZoneAlarm e navigherai su Internet ed i Social Network al riparo da virus, programmi spia ed hackers. Inoltre, con il **Parental Control**, blocchi la navigazione dei tuoi figli su siti con contenuti non adatti.

Ed in più utilizzi il tuo conto Telecom Italia per pagare senza carta di credito ed in tutta sicurezza.

DESCRIZIONE	COSTI	PER SAPERNE DI PIÙ	INFO E SUPPORTO
<b>TEMPO</b> 01.37.17 <b>TOTALE</b> 3,50 € <b>DISCONNECT</b>			

start Total Security e Pare... Microsoft Exchange - ... Richieste più frequen... EPRA 2013- Tutela d... IT 18.50

## MODELS OF SELF-REGULATION IN TELECOM ITALIA (8/8)

In particular, Telecom Italia has adopted:

The '**Code of Conduct for offering premium services and protection of minors**' signed by all mobile operators in 2005, recognizing the child's right to a balanced development included a commitment to take control instruments '*ad hoc*' in respect of content distributed on Internet sites and specific activity against Third Parties.

The '**Code of Conduct for premium services offered on numbers beginning with 4**' which was joined in 2008 – and subsequently updated twice - by the previous aim to regulate more closely the manner of offering premium services delivered via SMS and MMS in decade 4 (beginning with 4). It has been provided with a special section dedicated to services with sensitive content classified on the basis of a unique system of content classification "adult" according to the requirements of the European Code of Conduct called the "*European Framework for Safer Mobile Use*" also signed by Telecom Italia in 2007.

# INTERNATIONAL CONTRIBUTIONS OF TELECOM ITALIA (1/4)

At an international level, Telecom Italia is very active in promoting and supporting various initiatives to protect children, by taking part in:

Working Group "ITU Child Online Protection: guidelines for Industry" to write guidelines on the "Child Online Protection - COP" aimed at companies in the sector of broadcasting, Internet and mobile;

Working Group "GSMA - Mobile Alliance against Child Sexual Abuse Content " contributing to the creation of the site <http://teachtoday.eu/>, a website dedicated to children and to educate them on use of Internet.

The European project "Safer Internet 2009 - 2013", proposed by Save the Children, participating in the permanent working group, cooperates with helpline providing infrastructure and services for: toll-free number 114 Emergency Children's Fund (since 2003), in co-operation with the EU Commission and the GSMA to publish on the sites of Operators the European code number "116000« announcements for missing children (since 2009).



# INTERNATIONAL CONTRIBUTIONS OF TELECOM ITALIA (2/4)

Telecom Italia is also actively involved in significant European initiatives on Protection of Minors as ICT Coalition and CEO Coalition.

**ICT Coalition** : initiative among EU ICT industries (Telecom Italia and other 24 companies) to ensure a safer use of connected devices and online services by children and young people in the EU. The focus of this initiative relates to information, parental control tools, awareness and education, notice mechanisms, etc.. Members are EU fixed and mobile telco operators, players such as Google, Facebook, and a number of devices manufacturers and application providers. They held two Fora to review the progress made by the companies in October 2012 and April 2013, with the participation of the EU Commission and NGOs. A ad-hoc website has recently been set up containing all relevant information related to the initiative as well as commitments and progress achieved/on going by the companies ([www.ictcoalition.eu](http://www.ictcoalition.eu))

# INTERNATIONAL CONTRIBUTIONS OF TELECOM ITALIA (3/4)

**CEO Coalition:** the initiative was launched by Commissioner Kroes end 2011 with the signature of a Statement of Purpose by stakeholders (a group of 31 leading companies), providing a roadmap – until the end of 2012 - and identifying commitments and actions that stakeholders (not only industries but also NGOs, the Authority, the Commission, etc. ..) decided to voluntarily undertake to make the Internet safer for children. The areas of collaboration are 5: reporting mechanism, privacy settings, content classification, parental control, notice & take down. Commissioner Kroes has invited the relevant CEOs to a meeting scheduled on June 3 in order to review the commitments and progress made by the stakeholders.

# INTERNATIONAL CONTRIBUTIONS OF TELECOM ITALIA (4/4)

Telecom Italia also cooperates:



- with **Telefono Azzurro**: Telecom Italia has provided its own infrastructures and services for the Toll Free “114” Child Emergency service (since 2003) and the European Toll Free Number “116000” for missing children (since 2009);
- in the context of the Italian **Child Abduction Alert System** (ICAAS) project, for the creation of a web portal providing an "early warning" of missing children. In this context, in March 2011, Telecom Italia signed the “**Missing child alert**”, an agreement with the Ministry of the Interior's Public Safety Department.



# THE VISION OF TELECOM ITALIA

The maximization of positive values of the «multiplatform» and the minimization of risks is a priority for the Telecom Italia Group

Telecom Italia is very beneficial against any form of adoption of tools and initiatives for the protection of children. Our level of technology allows us to implement systems and procedures to do so more in line with the most advanced techniques at national and European level.

We also have the advantage - as Telco operators - to manage the so-called “*return channel*” that allows us to govern real-time insertion and changes the pin from the user.

It is a technological advantage and position of Telecom Italia concerning to other broadcasters - on whom the company is also investing and it should be stressed that the technology Vod "cable" offered security guarantees are significantly higher than those offered by the Vod "on the air".

# THE FUTURE.....

Telecom Italia agrees with the last statements made by the EU Commissioner

Neelie Kroes on 27 april.

*"The connected TV is the next revolution in creative and digital. The convergence between the sectors offering citizens a wider choice of content, but at the same time creates difficulties and challenges. A debate at EU level will allow us to deal with these changes, to contribute to the growth of enterprises, to encourage creativity and to defend our values. "*

## WHAT TO DO NEXT?

Changing the rules? Believe for the time being satisfied with the status quo?

Following a system of self-regulation and co-regulation?

The Green Paper envisages no action, but, should proceed. The Commission could consider different answers regulations and policies, including self-regulation.