More consideration of children and young persons on the Internet
jugendschutz.net calls for the observance of the laws concerning the protection of minors on the Internet and makes sure that content providers modify problematic content, delete it or make it inaccessible to children and youngsters.

The German ministries for youth founded jugendschutz.net in 1997. Since 2003, jugendschutz.net is organizationally assigned to the Commission for the Protection of Minors in the Media (KJM) in order to provide for a consistent control of broadcasting and Internet.

Reports on illegal content on the Internet
Internet users can report illegal and harmful content to:
www.jugendschutz.net/hotline
hotline@jugendschutz.net

Wallstraße 11
55122 Mainz
Germany
Fon: +49 6131 328520
Fax: +49 6131 328522
buero@jugendschutz.net
www.jugendschutz.net
• Around 39,000 cases checked for illegal content

In 2010, jugendschutz.net controlled 11,800 websites and 1,250 search results in search engines, evaluated 1,360 postings on Web 2.0 platforms, 8,000 video clips, downloads and pictures and checked 16,500 profiles for illegal content.

• 2,582 newly registered cases of illegal content

jugendschutz.net processed 2,582 new cases of illegal content in 2010 (+7% compared to 2009); 38% referred to illegal content hosted on German servers. The German cases numbered 986 and remained at last year’s level, whereas the number of cases from abroad climbed to 1,596 (2009: 1,395).

• Self-endangering content continuously on the rise

The amount of German websites glorifying anorexia further increases (29% of all illegal content, 2009: 22%). In terms of numbers, pornography still forms the major problem concerning the protection of minors; nevertheless, with a decreasing tendency (39%, 2009: 42%).

• Illegal websites mainly from the USA and the Netherlands

A vast amount of illegal content hosted abroad occurred in the USA (46%, 2009: 53%) and the Netherlands (23%, 2009: 17%), most of it contained pornography (40%, 2009: 53%). Increases are measurable in the categories of child pornographic images (20%, 2009: 15%) and depictions of minors in sexually suggestive poses (15%, 2009: 6%).

• 78% of illegal content quickly modified or deleted

In four out of five cases, jugendschutz.net achieved a modification or deletion of illegal content by communicating with providers and before initiating extensive supervisory procedures.

• 10,650 reports and queries processed

jugendschutz.net received 7,600 reports of offences against provisions concerning the protection of minors (2009: 8,000) and processed 3,050 queries (2009: 3,250).
The protection of minors on the Internet has been the subject of controversial debates in 2010, caused by the planned, but meanwhile failed amendment to the Interstate Treaty on the Protection of Minors in the Media (JMStV).

Web 2.0 has completely changed the multimedia world of young users. They have their own way of using the Internet, increasingly individualized, mobile and convergent. This is why we should find a new understanding of how the protection of minors on the Internet should look like today.

However, we should not undermine the standards we already have in terms of protecting children and youngsters online. Taking new challenges and the high speed of development into consideration, we need a forward-looking analysis, an assessment of new risks and overall concepts for dealing with these risks.

We should not allow competence and control to be played off one against the other; both are two sides of the same coin. What is important is a culture of shared responsibility: an interaction between legal provisions, state controls, self-regulation of providers and the promotion of media literacy.

More and more illegal content is hosted abroad. Global players escaping national regulations dominate the market. This requires global standards, codes of conduct and protective measures. Special attention paid to children and youngsters must become an integral part of the business philosophy of international providers.

Platforms for cyber bullying, harassment in random chat rooms and hate postings in social networks show that the Internet cannot always regulate itself. In order to bring users taking advantage of their anonymity under control, all stakeholders have to join efforts. The Internet community, too, cannot only demand the basic freedom of the Net, but has to stand for the protection of the weak.

jugendschutz.net will actively participate in developing modern concepts for the protection of minors and try to be a link between all parties involved. In the end, the key point will be to achieve the best possible opportunities for children and youngsters to use the Internet in a creative and self-determined way without risk.

Call for overall concepts – young users need effective protection and better support
Focus of research in 2010

Sexual exploitation of minors
- Child pornography: available in file hosting services
- 'Teen model sites': commercial sexual exploitation of minors

Promoting self-harm behavior
- Choking games: showing the way to high-risk tests of courage
- Eating disorders and suicide: glorifying pro-anorexia on the rise
- 'Cut until it bleeds': new craze on the Internet
- 'Booze forums': glorifying the excessive misuse of alcohol

Extreme right-wing propaganda
- Right-wing extremism: propaganda through Web 2.0 campaigns
- Anti-Ziganism: hate against Sinti and Roma on major platforms

Risks on interactive platforms
- Blogosphere: illegal content an everyday problem on Blogspot
- Communities: apps undermine safety measures
- Online games: checklist for age suitability ratings in browser games
- 'Random chat rooms': increase of problematic content and risky contacts

Specific risks for children
- Advertising: Internet marketers disregard rules of protection
- Data protection: kids sites collect too much personal information
- Cross-linking: community features lead to adult sites

Technical protection measures
- Parental control software: improvements necessary and possible
- Age verification systems: reliable authentication

Action against offences

In Germany: objecting to offences and calling supervisory bodies in
- Content providers: objecting to offences successful in 4 out of 5 cases
- Supervisory bodies: first approach towards harmful websites
- Platform operators: some improvements achieved
Abroad: contact with providers most effective

- Law enforcement: develop overall strategy against child pornography
- Partner hotlines: improve collaboration with providers
- Host providers: success in cases of serious offences
- Service providers: use all resources
- BPjM: ‘indexing’ illegal content makes it harder to find

Cooperation and guidance

National and international

- INHOPE: commitment to combat illegal content at international level
- Web 2.0 operators: training as a role model project
- INACH: successful despite financial problems

Media educational activities

Web content for children and youngsters

- Klick-tipps.net: website recommendation service involving children
- Videos: directly approaching youngsters addressing hate online

Support for parents

- Leaflets: safe use of communities and messaging services
- ‘Surfen–ohne–risiko.net’: children create their own homepage
- Surfen? Aber sicher!: guidelines for parents in Rhineland-Palatinate

Information and material for adult and young multipliers

- Extracurricular education: pedagogical concepts broadened
- Peer education: ‘media scouts’ working outside of school
- ‘Klick-Quiz’: playful learning in the classroom
- News feed: up-to-date information about hate online

Numbers and figures

- Around 39,000 cases checked for illegal content
- 2,582 newly registered cases of illegal content
- Self-endangering content continuously on the rise
- Illegal websites mainly from the USA and the Netherlands
- 78% of illegal content quickly modified or deleted
- 10,650 reports and queries processed
Focus of research in 2010

jugendschutz.net checks the Internet for offences against youth protection laws, runs a hotline to which users can report illegal and harmful content, monitors important problem areas (e.g. right-wing extremism, self-harm behavior), popular platforms (e.g. Facebook, YouTube) and new Internet services (e.g. chatroulette).

This enables jugendschutz.net to identify problematic developments at an early stage in order to take swift action against offences and react to new risky phenomenons. Additionally, the research conducted provides the basis for giving advice to providers, for practical guidance for parents and more effective protection measures.

In 2010, jugendschutz.net specialized in the research of the sexual abuse of children, the promotion of self-harm behavior and extreme right-wing postings in Web 2.0 services and assessed the specific risks for children.

In the course of the amendment to the JMStV, jugendschutz.net intensified the tests of content filtering in order to evaluate the state-of-the-art techniques.
Sexual exploitation of minors

The sexual abuse of children poses an ongoing problem on the Internet. jugendschutz.net specifically looks closely into content stopping well short of crossing the line to child pornography (e.g. children as sex objects, boy/girl lover forums).

- Child pornography: available in file hosting services

In 2010, jugendschutz.net received even more reports on child pornography; with 19% the second largest category of offences.

Most of the child pornographic depictions were disseminated via download platforms like Rapidshare and so-called image boards, i.e. services for exchanging pictures, anonymously and free of charge; usually postings in forums or guest books lead the way.

Very often the content was password protected or the download was limited in order to ensure that the content was only available under the same address for a short period of time; this made it difficult to control the content and often let efforts to remove it go nowhere.

Platform operators are challenged to work on preventing child pornographic content from being uploaded and to implement registration procedures in order to easier identify the offenders.

- ‘Teen model sites’: commercial sexual exploitation of minors

Presenting children as sex objects is a highly lucrative business. Many websites are disguised as child model agencies. However, their operators are not interested in seeking and negotiating contracts with child models; their only goal in mind is the sexual exploitation and commercialization of minors. The sites mainly present scantily dressed children (95% girls) featuring their young models in erotic poses with a focus on their genitals in order to lure users into pay-for-use services.

jugendschutz.net also came across pictures of children in everyday situations innocently posted on the Internet and misused or commercialized for sexual purposes.

Most of the 200 websites evaluated were hosted abroad. In 90% of the cases jugendschutz.net managed to have the content removed or to deprive the websites of their payment services. jugendschutz.net will communicate this promising strategy at international level. The sexual exploitation must be outlawed worldwide.
Promoting self-harm behavior

Content on the Internet encouraging risky behavior in teens or supporting them to harm or hurt themselves is on the rise. In 2010, jugendschutz.net conducted a first research of choking games and forums promoting binge drinking.

- Choking games: showing the way to high-risk tests of courage

jugendschutz.net searched the internet for instructions on 'how to play the choking game' and assessed 40% as harmful. The persons participating in this dangerous activity strangulated themselves and lost consciousness; the depictions encouraged copycat behavior downplaying the danger.

Problematic videos showing choking games were mostly found on platforms from abroad. Teenagers film themselves playing the game and giving instructions on how to do it. Many platform operators deleted these postings after jugendschutz.net put them on notice; some even went further, searched their platforms for similar content and removed it.

In many cases jugendschutz.net found press releases warning about the danger of choking games, but at the same time offering very detailed descriptions of this potentially deadly practice themselves; they reach a much wider audience than postings in communities. Here, the press should abstain from presenting any instructions.

- Eating disorders and suicide: glorifying pro-anorexia on the rise

jugendschutz.net documented a 27% increase of content glorifying anorexia (pro-Ana) in forums, blogs and on websites. Additionally, many Web 2.0 postings present eating disorders as a form of modern lifestyle.

Specifically communities bear the risk for mostly young girls to confirm and encourage one another in their dangerous behavior. There, they usually meet like-minded persons reassuring them that they are not alone.

In nine out of ten cases, jugendschutz.net succeeded in having harmful and endangering content removed or at least made inaccessible to minors.

The amount of content glorifying suicide remained unchanged in 2010.
• Booze forums: glorifying the excessive misuse of alcohol

In 2010, jugendschutz.net looked closely into the phenomenon of Internet content glorifying binge drinking and encouraging youngsters to do so. The evaluation of 800 websites, blogs and Web 2.0 postings revealed that ‘boozing’ is often presented as a fun leisure activity and a cool shared social experience. Photos and videos of binge drinking, instructions for drinking games or building ‘booze machines’ bring out the fun factor and downplay the excessive misuse of alcohol. Vomiting, losing control (e.g. blackout) and other dubious ‘drinker characteristics’ are portrayed as worth striving for.

jugendschutz.net called upon the operators to change such content according to youth protection laws.

• ‘Cut until it bleeds’: new craze on the Internet

The growing presence of self-harm, self-injury or self-mutilation behavior on the Internet has become an alarming new trend. Like pro-Ana, pro-self-harm communities flourish on the Web and promote ‘cutting’ as a lifestyle choice.

jugendschutz.net assessed 180 websites; specifically the websites of self-injurers violated youth protection laws. The sites provided photos, videos or texts idealizing self-injury as an extraordinary experience. Emotionally unstable youngsters are especially at risk; when looking at scars or wounds they could (once again) feel the urge to harm themselves.

jugendschutz.net informed the platform operators about this and more than half of them deleted problematic content. jugendschutz.net also provided recommendations for action in order to sensitize providers for this issue and to encourage them to take precautions. One third of the providers additionally linked to recommended counselling services to offer help for those affected.

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The prevalence of hazardous drinking on the Internet contributes to overcoming one’s inhibitions and to nullify alcohol control laws. Drinking competitions invite users to participate via their PC; left alone with potential health consequences (delirium, addiction).

jugendschutz.net called upon the operators to change such content according to youth protection laws.
Extreme right-wing propaganda

Right-wing extremists approach youngsters in disguise and increasingly, they misuse social networks, video communities and blogs to disseminate their racist and anti-democratic ideas. For the first time, jugendschutz.net conducted a research of racist agitation against Sinti and Roma.

- Right-wing extremism: propaganda through Web 2.0 campaigns

In terms of right-wing extremism, social networks and video communities play an increasingly important role. jugendschutz.net looked through 6,000 profiles and comments — three times as much as in 2009. Right-wing extremists promote their campaigns, new materials and parades via Facebook, YouTube, blogs and Twitter. Video clips are the central medium for conveying right-wing extremist messages. Numerous short films of ‘Autonomous Nationalists’ are professionally made, focus on subtle racism and achieve a high number of hits (up to 190,000).

However, right-wing extremist websites were on the decline for the first time: jugendschutz.net documented 1,708 websites (2009: 1,872). Key areas like mail order companies and the National Democratic Party of Germany (NPD) remained stable; regional right-wing extremist groups grew in numbers (+20%). jugendschutz.net regularly publishes new insights and counter strategies on www.hass-im-netz.info.

- Anti-Ziganism: hate against Sinti and Roma on major platforms

Agitation against Sinti and Roma is an everyday problem on the Internet. jugendschutz.net and the Documentation and Cultural Centre of German Sinti and Roma conducted a research revealing that every second website did not comply with youth protection laws.

Specifically in Web 2.0 services, jugendschutz.net found illegal statements like ‘I hate gypsies (…), a pig is a thousand times smarter and cleaner’. The far right NPD, too, incited to hatred against Sinti and Roma.

Platform operators were reluctant to take sufficient action; they removed discriminating films, but often tolerated racist comments of users. This lack of sanctioning makes agitation and incitement to violence against minorities socially acceptable.

Here, we need more responsibility and a consistent approach towards hate online. jugendschutz.net plans a project in cooperation with the Documentation and Cultural Centre in order to sensitize youngsters for this issue.
Risks on interactive platforms

Communities, blogs and games portals are among the most popular Internet destinations. Specifically for young users, these interactive services may entail substantial risks. jugendschutz.net looked closely into imminent dangers and how to reduce them.

- Blogosphere: illegal content an everyday problem on Blogspot

A huge amount of pornographic or extreme right-wing content or content glorifying violence is disseminated via blogspot.com. jugendschutz.net checked 410 blogs as an example and found illegal content in more than half of the entries.

The free blog-publishing service offered by Google (USA) is among the ten most popular websites in the world. The blogging service allows users to easily design their own web presence, continuously keep it up to date and add content from other websites (e.g. YouTube videos).

Blogspot deleted illegal content only in exceptional and particularly dramatic cases (e.g. incitement to murder). Considering the huge amount of blogs and the fact that they are easy to find, we have to call for a fundamental improvement of protective measures.

- Communities: apps undermine safety measures

Social gaming is becoming ever more popular: on Facebook, numerous providers offer additional programs and games as applications (apps) – the most well-known ones like Farmville have millions of users.

Research of jugendschutz.net has revealed that popular apps circumvent the safety settings of social networks: they link to pornography, use protected user profiles or lead into cost traps. Some even undermine the precautions set up to prevent adults from contacting children.

So far, the app developers neither control the content they make available nor take any action against offences. Some platform operators check the apps, however, they only rarely consider all risks. In 2011, jugendschutz.net will join efforts with platform operators and app developers to find ways to make their use safer.
Online games: checklist for age suitability ratings in browser games

What are the risks for children and youngsters when playing games over the Internet using a Web browser? For which age group are they suitable? jugendschutz.net researched this in 2010 and analyzed 500 so-called flash or mini games.

Other than for data media (i.e. physical media which carry text, pictures or sound), there is no age classification for online games. jugendschutz.net elaborated guidelines for assessing their suitability in terms of age. Here, for instance, the key issues are the extent and closeness to reality of the violent depictions.

Only 3% of the browser games were relevant to the protection of minors; none was harmful or endangering to young persons (i.e. age restricted to 18 and over).

These guidelines entered into the evaluation criteria for online games set up by the Commission for the Protection of Minors in the Media (KJM).

Online games: assessment depends on extent of violence

‘Random chat rooms’: increase of problematic content and risky contacts

jugendschutz.net looked closely into the new phenomenon of video chat rooms pairing random chat partners (e.g. chatroulette); even communities offer corresponding apps.

This kind of chatting bears more than the typical risks of webcam chat rooms. Users quickly stumble across problematic content and risky contacts:

People masturbate in front of the camera, post pornographic pictures or invite their chat partners to show themselves nude.

Minors can easily gain access to the platforms (lack of age controls). What makes the problem even worse is that there is no chance to hit a ‘help button’ and that pornographic screen shots from chat room conversations are disclosed on other websites.

Since many webcam chat rooms are hosted abroad, the possibilities to take action are limited. jugendschutz.net will work towards preventing communities popular among youngsters from integrating an app for such services.
Specific risks for children

Children have to learn how to become competent Internet users: how to use all Internet services safely, how to deal with advertising and how to protect their personal data. They need web content suitable for kids and they are dependent on operators taking special consideration for them. So far, there often is a lack of both.

- Advertising: Internet marketers disregard rules of protection

Children need special protection, also on the Internet. Their inexperience and credulity should not be exploited. Research of jugendschutz.net revealed that these rules are often disregarded.

Very often, advertising is not clearly separated from editorial content or kids cannot cope with it, because it hinders them when navigating a site. jugendschutz.net also found advertising illegally exhorting children to buy specific products or expensive subscriptions, and ads directed at adults (e.g. dating, plastic surgery).

jugendschutz.net pointed this out to providers and asked them to modify their content. Since many providers of kids sites are dependent on funding from advertising, jugendschutz.net suggested a special service for kids sites presenting advertising only for safe content (kids ads).

- Data protection: kids sites collect too much personal information

Kids sites have serious deficiencies in data protection: too often children are tempted to give out too much personal data. Consent from parents is only rarely required and privacy policies are typically too unclear. This was the result of a research of jugendschutz.net on data protection on websites for children.

Disclosing personal data increases the risk of children to be confronted with content not suitable for them (e.g. spam, advertising) or to be exposed to risky contacts. Besides, they do not learn to handle their personal data carefully and reveal as little as possible.

jugendschutz.net plans joint activities with the Federation of German Consumer Organizations to sensitize providers and call for more data economy.
Cross-linking: community features lead to adult sites

Embedding streaming videos or cross-linking on communities like Facebook or social bookmarking services like Mister Wong pose a new problem on websites for children.

Operators see embedded content as a fantastic link-building strategy to increase the attractiveness and profile of their websites. However, it very often quickly leads children to content that can make them insecure or upset or frighten them.

Cross-linking and still respecting the need for the protection of children is possible if specifically designed Internet services are developed. Here, the German video community clipklapp.de is an example; it offers safe ways to embed external videos on websites for children.

In cooperation with the operators of Mail4Kidz, a social bookmarking service for children is to come in 2011.
Technical protection measures

Parental control software shall enable parents to reduce the risks for their children online. jugendschutz.net tests and evaluates filter software on a regular basis, identifies the typical weak points and works towards the improvement of filter software.

- **Parental control software:** improvements necessary and possible

Filtering software rates one in five websites incorrectly. Their effectiveness is satisfactory only in the field of sex/pornography; in all other areas every second problematic website can pass through. These were the results of jugendschutz.net’s filter test in 2010.

No filtering software could differentiate between postings in video platforms and communities: Web 2.0 content is either blocked completely or not at all. jugendschutz.net has tested filtering software for five years and could not state any substantial improvements. Very often, the software neither uses options for optimization nor integrates the ‘FragFinn’ list with safe content or the module of the Federal Department for Media Harmful to Young Persons (BPjM) with ‘indexed’ websites, i.e. a list of youth-endangering media.

Greater efforts must be made to further develop filtering software. In 2011, jugendschutz.net will additionally look closely into the protection mechanisms of smart phones and tablet PCs.

- **Age verification systems:** reliable authentication

Age verification systems are a good choice for content providers to make sure that only adults have access to harmful content. In 2009, a first field test revealed deficiencies in ten age verification systems. In 2010, three of the tested systems met all requirements set up by the KJM.

In 2011, jugendschutz.net will extend research and test age verification systems on big portals (e.g. amazon) and well-established payment providers (e.g. PayPal, credit card companies). Additionally, jugendschutz.net plans a comparison of international age verification systems.
Action against offences

When taking action against illegal content jugendschutz.net primarily counts on communicating with content providers. Very often this leads to a quick modification or removal of illegal content in the run-up to complicated supervisory proceedings; in terms of content hosted in Germany, this is successful in four out of five cases.

Improving the protection of minors in Web 2.0 services is not achievable without platform operators taking sustainable measures. They delete illegal content as soon as jugendschutz.net puts them on notice, but the same or similar content can often be posted once again.

Even when it comes to illegal content abroad jugendschutz.net takes successful action. Here, calling host and platform providers in is most effective. Deletion of illegal content can also be achieved by contacting payment service providers or IP block owners or by putting such content on the ‘index’ and thus making it harder to find.

In order to identify the offenders, jugendschutz.net calls in law enforcement. Since October 2010, jugendschutz.net also forwards cases concerning the sexual abuse of minors to INHOPE partner hotlines and host providers abroad. Here, there still is a need for an overall strategy in the fight against sexual abuse.
In Germany: objecting to offences and calling supervisory bodies in

In terms of illegal content hosted in Germany, jugendschutz.net calls upon the responsible content providers to modify their websites according to the laws. If they refuse to do so, jugendschutz.net forwards the case to the KJM to initiate supervisory proceedings.

- Content providers: objecting to offences successful in 4 out of 5 cases

Content providers are legally responsible for their content. jugendschutz.net requests them to remove illegal content or to modify it to make sure that children and youngsters can no longer gain access. If no responsible person can be identified, jugendschutz.net asks host providers to take action. This is an effective approach: in four out of five cases jugendschutz.net achieved that problematic content was quickly modified or removed. In 2010, the already high success rate even increased slightly to 78% (2009: 75%).

- Supervisory bodies: first approach towards harmful websites

Whenever content providers refuse to modify illegal content, jugendschutz.net calls in the KJM for further action. The number of cases forwarded to the KJM remained relatively stable at 113 (2009: 116). jugendschutz.net also forwarded cases concerning harmful content (e.g. direct exhortations to children to buy a product or service, rewards for passing on personal data of friends).

- Platform operators: some improvements achieved

Operators are only responsible for illegal content disseminated via their communication services or video communities as soon as they are put on notice. German operators usually delete illegal content as soon as they find out about it; some even do more and proactively search for further similar content on their platforms.

Still, there is a lack of fundamental safety precautions in some services. This entails high risks for children and youngsters. jugendschutz.net spoke to these operators, raised awareness for this issue and could to some extent achieve improvements (e.g. implementation of a ‘help button’, expanding the moderator teams).
Abroad: contact with providers most effective

In terms of illegal content hosted abroad, especially contacting providers is successful. In terms of combating sexual abuse on the Internet, jugendschutz.net expanded collaboration with the German Federal Criminal Police Office (BKA) and INHOPE partner hotlines.

- Law enforcement: develop overall strategy against child pornography
  jugendschutz.net forwarded child pornographic content to the BKA only, for the purpose of identifying the offender, according to previous procedures. Since October 2010, jugendschutz.net also calls in INHOPE partner hotlines and ISPs when it comes to child pornography hosted abroad. Achieving deletion of child pornographic content is possible in practically all cases. However, analysis so far has shown that the slogan ‘delete, don’t block’ is too limited; what we need is a sustainable overall strategy in the fight against sexual abuse on the Internet.

Depictions of sexual abuse are mostly disseminated through download platforms. Here, blocking is not promising. Little or occasional illegal content does not justify blocking the whole platform. Deleting illegal content is not a good choice either; child pornographic content is quickly back online. In 2011, jugendschutz.net will evaluate the new procedures and test if they are effective and able to speed up the action taken.

- Partner hotlines: improve collaboration with providers
  jugendschutz.net refers cases of illegal content to partner hotlines of the two networks INHOPE (International Association of Internet Hotlines) and INACH (International Network Against Cyber Hate).

Since many INHOPE partners only deal with child pornographic content, forwarding reports on harmful and endangering content was not very promising (of 627 cases 11% lead to success). Furthermore, INHOPE hotlines did not follow up the success of the action taken; this also posed a problem in the past.

In 2010, a joint INHOPE database was implemented to improve and facilitate the exchange of reports and the evaluation of the action taken in terms of child abuse content. From now on, the European Commission makes it compulsory for funded hotlines to approach ISPs and ask them to delete illegal content. jugendschutz.net has been calling for this notice & takedown procedure for years.
In terms of illegal content hosted abroad, approaching host providers and platform operators is very effective. jugendschutz.net refers to their terms of service and asks them to delete illegal content from their servers or to stop making it accessible to children and youngsters. Usually providers and operators react quickly whenever the sexual abuse of children is concerned. There even is a great willingness to delete illegal content referring to self-harm behavior, extreme violence or hate online.

If foreign host providers refuse to cooperate, jugendschutz.net contacts other Internet service providers and asks them to delete or at least restrain access to illegal content. In 2010, for example, jugendschutz.net successfully approached a Russian payment provider and IP block owners. They withdrew their services for depictions of minors in sexually suggestive poses.

Whenever there is no possibility to take action against illegal content, jugendschutz.net forwards the case to the KJM to initiate indexing through the BPjM.

Content listed on the ‘index’ cannot be accessed in schools, internet cafés or at home if suitable filtering software is installed. Furthermore, indexed content is harder to find since German search engines have committed themselves to not displaying it in their result lists. In 2010, jugendschutz.net initiated indexing in 113 cases (2009: 145).
Cooperation and guidance

In order to achieve an effective protection of minors on the Internet it is crucial to collaborate with national and international key stakeholders. jugendschutz.net specifically supports the KJM, media supervisory bodies and the supreme state youth authorities (OLJB).

In 2010, jugendschutz.net was highly involved in the ‘Round Table Filter Software’ to bring forward technical protection measures.

Additionally, jugendschutz.net presented strategies, experiences and success of the work at national and international workshops (e.g. OSCE, Internet Governance Forum, and Federal Ministry of Justice).

jugendschutz.net also participates in the European Financial Coalition in order to disturb and destroy the financial basis of child pornography.

At the second European filter assessment project (SIP Bench II), jugendschutz.net provided expertise to support the development of European standards.
National and international

jugendschutz.net cooperates with supervisory bodies, state authorities (e.g. ministries of youth, law enforcement), voluntary self-control associations, content providers, ISPs, initiatives like Klicksafe, and international organizations (OSCE, European Commission) and networks.

- **INHOPE: commitment to combat illegal content at international level**

  As a founding member of the network, jugendschutz.net is actively involved in INHOPE since 1999. INHOPE unites 39 partners from 34 countries cooperating transnationally to combat child pornography. Here, jugendschutz.net focuses on also sensitizing as many INHOPE partners as possible for content beyond child pornography (e.g. depictions of minors in sexually suggestive poses, boy/girl lover forums, and glorification of anorexia) trying to win them over to take action against such content.

  www.inhope.org

- **INACH: successful despite financial problems**

  Although facing current funding difficulties, the International Network Against Cyber Hate still is successful.

  At the annual conference in 2010, around 80 international representatives from Internet industry, law enforcement, governmental organizations, and NGOs discussed the most effective ways to combat and reduce hate propaganda in the age of Web 2.0. The participants specifically challenged platform operators to become more involved. During the conference, the network members could also develop contacts with major international Web 2.0 operators like Facebook.

  Established in 2002, INACH currently has 18 members. The network will be extended to the Ukraine and South America in 2011.

  www.inach.net

- **Web 2.0 operators: training as a role model project**

  For the first time, jugendschutz.net offered training for Web 2.0 operators: the music platforms simfy (Germany) and last.fm (UK). jugendschutz.net provided guidance to the support teams on how to best combat harmful and endangering content and helped to develop necessary improvements and support programs.
Media educational activities

Media education is a key element of youth protection on the Internet. jugendschutz.net develops educational guidelines and concepts, based on own research projects.

Here, it is important to adequately address the needs of the various target groups. Children have the need for safe access to the Internet and appealing information on how to behave safely online. Youngsters have to be approached at a different level; the best way to reach them is via the platforms they frequently use.

jugendschutz.net also worked out practical and clear hand-outs informing parents about popular websites and their potential risks and offering them support in how to bring up their children in today’s media world.

Additionally, jugendschutz.net continuously evaluates and further develops training concepts for pedagogical experts and young multipliers to prevent risks online. In 2010, the main emphasis was placed on extracurricular education.
Web content for children and youngsters

Media educational content on the Internet has to serve the needs and interests of children and youngsters. jugendschutz.net develops concepts for the best ways to approach and actively include young Internet users.

- Klick-tipps.net: website recommendation service involving children

Far too little is known about positive online content for children. jugendschutz.net started the klick-tipps service in order to guide children through the Net. This service at a weekly basis aims at promoting websites for children and leading them to good websites just a few clicks away.

Involving children in the process of selecting and evaluating good websites has proved itself. Since 2010, a children’s editorial group can evaluate kids websites not only offline, but also online. This allows for a low threshold involvement of children in a media educational project. Klick-tipps.net receives around 220 evaluations per month.

Playing online games is what children are very much fond of. This is why jugendschutz.net put together a list of recommendations for online games suitable for children.

Anyone who is interested in the list can integrate it into his website, very easily and free of charge.

- Videos: directly approaching youngsters addressing hate online

Making use of a medium very popular among young Internet users, jugendschutz.net produced a video clip (www.hass-im-netz.info/video) in order to sensitize youngsters for neo-Nazi propaganda. The video unmasks right-wing extremist strategies and explains what anyone can do about it.

‘We are online. So that neo-Nazis go offline’ is the beginning of a series of video clips directly addressing young users to encourage them to think critically and deal with this issue in communities. The video is available on the websites of jugendschutz.net, the co-producer Online Beratungsstelle gegen Rechtsextremismus, and on YouTube.
Support for parents

Today’s media education challenges parents with a high degree of competence and commitment. jugendschutz.net offers practical advice on the risks and chances of the Internet pointing out concrete ways to take action.

- **Leaflets: safe use of communities and messaging services**

Two new leaflets inform parents about the currently most popular communities and instant messaging services among children and youngsters. ‘Sicher vernetzt – Kinder und Jugendliche in Internet-Communitys’ und ‘ICQ & Co. – So chatten junge User sicher’: at present only available in German, the leaflets explain why youngsters find these services so fascinating, what kind of risks they pose, and how these risks can be reduced.

With these leaflets jugendschutz.net continues a series of practical guidelines which started in 2008 with the topics of safer surfing for kids and glorification of eating disorders.

www.jugendschutz.net/elternt

- **‘Surfen-ohne-risiko.net’: children create their own homepage**

For the Federal Ministry of Family, jugendschutz.net net developed the website ‘surfen-ohne-risiko.net’, i.e. surf without risk, providing a broad range of information for parents and children. It completes the already existing booklet ‘Ein Netz für Kinder – Surfen ohne Risiko?’, i.e. a Net for children – surf without risk?, with videos and games. The most important innovation is ‘My homepage’. Children can build together their own homepage; with news, a search engine and games appropriate for children ensuring a safe access to the Internet.

www.surfen-ohne-risiko.net

- **Surfen? Aber sicher!: guidelines for parents in Rhineland-Palatinate**

In cooperation with the state chancellery in Rhineland-Palatinate, jugendschutz.net developed the booklet ‘Surfen? Aber sicher!’ , i.e. ‘Surf the Net? But safety first!’ . This useful information was distributed to parents of 5th and 6th grade students of all schools in Rhineland-Palatinate.


**Information and material for adult and young multipliers**

jugendschutz.net develops concepts and material for pedagogical experts and young peer educators to support them in their educational work teaching media literacy in and outside of school. The concepts are tried and tested and continuously further developed.

- **Extracurricular education:** pedagogical concepts broadened

  Since 2008, jugendschutz.net has trained instructors in the teacher’s education in gaining the methodical-didactical know-how for discussing right-wing propaganda with their students. This train-the-trainer concept is now customized to fit education outside of school.

- **Peer education:** ‘media scouts’ working outside of school

  According to the promising peer education concept of the ‘media scouts’, students learn how to teach their peers about the risks online and how to behave safely when surfing the Net. This concept already proved itself in schools and shall now be adapted for the work with youngsters outside of school. In 2010, jugendschutz.net has trained such a group to become ‘media scouts’.

- **‘Klick-Quiz’: playful learning in the classroom**

  jugendschutz.net developed an online quiz teaching children how to chat and surf the Net safely, and at the same time, informing them about websites suitable for them according to their age. Teachers can implement the ‘Klick-Quiz’ in their lessons. Further instructions on how to best use this pedagogical module are available.

  www.klick-tipps.net/klick-quiz

- **News feed: up-to-date information about hate online**

  In 2010, jugendschutz.net launched the portal hass-im-netz.info providing information about right-wing extremism on the Internet; already it is well accepted. Additionally, interested users can subscribe to monthly updated background information (e.g. online propaganda of the right-wing political party NPD) per RSS feed.

  www.hass-im-netz.info/rss.xml
Numbers and figures

jugendschutz.net achieves removal of illegal content hosted in Germany in four out of five cases. When it comes to illegal content hosted abroad, jugendschutz.net can take action in 94% of the cases by contacting providers and international partners.

During the reporting period, Internet users still intensively used the hotline of jugendschutz.net. Most reports referred to depictions of the sexual abuse of children (21%, 2009: 16%); a result of the continuous discussions on child pornography about deleting instead of blocking.

The time needed to research Web 2.0 content has increased; with four times as much postings, comments and profiles to check in 2010. jugendschutz.net monitored the 210 most important search engines, video portals, chat rooms, messengers, communities, games portals and kids websites.

The number of queries concerning the protection of minors in the media remained at a constant high level: parents, youngsters, teachers, pedagogical experts, politics, science, law enforcement, and media approached jugendschutz.net. The topics referred to problems in communication services, right-wing extremism, self-harm behavior and questions about the legal framework of the protection of minors on the Internet.
• Around 39,000 cases checked for illegal content

In 2010, jugendschutz.net controlled 11,800 websites and 1,250 search results in search engines, evaluated 1,360 postings on Web 2.0 platforms, 8,000 video clips, downloads and pictures and checked 16,500 profiles for illegal content.

• 2,582 newly registered cases of illegal content

jugendschutz.net processed 2,582 new cases of illegal content in 2010 (+7% compared to 2009); 38% referred to illegal content hosted on German servers. The German cases numbered 986 and remained at last year’s level, whereas the number of cases from abroad climbed to 1,596 (2009: 1,395).

• Self-endangering content continuously on the rise

The amount of German websites glorifying anorexia further increases (29% of all illegal content, 2009: 22%). In terms of numbers, pornography still forms the major problem concerning the protection of minors; nevertheless, with a decreasing tendency (39%, 2009: 42%).

• Illegal websites mainly from the USA and the Netherlands

A vast amount of illegal content hosted abroad occurred in the USA (46%, 2009: 53%) and the Netherlands (23%, 2009: 17%), most of it contained pornography (40%, 2009: 53%). Increases are measurable in the categories of child pornographic images (20%, 2009: 15%) and depictions of minors in sexually suggestive poses (15%, 2009: 6%).

• 78% of illegal content quickly modified or deleted

In four out of five cases, jugendschutz.net achieved a modification or deletion of illegal content by communicating with providers and before initiating extensive supervisory procedures.

• 10,650 reports and queries processed

jugendschutz.net received 7,600 reports of offences against provisions concerning the protection of minors (2009: 8,000) and processed 3,050 queries (2009: 3,250).
More consideration of children and young persons on the Internet

jugendschutz.net calls for the observance of the laws concerning the protection of minors on the Internet and makes sure that content providers modify problematic content, delete it or make it inaccessible to children and youngsters.

The German ministries for youth founded jugendschutz.net in 1997. Since 2003, jugendschutz.net is organizationally assigned to the Commission for the Protection of Minors in the Media (KJM) in order to provide for a consistent control of broadcasting and Internet.

Reports on illegal content on the Internet

Internet users can report illegal and harmful content to:

www.jugendschutz.net/hotline
hotline@jugendschutz.net