



**Asia-Pacific  
Economic Cooperation**

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## **Children in the Online Environment - Overview of Risks, Stakeholders and Categories of Victims**

Submitted by: Yahoo Japan Corporation



**APEC-OECD Joint Symposium on Initiatives  
Among Member Economies Promoting Safer  
Internet Environment for Children  
Singapore  
15 April 2009**

**~ Workshop on Initiatives in Promoting  
Safer Internet Environment for Children ~**

**NAOYA BESSHO**

**Investigation plan committee vice chairman**

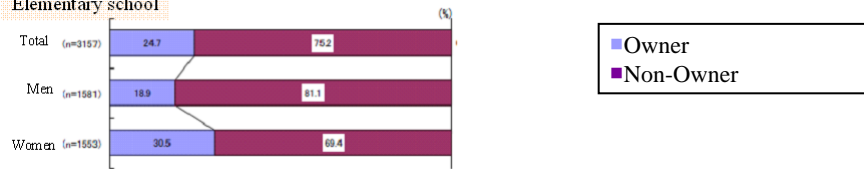
**Safer internet of JAPAN**

**Overview**

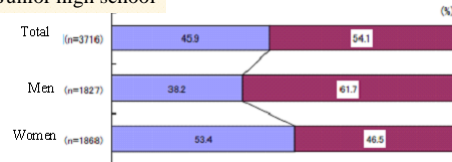
- 1. Internet environment in Japan**
2. Crimes relating to internet usage
3. Activities of private sectors
4. What's the challenge for us

## Rate of mobile phone owner

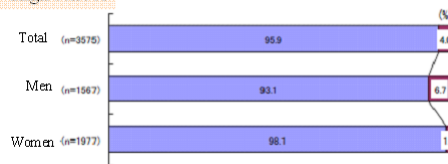
### Elementary school



### Junior high school





### High school




Source: Ministry of Education, Culture, Sports, Science and Technology ( Feb 25, 2009 )

## Two aspects should be considered

### a. Mobileholic?

- e-mail 
- Game 
- SNS (social networking service)
- Advertisement business
- *Ura* site (unofficial school site)

### b. a door to everywhere

 “*Dokodemo door*”



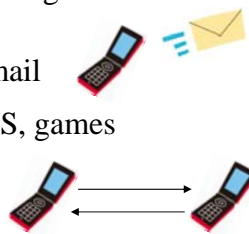
## Parents and Children

a. ability to use a device

Children > Parents

b. difference of internet usage

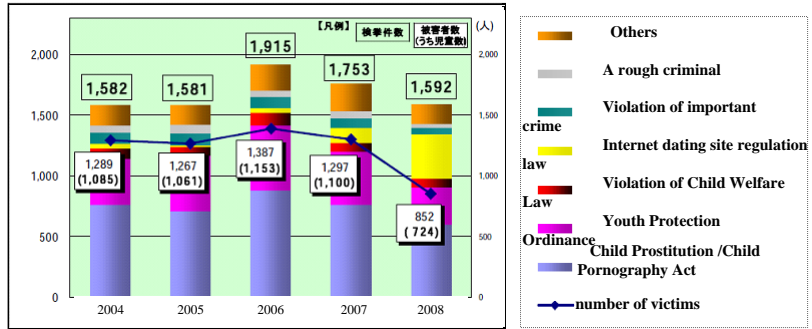
- Parents → e-mail
- Children → SNS, games



## Overview

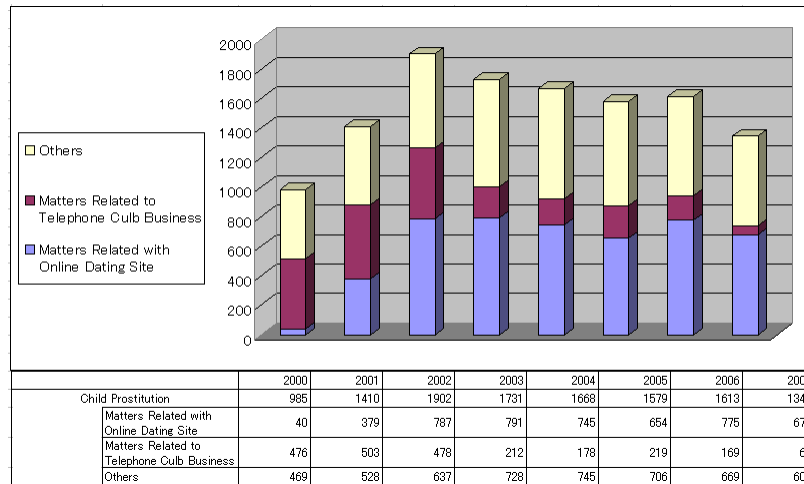
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## Number of arrests related to the 7crimes



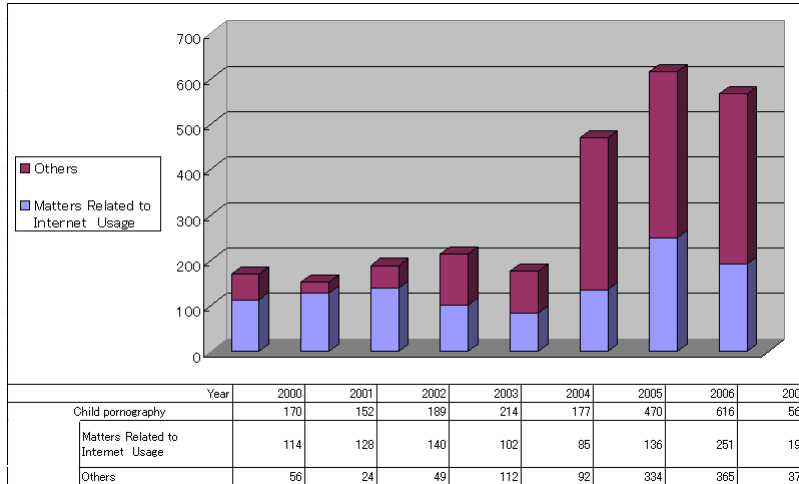
※ Source: National Police Agency statistics

## Number of arrests related to child prostitution



※ Source: National Police Agency statistics

## Changes in the number of arrests related to child pornography



※ Source: National Police Agency statistics

## Overview

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## Filtering for a mobile

### a. White list method

☞ is official site good or suitable to children?

### b. Black list method

## Mobile Content Evaluation and Monitoring Association

### Purpose

- (1) To make mobile content not harmful.
- (2) To improve users' literacy, especially of minors.
- (3) To enhance users' convenience.

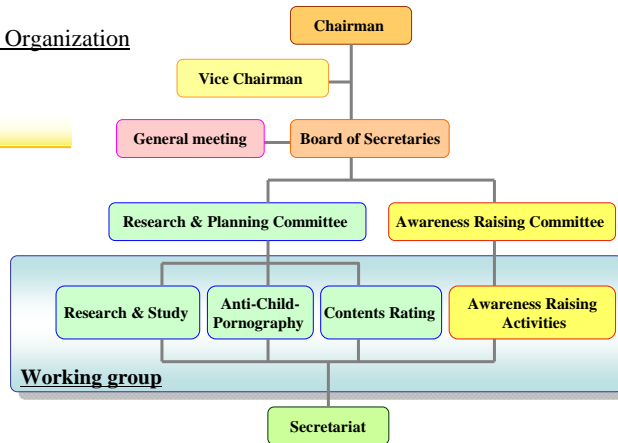
## Internet-Rating Observation Institute

### Purpose

- (1) To provide education for the development of minors growing up in an Internet society.
- (2) To develop, assess and certify criteria of rating Internet contents.
- (3) To monitor certified website operations.
- (4) To conduct research on filtering technologies and R&D on the Internet services.

## Safer internet of JAPAN

### Organization



### Types of Members

- Special member
- Full member
- Supporting member

- Enlightenment about the safe use of the Internet
- Sound development of youth through the use of the Internet environment, Support of the elderly, Local activation
- The base formation to support company activity

## Awareness Raising Activities Working group

There have been various existing initiatives aiming at providing Internet users with a proper understanding of both the positive and negative aspects of the Internet and improve literacy so that users will be able to enjoy services in a safe and sensible manner. However, these activities had been too sporadic or limited to certain regions, with no organic link between measures, the development of rules, or awareness-building activities to reach users on an individual level and spread awareness.

### National projects

("Safe Internet Declaration," creation of a logo, publicizing the activities of the Safer Internet of Japan)

### Local community projects

("Safer Internet Symposium" + "ICT Media Literacy Activity")



## Research & Study Working group

In order to have effective measures in place against illegal/harmful information, it is important to identify the issues for the different areas in the most objective manner possible. It is also essential to have constant reviews in going forward with the projects to see whether the ongoing activities are meaningfully contributing to the organic roll-out of the initiatives by the Internet-related players, and that the initiatives are producing positive results in advancing user literacy as well as the safe and secure use of the services.

**Sectoral impact of illegal and harmful information**

**Research data and knowledge sharing / Information**

**Effect inspection of the activity**

## Anti-Child-Pornography Working group

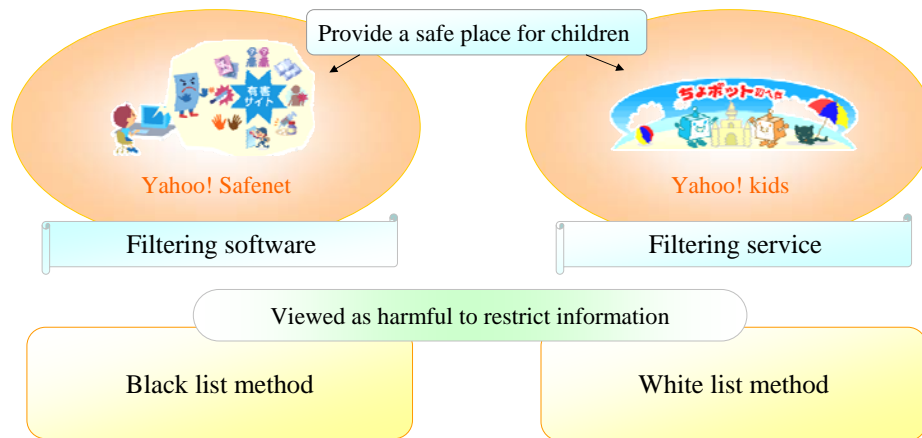
It is necessary to study what kind of measures can be effective as part of the voluntary initiatives in the private sector, taking into consideration the direction of the revisions to the anti-child pornography legislation.

**Establish the working group by the participant and study the following.**

## Content Rating Working Group

One effective measure against illegal/harmful information on the Internet is to add ratings /labels on online contents (i.e. one based on audience age) to be incorporated by filtering services. However, due to the lack of rule development and user awareness, such measures are hardly widespread.

## Activities of Yahoo! JAPAN



- Research Panel on Internet Use by Children  
<http://www.child-safenet.jp/>

## Overview

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4. **What's the challenge for us**

- ✓ **Long term effort for social educations.**
- ✓ **Establish a social rules.**

**THANK YOU**

**NAOYA BESSHO**

**Chief Compliance Officer and Head of Legal Office Yahoo Japan Corporation**