



**Asia-Pacific
Economic Cooperation**

2009/TEL39/SPSG/SYM/009rev2

Internet Usage by Minors in Japan

Submitted by: Japan



**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

Ministry of Internal Affairs and Communications
Ministry of Economy, Trade and Industry
Government of JAPAN

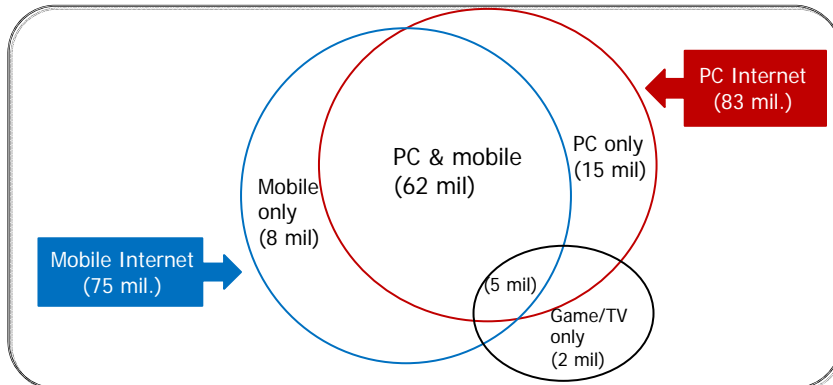
Overview

1. **Internet Usage by Minors in Japan**
2. The Act on Secure and Safe Internet Use Environment for Young Users (Act No. 79 of 2008)
3. Mobile Phone
4. PC, Network Videogames and Internet-Accessible TVs

Internet and Minors in Japan

Expansion of the Internet

- 91 million (75.3%) have surfed the Internet over the past one year.
- PC Internet (83 mil.) accounts for the largest percentage (89%)
- Mobile Internet (75 mil.) is impressive relative to PC-only Internet (15 mil.).
- Recently, Network Videogames and Internet-Accessible TVs are growing.

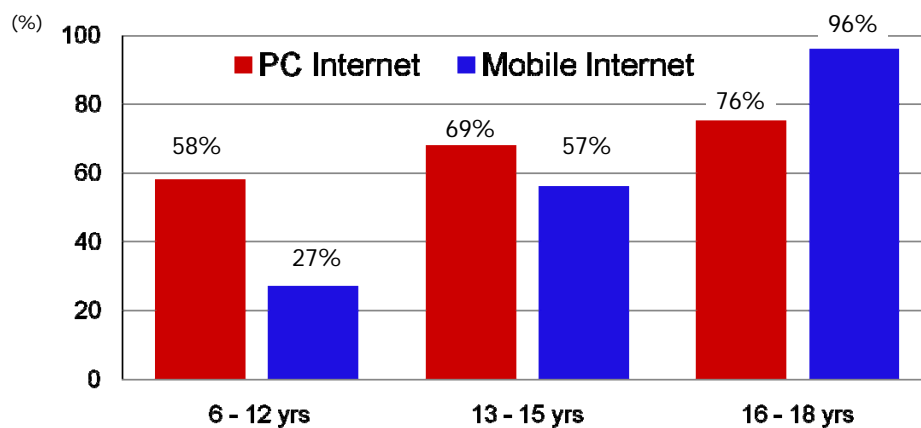


Source: Ministry of Internal Affairs and Communications

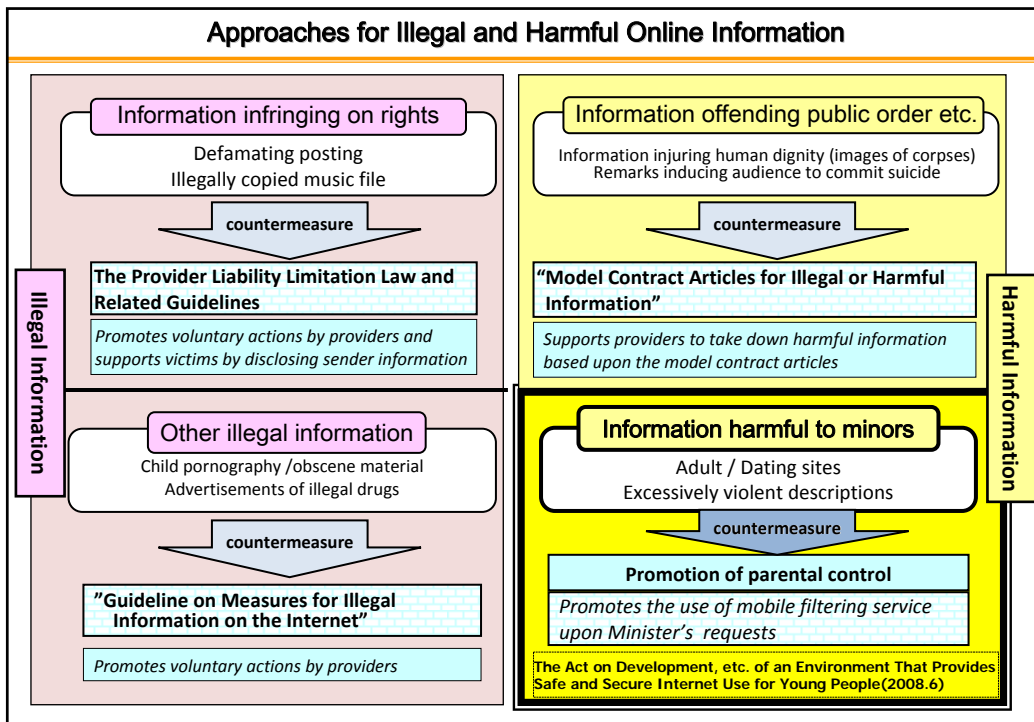
Internet and Minors in Japan

Minors' Usage

- 6-12 yrs : PC Internet > Mobile Internet
- 16-18 yrs: Mobile Internet > PC Internet



■ Cabinet Office's Research on Minors' Internet Usage (2007.3) ■



Overview

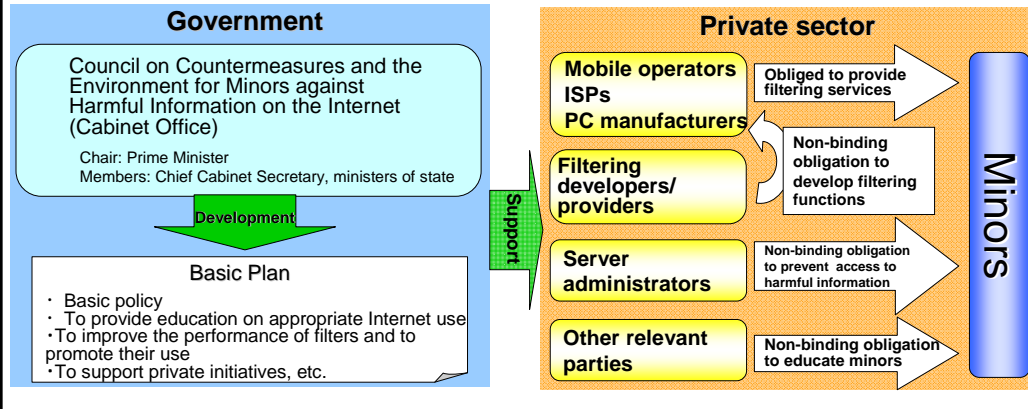
1. Internet Usage by Minors in Japan
2. **The Act on Secure and Safe Internet Use Environment for Young Users (Act No. 79 of 2008)**
3. Mobile Phone
4. PC, Network Videogames and Internet-Accessible TVs

The Act on Development, etc. of an Environment That Provides Safe and Secure Internet Use for Young People

- The Act on Secure and Safe Internet Use Environment for Young Users (Act No. 79 of 2008) was enacted following a draft bill submitted by the Special Committee on Children and Youth Affairs.
- It has been in effect since April 1, 2009 .

Basic principles

- Enhance minors' Internet literacy
- Minimize chances for minors to be exposed to harmful information
- Private initiatives (supported by the state)



What should each stakeholder do?

Mobile Carriers

Mobile carriers providing their customers with Internet access services are required to provide users under 18 with filtering services unless declined by their parents.

** Parents who let their children use mobile devices are required to claim so when they try to enter into a contract.*

Other ISPs

Internet access service providers with no more than 50 thousand subscribers are required to provide users under 18 with filtering services upon their request.

** ISPs can fulfill the above requirement whether by providing filtering services themselves or by introducing ones in the market.*

PC Manufacturers

Manufacturers of PCs and other Internet-accessible devices are required to make filtering services available in advance.

** Exemptions are LAN cards, routers, car navigation systems, terminals for business use only and other devices that are hardly likely to expose minors to illegal/harmful online content.*

Filtering Companies/ Providers

Filtering service providers are required to diversify their services and make them less restrictive.

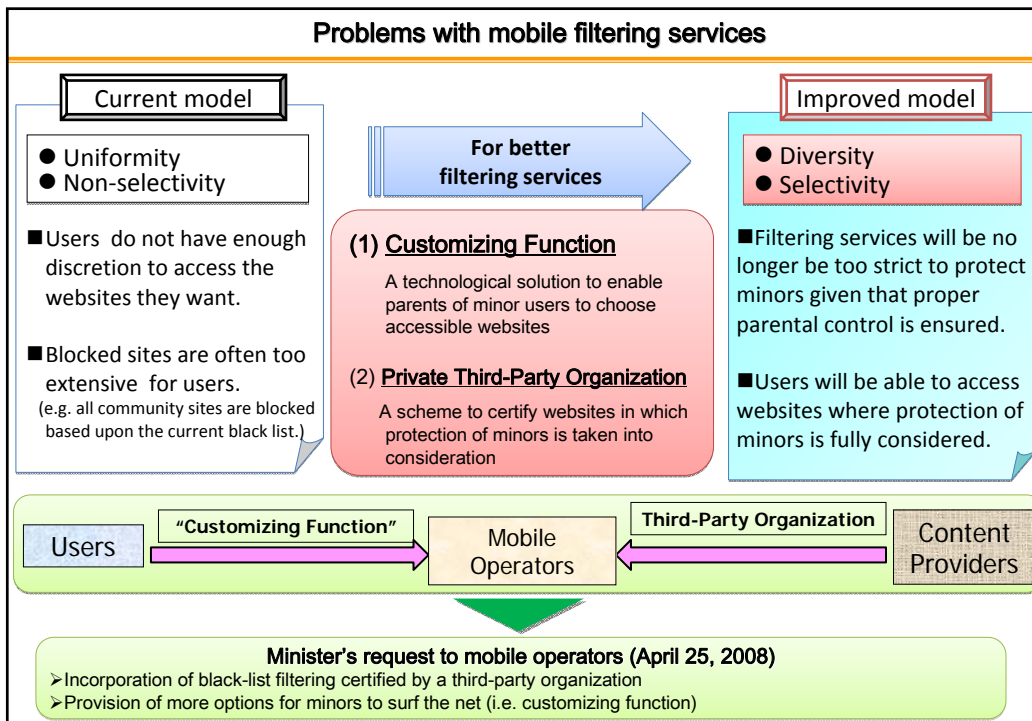
Server Administrators

Server administrators (i.e. hosting servers, blog managers) are required to endeavor to protect users under 18 from access to harmful content and to prepare themselves for receiving complaints.

Overview

1. Internet Usage by Minors in Japan
2. The Act on Secure and Safe Internet Use Environment for Young Users (Act No. 79 of 2008)
- 3. Mobile Phone**
4. PC, Network Videogames and Internet-Accessible TVs

8



Mobile operators' efforts corresponding to the Minister's request

- (1) They have been incorporated the list certified by the third-party organization around January to February, 2009.
- (2) After October 2008, they have been confirming with parents of subscribers under 18 whether or not to use filtering services, and started providing filtering services automatically after January 2009 for those who do not decline to receive these services in writing.
- (3) In order to provide consumers with more options, DOCOMO launched their customized filtering service in January 2009, and other carriers are considering doing so as well.

	NTT DOCOMO	KDDI	SBM	WILLCOM
(1) Incorporate the EMA list	from Jan 9, 2009	from Feb 2009	from the end of Jan 2009	from Jan 2009
(2) Confirm with parents of existing subscribers under 18	from Oct 2008	from Oct 2008	from Oct 2008	from Oct 2008
(2) Provide filters automatically when parental will is not declared	from Feb 2009	from Feb 2009	from Feb 2009	*
(3) Diversify filtering services	Jan 9, 2009 { Sort out websites and categories }	{(Schedule TBD) Sort out websites and categories }	{(Schedule TBD) Various blacklists }	Under consideration

* WILLCOM confirm with users as to their intention because filters can only be set on individual terminals.

Overview

1. Internet Usage by Minors in Japan
2. The Act on Secure and Safe Internet Use Environment for Young Users (Act No. 79 of 2008)
3. Mobile Phone
- 4. PC, Network Videogames and Internet-Accessible TVs**

Characteristics of PC Internet Filtering

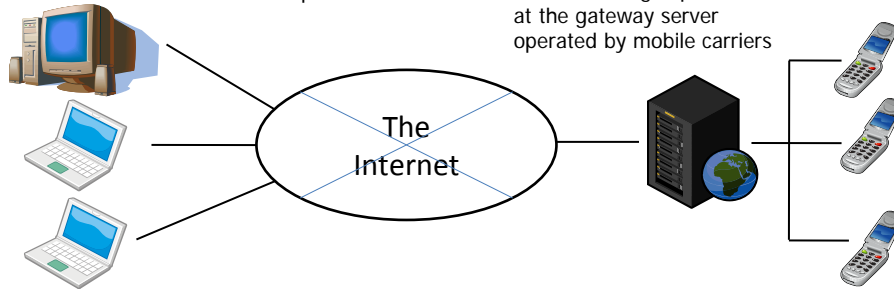
□ Characteristics of PC Internet Filtering:

- ✓ Prevent from browsing harmful web sites including overseas web sites
- ✓ Most filtering software works at the PC level
- ✓ High diversity (both in terms of the filtering service providers themselves and the customization levels)

□ High diversity requires users with relatively high internet literacy

Filtering software is installed on each computer.

Mobile filtering is provided at the gateway server operated by mobile carriers



Filtering software works at the PC level:

- Users can select the filtering providers
- Users can customize filtering levels flexibly

User-Friendly Interface

Most PCs and Network Videogames provide a user-friendly interface to set up a filtering service.

Internet-Accessible TVs and PDAs provide parental control, which constrains the usage of internet connection through these devices.

PC: Desktop Icon



Set-up icon of filtering software is shown when users purchase a PC

Network Videogames



Shortcut to set up filtering service

※ Parental control is also provided

Challenges of PC Internet Filtering

1. Utilization rate and Internet literacy

- ◆ The recognition rate of filtering has been increasing, but the utilization rate is still low.
- ◆ Users' capability to utilize and customize filtering
 - Parents, teachers and community leaders are important stakeholders

2. Increase of interactive web sites:

Social Networking Services, Message Boards and Blogs, etc

- ◆ Difficulty in filtering interactive web sites:
 - Content of interactive web site changes dynamically
 - All the interactive web sites have risks of inappropriate contacts and abuse
 - Risk level is different depending on function and operation system of each web service :
 - Direct messaging functions between community site members
 - Search engines within a community site
 - Review system of user-supplied content before/after posted etc.