



Researching Children's Rights Globally in the Digital Age

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The GSMA represents the interests of mobile operators worldwide.

Spanning more than 220 countries, the GSMA unites nearly 800 of the world's mobile operators.

The GSMA also produces industry-leading events such as Mobile World Congress in Barcelona and Shanghai and the Mobile 360 Series.



GSMA mYouth Programme



Mobile operators have a role to play in ensuring young people's mobile experience is positive, safe and enriching.

The GSMA:

- Promotes the safe use of mobile services
- Collaborates with policymakers and external stakeholders



- Undertakes research to understand how children use mobile phones

GSMA & NTT DOCOMO research

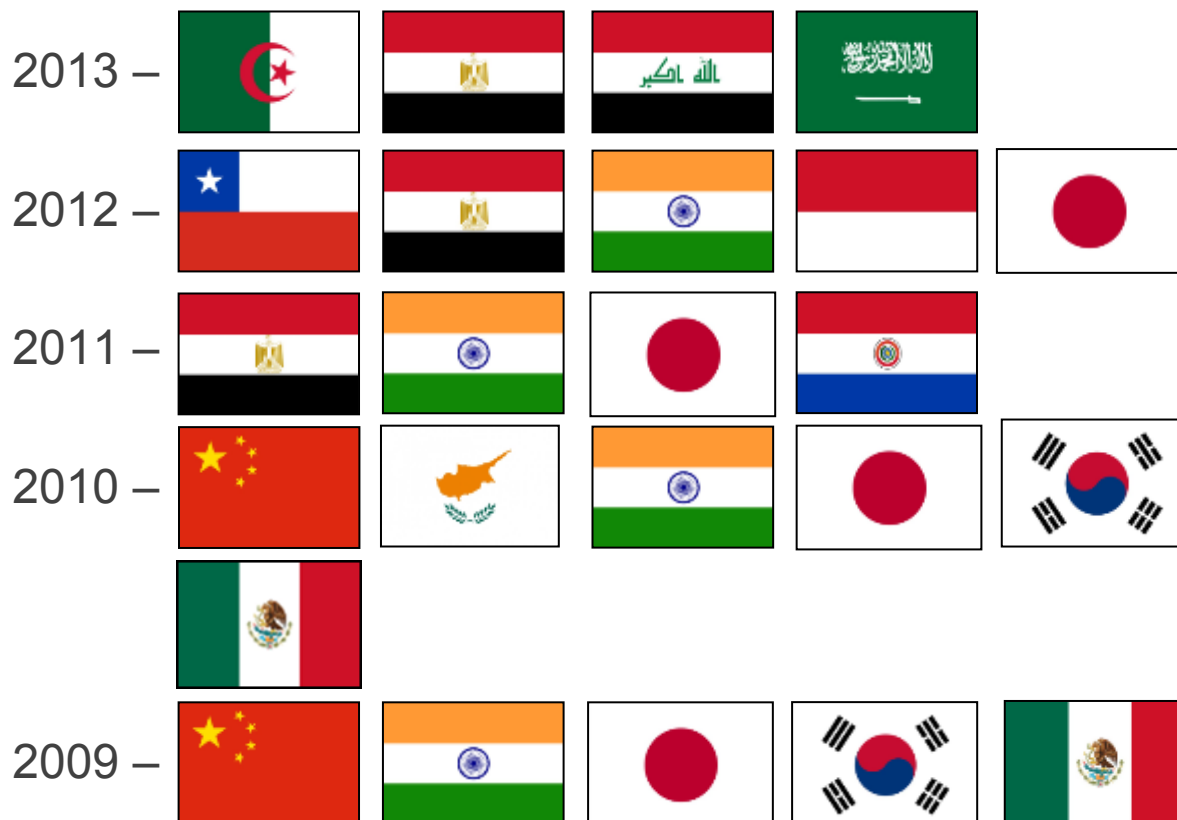
NTT
docomo



- Multi-year research project with the Mobile Society Research Institute (MSRI) – the research subsidiary of NTT DoCoMo
- Focused on mobile phone use by children and their parents/guardians
- Complementary to already established research programmes – ‘filling in the gaps in other parts of the world’



An International Comparison



To date over 20,000 pairs of children and their parents/guardians have been surveyed

Children's use of mobile phones

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Sponsors:



2013 Highlights

81%

of all children surveyed currently use a mobile phone

of those, 79% have a new handset

10  **12**

10 and 12 are the most common ages for children to receive their first mobile phone



14%

of all children surveyed list their handset as their primary method of accessing the internet

This increases to 38% among child smartphone users

Over **60%**

of parents have concerns about children's mobile phone use, with viewing inappropriate sites the highest percentage at 85%

55%

More than half of all child mobile phone users surveyed make use of location based services

 **53%**

of all child mobile phone users surveyed use social networking services; this increases to 81% when looking exclusively at child smartphone users



1 out of 3

On average one in three child mobile phone owners has a smartphone, though per country it ranges from as low as 15% in Iraq to as high as 71% in Saudi Arabia



Tablet use is similar to that of smartphones, ranging from 9% penetration in Iraq to 54% in Saudi Arabia, with those children from higher income families, or those children who already own a smartphone, being more likely to use a tablet

87%

of children surveyed say that having a mobile phone increases their confidence; this is particularly the case in Saudi Arabia where this figure rises to 98%



40% of children on social networking sites have public profiles, though girls are more likely than boys to have private profiles

GSMA experience



- Wide range of objectives and drivers
 - Policy and regulatory
 - Partnerships and CSR activities
 - New service launches
- Differing approaches (group/corporate vs national)
- Key challenges included
 - Lead times
 - Budgets / budget holders
 - Tangible deliverables
 - Coordination with company / external events
 - Messaging on risks

Thank you

For further information please visit:

<http://www.gsma.com/publicpolicy/myouth/research>