



Researching Children's Rights Globally in the Digital Age

Natasha Jackson, Head of Consumer Affairs, GSMA

GSMA



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



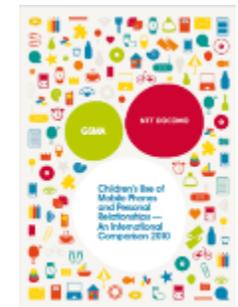
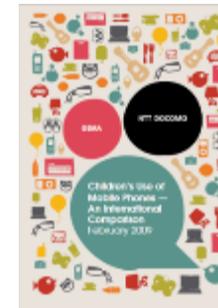
- Undertakes research to understand how children use mobile phones

- 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

2013 –					
2012 –					
2011 –					
2010 –					
2009 –					



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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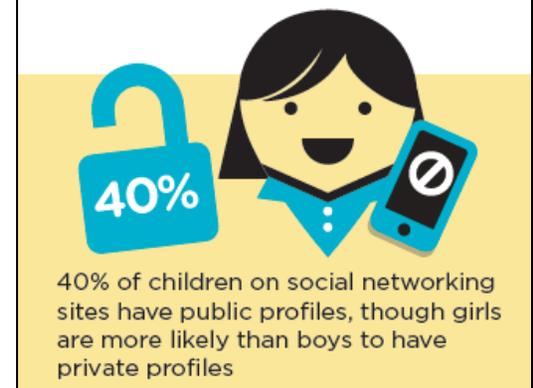
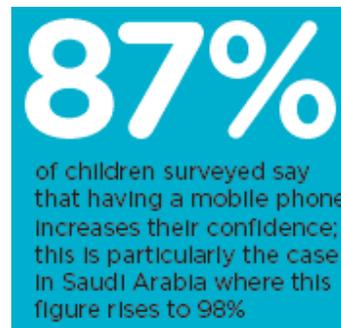
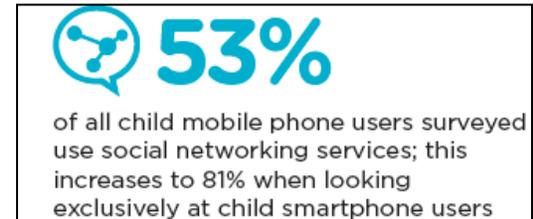
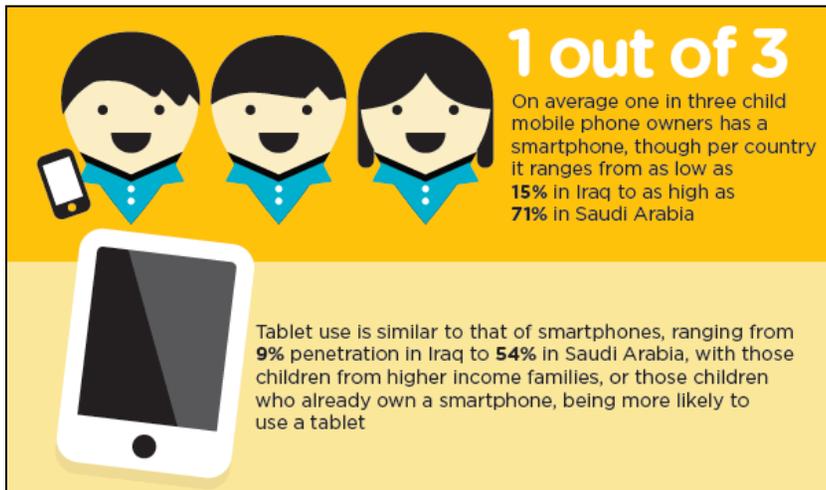
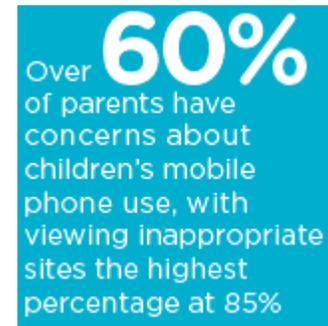
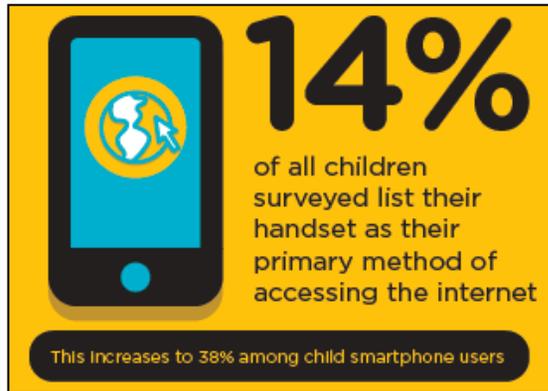
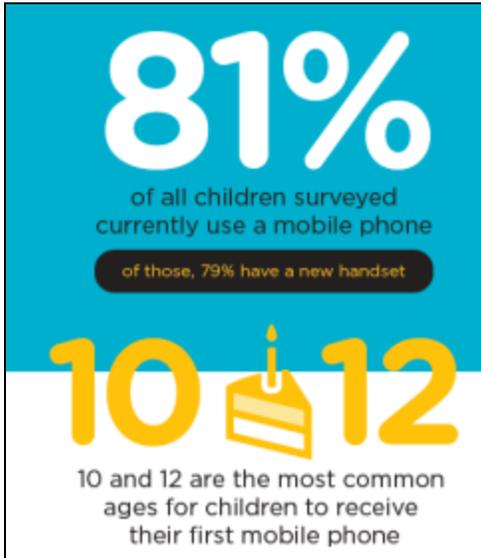


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Sponsors:



2013 Highlights



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>