2014-2017

Impact Report

Helping parents keep children safe online

internet matters.org

Contents

Foreword from the Internet Matters Board

More children than ever before have access to the internet. With an ever-expanding range of devices, including smartphones and connected tablets, children are increasingly living their lives in a digital world, which makes children's online safety a matter close to every parents' heart.

We believe that all children should be able to enjoy the wealth of information and entertainment available online in a way that is as safe and age-appropriate as possible. But with issues such as online grooming, sexting and cyberbullying all too prevalent, protecting children and building their digital resilience is of upmost importance to parents and carers today.

The Board of Internet Matters feel passionately that this is one of the most pressing and complex issues of our time, and that's why in 2014 BT, Sky, TalkTalk and Virgin Media set aside our competitive differences to join forces and invest significant financial and operational resources to establish Internet Matters.

In the first three years we have invested more than £6m in addition to many tens of millions of pounds of marketing support, provision of staff and operational support. Most importantly we have activated resources within our own organisations to deliver a continuous programme of activity, motivating parents to get engaged in their children's digital lives.

Internet Matters is a truly independent not-for-profit organisation that has created a framework by which industry can work together. Our goal was to create an organisation that has a breadth and reach that cannot be matched, and through collaboration with the existing specialist providers of services, can make a material change to the lives of parents, carers and children in the UK.

After launch, we welcomed the BBC and Google as Members, and have established Corporate Partnerships with a number of the UK's leading companies including EE, Dixons Carphone and Facebook. Our Corporate Partners support the Shared Principles of Internet Matters and we are thankful for their support, along with numerous other organisations.

We are proud that Internet Matters has been appointed to the UK Council for Child Internet Safety Executive Board, been awarded a Department for Education grant to pilot an anti-bullying reporting tool to 300 schools, and appointed to The Royal Foundation Cyberbullying Taskforce led by HRH The Duke of Cambridge. We remain fully committed to working together to address this increasingly challenging issue.

In 2017, we have taken the decision to recommit to this important venture, extending our significant investment of cash, staff and operational support for another three year term to help ensure that children can safely realise the full potential of the internet. We believe collaboration is the best approach to achieve this goal and we are committed to working across industry, government, educators, policy makers and parents to help educate young people in the UK so that they can more safely seize the many benefits and opportunities that connected technology offers.

The CEO Board of Internet Matters

In just three years Internet Matters has proven itself as a fantastic platform for industry collaboration that is having a real impact in making the internet a safer space for UK children to realise their full potential online. BT and EE are incredibly proud to support Internet Matters and look forward to further cooperation with others on this vital issue.

Gavin Patterson
Chief Executive Officer, BT

Internet Matters has come a long way in just three short years. At Sky, we recognise that industry has a responsibility to help parents keep their children safe online, and are committed to the vision of creating an industry wide coalition dedicated to making the UK's families the most knowledgeable and engaged in the world.

Stephen van Rooyen
Chief Executive Officer, UK & Ireland

Internet Matters pools and shares support and advice from a number of trustworthy sources, all in one place. It delivers more for parents and carers than one single company could achieve alone.

Tristia Harrison
Chief Executive Officer

At a time when policy makers are asking probing questions about how children can best be protected from a range of potential online harms, Internet Matters stands as a beacon of best practice for parents and will continue to support them on this journey.

Tom Mockridge
Chief Executive Officer

Digital is now a way of life for children and they are some of the internet's biggest users. As an industry, we need to work together to create an online world where children can learn, develop and explore safely.

Alice Webb
Director of BBC Children's & BBC North

We were excited to join Internet Matters in its second year, and will continue to work together on child e-safety to ensure that more families are able to safely open up the creativity, learning and fun the internet has to offer.

Eileen Mannion
VP Marketing

Over the past three years Internet Matters hasreached millions of people and played an important role in helping parents keep their children safe online. It's fantastic to see some of the UK's biggest technology companies recommit to taking responsibility for the online safety of their customers.

We look forward to working closely with Internet Matters as we take forward the proposals in our Internet Safety Strategy.

Karen Bradley
Secretary of State for Digital, Culture, Media and Sport

Statistics

£10m
£10 million cash commitment

Multi-million pound in-kind support

Nine permanent staff members

Personal commitment from CEO's and Directors

Two events for our stakeholder community

Parental Concerns, Needs & Attitudes

Children today live in a society where they can be connected 24/7, and whilst that offers incredible opportunities, it also provides a challenge to families parenting in this increasingly digital age. At Internet Matters, we are committed to understanding the concerns parents and carers have and providing the support that they need through comprehensive qualitative and quantitative research.

Our Cybersafe 2013 and 2016 studies have shown that parents are most concerned about cyberbullying, online grooming and accessing inappropriate content. The level of concern experienced by parents is sadly increasing as parents are faced with an ever increasing range of apps and websites that allow their children to access content and communicate online. We have also seen an increase in parental concern about self-harm, pro-anorexia and radicalisation.

Top five issues 2013 vs 2016 from Cybersafe research

	2016		2013
Viewing sexual content	67%	+8%	62%
Contact from strangers	67%	+16%	58%
Viewing violent content	64%	+12%	57%
Cyberbullying	60%	+15%	52%
Encouraging self-harm	48%		N/A
Sharing sexual images	44%		N/A
Pro-anorexia content	42%		N/A
Radicalisation	41%	+28%	32%

Source: Cybersafe 2013 and Cybersafe 2016

We continue to see parents using a range of mediation strategies which vary by the age of the child. In our Pace of Change research report we saw an emerging gap in both the levels of understanding of technology between parents and children, but also in parents perceived mediation technique versus children's reported actual mediation by their parents.

Pace of Change study

I always tell them not to talk/message people they have only met online/not in real life — **Parents** / **Children** — I sometimes talk to and message people that I have met online and not in real life

58% vs 36%

I always tell them not to give out personal information — **Parents** / **Children** — I sometimes give out personal information like full name, address or phone number

71% vs 18%

I only allow them online for a set amount of time per day — **Parents** / **Children** — I sometimes go over the amount of time I'm allowed online

31% vs 39%

Source: Pace of Change Study, Dec 2015

It has long been established that active parental engagement is key to building digitally resilient children and whilst parents' need for more information has reduced since our launch in 2013 (74% vs 40% in 2016), there are still large minorities of parents that have never spoken with their child about online safety issues, or have only spoken about issues once or twice in the last year. It is encouraging to see that the frequency of conversations between parents and children has increased over the last three years.

Frequency of conversations

	2016	2013
Never talked	6%	8%
Talk once a year	10%	11%
Couple of times a year	19%	39%
Once every couple of months	28%	28%
Every month	38%	13%

Source: Cybersafe 2013 and Cybersafe 2016

In a recent survey regarding cyberbullying with 2,000 parents we have also seen the impact our connected society is having on how young children feel they need to be perceived by their friends, followers and society. Worryingly parents' top concern with regard to cyberbullying was body image and popularity, ahead of racism, homophobic or SEND (Special Educational Needs and/or Disabilities) bullying. This combined with the growing incidence of mental health issues in young people suggest a need to provide parents with the tools and strategies they need to deal with this growing issue.

Parental concerns about cyberbullying types

Concerned about bullying for:	Boys	Girls
Physical appearance	64%	72%
Popularity	49%	55%
Academic performance	28%	22%
Sexism	22%	30%
Financial background	22%	20%

Source: Internet Matters Cyberbullying Survey amongst 2,000 parents with children 9-16 (May 2017)

We want to **empower all UK parents and carers** to help their children benefit from digital technology smartly and safely.

We will do this by:

• Bringing together the best advice and support tools in one place

• Motivating them to take positive action through the most effective channels and at key life moments

• Understanding their biggest concerns, needs and attitudes and being a trusted voice

• Partnering with the biggest companies in the UK with a common purpose to reach the maximum number of UK parents and carers

Internet Matters Shared Principles

We believe it is important that the companies that we work with share a common purpose.

Shared Vision:

1. We believe that awareness and education are most powerful for keeping children safe online

2. We commit to Internet Matters' vision of empowering all UK parents and carers with the most comprehensive, up to date, and practical information, to help their children benefit from digital technology smartly and safely

3. We will collaborate with Internet Matters and its partners to offer a unified response to children's online safety issues, by making it easier for UK parents to educate themselves and access the right internet safety advice

Shared Standards:

4. We will work to protect the online safety of children who use our products, services and platforms, and recognise the importance of parental confidence in ensuring Internet Matters becomes a trusted resource

5. We will promote the belief that technology offers a wealth of opportunities and collaborate with Internet Matters to help families get the best from the internet

Shared Approach:

6. We will collaborate with Internet Matters to deliver the best possible online safety advice to parents

7. We will proactively identify the best ways to harness our organisation's assets and customer and employee touchpoints to deliver on Internet Matters' vision

8. We will share our resources and lead the successful delivery of agreed initiatives

CEO Welcome
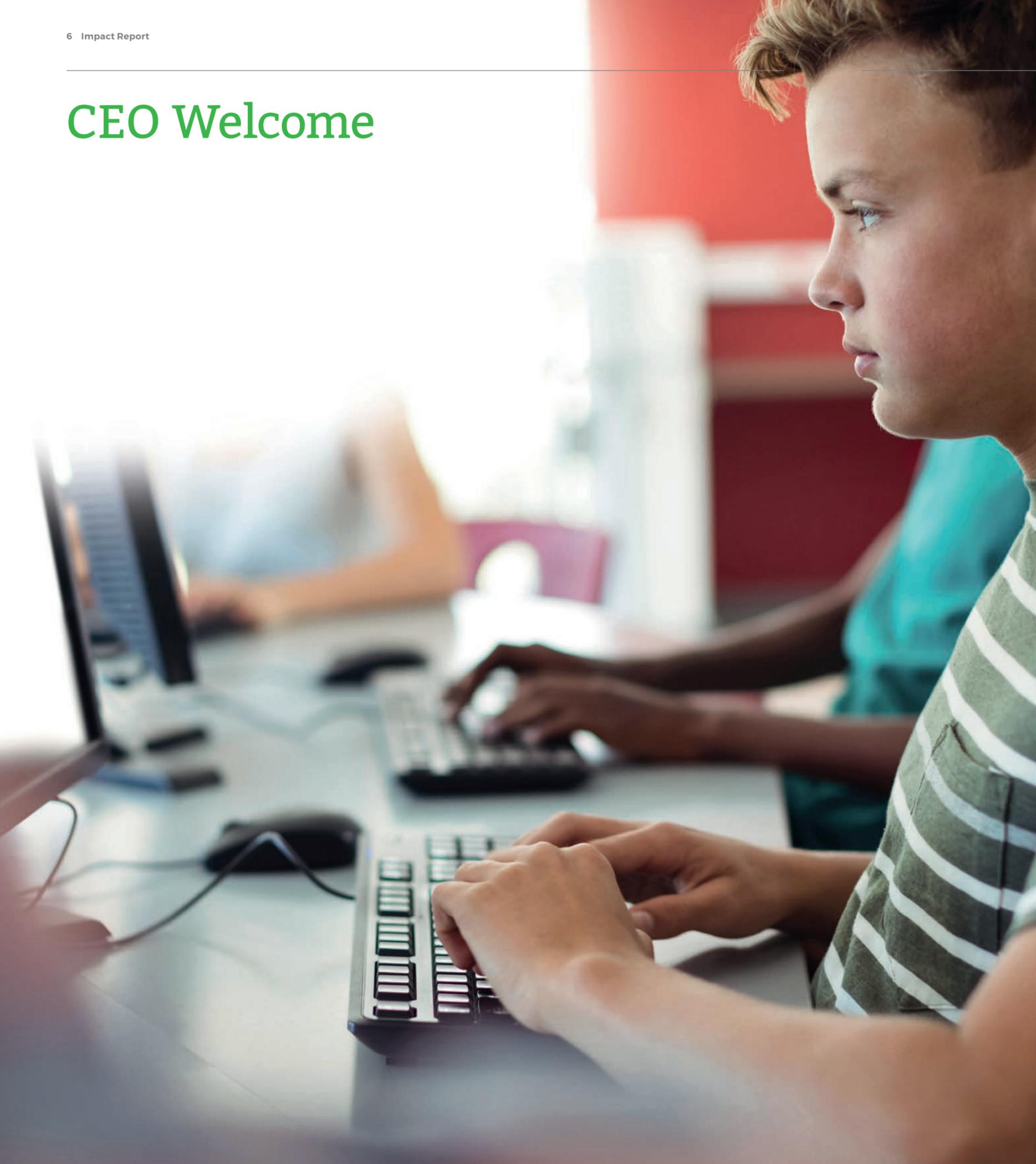
Since our launch in May 2014 at the Museum of Modern Childhood, we remain committed to getting parents and carers engaged, motivating them into talking with their children, and providing them with practical steps they can take to help their children manage the risks that they may face online.

The challenges parents face are broad-ranging and are sometimes complex, so we've built relationships with specialist providers and experts in the sector to ensure we address the most pressing. We continue to invest the lion's share of our funding in awareness-driving campaigns and, with the support of our industry partners, we've been able to amplify our messages and engage with millions of parents. Whether parents find us through advertising, social media, online search or partner referrals, we remain committed to encouraging them to actively engage with their children's digital lives.

As the pace of technology continues to evolve there remains a clear need for an organisation that champions awareness, engagement and education of parents, and we are delighted that industry has agreed to continue to support the work of Internet Matters.

Importantly, the impact of Internet Matters is only achieved through positive collaboration. Our industry partners provide not only their extensive marketing support, but are advocates of a model that sees collaboration at its heart. They continue to develop their own programmes and products to support their customers, but also recognise this is a complex issue and that we need to work together to make a material difference.

I'd also like to acknowledge the contribution that the members of our Expert Advisory Panel and other experts we have worked with have made to Internet Matters. They give us their valuable time to guide and advise us to ensure we are showcasing the very best resources available for parents.

Carolyn Bunting
CEO Internet Matters

Visitors to our website per year

4.5m TOTAL VISITORS

Year 1 – **561k**	
Year 2 – **1,858k**	
Year 3 – **2,089k**	

Unique visitors per year from Google Analytics

Visitors looking for help and advice on the following issues

- Sexting
- Inappropriate Content
- Setting Up Safe
- Parental Controls
- Cyberbullying
- Social Media

Based on page views of related content for FY 16/17

48%
of visitors are referred to our site by our partners, supporters and the wider community

3m
people reached per month through social media channels

2016/2017
A year in review

Awareness

Estimate
2.5m families
have heard of Internet Matters
(8m families in the UK with dependent children, prompted brand awareness amongst parents 32%)

634 mentions
in broadcast media, national and regional press in the last 12 months

Usage

Over
2 million
people visited
internetmatters.org

Over
200,000
visits by teachers
(12% of site survey respondents declare they are a teacher)

2.9 million
people viewed one of 76 videos on internet safety

Engagement

Over
50k followers
on social media

Almost
4 million
pages of content viewed

28% **of visitors**
came to our website more than once

Action

78% of parents
say they will talk to their child having visited internetmatters.org

Almost
38k referred
to sector experts for further resource

21k downloaded
one of our educational apps

Dr. Linda Papadopoulos

Psychologist and
Internet Matters Ambassador

It's our instinct to protect our children. And yet it's important they grow up to be resilient, able to make their own decisions and learn from their mistakes. The hard-hitting campaign **Protect Their Curiosity** was based on the principle that the internet is a wonderful place to learn and have fun – yet there are simple steps parents can take to help children stay safe.

I have a 14-year-old daughter, and understanding how she engages with the online world and how it affects her is really important to me. As a parent, you have to think about a child's digital life like their diet – there are potentially good and potentially bad choices and it's good to know what their '5-a-day' apps or websites are.

Technology plays a growing part in everybody's working and social life. It's important as parents that we laud its positive side, encourage our kids to embrace it and to not suppress their natural curiosity, but protect it.

"The hard-hitting campaign Protect Their Curiosity allowed parents to view different online experiences through the eyes of a child."

Insight

YouTube content is king – yet only 17% enable Safety Mode and 61% are unaware of the function.

Children using YouTube

3-4	37%
5-7	54%
8-11	73%
12-15	87%

Tablets are now the most popular connected device yet only 21% use parental controls on the device and 50% are unaware of parental controls.

Children using tablets

3-4	55%
5-7	67%
8-11	80%
12-15	74%

Four videos have highlighted the issues of sexting, cyberbullying while gaming, viewing sexual content and viewing violent content online. Child actors were used for the project, and parents were given an insight as to how their negative online experience may make them feel. Uncomfortable viewing for some, but it was important to show how a child's innocent curiosity can turn into a distressing experience in as little as one click.

Source of Stats: Ofcom 2016

Campaign: Back to School September 2015

Our campaign helped us all see through the eyes of a child

Impact

Achieving widespread news coverage, the campaign highlighted the need for parents to set parental controls and to sit down and talk to their children. As the issues change and evolve with technology, it's vital that parents keep engaging with their children's online life, and how they can transfer their parenting instincts and bring them into the digital world.

- *More than 1.5 million people saw the videos in the first two weeks alone*

- *Over half a million people visited the 'Back to School' advice page*

- *Over 6,000 parents downloaded the 'Back to School' advice guide*

- *Back to School 'Protect Their Curiosity' campaign won Gold at the DMA Awards, 2015*

dmas

Campaign: Social Media May 2016

Answering parents' questions and concerns about social media

Professor Andy Phippen

Professor of Children & Technology,
University of Plymouth

"...we need to bear in mind that these pieces of technology are just tools, and need to be supplemented with meaningful conversations with our children."

In trying to ensure our children are safe online, we often look to technology to provide "solutions" to the risks they face – can we stop them accessing inappropriate content? Can we make sure people can't say mean things to them? Can we make sure people who mean them harm can't contact them?

Some feel that because technology is at the heart of the communications platforms they use – mobile phones, social media, web browsers, etc – it should provide the means to ensure our children are safe. Therefore, we look to approaches such as parental controls, privacy settings, reporting and blocking to make sure they can't access harmful or inappropriate content or be the subject of cruel comments or unwanted advances from strangers. However, we need to bear in mind that these pieces of technology are just tools, and need to be supplemented with meaningful conversations with our children.

We need to have a balance between using tools to safeguard our children and having an open dialogue with them about their digital lives, providing them with confidence that if they do see something harmful, or someone does say something upsetting to them, they are able to tell us about this without feeling they will be told off.

Insight

56% use Instagram

58% use Snapchat

An average child has **4 social media accounts.** 7-10's have 2.2 rising to 4.7 amongst 14-17s.

Those using social media spend an average of **2.8 hrs a day**.
(Source: Pace of Change 2015)

Children using social media post an average of **26 times a day**.

6 out of 10 followers are not friends in real life.
Source: Survey of 1,001 children aged 11-16, May 2016)

Impact

- *Over 600,000 people* visited the social media advice page

- *The most popular issue people engaged with was advice on **inappropriate, sexy or embarrassing selfies***

- *Other popular issues were having hundreds of followers, **spending too much time on social media**, and allowing under 13's to be on social media*

- *Those that engaged with the dedicated advice page **stayed for more than five minutes***

Campaign: Cyberbullying May 2016

Experiencing the effects of cyberbullying from a child's point of view

Professor Emma Bond

Professor of Socio-Technical Research, University of Suffolk

The modern playground: According to recent research cyberbullying is an issue that many parents are concerned about, yet it is also an issue that can be challenging for parents to respond to. The nature and the types of bullying that children experience is very different to the types of bullying that parents themselves may have experienced or were aware of when they were growing up.

Cyberbullying behaviour is closely linked to traditional bullying behaviours, but at the same time it's very different. With so many apps and platforms exposing them to the online world, it can be very hard for children to actually 'get away' from the person or people doing the bullying. And this increasing diversity of children's media makes monitoring their use challenging for parents.

Making a change: Responding to cyberbullying and keeping children safe online is everyone's responsibility, and what is so inspiring for me is the strong partnerships that have developed over the last decade. Industry is now working with leading charitable organisations and policy makers to raise awareness of online risk, to promote positive behaviour online and to prevent harm. Internet Matters, backed by the UK's most prominent internet industry players, has transformed the landscape of online safety advice to parents in three years.

"The nature and the types of bullying that children experience is very different to the types of bullying that parents themselves may have experienced."

Insight

1 in 5 parents say their children have received cruel comments online

62% **62% of parents** say they are concerned about cyberbullying
(Source: Internet Matters survey of 2,000 parents with children aged 9-16, April 2017)

24% **24% of children** will experience some form of cyberbullying
(Source: Focus on Cyberbullying, Anti-bullying Alliance & Internet Matters, June 2015)

Impact

- Over **1.8m views** of the cyberbullying 'sticks & stones' video

- **67% of visitors** said they would talk to their child within one month

- **365,000 people visited** the new cyberbullying resource centre in September – November

The cyberbullying campaign produced by Internet Matters, 'Bullying has changed. Your advice should too', emphasised the importance of talking to children and how trapped a cyberbully can make them feel. The online cyberbullying guide then provided parents, carers and schools a comprehensive look into this new world of bullying, along with evidence based guidance on how they can help start these conversations with children.

Working Collaboratively

It is well recognised that there is no simple solution to keeping children safe online and that parents, teachers, policy makers, industry and sector experts as well as charities and carers need to work together to address this broad and challenging issue. Working collaboratively is at the heart of Internet Matters' operational strategy.

We also believe we have a role to play in maximising the reach and impact of existing initiatives that support families, and are proud supporters of a number of existing stand-out campaigns.

UK Council for Child Internet Safety

Internet Matters joined the Executive Board of the UK Council for Children's Internet Safety in 2016. We support UKCCIS' belief of a world where all children and young people can safely enjoy the benefits of the digital world.

The Royal Foundation TaskForce on the Prevention of Cyberbullying

We are proud to be working with a number of experts and companies who have committed to making a step change in the support of young people and their families affected by cyberbullying.

What the Experts Say

Connecting families with expert resources at their time of need is vital and as well as referring to expert resources, we also provide an opportunity for parents to interact with a panel of 25 industry experts.

Make a Noise

With our partners Tootoot and the Anti-Bullying Alliance, and with Department of Education funding we are piloting an online reporting tool for bullying in 300 schools across England and Wales.

Anti-Bullying Week

We also consistently support Anti-Bullying Week and have created resources, run competitions and driven awareness of the week using the reach of our partners, PR and paid media.

Safer Internet Day

We always support UKSIC's Safer Internet Day, promoting the event in both paid for media and in our partner's customer touch points. We have created new resources and video materials to support the campaigns and leveraged our reach on social media to create real impact.

Expert Advisory Panel

To ensure we always provide the most up to date and appropriate advice, we thank our Expert Advisory Panel who give us their valuable time.

Amanda Azeez
NSPCC, Associate Head of Child Safety Online

David Miles
BBFC, Policy Director

Emma Bond
Professor of Socio-Technical Research, University of Suffolk

Jenny Barksfield
Deputy CEO, PSHE Association

John Carr
Chair of CHIS

Lauren Seager-Smith
CEO, Kidscape

Marie Smith
CEOP, Head of Education

Martha Evans
National Coordinator, Anti-Bullying Alliance

Pamela Park
Family Lives, Deputy Chief Executive

Will Gardner
CEO, Childnet International

Maximising Reach and Impact

With our members and partners, who support our ambition to empower every parent and carer in the UK, we have been able to establish Internet Matters as a leading provider of support and help. As well as funding our activities, our unique organisation structure brings together the ability to reach over 92% of UK households and leverages the resources within each of our founding members and partners.
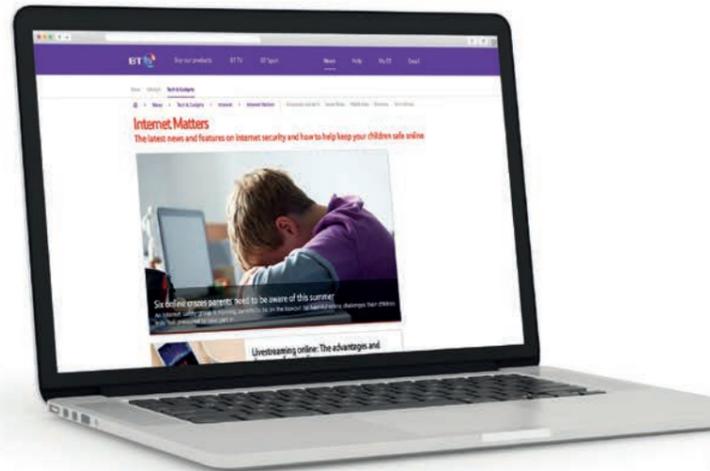

Alongside the BT Unicef Right Click programme and the BT Parental Controls product, BT help raise awareness of Internet Matters through a number of customer touch points, which include advertising on email login pages, articles on BT.com and on product packaging.

Sky has turned its Broadband Shield Parental Controls tool on automatically, leading to much higher take up amongst its customer base. Sky also actively support Internet Matters' messaging using a variety of channels, including TV advertising, presence of block pages and across their website.
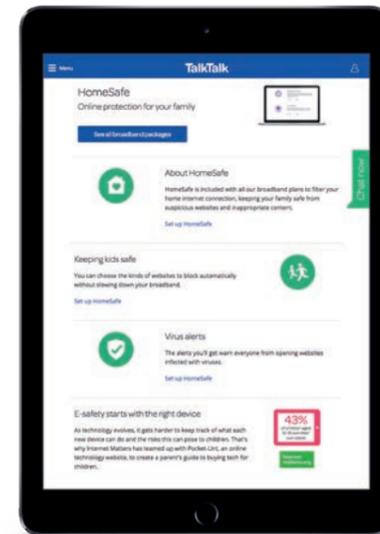
One of the most significant ways industry can support child online safety is through the products and services we offer. In 2011, TalkTalk was the first ISP to launch a whole-home filtering system, called HomeSafe, free of charge. TalkTalk also supports Internet Matters throughout the year with key campaigns and always-on activity targeting both customers and employees, to help ensure we reach as many families as possible across the UK.
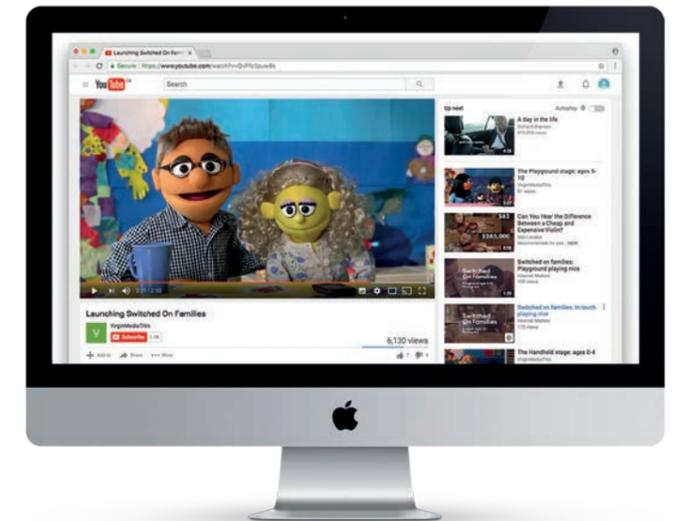
Having created the Virgin Switched on Families resource, Virgin Media also actively promotes Internet Matters through a number of customer touch points including their retail stores, through their TIVO box, and across their website.

Maximising Reach and Impact

EE Community pages

With our newest partner, we are exploring a number of exciting initiatives focussing on smartphone safety and while we develop them we have already created content within the community pages of the EE website, particularly with a heavy retail focus.

In turn, Facebook generously provide in-kind media inventory for Internet Matters, so we are able to have an 'always on' voice to parents.

Facebook Specialist advertising support & media

Facebook is our heartland and primary platform to target parents. We work closely in partnership with them to deliver tailor made and optimised creative across their platform to target parents on e-safety and drive quality traffic through to internetmatters.org

Dixons Digital Drop-In

Through Curry's PC World and Carphone Warehouse stores, we have offered parents a chance to drop in and learn about how to get the best out of technology while keeping their families safe. 50 stores took part across the country.

Google Expert digital advice and advertising

In April 2016, Internet Matters partnered with the multinational tech company, Google, who not only act in a consulting capacity to turn our online portal into a best in class site for parents, but support us through in-kind contributions to help drive quality traffic and create better user experience on and to our site.

BBC Events

We partnered with the BBC, attending a number of major family events including Children in Need's CarFest, talking with parents and carers about how to help their children stay safe online. We also actively collaborate on their own BBC Stay Safe initiative for children online, and together run live educational events on social media.

Table19 are proud to be the creative agency for Internet Matters – and support them on their journey to educate parents and help keep children safe in the digital world.

Table 19 table19.co.uk