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### **News release: ERGA welcomes self-regulatory initiatives to protect minors online**

On May, 25<sup>th</sup>, on the same day that the proposal for the revision of the Audiovisual Media Services Directive was published, the European Commission has announced that it will broker a new Alliance to better protect children online. This action is part of the Commission's efforts to further involve relevant stakeholders and encourage the industry to develop codes of conduct.

In light of its report on the Protection of Minors in a Converged Environment, ERGA welcomes actions like these. In its [report](#), ERGA acknowledged that the role of parents is important and they should have at their disposal the widest set of tools to protect their children. It also recommended that efficient, easy to use and affordable technical tools should be developed and distributed to secure adequate protections across all services. In order to stimulate the creation of common technical interfaces, ERGA advised that stakeholders on different levels of the media value chain should be encouraged to collaborate more.

The initiative of the European Commission to invite CEOs of leading ICT and media companies and NGOs to engage in a self-regulatory process could be a valuable contribution to the development and implementation of tools that enable parents to protect their children better from impairing audiovisual content. In addition to these measures, ERGA also endorses the further promotion of enhanced media literacy skills in order to empower both minors and adults to make informed choices.

#### Notes for Editors

The European Regulators Group for Audiovisual Media Services consists of the national regulatory authorities in the field of audiovisual media services. ERGA advises the European Commission and facilitates cooperation between the regulatory bodies in the EU.

Madeleine de Cock Buning, President of the Dutch Media Authority, is the Chair of ERGA in 2016. The spokesperson of the Chair, Joop Veen, can be contacted at + 31 6 53360029.