

10 Years of Voluntary Self-Monitoring of Multimedia Providers –

10 Years commitment to improving youth protection in internet

Berlin, 15 October 2007

Today, the association of Voluntary Self-Monitoring of Multimedia Providers (FSM) celebrates its 10th anniversary with guests from politics, economy, associations and institutions of youth protection in media. The ceremony will take place in the Federal Representation of the State of Rhineland-Palatine in Berlin. The Federal Minister for Family Affairs, Senior Citizens, Women and Youth, Mrs Ursula von der Leyen announced in her greetings: "Today, the 'FSM' is a national and international established institution of Voluntary Self-Monitoring. It promoted the discussion about topical and effective protection of youth in media in Germany.

The association supported by 38 member companies from the media industry is committed to youth protection in online offers and the incentive of media capacity for ten years now. In 2005, this engagement was honoured when FSM was acknowledged as an institution of the German system of Voluntary Self-Monitoring by the Federal Commission for Youth Protection in Media (KJM). Two years after, the well function of the system of 'regulated self-regulation' is certain and an effective cooperation of both state-run and private supervision in the area of online media is assured for the future.

The work of FSM was very successful so far. For instance, sub-codices of search engine providers and mobile radio providers have been concluded under the umbrella of FSM. Consequently, measures of improved youth protections in the particular areas can be realised together. FSM will also be structurally well-positioned for new challenges in issues and technical developments of the future. In long-term, as children use new media like internet very naturally and more and more frequently, the area of promoting media capacity will gain in importance. Therefore, FSM will be engaged in the containment of youth endangering and illegal contents in the internet and meanwhile, it will develop measures of educating children, youth and adults in a save use of this medium.

The head of the State Chancellery of Rhineland-palatine and Under-Secretary Mr Martin Stadelmaier pointed out that FSM will be able to count with the support of both politics and economy. In the course of the anniversary, he alluded: "The common aim will remain strengthening of youth protection in online media. Eventually, youth protection in media is a continuous lesson of our entire social culture and will involve its huge challenges also in the future."

Please see our web site, www.fsm.de for further information on FSM, or contact Mrs Maja Aschibokow, Tel. +49 30 24048443.