

Children and Online Business Models

COFACE is a pluralistic organisation, at the heart of civil society, which aims at promoting family policy, solidarity between generations and the interests of children within the European Union. It defines family policy in Europe as being **the family dimension of policies, programmes and initiatives developed at European Union level** («family mainstreaming»).

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CONFÉDÉRATION DES ORGANISATIONS FAMILIALES DE L'UNION EUROPÉENNE
CONFEDERATION OF FAMILY ORGANISATIONS IN THE EUROPEAN UNION

Better families, better society

Internet: more and more commercial

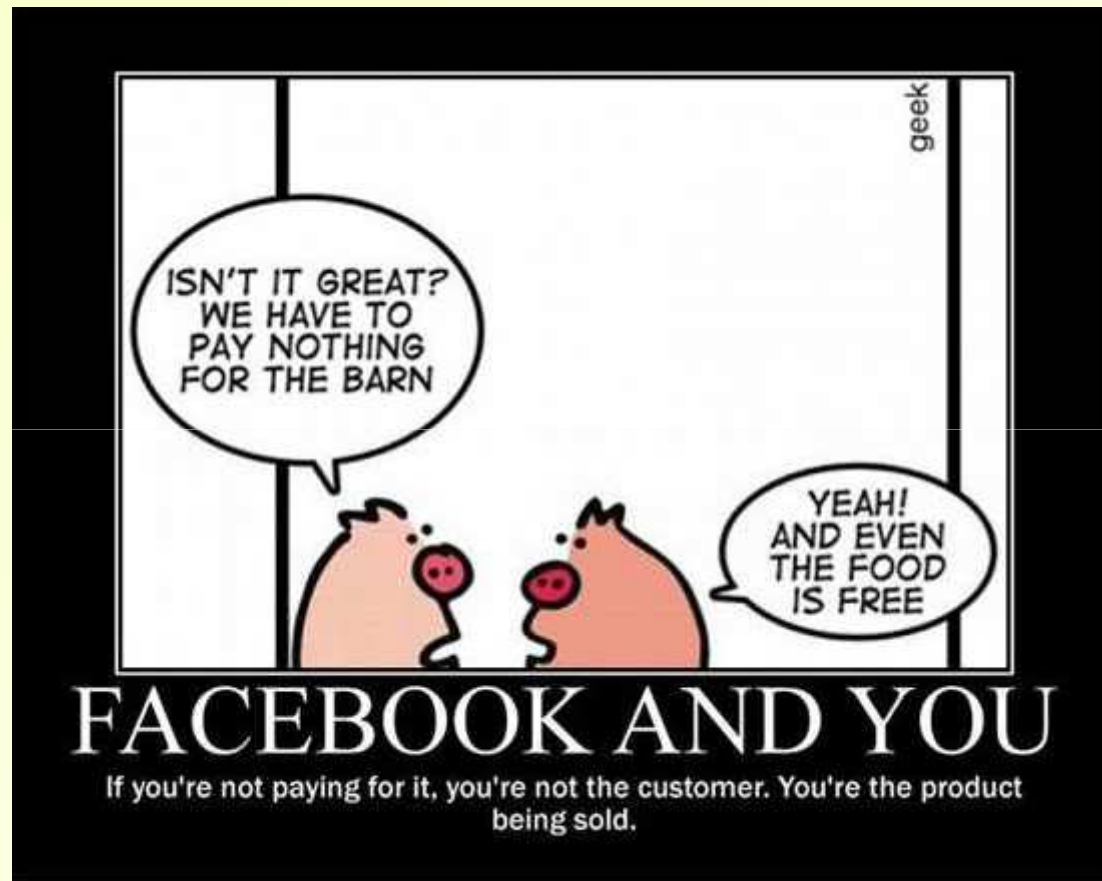


Physical world rip off



* Don't worry, it's photoshop...

Online, users don't really get it...

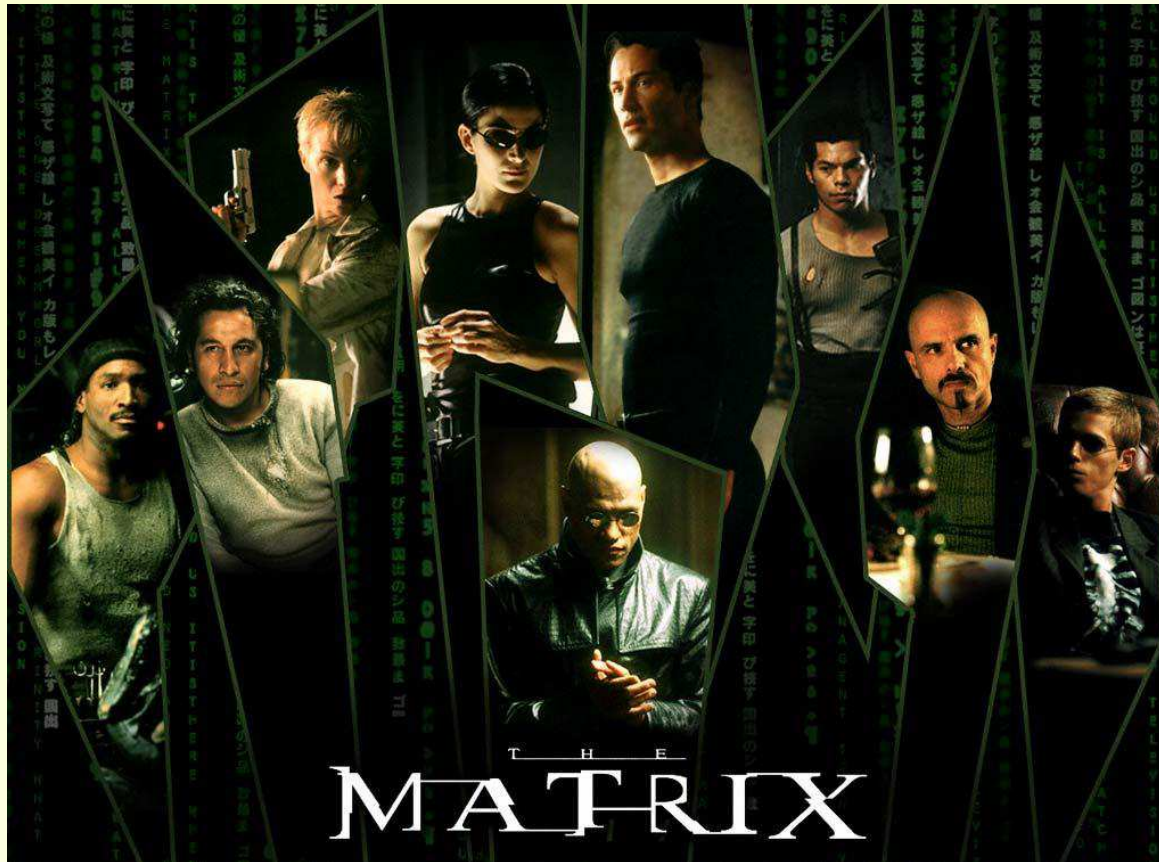


more funny stuff at FUNNYASDUCK.NET

You pay with:

- Your time spent (wasted) on a page
- Your data for direct targeted advertising
- Your data being sold to third parties
- Your interaction with advertising

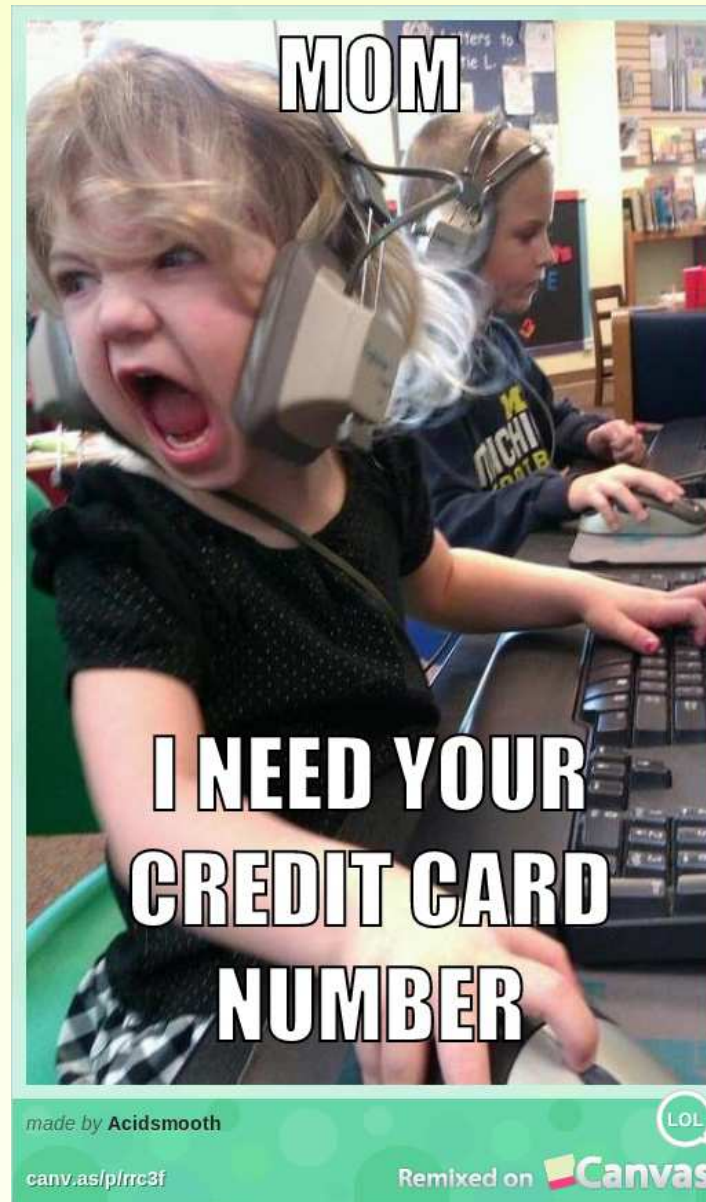
Online, users don't really get it...



SPECIAL DEAL

« Pay as you watch! »

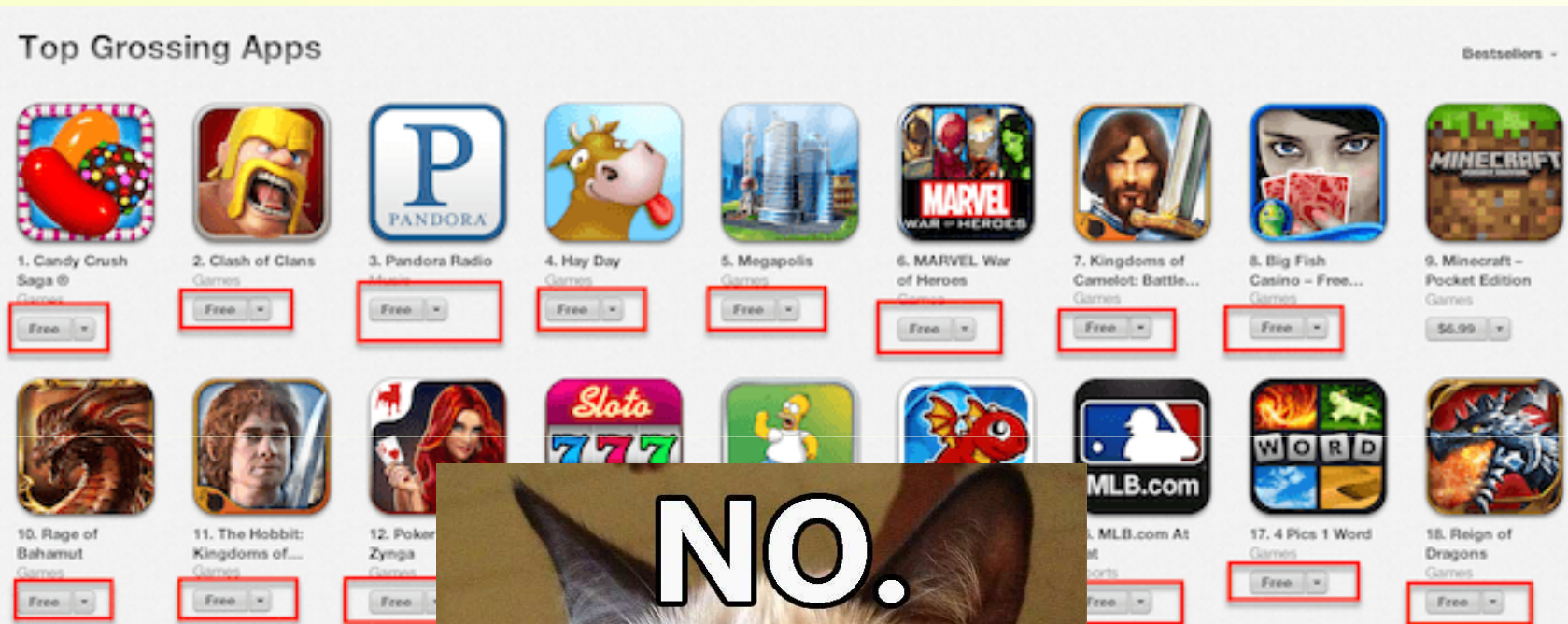
Only 0,10€ per bullet fired!!!



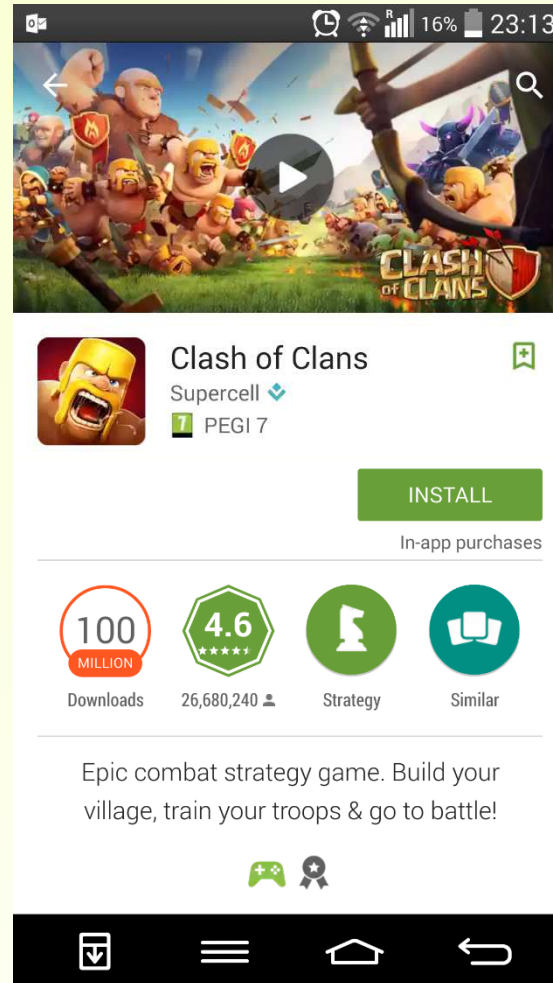
Advertising online business model

- **Transparency and information** about:
 - The data collected
 - What it's used for
 - Who is it shared with
 - What the ratio between content and advertising is
 - ...

Freemium is NOT free!



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Average player spending:
3,56€/month

Top 10% of players spent:
24,54€/month

Bottom 10% of players
spent: 0,67€/month

Self-regulation is often weak



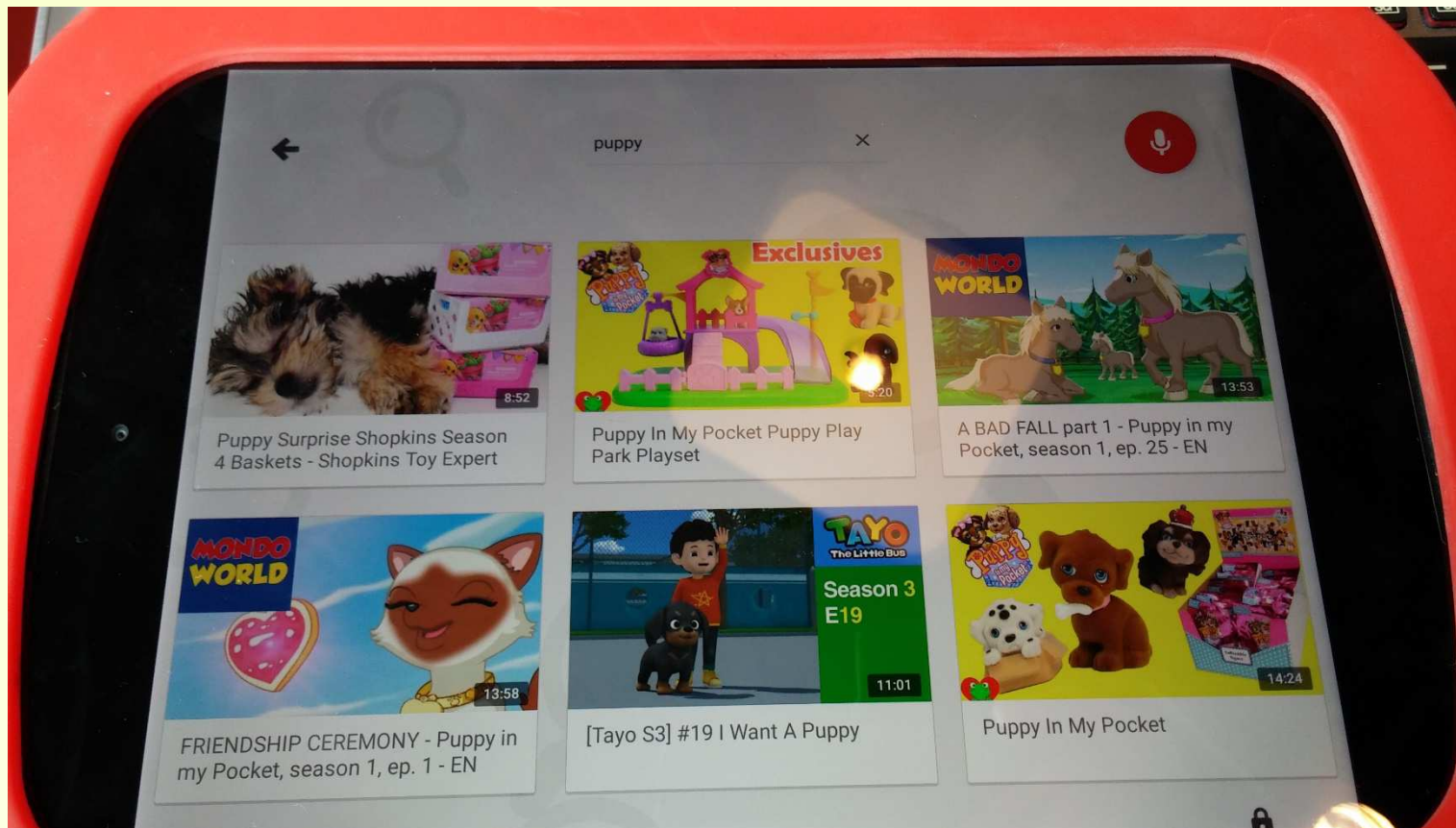
Most of these cereals meet companies' « self regulatory » criteria as « healthy food » within the EU Pledge and can therefore be marketed to children!

Source: World Obesity Foundation

Self-regulation is often weak



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Regulating online advertising

- Recognizing that **data** is also a form of payment
- **GDPR**: how will the provisions on users objecting to data processing for advertising work in practice?
- Defining the principle of **proportionality** and how it applies to the exploitation of user data for commercial purposes.

Education and media literacy



Look to the future



Connected toys like Hello Barbie raise concerns over privacy and data protection.

Augmented/Virtual Reality: just more advertising?



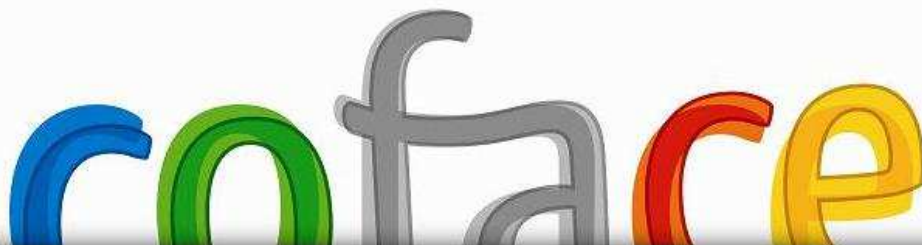
Thank You



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