

# Digital Britain A Children's Perspective

March 2009

# A children's perspective

Launched Teresa Orange Research in 1992  
Specializing in children's market / media research

Background in advertising  
'The Children's Planner at JWT'

Launched The Children's Audit this year  
'Putting children's interests  
at the heart of brands'

## My expertise

(see biog in appendix for details  
[www.teresaorange.com](http://www.teresaorange.com) )

Launched one of the first online  
service to schools – Français Actuel  
won ISCA / Dti / Millenium Awards

Contributed to parliamentary  
committee on childhood,  
Ofcom PSB review, Good Childhood Inquiry

Author of two books on 'The Media Diet for Kids'  
and 'How to watch your kids watching too much TV'

Focusing on how Digital Britain  
address the interests of children?



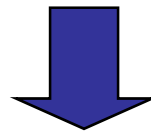
# Addressing children's interests

Two key questions:

How will Digital Britain *nurture*  
the well-being of children?

And

How will Digital Britain *protect them*?



Territory where the final report  
should be more specific



# Areas where Digital Britain could be more specific

1. Inspiring creative excellence beyond the BBC - through the creation of 'A Creativity Award for Children's Broadcasting'
2. Encouraging the sponsorship of creative content - by endorsing that the commercial world can make a positive contribution to childhood
3. Protecting children in the virtual playground - by promoting the 'democratization' of online regulation
4. Establishing media literacy throughout the curriculum and encouraging parents to be more proactive.

**Four areas of action that could make a real difference**



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# 1. A Creativity Award for Children's Broadcasting



# Inspiring creative excellence – some observations

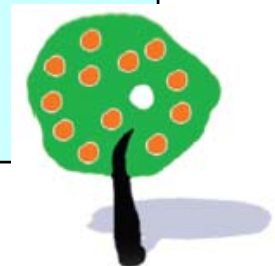
The production of quality children's programme has become more important in a digital world. Children's content has to compete alongside adult offerings. Children won't be fobbed off with second best - particularly the 8 – 15 year olds.

For instance, with time-shifted viewing it's as easy for a 10 year old to watch *Shameless*, as it is to watch *Blue Peter*. And it's hard for them not to be tempted by the delights of *Grand Theft Auto* when children's games just don't offer the same sophistication.

It is a great concern that ITV have pulled out of 'home-grown' production. Media plays such a big role in children's lives – it would be wrong if the BBC were the sole guardians of creative development.

Proposals to create a third force through the merger of Channel 4 / BBC World Wide would be a positive move. However, it is critical that a robust PSB remit is enshrined in the new organisation from the start - with a particularly focus on the 8 – 15 aged group (younger children being catered for so well by the BBC).

However, plurality should also be encouraged at a smaller / more entrepreneurial level, for instance, through the introduction of a ***'Creativity Award for Children's Broadcasting'***.



# The Creativity Award for Children's Broadcasting

An award scheme to promote creative excellence in children's broadcasting / online content. With the objective of encouraging smaller production houses to take risks, and to help them win a route to market.

An annual award that would be judged by a panel of experts, parents and children. Categories would be set that reflected parents / children's views of where better quality content was needed.

Based on the successful ISCA award scheme (Information Society Creativity Awards – see ). The financial model would reflect the ISCA experience, for instance, for a £1 m pot of prize money:

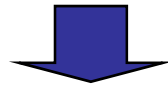
- 20 x 50 k grants doling out £1m – can have impact if well scoped/marketed and evaluated .
- Awards/grants are really effective to promote a message – communication can cost £10k - £250k
- Implementation takes manpower – 50-200 consulting or internal civil servant days £25 -100k

(Note: these are rough estimates made by the director of the ISCA project)

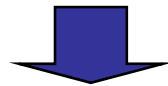


# Our example

How seed funding / an award scheme can deliver quality content for children:



CD Live won £50 k from the DTI  
The concept:  
'Teaching French through the news of the day'  
The service Français Actuel was one of  
the first online services to schools



**BBC Bite Size**



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## 2. The well-being of children in a commercial world



# Children in a commercial world – some observations

The DCSF report about the commercialization of children is about to be published, and Digital Britain must review how the findings will impact on the quality (investment in) children's broadcasting.

Many academics are lobbying for a total ban of advertising to the under 12's, e.g., Lord Layard of The Good Childhood. While the industry is looking at ways of tightening up the regulations for online marketing to children. AA soon to publish its digital report.

With so much uncertainty – the commercial world feels tentative about engaging with young consumers, and inevitably there will be an increasing number who are forced out of children's broadcasting / online content generation.

Flow of funding away from children's airtime / online time will continue. Important to address issues of proportionality – are we happy for the trend to continue?

**Time to reverse the trend away from  
children's broadcasting**



# Children in a commercial world – the way forward

It is time for the Government to endorse responsible marketing / advertising to children. To promote a philosophical stand point that says it isn't wrong for the commercial world to engage with children.

Digital Britain should look for ways of changing the agenda, for instance, by supporting initiatives that promote the responsible marketing / advertising to children (see **The Children's Audit** [www.teresaorange.com](http://www.teresaorange.com) )

Consider launching a Children's Well-being Effectiveness Award – this would promote CSR initiatives / advertising that are genuinely a force for good. It would be an award for Children – awarded by children (it could be a mission for the new Youth Parliament)

**TIME TO ENCOURAGE RESPONSIBLE  
ENGAGEMENT WITH CHILDREN**



# The Children's Audit

Launched this year with a clear philosophical stand point:

*'We do not believe that it is wrong for the commercial world to engage with children. On the contrary we believe that the commercial world can make a positive contribution to children's well-being. BUT, it is critical that brands reach out to children with sensitivity and genuine integrity.'*

Intended to help clients review how they engage with children and to put children's interests at the heart of all they do. And specifically, to help them write a Children's Charter and to agree best practice.

An initiative that is intended to help clients engage with children with confidence – and to encourage them to look for ways of making a positive contribution to childhood, for instance, by sponsoring quality content that enriches and nurtures the young.

See [www.teresaorange.com](http://www.teresaorange.com) for further information



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### 3. The 'democratization' of online regulation



# Online regulations – some observations

It's easy to define online content that is legal / illegal. But harder to define what's offensive / unacceptable. This is where the regulators / self-regulators need to focus.

With children / young people it is often difficult to appreciate the exact impact of content until it is launched into the virtual playground. It is often the context of engagement and the way that it is used that determines whether content is or isn't acceptable.

Consequently, 'retrospective monitoring' should play a key role in regulating online content for children. With users themselves acting as the eyes and ears of the regulatory process. But this needs encouraging.

Government should explore initiatives that encourage children / parents to complain when they see inappropriate content / use of content. ISP complaints procedures should be made more transparent to encourage participation.

And we should learn from eBay where user ratings are an integral part of the web experience – and play an important role in establishing a bond of trust.

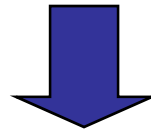


# Online regulation – the way forward

**Educating / empowering users to protect each other**

**So that children and parents become  
the eyes and ears of the regulatory process**

**Establishing a culture of retrospective regulation  
(and accepting that regulation in a digital  
world will never be perfect)**



**'Democratization' of regulation**



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## 4. Media literacy



# Media literacy – observations and ideas

In a world where children are increasingly influenced by media in both positive and negative ways - it is impossible to under estimate the importance of the Government's media literacy programme.

Since the launch of our book 'The Media Diet for Kids' in 2005 there have been a number of excellent initiatives, such as CEOP's internet campaign, Get Safe Online Awareness Week, etc. While Ofcom has played an effective role as a facilitator and catalyst, for instance, through its excellent Media Literacy e-bulletin.

It seems right that Ofcom is now moving the agenda forward by focusing on 'content management / content information / critical awareness'. It is certainly time for the Government to implement as well as to facilitate, and in this way it will ensure that every child benefits from the new initiatives that are currently available.

**Time to ensure that every child  
benefits from the new initiatives**



# Media literacy – observations and ideas

Moving forward the emphasis should be on exploring how Media Literacy can be integrated more effectively across the whole curriculum. Instead of trying to define it as a subject in its own right, it should be embraced as a life skill with relevance throughout a child's learning experience.

The focus should be on exploring how Media Literacy can be made more pertinent to each subject, for instance, how can digital media analysis be given more focus in the teaching of English Language, and how can issues regarding Internet safety be made more relevant to the PSHE agenda.

It is also important to look at how schools can reach out to parents to take a more proactive role in managing their children's media diet. The digital world empowers parents as well as children and it is important that parents are encouraged to use the tools made available to them, e.g., Sky Plus to help shape a child's schedule.

State schools could follow the private sector that has successfully used parent networks to engender an interest in the issues, and to encourage parent workshops and internet forums.



## Curriculum integration and parent empowerment

# Responding for children – summary

Four themes / ideas:

1. The Creativity Award for Children's Broadcasting
2. Children's well-being in the commercial world:  
it's time to endorse responsible engagement with children
3. The 'democratization' of online regulation
4. Media literacy:  
Curriculum integration and parent empowerment



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# Appendix - Biog



# Teresa Orange - Biog



Agency planner at Davidson Pearce  
and J. Walter Thompson  
(where she became 'the children's planner')  
Founded the JWT Kids' Panel  
Founded Teresa Orange Research in 1992

Works with many leading children's / media clients, eg:  
Kellogg's, GMTV, Kraft, Mars, Nestle, Danone, Vimto,  
Hasbro, Mattel, M & B Games, K'NEX, Disney,  
Cartoon Network, Co-operative Bank, British Gypsum,  
Henley Centre, Philips Electronics, New Media Age

Launched an online educational company in 1998  
The service Français Actuel won a Dti Award  
and a Millennium Award

Published two books on children's media:  
'The Media Diet for Kids' in 2005 and  
'How to stop your kids watching too much TV ...' in 2007  
Conducted media parenting sessions across the UK

Parliamentary advisor on issues of childhood  
and corporate social responsibility during 2007

Psychology / biology graduate from Exeter University

For more information: [www.teresaorange.com](http://www.teresaorange.com)



