

VIVENDI STATEMENT

Following an invitation from Vice-President Neelie Kroes of the European Commission Vivendi signed up in December 2011 to join the **CEO Coalition to make the Internet a Better Place for Children**. Following the Statement of Purpose we have together with the other 30 signatories worked towards concrete measures on five Actions in 2011-2012.

In the last 12 months the CEO Coalition has worked on five Actions and has extensively discussed and analysed the areas of action. In the course of this extensive work, and with consultation of civil society, Coalition members have delivered concrete outcomes and identified sets of good practices which serve as recommendations to the ICT Industry.

Following to these recommendations, VIVENDI, with Activision Blizzard (worldwide online, PC, console, handheld and mobile game publisher), Canal+ Group (largest pay TV group in France, producer of premium and thematic channels) and SFR (global operator on the French mobile telephony market and high speed internet market) declared the following concrete steps :

Action 1 **Simple and robust reporting tools for users**

Vivendi's business units have already implemented reporting tools :

- Activision posts forum rules, guidelines and terms of use that prohibit abusive behavior. Blizzard posts a BattleNet (Blizzard gaming service) Forum Code of Conduct including guidelines of illicit contents not authorized on the forums. Users may report abuses via available reporting tools.
- SFR is a partner of Point de Contact, which, through a link on its website to a template report, enables clients to report any content found on the Internet deemed potentially detrimental to human dignity. In its program SFR Jeunes Talents, SFR, as a Web service editor, offers a tool to any user who witnesses abusive content online. The reports are analyzed and processed by the teams in charge of the program.
- Canal+ Group has forum rules that prohibit abusive behavior or illicit content. User forums are invited to report abuses.

Action 2 **Age appropriate privacy settings**

- Activision and Blizzard post online privacy policies and terms of use applicable to their services. Activision site visitors must meet minimum age requirements for the site to be able to register for an account or post on forums. Subject to applicable law, minor children may utilize a BattleNet account established by their parent or legal guardian with the approval of their parent or legal guardian. (Children under 13 are not entitled to create a BattleNet account). Children aged 13 to 17 are encouraged to have parents review privacy policy. Real ID » feature is defaulted to « off » for children aged 13 to 17.

- Canal+ Group allows minors to participate in prize competitions organized by TeleTOON, the channel with content addressed to children. A parental authorization is requested for the minors who participate in the TeleTOON competitions and the personal data of the children are strictly managed under a privacy policy.

Action 3 Wider Use of Content Classification

Vivendi's business units apply content classification rules applicable to their fields of activities :

- Activision and Blizzard video games are classified by applicable video game rating systems, including the PEGI and ESRB systems, and provide on the packaging (or online store in the case of a downloaded game): age label ratings and descriptors that indicate the main reasons why a game has received a particular age rating.
- As a mobile operator, SFR proposes access to premium rate services. Those services are classified in order to match the level of the parental control tool activated on mobile phones. Audiovisual media services (linear and non linear) edited by SFR are compliant with the French audiovisual regulator (CSA) rules.
- When CANAL+ launched its on-demand services (CANALPLAY in 2005 and CANAL+ on demand in 2008), it decided to classify the contents it offered on the basis of the classification already in force for its TV services. Audiovisual media services (linear and non linear) edited by Canal+ Group applies, whatever their delivery method (DTT, cable, satellite, DSL or Internet), a classification of programs and descriptive logos for audiovisual content in accordance with the French audiovisual regulator's (CSA) regulation on protection of youth audience.

Action 4 Wider Availability and use of parental controls

Vivendi's business units have already implemented parental control tools :

- Activision utilizes and supports the existing video game parental controls tools provided by the game console manufacturers. The BattleNet (Blizzard gaming service) parental control provides parents with easy-to-use tools to set up rules for World of Warcraft play time and other game parameters. Parents may choose to receive play-time reports delivered each week contain details of the child's play time.
- SFR offers parental control tools that apply to its Internet access offer through ADSL and fiber optics, its Mobile Internet access offer and to all the audiovisual services SFR distributes, whether it be TV services or on-demand audiovisual media services (VSD or VSDA). On mobile devices, SFR offers a parental control tool adapted to the young users: First level (16 up to 18). The second level is a "reinforced parental control" (under 16). For this profile, the access to community services like chat or online discussion forums is blocked.
- CANAL+ offers parental control tools to monitor access to adult content on all its Internet services (linear and non linear services). Each subscription offer (linear and non linear offers) offers two options: one with adult content and one without adult content.

Action 5 Effective takedown of child abuse material

Vivendi's business units address offensive or inappropriate content issues in the terms of use of their services and apply the relevant local regulation.

- Activision terms of use prohibit obscene and vulgar content; "Call of Duty" forum code of conduct prohibits profane and sexually explicit content, and Activision forums code of conduct prohibit offensive and inappropriate materials. Forum users are encouraged to report abuses and forum moderators have the power to delete posts and ban users.
- Blizzard's forum guidelines prohibit extreme sexuality/violence, and inappropriate, obscene or vulgar language. Forum users are encouraged to report abuses and forum moderators have the power to delete posts and ban users.
- As part of its activities, SFR applies the provisions of the LOPPSI II law, enforced in 2011, on the fight against "blatantly pornographic" content. In this way, "when the necessities of the fight against the diffusion of images or representations of minors with blatantly pornographic features justify it", the administrative authority shall notify the operators and internet service providers of the sites whose address they will prevent access. In its Charter for the use of SFR's Mobile and Broadband Forum, SFR prohibits illegal content such as "pornographic content, including child pornography and nudity images".
- CANAL+ forums Terms of Use prohibit offensive and inappropriate materials. Forum moderators have the power to delete prohibited posts.