

Media Release

30 September 2008

Digital industry joins forces to launch new cyber-safety campaign to protect kids online

SMART ONLINE, SAFE OFFLINE (SOSO) campaign launches today, going live across kids' interactive sites across the country, capturing the attention of around 2 million young people. SOSO will deliver campaigns in these sites to educate kids on how to protect themselves and of the danger of giving away too much information online.

SOSO is unique as it targets kids directly in their online space (websites aimed at the 9-15 demographic) and using their 'speak'.

"Whilst this sounds obvious, it hasn't been done in an environment of e-security (where the focus has been placed on filters and Mum and Dad strategies) – SOSO is the first in Australia to engage kids directly, thereby empowering them to manage themselves better in their online social communities." said Maree Faulkner, CEO of NAPCAN, Australia's national advocacy body for the prevention of child abuse.

Another unique feature of SOSO is the cross-industry co-operation and commitment

SOSO has leveraged the involvement and investment of the biggest and best of digital media community in a non-competitive partnership, providing a new and aligned platform for industry to demonstrate its commitment to keeping kids safe online. Media Partners hosting the campaigns are:

Bebo; BigPond; Cartoon Network; Channel Ten; Habbo Hotel; Microsoft; Miniclip; MySpace; MySport, Neopets; ninemsn; Nickelodeon; Piczo and Yahoo!7

Between them these key industry players are contributing more than **\$420,000** in pro bono advertising space.

In addition to the extensive digital media industry support, Telstra Foundation have provided SOSO with over \$500,000 funding over three years to produce a minimum of three further campaigns as part of its commitment to cyber-safety . SOSO was one of only four national initiatives selected by Telstra Foundation, from over 100 proposals, to invest in building a safer technology environment and helping kids become cyber smart.

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Through this non-profit initiative online media owners, industry leaders and government are coming together to deliver online campaigns aimed at educating young internet users about the dangers in their online environment - in their language, in their space. Future campaigns will not only tackle new safety issues such as identify theft and cyber bullying, but will also launch on new platforms such as mobile technology.

Robi Stanton, ED, Sales & Marketing from Cartoon Network said, *“As a responsible broadcaster, Cartoon Network recognised the significance of online safety and was one of the first kids' television networks to offer our total support to NAPCAN's Smart Online Safe Offline initiative. Cartoon Network has an exciting array of online offerings and our support underscores Cartoon Network's commitment to offer our viewers a safe environment. Cartoon Network is pleased to be associated with such a worthwhile campaign as SOSO that educates Australian kids on the importance of online security.”*

Smart Online, Safe Offline is a not for profit venture collaboration between the National Association for the Prevention of Child Abuse and Neglect (NAPCAN) www.napcan.org.au, digital marketing group Profero Sydney www.profero.com.au and consulting group SOCIAL www.social.net.au .

The initiative is also partly funded by the Australian Government. Other members of the consortium supporting the project include the AFP, the Interactive Advertising Bureau (AIMIA), Inspire Foundation and the Australian Communications and Media Authority (ACMA).

Check out the SOSO website at www.soso.org.au You can view the SOSO campaigns on the website under the “Spread the Message” section.

Parties interested in being part of this important community initiative should contact Julie Martin, SOSO Project Manager on (0407) 616 984 or via email: julie@social.net.au

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