

# MySpace: Keeping Teens Safe Online

## *Protecting Consumers in the Next Tech-Ade*

*"Social Networking - Trends and Implications for the Future"*

*Hosted by the Federal Trade Commission*

*Washington, DC*

*November 6, 2006*

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SVP | CSO  
FOX Interactive Media*



**“The golden age is before us, not behind us.”  
-- William Shakespeare**

# Major FIM Sites



FOXSPORTS.COM

FOX.COM



AskMen.com



# Understanding the MySpace Appeal



**Self-Expression**

**Discovery**

**Interaction**

# Key Sections



**MYSPACE MUSIC**

Midtown  
The band stays in the picture... Welcome friends, to our home away from home... Myspace. Our Myspace profile exists so that you and we may communicate. For what are friends if not connected through technology? When we started five or six months ago, we had just begun recording a new album. That album has since been completed and is scheduled for release by Columbia on June 29. The past few months have been crazy friends. In fact, this past year has been a whirlwind -- one full of drama and education. One day, while we sit around the campfire sipping hot cocoa, we'll all laugh together and recount the transigent events. Also till then, the past year shall reside in the rumor mill, shrouded in mystery and intrigue.

Check out our Myspace profile & listen to some of our tunes!

## Groups



**FEATURED ARTISTS**

AntiChrist & The Raped Punk / Punk / Punk  
Beltsuna, CA

River City High Punk / Punk / Punk  
Richmond, VA

Toddy Love Music / Punk / Punk  
Los Angeles, CA

Get your band listed here



**Myspace Groups**

Groups Home  
My Groups  
Create Group

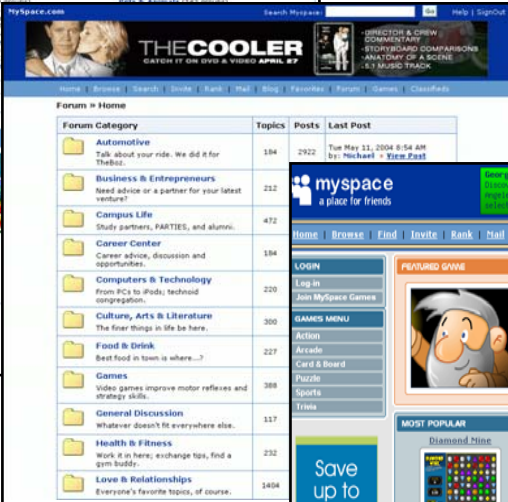
Groups by Category

- Activities (22 groups)
- Automotive (242 groups)
- Business & Entrepreneurs (64 groups)
- Cities & Neighborhoods (408 groups)
- Companies / Co-workers (85 groups)
- Computers & Internet (84 groups)
- Continents & Regional (112 groups)
- Cultures & Community (200 groups)
- Entertainment (254 groups)
- Family & Home (44 groups)
- Fan Clubs (432 groups)
- Fashion & Style (27 groups)
- Film & Television (164 groups)
- Food, Drink & Wine Games (140 groups)
- Gay, Lesbian & Bi (10 groups)
- Government & Politics (10 groups)
- Health, Wellness, Fitness (79 groups)
- Hobbies & Crafts (15 groups)
- Literature & Arts (227 groups)
- Money & Investing (14 groups)
- Music (2943 groups)
- Magazines & Clubs (100 groups)
- Non-Profit & Philanthropic (75 groups)
- Other (210 groups)

Keywords:

Featured Group: **AMERICA'S FUNNIEST PU**

## Forums



**THE COOLER**  
CHECK IT OUT OVER A VIDEO GAME, BY MICHAEL + STEVE POST

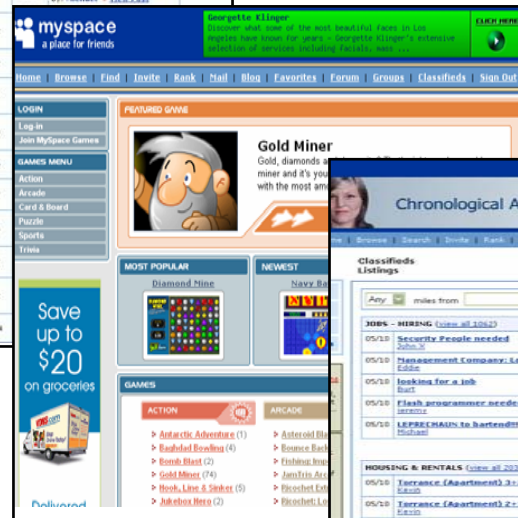
Forum Category

Forum Category	Topics	Posts	Last Post
Automotive	184	2922	Tue May 11, 2004 9:54 AM by: Michael + Steve Post
Business & Entrepreneurs	212		
Campus Life	472		
Career Center	184		
Computers & Technology	220		
Food & Drink	227		
Games	388		
General Discussion	117		
Health & Fitness	232		
Love & Relationships	1454		

Featured Game: **Gold Miner**  
Gold, diamonds and more with the most amazing...

Save up to \$20 on groceries

## Games



**myspace**  
a place for friends

Home | Browse | Find | Invite | Rank | Mail | Blog | Favorites | Forum | Groups | Classifieds | Sign Out

LOG IN  
Log in  
Join Myspace Games

FEATURED GAMES

**Gold Miner**  
Gold, diamonds and more with the most amazing...

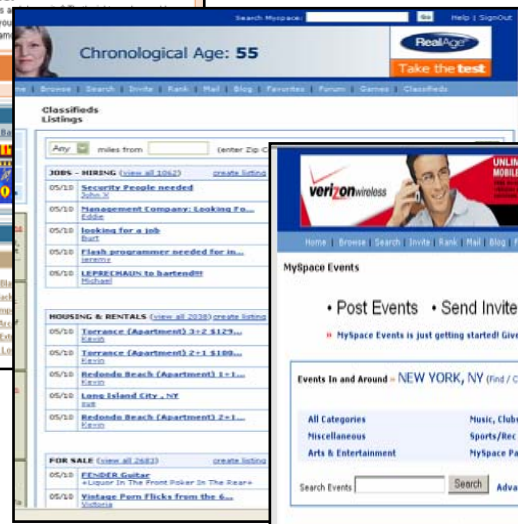
MOST POPULAR

- Diamond Mine
- Navy 101

NEWEST

- Antarctic Adventure (1)
- Ballful Baseball (4)
- Bomb Blast (2)
- Gold Mines (74)
- Hook, Line & Sinker (5)
- Jetbox Blast (2)
- Asteroid Blast
- Boomer Blast
- Chicken Blast
- Jammin' Air
- Bioshock Blast
- Bioshock Lo

## Classifieds



**Chronological Age: 55**  
RealAge  
Take the test

Classifieds Listings

Any miles from (center Zip Code)

**JOB - HIRING** (view all 4262) create listing

- 05/10 Security Profile needed
- 05/10 Homebased Company Looking For...
- 05/10 Looking for a job
- 05/10 Flash programmer needed for...
- 05/10 LEFEE CHAIN to bartenders!

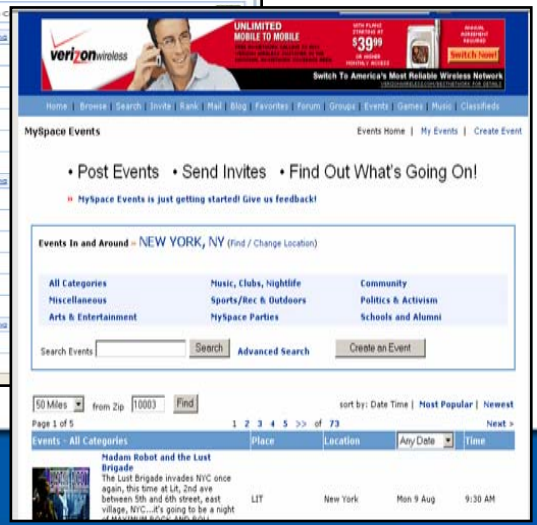
**HOUSING & RENTALS** (view all 2038) create listing

- 05/10 Terrace (Apartment) 2-1-2 \$123...
- 05/10 Terrace (Apartment) 2-1-1 \$109...
- 05/10 Bedside Beach (Apartment) 3-1-1...
- 05/10 Lomo Island City - NYC
- 05/10 Bedside Beach (Apartment) 2-1-1...

**FOR SALE** (view all 2482) create listing

- 05/10 ECHOES Guitar
- 05/10 Looking In The Front Poker In The Rear...
- 05/10 Vintage Porn Flicks from the 60...

## Events



**verizon** wireless  
UNLIMITED MOBILE... \$39.99

Home | Browse | Search | Invite | Rank | Mail | Blog | Favorites | Forum | Groups | Events | Games | Music | Classifieds

**Myspace Events**  
Events Home | My Events | Create Event

• Post Events • Send Invites • Find Out What's Going On!

Myspace Events is just getting started! Give us feedback!

**Events In and Around - NEW YORK, NY** (Find / Change Location)

All Categories: Music, Clubs, Nightlife, Community, Miscellaneous, Sports/Rec & Outdoors, Politics & Activism, Arts & Entertainment, Myspace Parties, Schools and Alumni

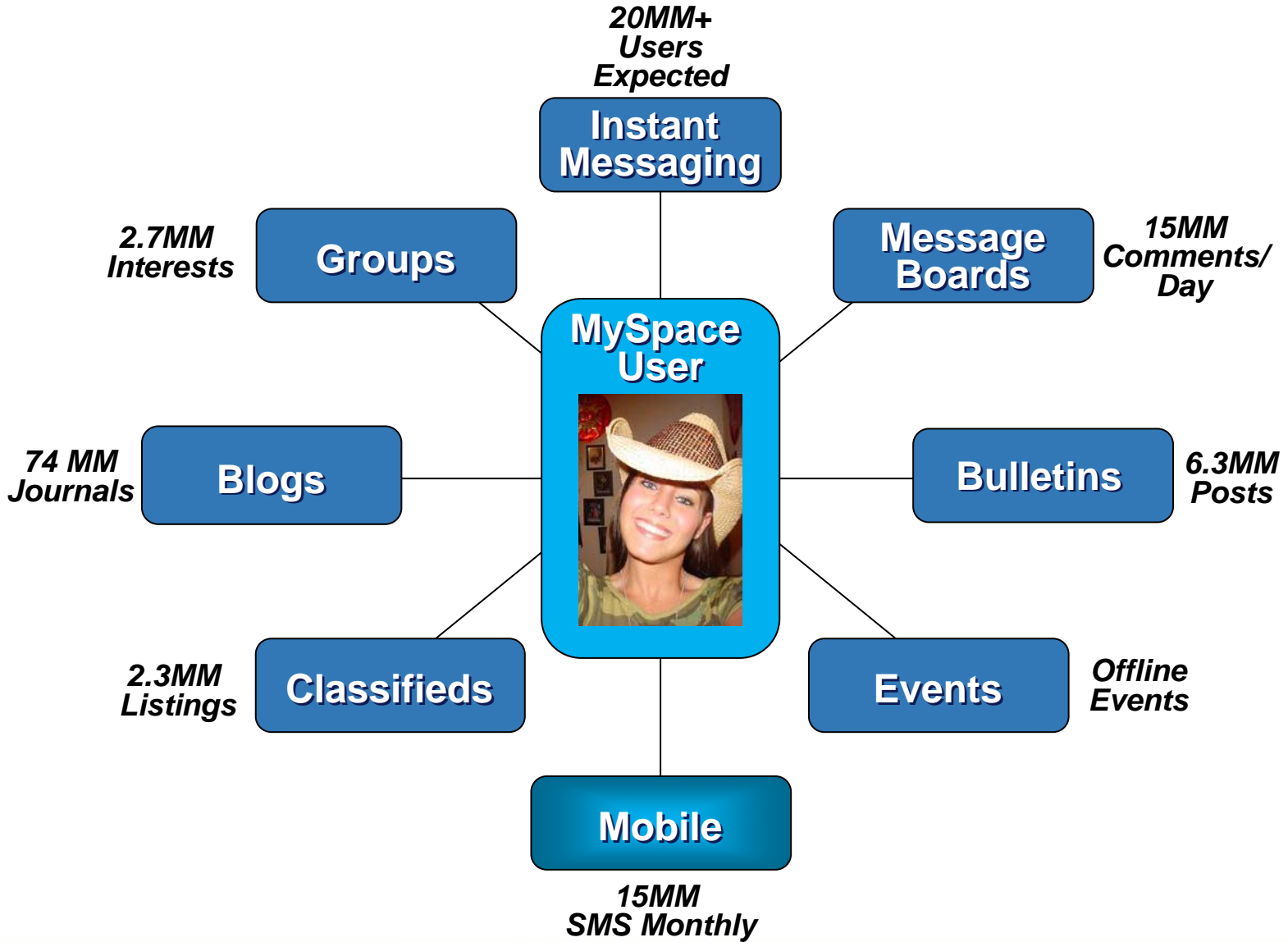
Search Events [ ] Search Advanced Search Create an Event

50 Miles from Zip 10003 Find

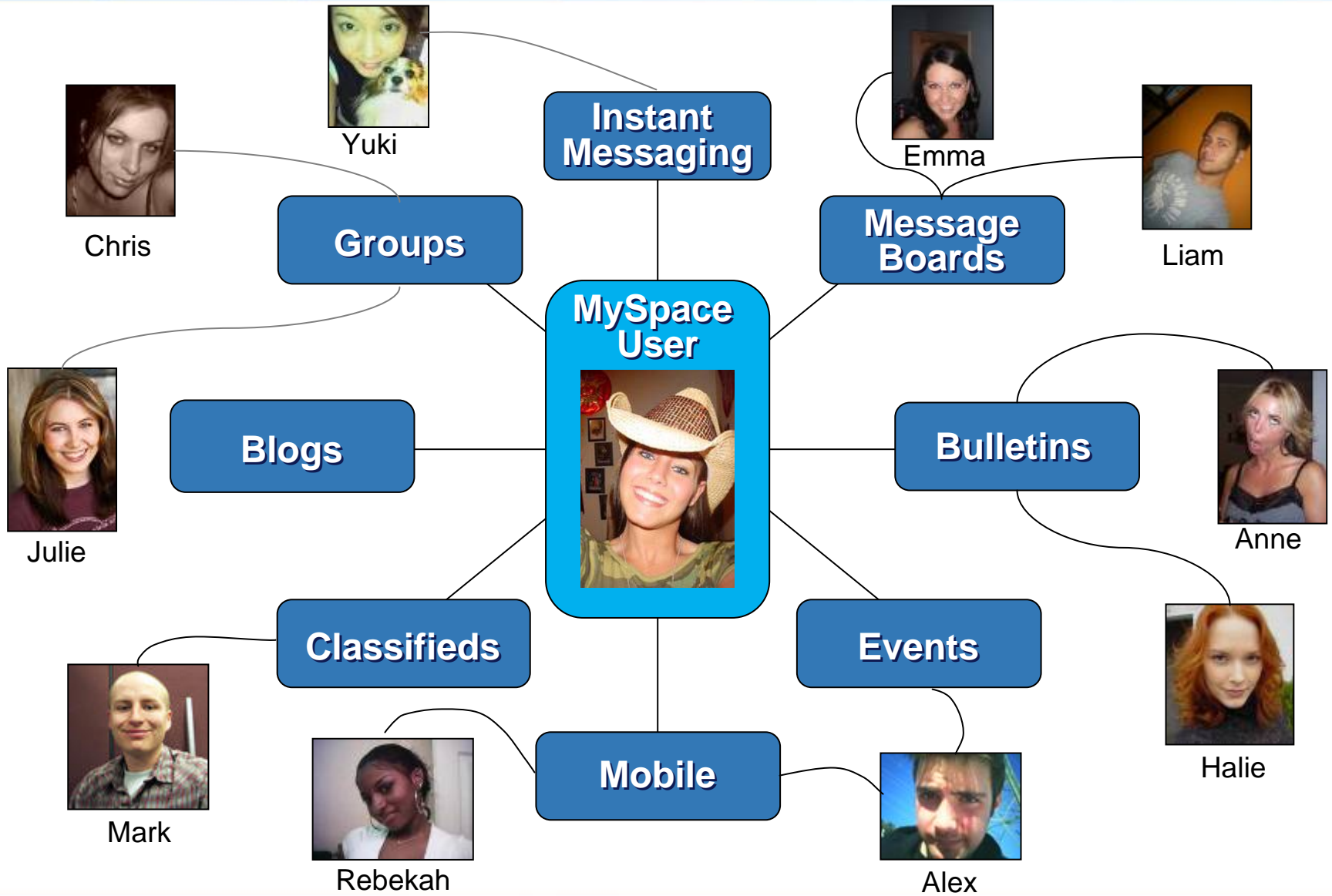
Page 1 of 5 1 2 3 4 5 >> of 73 Next >

Events - All Categories

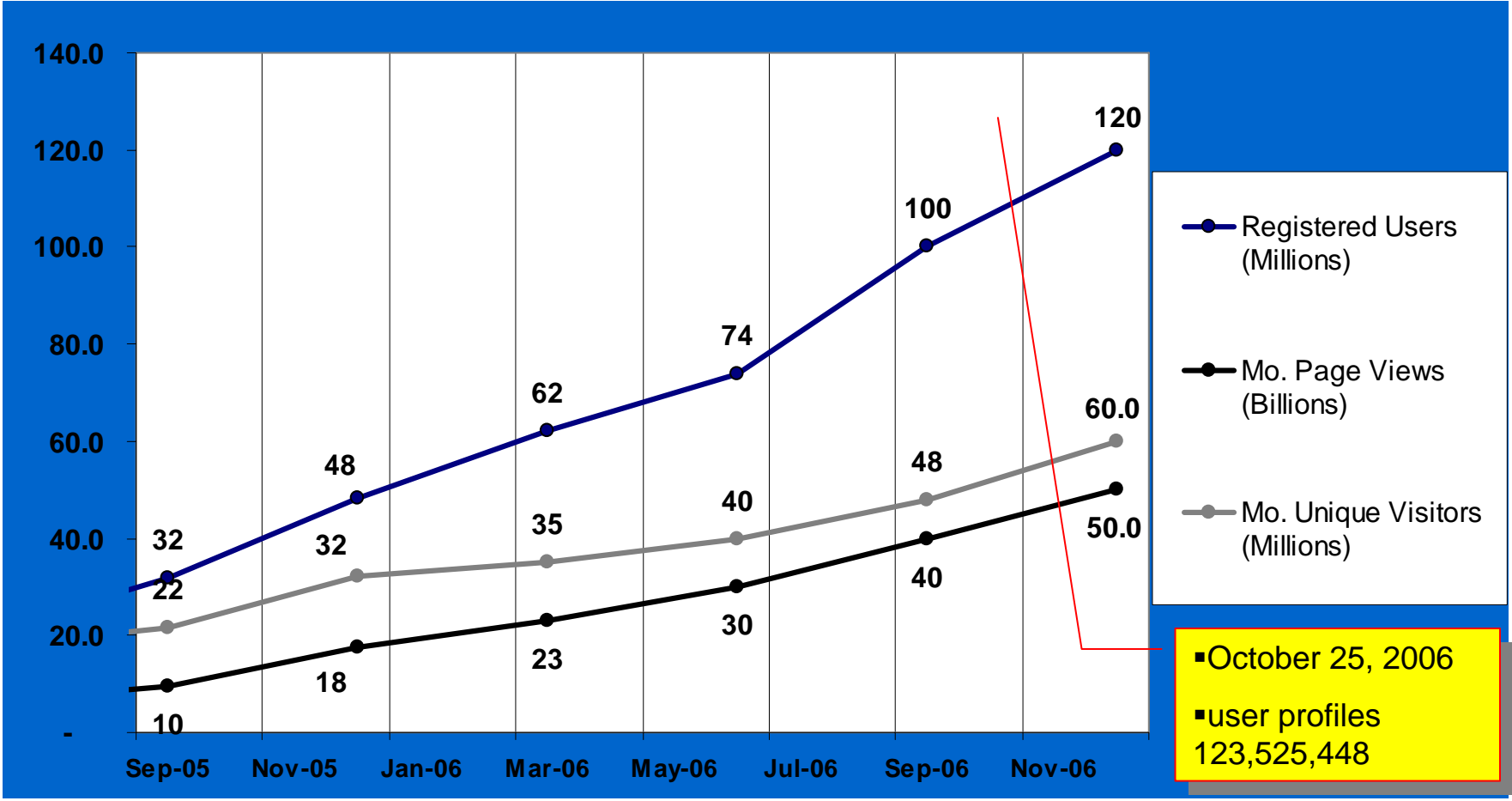
Event	Place	Location	AnyDate	Time
Madam Robot and the Lust Brigade	LIT	New York	Mon 9 Aug	9:30 AM



# MySpace: Communication for the Next Generation



# MySpace: Unparalleled Growth



Source:  
\* ComScore MediaMetrix, December 2005  
\*\*Media Metrix, December 2005 Page View Ranking top 1,000 domains





**LAUNCH**

**2004**

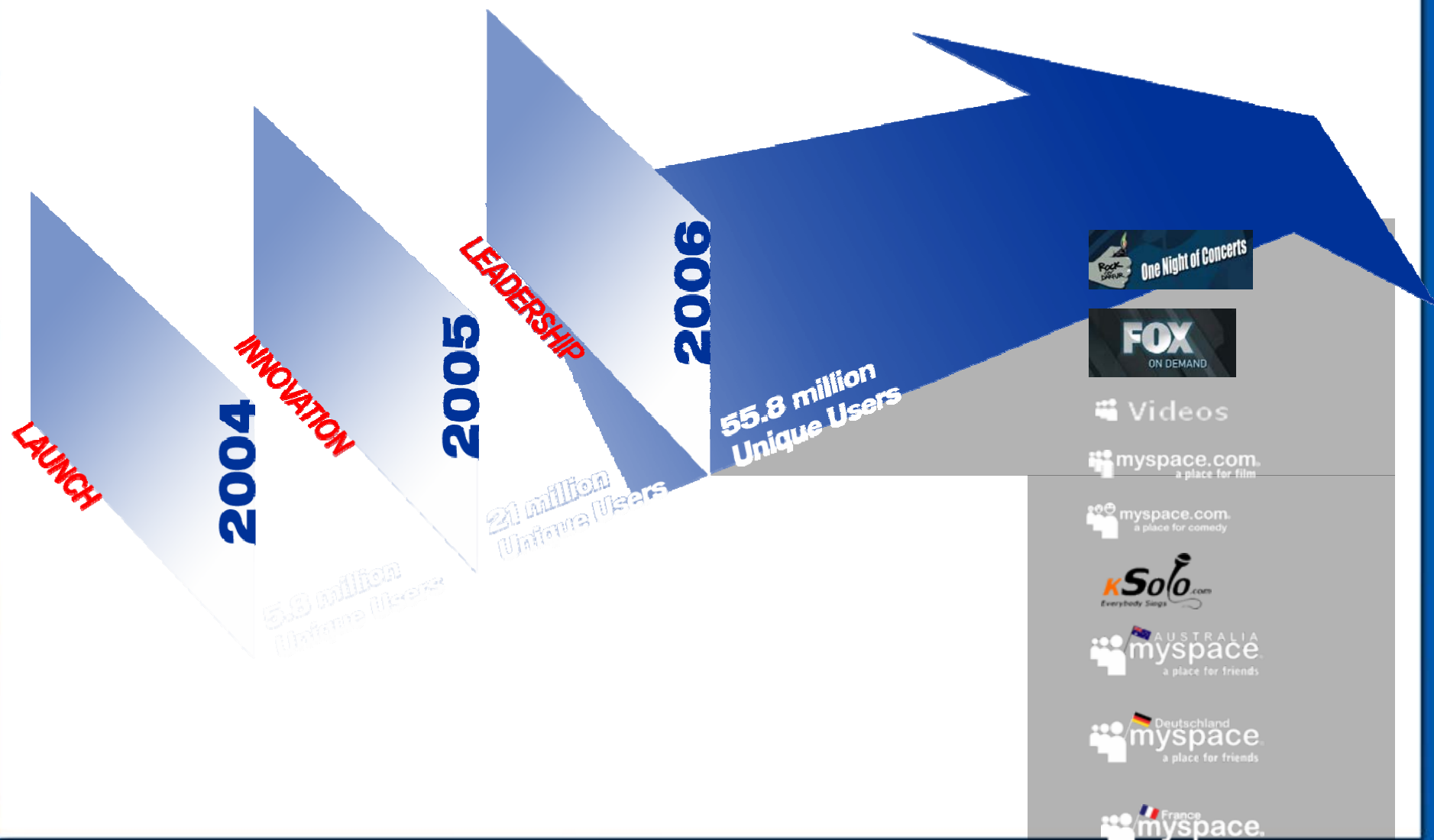
**5.8 million  
Unique Users**

 **myspace**<sup>®</sup>  
a place for friends

 **myspace.com**<sup>®</sup>  
a place for music







Videos

myspace.com.  
a place for film

myspace.com.  
a place for comedy



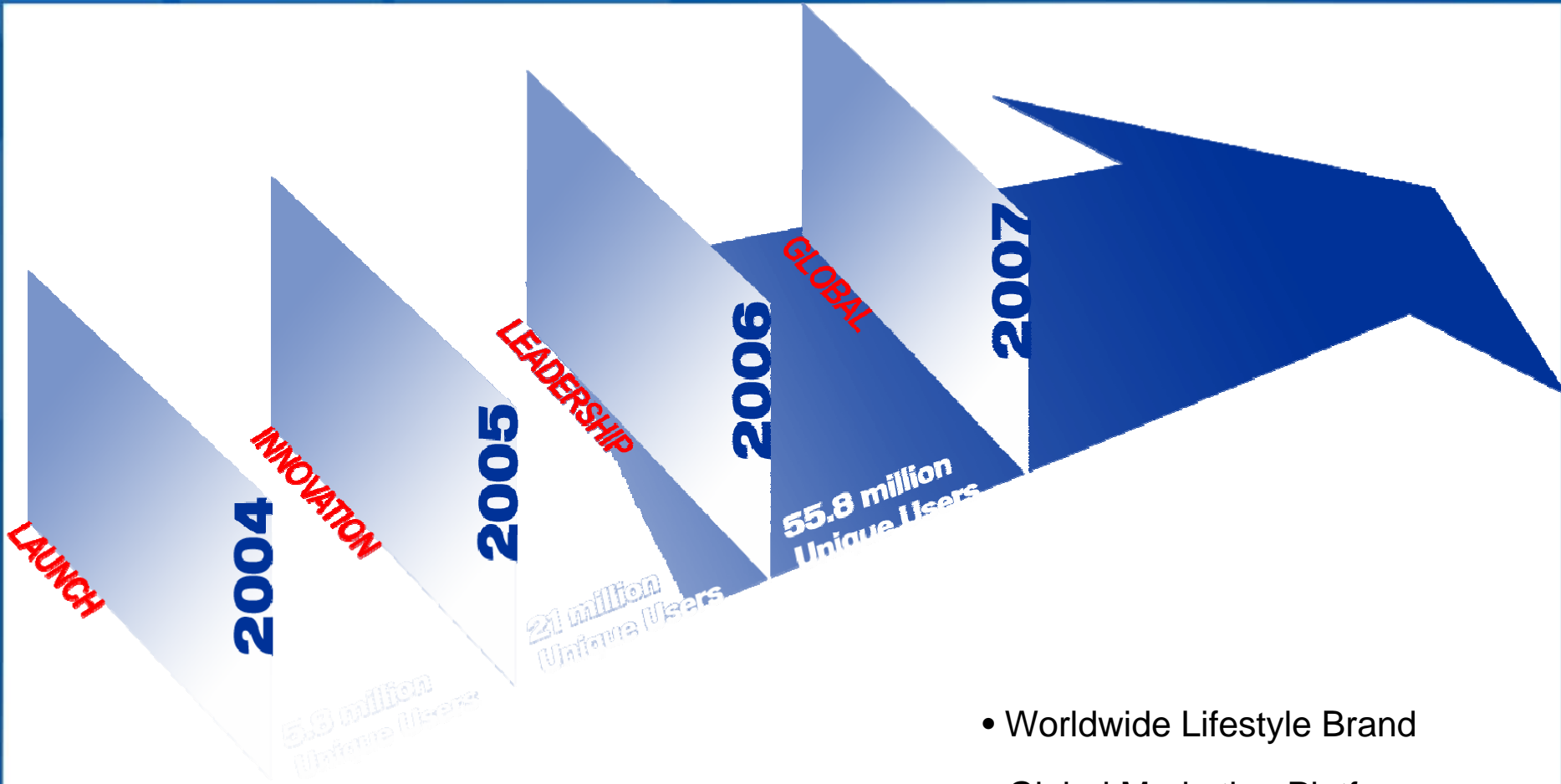
AUSTRALIA  
myspace.  
a place for friends

Deutschland  
myspace.  
a place for friends

France  
myspace.  
a place for friends

UK  
myspace.  
a place for friends

# Where We've Been, Where We're Going

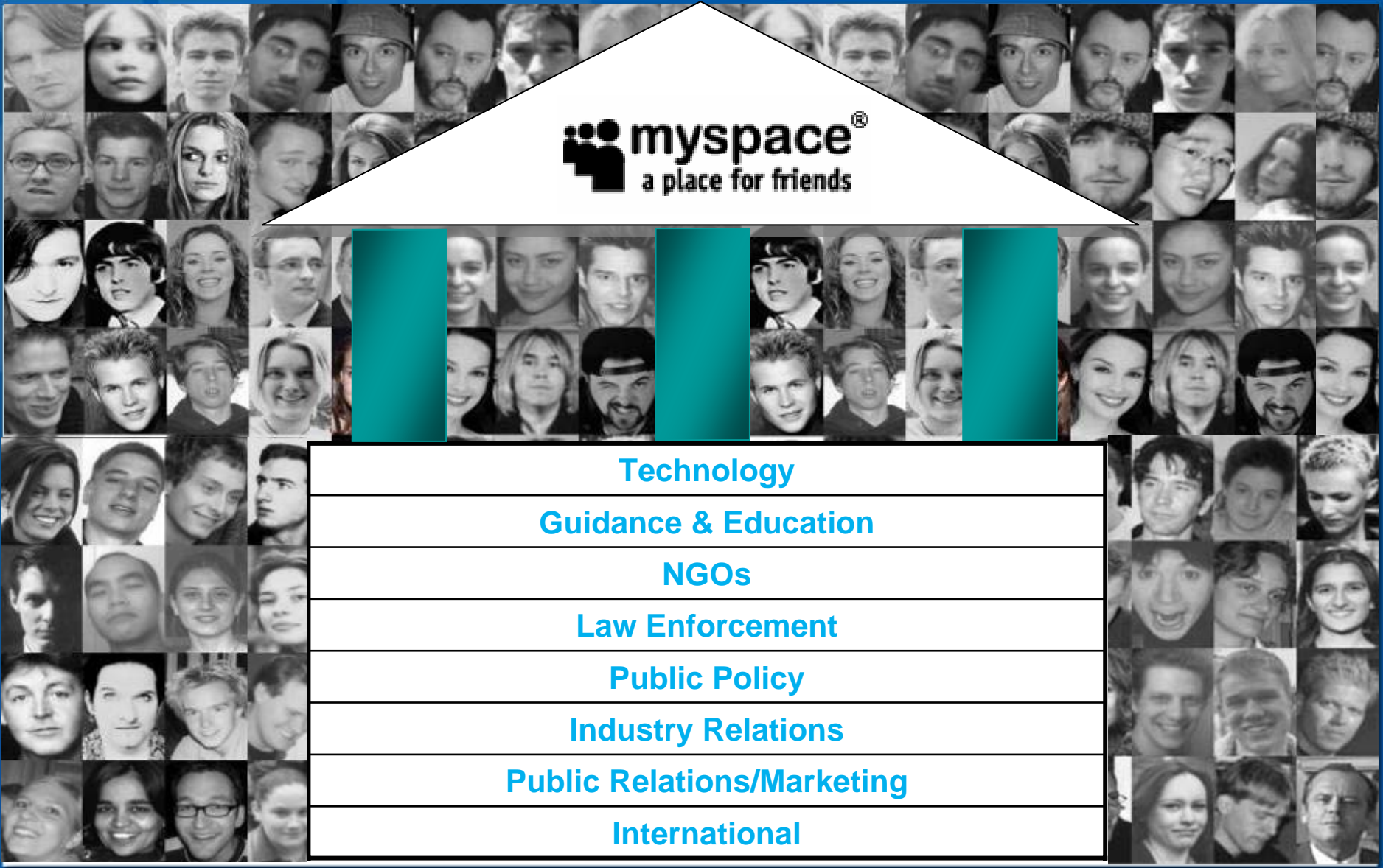


- Worldwide Lifestyle Brand
- Global Marketing Platform

# Online Risks to Teens

- Teens have embraced social networking as a means to connect and express themselves.
- As parents everywhere know, the real world comes with risks. Online media is no different.
- MySpace is dedicated to keeping online safe.







- Technology
- Guidance & Education
- NGOs
- Law Enforcement
- Public Policy
- Industry Relations
- Public Relations/Marketing
- International

## *Providing a safer and more secure member community online*

### Technology

- Safety technology/features that reduce actual and perceived threats to members

### Guidance & Education

- Online safety education for parents, teachers, teens & law enforcement

### NGOs

- Partnerships with key NGOs and government agencies to create greater reach and visibility

### Law Enforcement

- Become critical partner with law enforcement via response programs & training

## *Providing a safer and more secure member community online*

### Public Policy

- Reduce threats of reactive legislation & provide lawmakers with anti-predator legislation

### Industry Relations

- Partnerships with industry members on safety & security

### Public Relations/ Marketing

- Create public awareness of safety initiatives and market safety & security

### International

- All of the above as appropriate in each country/region



- **Goals**

- Build safety into MySpace features
- Build safety features into MySpace
- Partner with Safety Advocates, Educators, Law Enforcement, and Lawmakers to enhance safety as a community

- **Guiding Principles**

- Prevent teens from accessing inappropriate content
- Protect teens from people with bad intentions
- Provide tools that empower all members to be safer
- Provide support to law enforcement to bring perpetrators to justice

- **“Red Team” Method – a disciplined approach to solving difficult challenges**
  - Identify Issues
    - Feedback from Internal Team, Safety Experts, Law Enforcement, Lawmakers, Educators, Press, Users
  - Identify Solutions
    - MySpace engineers evaluate issues & determine technical fixes to combat safety issues
  - Identify Resources
    - How many engineers and how much time to build and implement
  - Assign Priorities
    - Greatest impact solutions get highest priority

## ***Inappropriate Content Is Not Welcome Here***

- **Protecting Content from Teens**
  - Strict image policies with hashing to prevent bad image uploads
  - Known bad URLs are blocked from being posted on site
  - User accounts deleted for uploading inappropriate videos
  - Under 18s/21s cannot access Tobacco/Alcohol Ads
  
- **Protecting Teens from Content**
  - Mature groups cannot be accessed by under 18's
  
- **Staff Safety Initiatives**
  - Every image reviewed by hand
  - Review Groups to ensure proper labeling as Mature
  - Classifieds reviewed by staff
  - Hate content searched for and removed upon discovery
  - Group and profile images reviewed by staff
  - Videos reviewed by staff before going live on site

## ***People With Bad Intentions Are Not Welcome Here***

- **Protecting Teens from Adults**
  - Under 16's automatically assigned a Private Profile
  - Under 18 can never Browse for under 16's
  - Adults can never Browse for under 18's
  - Adults can never add under 16's as a friend unless they know the under 16's last name or email address
  - PII removed upon discovery
  - Deleted accounts cannot re-register with same email address for 14 days
- **Protecting Adults from Teens**
  - Under 18's blocked from Browsing for 'Swingers'
  - Adults can block under 18's from contacting them
- **Our Staff is Focused on Safety**
  - All predator reports extensively reviewed and referred to NCMEC

## ***Keeping Users Safe***

- **Tools**

- All members can set profile to Private
- Users can pre-approve all comments before being posted
- Users can block another user from contacting them
- Users can conceal their 'online now' status
- Users can prevent forwarding of their images to other sites

- **Education**

- Safety Tips on every page including links to blocking software
- Contact MySpace on every page
- Under 18's must review and agree to Safety Tips upon sign-up

- **Reporting**

- Users can report inappropriate content, behavior to MySpace
- Users can send spam email complaints to MySpace
- Users can directly report sexually explicit conduct to NCMEC's CyberTipLine

- **Oversight**

- 32,000 trained school moderators oversee forums
- Rapid Response Team in place for sensitive issues
- All IP logs of image uploads are captured

# Education through Safety Tips on every page

Safety Tips

Tips For Parents

MySpace makes it easy to express yourself, connect with friends and make new ones, but please remember that what you post publicly could embarrass you or expose you to danger. Here are some common sense guidelines that you should follow when using MySpace:

- **Don't forget that your profile and MySpace forums are public spaces.** Don't post anything you wouldn't want the world to know (e.g., your phone number, address, IM screens name, or specific whereabouts). Avoid posting anything that would make it easy for a stranger to find you, such as where you hang out every day after school.
- **People aren't always who they say they are. Be careful about adding strangers to your friends list.** It's fun to connect with new MySpace friends from all over the world, but avoid meeting people in person whom you do not fully know. If you must meet someone, do it in a public friend or trusted adult.
- **Harassment, hate speech and inappropriate content should be reported.** If behavior is inappropriate, react. Talk with a trusted adult, or report it to MySpace.
- **Don't post anything that would embarrass you later.** Think twice before posting you wouldn't want your parents or boss to see!
- **Don't mislead people into thinking that you're older or younger.** If you are un to be older, customer service will delete your profile. If you are over 18 and prefer to contact underage users, customer service will delete your profile.
- **Don't get hooked by a phishing scam.** Phishing is a method used by fraudsters personal information, such as your username and password, by pretending to be a [here](#) to learn more.

To learn more please visit these other resources:

- [OnGuard Online: FTC safety tips](#)
- [NetSMART.org](#)
- [SafeTeens.com](#)
- [WebWiseKids.org](#)
- [BlogSafety.Com](#)
- [Common Sense Media](#)

For more information on Monitoring software, please visit

- [Software4parents.com](#)
- [k9webprotection.com](#)

To learn more please visit these other resources:

- [OnGuard Online: FTC safety tips for parents](#)
- [NetSMART.org](#)
- [WiredSafety.org](#)
- [The Child Safety Network](#)
- [GetNetWise.org](#)
- [SafeTeens.com](#)
- [BlogSafety.Com](#)
- [Common Sense Media](#)

Safety Tips

Tips For Parents



For teens, MySpace is a popular online hangout because the site makes it easy for them to express themselves and keep in touch with their friends.

As a parent, please consider the following guidelines to help your children make safe decisions about using online communities.

- **Talk to your kids about why they use MySpace, how they communicate with others and how they represent themselves on MySpace.**
- **Kids shouldn't lie about how old they are. MySpace members must be 14 years of age or older.** We take extra precautions to protect our younger members and we are not able to do so if they do not identify themselves as such. MySpace will delete users whom we find to be younger than 14, or those misrepresenting their age.
- **MySpace is a public space.** Members shouldn't post anything they wouldn't want the world to know (e.g., phone number, address, IM screen name, or specific whereabouts). Tell your children they should avoid posting anything that would make it easy for a stranger to find them, such as their local hangouts.
- **Remind them not to post anything that could embarrass them later or expose them to danger.** Although MySpace is public, teens sometimes think that adults can't see what they post. Tell them that they shouldn't post photos or info they wouldn't want adults to see.
- **People aren't always who they say they are. Ask your children to be careful about adding strangers to their friends list.** It's fun to connect with new MySpace friends from all over the world, but members should be cautious when communicating with people they don't know. They should talk to you if they want to meet an online friend in person, and if you think it's safe, any meeting should take place in public and with friends or a trusted adult present.
- **Harassment, hate speech and inappropriate content should be reported.** If your kids encounter inappropriate behavior, let them know that they can let you know, or they should report it to MySpace or the authorities.
- **Don't get hooked by a phishing scam.** Phishing is a method used by fraudsters to try to get your personal information, such as your username and password, by pretending to be a site you trust. [Click here](#) to learn more.

[Click Here](#) to remove your [child's profile](#) from MySpace

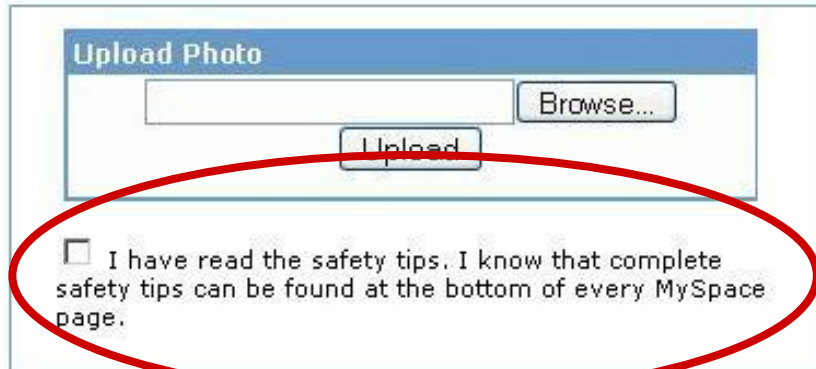
## Upload Some Photos!

**The second step in creating your profile is sharing your photos to let friends and other members see who you are.**

Photos may be a max of 600K in these formats: GIF or JPG  
[\[help\]](#)

**Photos may not contain nudity, violent or offensive material, or copyrighted images. If you violate these terms, your account will be deleted. [\[photo policy\]](#)**

If you don't see the Upload Photo form below, click [here](#)



Upload Photo

I have read the safety tips. I know that complete safety tips can be found at the bottom of every MySpace page.

**Please read these safety tips before posting any photos or personal info.**

**MySpace is a public space.** Don't post anything you wouldn't want the world to know (e.g. your phone number, address, instant messenger screen name, or specific whereabouts). Don't post any nudity, violent, or offensive material, or copyrighted images. If you violate these terms, your account will be deleted. [\[photo policy\]](#)

**People aren't always who they say they are.** Exercise caution when communicating with strangers and avoid meeting people in person whom you do not fully know. If you must meet someone, do it in a public place and bring a friend or trusted adult.

**Harassment, hate speech, and inappropriate content should be reported.** If you feel someone's behavior is inappropriate, react. Talk with a trusted adult, or report it to MySpace or the authorities.

- **MySpace Education Outreach Program**
  - Parent's guide
  - School administrator's guide
- **Partnerships**
  - National Center for Missing and Exploited Children
  - Ad Council
  - NSBA and NAIS
  - National PTA
  - CommonSense Media
  - WiredSafety.org
  - BlogSafety.org
  - MySpace Safety Advisory Committee formed
- **Links promoting safety on every single MySpace page**
- **Extensive PSA campaigns across News Corp properties**



*everychild.one voice.*





# PSA Campaign: Support Across Media



Online



FOXSPORTS.COM

AskMen.com

Radio / Print



Network / Cable



- **Prevent convicted sex offenders from accessing social networking sites**
  - Require registration of a valid email address into sex offender registry so that social networking sites can block access to those registrants. Violation of requirement would be considered violation of parole/probation terms with criminal penalties.
- **Add additional charging or enhanced sentence against adults who change age to solicit minors online for sexual purposes**
  - Make it a crime for an adult to change age with the intent to solicit a minor online for sexual purposes (or increase sentence when such conduct involved)
- **Consistent ability to charge adult who solicits a minor online**
  - Allow charging of adult who solicits minor online even if no further action occurs

# Partnering with Law Enforcement

- Ongoing support for local, state and federal law enforcement
- 24/7 dedicated hotline – not just for emergencies
- Trained over 1000 law enforcement officers on how to investigate and prosecute cyber criminals using MySpace
- Law Enforcement Guide and One Sheet distributed to over 1500 law enforcement officers



Thank You.