

INTRODUCTION

Viacom/MTV Networks is one of the world's leading creators of entertainment content, with brands that engage and connect diverse audiences across television, online, mobile, games, virtual worlds and consumer products. Our portfolio spans more than 150 television channels and 350 digital media properties worldwide, from brands including MTV, VH1, Nickelodeon, Nick at Nite, COMEDY CENTRAL, CMT, Spike TV, TV Land and, Logo. Our digital sites are dedicated to building a social experience that is focused on media and connecting with friends around favorite shows, stars, artists and passions.

As we grow and enhance our digital media offerings, MTV Networks has made efforts to build a solid foundation in safety, security, and privacy on all of our websites. We have established standards and best practices in areas of content and contact that we continue to refine as the digital landscape continues to evolve.

SAFETY FEATURES

Enforcement of Minimum Age Requirements: All sites under MTV Networks Terms of Use have a minimum age restriction; currently set at 13 years old (please refer to “Special Considerations for our Child-Directed Websites” below). Sites targeting an older demographic are set at a higher minimum age. We have established policies to help enforce our minimum age restriction, including a drop down list that does not stop at the minimum age (implying the age required) and a neutral and difficult to circumvent rejection. MTVN also places a cookie on a registrant's browser to help prevent age falsification.

Email Verification: Our sites require that users register with a valid and/or authenticated email address in order to assist in verifying users and to discourage users from impersonating others.

Privacy Settings: Profiles of users that are under 16 are automatically set to private upon account creation and all users have the option to set their profiles to private. Users under 16 are prohibited from making their profiles public to users over 18 unless the user becomes “friends” with that user. Users 18 and over can only become “friends” with users under 16 if they know the user's last name, email address, or username. As an unregistered user or a user over 18, we do not allow searches for users under 18.

All interaction tools, private, instant and video messaging and user profiles have the “block user” function available and easily accessible. In addition, users can also choose to hide their ‘online now’ status and choose only to give their friends access to send messages for further privacy.

Automatic display of a user's last name is never allowed on any of our sites and usernames are automatically displayed instead.

We age- lock users into their selected age group 17 & under or 18 and over preventing them from bypassing important age based default safety features.

Pre-Moderation of Videos and Photos: Uploads are screened for copyright infringement and inappropriate content using human moderation and/or identification technologies. 24/7 human moderators are also on hand to resolve any potential issues/discrepancies with the automatic screening of videos (including avatars/profile pictures) for copyright infringement. Human moderators also screen uploads for any potential violation of our content moderation guidelines and terms of use. Although text is not pre-moderated each site has the ability to issue 'hot word replacements' for certain words to be auto-replaced by a string of selected characters. Word replacement applies to community pages and widgets and user profile pages, including module headers and display name.

Post Moderation & Reporting Tools: Our sites offer users the ability to report inappropriate content by flagging content and comments which are then reviewed by our moderators for further action if necessary. Also, available throughout the site is the ability to report a user, which is located directly on the user profile. Additionally, flags to report abuse are provided in other areas containing user-generated content, including photos, forum postings, and profile threads.

Rating Inappropriate Content: Our 24/7 moderation allows us to rate and filter (or an age gate when appropriate) content as suitable for either all ages, 13+,16+, 18+, or unacceptable.

Predatory Behavior Online: Built into our moderation practices is also a process for handling occurrences of child pornography and any signs of predatory behavior on our sites with a direct link to NCMEC's CYBERTIP line.

Education: We have implemented various age-appropriate educational tools for users across our sites such as internally produced safety pop-ups, video feeds and FAQ's. We include informative safety documents to assist both users and parents and include links to outside resources on safety, security and privacy (FTC) on our websites. We have also developed a comprehensive website for girls with vital safety information on how to protect themselves online.

Special Considerations for Our Child-Directed Websites: In addition to ensuring that the experience of our 13+ community is safe and secure, MTVN takes special precautions to safeguard the online experiences of our most vulnerable users, children under 13. All MTVN websites directed at children under 13 fully comply with the Federal Trade Commission's Children's Online Privacy Protection Act (COPPA). In addition, we do not collect PII at registration and children are always asked to register with a nickname.

Steps are also taken to ensure that children's safety is never at risk. In addition to all UGV and UGC being pre-moderated, all message board posts are also pre-moderated on children's sites. If chat functionality exists on one of the child-directed websites, the

functionality is accompanied by parental notifications and controls for each account. It is restricted to a list of prewritten phrases or a limited dictionary that has been vetted and includes a phrase filter that eliminates problematic word combinations.

CONCLUSION

Following our participation with the Berkman Internet Safety Task Force, we are exploring utilizing sex offender registry software to assist us in locating and removing RSO's from our sites. We are also evaluating filtering, auditing and text/contextual analysis systems. MTV Networks is committed to enhancing the safety, security and privacy on our sites. Moving forward, we will continue to research technical and non-technical solutions, while remaining involved with industry initiatives and self regulation efforts.