

# RTUK- Protection of Minors National Regulations and Applications

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## 1. **International Regulations Ratified by Turkey**

- United Nations - Convention on the Rights of the Child
- Council of Europe - European Convention on Transfrontier Television
- European Union - Audiovisual Media Services Directive (AVMSD)

## 2. **Turkish Law on the Establishment of Radio and Television Enterprises and Their Media Services No:6112**

## 3. **Major Projects on Protection of Minors**

- Media Literacy
- Media Ethics Code
- Survey Series on children viewing habits
- Smart Signs
- “Children! It’s time to go to sleep” Project

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# Convention on the Rights of the Child- United Nations



Turkey signed the UN Convention on the Rights of the Child on September 14, 1990 and ratified it on December 9, 1994.

- **Article 17**

States Parties recognize the important function performed by the mass media and shall ensure that the child has access to information and material from a diversity of national and international sources, especially those aimed at the promotion of his or her social, spiritual and moral well-being and physical and mental health.

Turkey signed the European Convention on Transfrontier Television on 7 September 1992 and ratified on 21 January 1994 along with its additional protocol that entered into force on 1 May 1994, aiming to facilitate cross-border transmission and retransmission of television programme services.

## **Article 7 – Responsibilities of the broadcaster**

- 1) All items of programme services, as concerns their presentation and content, shall respect the dignity of the human being and the fundamental rights of others.
  
- 2) All items of programme services which are likely to impair the physical, mental or moral development of children and adolescents shall not be scheduled when, because of the time of transmission and reception, they are likely to watch them.

## Article 12

Member States shall take appropriate measures to ensure that on-demand audiovisual media services provided by media service providers under their jurisdiction which might seriously impair the physical, mental or moral development of minors are only made available in such a way as to ensure that minors will not normally hear or see such on-demand audiovisual media services.

## Article 27

1. Member States shall take appropriate measures to ensure that television broadcasts by broadcasters under their jurisdiction do not include any programmes which might seriously impair the physical, mental or moral development of minors, in particular programmes that involve pornography or gratuitous violence.

2. The measures provided for in paragraph 1 shall also extend to other programmes which are likely to impair the physical, mental or moral development of minors, except where it is ensured, by selecting the time of the broadcast or by any technical measure, that minors in the area of transmission will not normally hear or see such broadcasts.

3. In addition, when such programmes are broadcast in unencoded form Member States shall ensure that they are preceded by an acoustic warning or are identified by the presence of a visual symbol throughout their duration.

# Turkish Law on the Establishment of Radio and Television Enterprises and Their Media Services No:6112



New Broadcasting Law, dated 15.02.2011, is designed to be in line with the provisions of EU Audiovisual Media Services Directive on every item of media service principles and commercial communication (advertising, teleshopping, advertisement of certain products, sponsorship, product placement etc.)

## Media service principles

- **ARTICLE 8** – (1) Media service providers shall provide their media services in line with the principles under this paragraph with an understanding of public responsibility.



# Turkish Law on the Establishment of Radio and Television Enterprises and Their Media Services No:6112 (2)



g) shall not contain abuse of children and powerless and disabled people or incite violence against them;

(2) In radio and television broadcasts, any programmes, which could impair the physical, mental, or moral development of young people and children shall not be broadcast within the time intervals that they may be viewing and without a cautionary/protective symbol.

(3) On demand media service providers shall ensure the provision of media services, which could adversely impact the physical, mental or moral development of young people and children in such manner that under normal circumstances they will not hear and see such services.

# Major Projects on Protection of Minors



- **Broadcasting organizations' Viewer's Representative system**  
System was initiated in 2006. Media service providers appoint a viewer representative from their companies, who has at least ten years of professional experience, for the purpose of forming the co-regulation and self-regulation mechanisms, evaluating complaints from viewers and listeners, presenting them to the broadcasting board of the enterprise, and following up on the results. There is a provision regulating this system in the new Law.
- **Media Literacy**  
(details are in following slides)
- **Media Ethics Code**  
As a co-regulatory measure signed in 2007 by broadcasters. The project was conducted with a study initiated by RTUK.

# Major Projects on Protection of Minors (2)



- Survey Series on children viewing habits  
(details are in following slides)
- Smart Signs  
Informative system for the protection of children from harmful content (details are in following slides)
- “Children! It’s time to go to sleep” Project  
An animated character invites the children to bed every night at 9:30pm. (details are in following slides)

- Initiated by Radio and Television Supreme Council in cooperation with Ministry of National Education in the Academic Year of 2006-2007,
- Started as a pilot project at secondary schools in 5 different provinces of Turkey,
- At the beginning only 7th class students,
- Enlarged whole country in the Academic Year of 2008-2009 in secondary schools in 6,7 and 8th classes as a selective lesson.

- For the academic year 2008 – 2009  
1.5 million students selected  
media literacy lesson in 34.000 schools.  
The number of Media Literacy Education  
teachers in Turkey is approx. 12.000
- Up to date in total approximately 2.2 million  
student selected this lesson
- RTÜK prepared an “introduction film for  
media literacy” to be shown on TVs and  
text books for media literacy lessons  
in cooperation with Ministry of Education

# Surveys on Children's Viewing Habits (2006-2009)



- The average viewing time of the children of primary school age is nearly 4 hours (3.42) a day
- children spent approx. **1500 hours** watching TV (for comparison; 900 hours in school) yearly
- 82 % of the children decide themselves on what to watch and how long to watch
- The most disturbing content for children is obscenity, followed by violence and people in miserable situations (crying, sad, etc.)
- The typical Turkish viewer spends a daily average of 4,5 hours in front of the screen
- Most of the parents (70%) reported that children watch TV with them and in general only 13% of children watch TV alone.
- Turkish parents prefer co viewing as a parental mediation but they are quite incompetent to restrict their children's TV viewing especially in the evenings
- The percent of parents who want to be informed about possible harmful content of TV programmes is 75%

- Started operating on 23 April 2006
- In first years the system was exercised on voluntary one. In practice RTUK advised and assisted the usage of the system through
  - issuing 'implementation rules and principles'
  - Training of sector coders and preparing guidance handbooks for coders
  - Giving help desk services
  - Managing the Web Site of system
- The new Law no 6112 on the Establishment of Radio and Television Enterprises and Their Media Services, which entered into force on 15.02.2011, regulates the usage of Smart Signs classification system and thus makes it obligatory for media service providers

## Pictograms

*Violence/Fear*



*Age 7 and Up  
All times*

*Sex*



*All*



*Age 13 and Up  
After 21:30*

*Bad Behaviors  
(Discrimination,  
alcohol, tobacco  
and drug abuse,  
bad language  
etc.)*



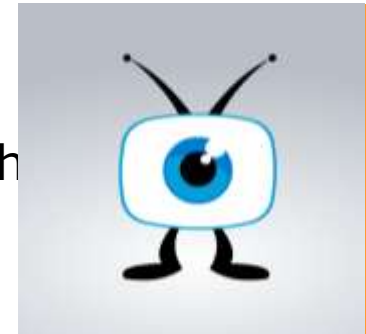
*Age 18 and Up  
After 24:00*



- Programs rated *All* and *7+* can be broadcast at all times
- Programs getting *13+* shall be broadcast after 21:30
- *18+* programs shall be broadcast after 24:00
- All pictograms of a programme (age pictogram + content pictograms) shall be broadcast full screen for at least 5 seconds before the generic of the programme
- *All* and *7+* pictograms shall be broadcast at least 15 seconds on the upper right edge of the screen at the beginning of the programme and when the programme resumes after a break
- *13+* and *18+* shall be permanent on the screen throughout the programme

# “Children! It’s time to go to sleep” (2)

- RTUK, in cooperation with Television Broadcasters’ Association (broadcasters’ NGO) started a new project as from the beginning of October 2010
- At 9.30 pm, simultaneously at every national TV channel, Smart Signs’ logo character “Tele” appears on the bottom line of the screen and with an eye-catching soundless animation reminds children that it is bedtime
- There are also informative spot films of celebrities addressing to children, explaining the necessity and the benefits of going bed on early hours and inviting them to bed



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**THANK YOU FOR YOUR ATTENTION**

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