

news release

15 November 2013

AS CHRISTMAS APPROACHES, ONE THIRD OF PARENTS OF UNDER 4s TO BUY THEIR KIDS INTERNET ENABLED DEVICES, FINDS VODAFONE

- Vodafone Foundation announces partnership with Moshi Monsters to help support families with Digital Facts of Life cards
- Survey reveals high level of awareness amongst families of the need to engage with children over internet use
- More than half of all four year olds use tablets and smartphones

Vodafone UK and the Vodafone Foundation are today launching the 'Digital Facts of Life' cards as a free resource to help parents have conversations with their children about using the internet safely.

Supported by the Vodafone Foundation, the Digital Facts of Life cards with Moshi Monsters include messages in the form of games about the most important topics for younger children such as asking for help, keeping information safe, the differences between online and offline friends and the cost of downloading apps or games. The cards are available in Vodafone stores, for free, for anyone, from today.

A study of parents and children aged 4-10 years old carried out by Vodafone and YouGov, found that over 80% of the children followed parental rules when on the internet, with 81% knowing which websites they could visit and 72% knowing how long parents would allow them to spend on the internet.

Four out of five parents say they have talked with their kids about internet safety, yet a third (31%) of parents say they don't have enough support to have a conversation with their children, which is why resources like the Digital Facts of Life cards are needed. Despite this, one third of parents are planning to buy



internet enabled devices for under fours, and 60% of these will be tablets – which are likely to be found under Christmas trees up and down the country.

Michael Acton Smith, CEO and creator of Moshi Monsters, said: "We're delighted to be partnering with Vodafone for the first ever 'Digital Facts of Life' cards – it's really important children and young people have the best experience online and we hope these cards will help families across the country learn together."

Andrew Dunnett, Director, Vodafone Foundation, said: "Education for younger children on internet safety is essential. The Digital Facts of Life cards are part of the Foundation's Mobile for Good programme, and an additional tool to make it easier for parents to get these critical messages across to their children in a way that is fun and engaging. It is important parents talk to their children about staying safe online and these cards were created to help them have this conversation."

With the majority of children (82%) saying activities they do online make them laugh, one fifth (21%) say they have experienced or seen things online which have scared them. The Vodafone research also finds that while nearly half (44%) of children in the study were aware of the potential dangers of searching for content, worryingly 48% still thought that it is acceptable to look at any photos or videos that they come across online.

The research found that less than half (46%) of kids interviewed are aware that their online friends might be pretending to be someone they're not, with 10% thinking it's safer to speak to their online friends than their real life friends. The Digital Facts of Life cards specifically address this important area.

There is also a lot of confusion about what the internet actually is. 30% of Vodafone's research group thought the internet lived inside their own computer, while 13% thought it lived in outer space or the sky. This variety was also demonstrated during recent workshops run between Vodafone and national charity The Parent Zone, to 'draw the internet.'

Vicki Shotbolt, CEO of The Parent Zone said, "The resulting pictures, which we're publishing today, show that children's understanding of the online world is very varied. They are a reminder of the innocence of children who are 'growing-up' online."



The *Moshi Monsters* 'Digital Facts of Life' cards are available for free in Vodafone stores from today. In October 2013, Vodafone launched the latest version of its 'Digital Parenting Guide' to help parents get to grips and get involved with their children's digital world. For more information, parents can visit <http://www.vodafone.com/parents>

-ENDS-

Overview of data

- The internet is a great source of laughter and fun for children with over three quarters of children in the study finding things that made them laugh (82%) or happy (75%).
- 48% of children thought it's OK to look at any photos / videos on the internet
- 46% of kids were aware that online friends might be pretending to be someone they're not
- 83% of kids said they have to follow parental rules when using the internet, 81% on which sites, 72% on how long
- The average age kids start to use the internet: 4 years 9 months
- The average age parents talk to children about internet safety: 5 years 3 months
- 82% of children YouGov interviewed were taught to use the internet by their parents, 16% by a sibling and 6% said no one taught them how to
- 30% of children think the internet is inside their computer, 23% think it's 'everywhere' and 13% think it's in the space or in the sky
- 30% of kids thought you don't have to pay for the internet
- 40% of parents are planning on buying their child an internet-enabled device – of those, 60% said they would choose a tablet and 21% a smartphone

For further information, please contact:

freud communications

Miranda Lacaze / Lee Thompson

Tel: 020 3003 6493 / 020 3003 6697

Mob: 07749 717 217

Email: VodafoneCorporate@freud.com



Notes To Editors

- All figures are from YouGov Plc. Research was carried out between 24 and 29 October 2013. Total sample size was 613 parents and 613 children from across the UK, carried out online
- The Vodafone Foundation is registered charity number 1089625.

About Moshi Monsters™

With over 80 million registered users in 150 territories worldwide, Moshi Monsters – the online world of adoptable pet monsters for boys and girls aged 6-12 – has become a global phenomenon. Children choose from one of six virtual pet monsters that they can create, name and nurture. Once their pet has been customised, players can navigate their way around Monstro City, taking the daily puzzle challenge to earn ‘Rox’ (virtual currency), playing games, solving Super Moshi Missions, personalising their room, showing off their artwork, reading stories and communicating with friends in a safe environment. Following its huge online success, Moshi Monsters has expanded into the real world with physical products including best-selling toys; the number one selling kids magazine in the UK; a best-selling DS video game, a top five music album, books, membership cards, trading cards and a theatrical movie on its way this Christmas.

For more information visit www.MoshiMonsters.com

About Parent Zone

The Parent Zone exists to make Britain safer online and off. It is the only parenting organization in the UK that specializes in eSafety. Vicki Shotbolt is the CEO of The Parent Zone and is on the Executive Board of the UK Council for Child Internet Safety.