



## **Declaration of intent concerning the protection of young public and the fight against violence in the media**

The Mediterranean Network of Regulatory Authorities has just adopted a declaration of intent concerning the protection of young publics and the fight against violence in the media.

Reunited the 1st and 2nd of October 2009 at the initiative of Mr. Juan Montabes Pereira, President of the Consejo Audiovisual de Andalucía (CAA), and named President of the Network at the end of the meeting, the member authorities have reaffirmed, under the guidance of M. Corrado Calabrò, President of the Italian Authority (Autorità per le Garanzie nelle Comunicazioni, AGCOM) their determination to put into full effect the Declaration on the regulation of audiovisual content, adopted on the 3<sup>rd</sup> October 2008 in Reggio Calabria.

The member authorities are preoccupied about the complexity of the regulation pertained in the multiplication of audiovisual offers as a consequence of the diffusion of digital technologies, the insufficient control on satellite broadcasting as well as the appearance of channels intended for babies.

The principal measures recommended to fight against this situation are:

- The generalisation of signalisation during the broadcasting of programmes aimed at young publics;
- The systematic information of parents on the dangers of television for children under the age of three years old and notably TV channels aimed at them;
- The reinforcement of cooperation between regulatory authorities notably by the establishment of a common list of experts in the protection of children and by the creation of a training workshop for persons responsible for the protection of children and by the creation of a training workshop for persons responsible for the protection of minors in a member country of the Network;
- The launch of a Mediterranean Alliance for the media literacy in order to inform and sensitize parents, educators, teachers and children.

*MNRA, 11th Plenary Assembly, Granada, Andalusia, Spain, 1-2 October 2009*