



A VOICE FOR COMMERCIAL BROADCASTERS IN THE UK

## **COBA's Statement of Practice for Video-on-Demand services**

### **What is the Statement of Practice?**

- The Statement is a commitment by on-demand television services to make child protection a priority. Signatories will provide parents with tools and information to protect children, such as pin protection controls and age guidance, wherever possible.
- In addition to tools and information, signatories commit to providing the highest standards in on-demand programmes.

### **What does the Statement cover?**

- The Statement covers on-demand programmes which are accessed through television services (or platforms). It covers “catch up” services, which are on-demand services providing programmes that have previously broadcast on television channels. It does not cover on-demand programmes that are accessed via the internet, or from outside the UK.
- It cannot guarantee that audiences will always be able to access the full range of protection tools and information. These may, for example, be limited by the technology of the television platform.

### **Who has signed the Statement?**

- Signatories include many of the major on-demand services in the UK. In alphabetical order, they are: A+E Networks, Comedy Central, Discovery Networks, Fox International Channels, MTV, NBCUniversal, Nickelodeon, Sky, Sony Pictures Television Networks, The Walt Disney Company, and Turner.
- For more information visit <http://coba.org.uk/our-sector/our-sector/vod>. COBA is the UK industry body for commercial broadcasters.