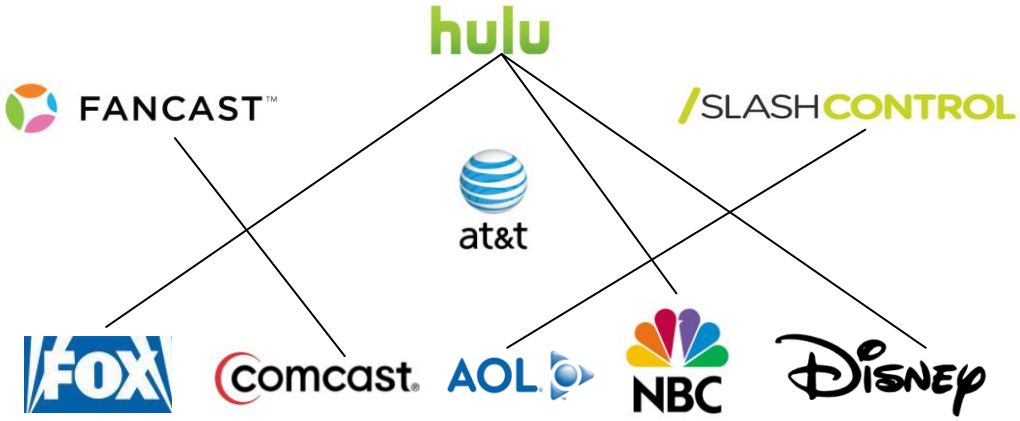
Untangling the Web of Internet Video

Questions, Answers, and a Report Card for Parents



PARENTS TELEVISION COUNCIL

A Wake-Up Call to Parents

The future of television is already here. You probably just don't know it yet.

In the mid-1990s I was working at NBC's corporate headquarters in New York City, helping to create "new media" business opportunities for the "Peacock" television network. In a poignant observation my boss noted that "interactive television has been two or three years away for the past ten years." A humorous quip for the time; but times have clearly changed. The future of television is here.

By now, most of us have watched a video delivered via the Internet. The content might be as simple as a dog riding on a skateboard, or an unpretentious Scottish operatic singer bursting onto the world stage. Imagine watching those Internet videos from the convenience of your TV screen.

The advent of new entertainment media technology like Google TV and Apple TV, among others, means these technologies aren't two or three years away; they are here right now. And they are providing the platform to deliver all manner of media content into our homes.

That's not to say that TV will cease to exist in its traditional form. It's just that the line between TV and the Internet is rapidly blurring; and with it comes new and unfettered pathways for children to access inappropriate media content ranging from profanities to the most graphic depictions of adult entertainment the mind can conceive. These new platforms bring the potential to render existing parental control devices, like TV content ratings and the V-Chip, wholly ineffective and perhaps even obsolete.

That's why every parent must learn about – and must care about – online video policies and practices. We urge them to do so today. And we hope this report is a helpful resource.

Tim Winter,
President, Parents Television Council

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Executive Summary

This study focuses on policies and practices that would help to prevent online video providers from exposing children to graphic, explicit and potentially harmful adult content.

The Parents Television Council (PTC) examined four of the most popular online distributors of commercially-generated content: Hulu (NBC/Universal, Fox and Disney/ABC), Fancast (Comcast), /Slashcontrol (AOL) and AT&T on several key criteria relative to responsible online programming. Our study methodology targeted four areas of concern: 1) content ratings; 2) homepage content decency; 3) advertiser accountability; and 4) parental controls.

Data collection consisted of analysts creating an account in order to log-in as an account holder for each online provider and registering as a 13-year-old child. Each homepage was viewed at various times twice per week over a period of three weeks. During this three-week period, analysts viewed a total of 602 videos. Findings from this study represent the amount and level of content available to any unsuspecting 13-year-old child.

In summary, the study revealed:

1) Providers and their partnering networks are using different and more lenient content rating procedures and standards (TV-PG, TV-14, TV-MA, etc.) for online videos compared to their standards and procedures for shows airing on broadcast networks;

2) Online providers are entirely omitting the use of the D, L, S and V content descriptors, thereby rendering parental blocking mechanisms inadequate;

3) Even if a child identifies themselves as underage using online log-in procedures, they are still exposed to volumes of extreme content;

4) Existing child safety online features do not effectively block offensive content even from children who use every available procedure to avoid the material; and

5) Advertisers should adopt better practices to avoid marketing adult products to children.

Our goal is to help every parent understand the vital role they play as a child's best defense against being exposed to inappropriate and graphic content. Specific findings are discussed in the body of this report.

Untangling the Web of Internet Video:

Questions, Answers, and a Report Card for Parents

A Report Card on the Accountability of Providers to Children

	hulu ABC Fox NBC	FANCAST Comcast	SLASHCONTROL AOL	at&t
Content Rating	**D**	**F**	**F**	**F**
Advertiser Accountability	**C**	**C**	**D**	**B**
Parental Controls	**D**	**D**	**D**	**F**
Overall Grade	**D**	**D-**	**D-**	**F**

A traditional school based grading system (e.g. 90-100 = A, 80-89 = B, etc.) was used in calculating the above referenced report card grades. Specifically we calculated: 1) the percentage of videos containing content ratings; 2) percentage of homepages containing advertisements for adult products within or adjacent to video content deemed family-friendly or rated TV-PG or below; and 3) percentages based on whether parental controls were offered and the accessibility of those controls.

Introduction

Today, children are consuming more and more of their video entertainment outside the traditional confines of a television set. Home video products, services and digital technologies such as the Internet, smart phones, DVDs, iPods, iPads, video games, cable/satellite pay-per-view, and time-shifting technologies like TiVo offer an abundance of opportunity to make program content more accessible; but they also bring an abundance of risk for parents.

The recent release of new technologies like Google TV and Apple TV, pre-installed on consumer hardware or otherwise, are bringing Internet content to television sets across America. This means the challenges and dangers parents are so frequently warned about regarding Internet content are rapidly become issues for the household TV. The world of online video and its practices will eventually become part of the standard television landscape. TV will not stop being TV as we have known it. However, the breadth of the Internet, the range of adult and explicit content, and the ability to switch between a broadcast network and an online provider, to find the program you want to watch, will blur the lines between the two, potentially rendering obsolete the existing parental control options like TV content ratings and the V-chip.

In this vast world of multi-platform technology and with media usage rates increasing, it has become even more imperative that both professionals and parents understand the type and quantity of content that children can easily consume via today's top online services.

Five years ago, the Kaiser Family Foundation reported that young people spent an average of nearly 6½ hours (6:21) per day with media—incorporating more than 8½ hours (8:33) of media content into that time by multitasking. Today, media consumption rates have increased by an hour and seventeen minutes daily, from 6:21 to 7:38—almost the equivalent of an adult work day and longer than a traditional school day. And while an adult's work day and a child's school day are five days per week, children are consuming their media seven days per week.

The popularity of new media platforms for consuming TV content has resulted in an increase of 38 minutes of daily TV consumption. The increase includes an average of 24 minutes per day watching TV or movies on the Internet, and approximately 15 minutes each watching on cell phones and iPods. These study results demonstrate, even in this age of multi-platform technologies, that television viewing—in one form or another—continues to dominate media consumption among today's youth.

Realizing this fact, the Parents Television Council (PTC) has conducted the most comprehensive study to date examining online videos offered by the top providers – names most American families have grown to trust: AOL, AT&T, Comcast, NBC/Universal, News Corp/Fox, and Walt Disney/ABC.

Our over-arching goal for this report was to answer the following question: "How safe are your children from explicit content when using these sites to view videos online?" The answer is: "Not very." Our findings are disturbing.

This study should serve as a wake-up call for any parent concerned about their child's access to graphic or indecent material. In addition to greater parental involvement with the media consumption choices of their children, we also call upon these online video service providers – each of which is a corporate behemoth – to immediately adopt and implement more effective age-appropriate content gating procedures.

Purpose of the Study and Methodology

The purpose of this study is to answer questions every family household needs to know by examining online video providers' policies and practices that would prevent exposing children to graphic, explicit and potentially harmful adult content. Our questions and answers serve to evaluate whether the various online video providers are exercising high levels of corporate responsibility relative to four areas of specific concern: 1) content ratings; 2) homepage content decency; 3) advertiser accountability; and 4) parental controls.

The study provides an inside look at four of the most popular online distributors of commercially-generated content: Hulu (NBC/Universal, Fox and Disney/ABC), Fancast (Comcast), /Slashcontrol (AOL) and AT & T. These online video providers were selected based on the following criteria: 1) They were aggregate providers of commercially-supported streaming video; 2) the criteria excluded providers that displayed their own content exclusively (e. g. Nickelodeon, etc.); 3) the criteria excluded sites that primarily displayed "user-generated" content (e. g. YouTube); and 4) the criteria excluded sites that did not offer full-length episodes of broadcast programming.

The methodology was executed in two phases. During the first phase, essential skills and competencies of online content policies and practices were acquired by the PTC Research Department. The goal was to gain a thorough familiarity with the technical and user aspects of each of the top video providers, recognized as the most popular portals for Internet delivery of television content. During this process, a broad understanding was acquired regarding the site's features, user and content guidelines, parental control options, general policies and other material critical to informing the research design and methodology.

The second phase, which focused on data collection, consisted of analysts creating an account in order to log-in as an account holder for each online provider and registering as a 13-year-old child. Once account procedures were completed, each analyst began conducting a comprehensive qualitative and quantitative analysis of the homepage

content available to him/her for each online video provider included in the study. Each homepage was viewed at various times twice per week over a period of three weeks. During this three week period analysts viewed a total of 602 videos.

Questions and Answers for Parents about Online Videos

QUESTION: Because these Internet video websites are owned or operated by some of the most trusted entertainment companies in the world, isn't the video content "safe" for kids?

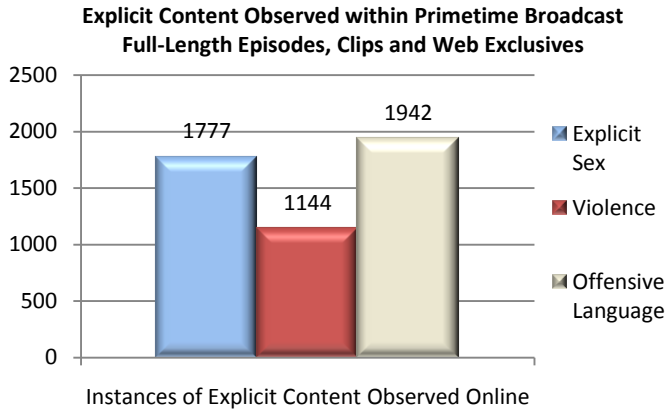
ANSWER: Unfortunately no. Our study results show that even if a child identifies themselves as underage using online log-in procedures, they are still exposed to a high volume of adult content. It is important to note that programs which air online are typically the same as what airs on broadcast or cable television networks. However, without ratings or parental control mechanisms, programming that a parent might prohibit on the home TV becomes readily available for viewing online by a child of any age.

- ✓ There were a total of 1777 instances of sexually explicit content that appeared while logged onto the provider homepages as a 13-year-old child. That included partial nudity, obscured nudity, implied nudity, sexual gestures, sexual paraphernalia, prostitution and pornography. *(See Chart 1, Table 3.)*

- ✓ There were a total of 1144 instances of violence observed while logged onto the websites as a 13-year-old child, including rape, fighting, beatings, stabbings, shooting, cannibalism, dismemberment, torture, explosions and death. (*See Chart 1, Table 4*.)

- ✓ There were a total of 1942 instances of offensive language observed while logged onto the websites as a 13-year-old child. They included 68 muted and non-muted obscenities; 455 instances of sexually suggestive or indecent language, 321 offensive epithets; 805 curses or intensives; and 272 instances of scatological language. (*See Chart 1, Table 5*.)

Chart 1



There were a total of 4863 instances of offensive content (explicit sex = 1777, violence = 1144, and explicit language = 1942) within 321 clips, full-length and web exclusive videos of broadcast programs. This is equivalent to a child being exposed to sexually explicit content, violent content, and/or offensive language at least 15 times during every video viewed. (These numbers do not include cable programming, morning shows, late night shows, news and video compilations).

QUESTION: Can't I just use parental controls to ensure my child only watches family-friendly programming through these online providers?

ANSWER: No. Not one single online video provider offered a parental control mechanism or mentioned "parental control" on their homepage. Hulu and Fancast did provide parental control information/options for the user on a page embedded within its respective website. Finding the information took considerable time and effort, and the information could only be found under "help."

QUESTION: Can't I simply use the TV ratings (TV-PG, TV-14, etc.) to identify programming I may or may not deem appropriate for my child?

ANSWER: Even though some of the provider sites are owned by broadcast television networks, there is a clear difference in the rating procedures and standards for online videos compared to network standards and procedures for shows airing on broadcast networks.

- ✓ Out of 602 videos that were watched by PTC analysts during the study period, 46% were unrated. In other words there was no indication whether the program was appropriate for a TV-PG, TV-14 or TV-MA audience. *(See Chart 2 or Table 3.).*

- ✓ Unrated videos were neither restricted nor blocked from the user however explicit the content. Examples of unrated video include clips and promos of adult programs from premium cable channels (i.e. *the Secret Diary of a Call Girl, Tracy Ullman's State of the Union)* and R-rated feature films.

- ✓ Content descriptors intended to indicate the presence of specific types of content ("S" for sexual content, "V" for violence, "L" for coarse language, and "D" for suggestive dialogue) were not used for any of the 602 online videos watched by PTC analysts.

- ✓ The absence of content descriptors means that parents were not alerted to 187 shows containing suggestive dialogue, 222 shows containing explicit language, 74 shows containing explicit sex scenes and 144 shows depicting violence. These numbers exclude clips, web exclusives and compilations. *(See Table 2).*

- ✓ Each homepage provided links to the most popular broadcast and cable shows. Those links would provide the user with a menu of episodes from a show. Some of those links connected to shows containing explicit adult content. For example: Fancast offered a link to a menu page containing multiple *South Park* episodes and offered each episode without any restrictions or blocking mechanisms. /SlashControl offered a link to a menu of *Family Guy* episodes. Not one *Family Guy* episode included a rating.

- ✓ The most egregious examples of misrating were seen on cable programs. One example of misrating was seen on Fancast which rated every episode of *South Park* as a TV-PG show. Comedy Central typically airs *South Park* as a TV-MA (mature audiences only) rated show due to the explicit adult content.

QUESTION: Don't these online video sites have log-in procedures intended to prevent young children from viewing explicit content?

ANSWER: It depends. Remember that homepage content is available to anyone who chooses to view it. Although PTC went through the process of logging in and setting up user accounts, those additional steps are not required in order to view homepage content from any provider.

- ✓ There is a significant amount of content shared among the various providers and each provider establishes their own gating system. Therefore, content that is restricted on one provider website is completely unrestricted on another provider website.

- ✓ Providers do not block TV-14 rated content for any age group. Even TV-14 DLSV content is available to a child of any age.

- ✓ Based on the gating procedures observed, it is conceivable that a seven-year-old child would have full access to an entire season of episodes from *Family Guy*, *American Dad*, *The Cleveland Show*, *South Park*, and a full menu of R-rated movies with just one click of a button.

QUESTION: Can parents rely on advertisers to act responsibly with regard to their online advertising placements, and can they have confidence that adult products are not promoted within or adjacent to video content that is deemed family-friendly or rated TV-PG or below?

ANSWER: Unfortunately no, advertisers are not demonstrating a strong level of responsibility for their online advertising on the subject websites. A number of inherently-adult products appeared next to family-rated

entertainment programming. Some of the content of the advertisement video was itself adult-themed. Other advertiser dollars sponsored adult-rated content that could be accessed by children.

- ✓ A total of 15 ads were observed that contained either graphic content or featured a high risk product (e.g. an alcoholic beverage). *(See Table 6)*
- ✓ Two ads for an alcoholic beverage (Bud Light) appeared in TV-PG rated programming.
- ✓ Fifty-three percent (53%) of all graphic or high risk ads appeared on /Slashcontrol.

Conclusions and Recommendations

Most Americans understand that the Internet can be a perilous place for children and families. With the vast wealth of news, information and communication comes the stark risk of unintentionally accessing pornography, obscenity, violence, profanity, celebration of anti-social behavior, and the like. But the public might also presume that mainstream media companies, who invest countless millions of dollars of their own airtime promoting their online presence, would provide a safe-haven on the web. Sadly this is not the case.

As the major media conglomerates expand into the realm of the Internet with their video programming, the billion-dollar question is whether the industry will act responsibly; will they behave in a responsible and accountable manner so as to avoid public or regulatory scrutiny? We certainly hope they do, although past behavior suggests otherwise.

In light of the findings of this research project, household names like Fox, NBC, Comcast, AOL and others can provide a false sense of security for parents and families. Even with today's technologies, and even with trusted brand names for television entertainment, parents must remain vigilant as their child's best defense in protecting them from graphic, explicit and age-inappropriate content. But greater parental involvement is only part of the solution.

The online video providers reviewed during this research project must establish and exercise greater care and responsibility in limiting a child's access and exposure to adult content online.

- ✓ All online video providers should implement better gating procedures to verify the age of the user.
- ✓ All online video providers should allow parents to set content controls to limit which videos their minor children can watch while on the site.
- ✓ Adult content should not be visible from the homepage, especially if the user is not yet logged-on.
- ✓ Episodes of TV programs available online should carry the same age-based ratings and content descriptors as the original television broadcast.
- ✓ Companies choosing to advertiser their goods and services must take substantial strides to:

    1. Ensure that the content of their advertisements is consistent with the nature of the video programming they are sponsoring;

2. Ensure that the products they are promoting are appropriate for the video programming they are sponsoring; and
3. Ensure that any adult-themed content they are sponsoring is behind a barrier such that minor children cannot view it.

Although there are numerous strategies and processes that can be implemented to accomplish these recommendations, we at the PTC believe that any efforts must include three key components: 1) consistency; 2) transparency; and 3) accountability. Parents must be able to rely on the information that is delivered; there must be a clear, objective and meaningful process for establishing age-based ratings, content descriptors and blocking procedures; and there must be a sincere desire to ensure the system does what it was designed to do – empower parents to make informed decisions regarding family viewing.

The gross inconsistencies reported in this study demonstrate that not only are the policies and practices failing parents, they are also failing their greatest advocates – the online providers themselves. And the only ones suffering a consequence from the airing of profanity, explicit sex and violence online are children.

Parental education and information are the greatest resource we have for protecting children from explicit material, sadly they are currently the only resource. We hope the industry will heed our call for help on this matter of growing importance.

Glossary of Online Terms

Glossary of Online Terms

Operational Definitions of PTC Criteria Defining Responsible Online Programming Policies and Practices

Content Ratings

This category examined: 1) whether online videos were rated or unrated; 2) inconsistencies in the ratings between what was displayed in the original televised program versus the rating displayed online for the same program; and 3) the absence or presence of content descriptors.

Homepage Content Decency

This category of findings addresses the question, "How much explicit adult content was present in the videos?" Analysts logged each appearance of full-length broadcast programming for sex, violence and profanity.

Gating Procedures

All PTC data collection occurred based on a pre-established online profile that identified the data collector as a 13-year-old child. The one exception was *AT &T* which required the user to be 18 years of age or older before allowing them to create an account. However, the AT & T homepage content was available to any user.

Advertiser Accountability

Advertiser accountability data identified whether ads displayed content appropriate for a 13-year-old child. This included marketing of high risk products (e.g. alcoholic beverages, etc), R-rated movies, mature-rated video games, or the inclusion of adult content (visual, descriptive or innuendos).

Definitions Frequently Used By Providers

There were six variations of formats used to display video content. They included: clips, compilations, web exclusives, menus, non-shows and full-length. These formats are defined below.

Clip

Non-full-length content derived from broadcast or cable network programs (or feature films). Examples include edited scenes from broadcast or cable programs, show promos, movie trailers, etc.

Compilation

Non-full-length content from multiple broadcast or cable network shows and/or other sources compiled, usually by the online provider, into a single uninterrupted program. Ex: "Late Night Collection."

Web Exclusive

Non-full-length content from cable or broadcast either designated as "web exclusive" by the online provider or containing content known to be singularly distributed via the Internet and has not aired on cable or broadcast networks. The term "web exclusive" may also refer to non-full-length web-based programs that have no affiliation with broadcast or cable networks.

Menu

A webpage within the online provider site which serves as a main directory for a specific broadcast, cable or other program. On the page, it typically lists the number of episodes and clips available from a particular program or show, but does not automatically play video content, or direct the viewer to any one specific episode or clip.

Non-Show

Content within the online provider site which displays a product/service/artist/etc. outside the traditional definition of broadcast, cable or web-based programming; or simply does not belong in that category. All non-show videos observed during the study period were promotional videos for Hulu services.

Full-Length

Content from Broadcast or Cable Television Programs and Feature Films that have not been edited or altered from their original running times.

Tables, Charts and Diagrams

Tables

Content Ratings

Major Finding #1: Online providers are using an ineffective rating system inadequate for blocking

- **Data Point #1.1:** Out of 602 videos that were watched by PTC analysts during the study period, 46% of those videos were unrated. *(See Table 4 or Chart 1).*

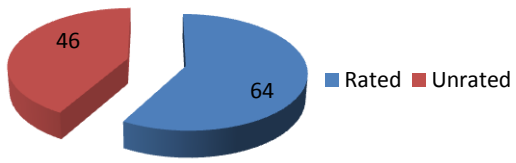
Table 1

Total number of Unrated Videos Viewed By Analysts

	/SLASHCONTROL	HULU	FANCAST	AT & T	TOTAL
Unrated Total Full-length episodes, clips, compilations, web exclusives, feature films, menus and non-shows combined	174 (62%) [N=279]	21 (8%) [N=279]	36 (13%) [N=279]	48 (17%) [N=279]	279 (46%) [N=602]

Chart 1

Percentage of Rated and Unrated Video Content



- **Data Point #1.2:** Unrated videos were neither restricted nor blocked from the user regardless of the explicit nature of the content. Included are clips and promos of adult programs from premium cable channels (i.e. *the Secret Diary of a Call Girl, Tracy Ullman's State of the Union* and R-rated feature films).

Major Finding #2: Providers and their partnering networks are using different rating procedures and standards for online videos compared to their standards and procedures for shows airing on broadcast networks.

- **Data Point #2.1:** Each homepage provided links to the most popular broadcast and cable shows. Those links would provide the user with a menu of episodes from a show. Some of those links connect to shows containing explicit adult content. For example: Fancast offered a link to a menu page containing multiple *South Park* episodes and offered each episode without any restrictions or blocking mechanisms. /Slashcontrol offered a link to a menu of *Family Guy* episodes. Not one *Family Guy* episode included a rating.

- **Data Point #2.2:** Based upon comparisons with rating descriptors that appeared during the original televised airings for full length episodes of broadcast programming, parents were not alerted to 187 shows containing suggestive dialogue, 222 shows containing explicit language, 74 shows containing explicit sex scenes and 144 shows depicting violence. These numbers exclude clips, web exclusives and compilations. *(See Table 2).*

- **Data Point #2.3:** Not one segment of online programming included content rating descriptors for suggestive dialogue (D), crude or coarse language (L), sex (S) or violence (V). *(See Table 2 or Chart 2 or)*.

Table 2

Number of Content Descriptors Missing From Full-Length Episodes of Broadcast Programming

	/SLASHCONTROL	HULU	FANCAST	AT&T	TOTAL
Total number of missing content descriptors	179	144	196	108	627
Dialogue (D)	64 (36%) [N=179]	39 (27%) [N=144]	54 (28%) [N=196]	30 (28%) [N=108]	187 (30%) [N=627]
Language (L)	61 (34%) [N=179]	49 (34%) [N=144]	68 (35%) [N=196]	44 (41%) [N=108]	222 (35%) [N=627]
Sex (S)	26 (14%) [N=179]	15 (10%) [N=144]	24 (12%) [N=196]	9 (8%) [N=108]	74 (12%) [N=627]
Violence (V)	28 (16%) [N=179]	41 (29%) [N=144]	50 (26%) [N=196]	25 (23%) [N=108]	144 (23%) [N=627]

* Does not include late night shows, morning shows, and news programs.

- **Data Point #2.4:** The most egregious examples of misrating were seen on cable programs. One example of this misrating was seen on Fancast which rated every episode of *South Park* as a TV-PG show. Comedy Central typically airs *South Park* as a TV-MA rated show due to the explicit adult content.

Homepage Content Decency

Major Finding #3: Even if a child identifies themselves as underage using online log-in procedures, they are still exposed to volumes of extreme content

- **Data Point #3.1:** There were a total of 1777 instances of sexually explicit content that appeared while logged onto the provider homepages as a 13-year-old child and included the following depictions: partial nudity, obscured nudity, implied nudity, sexual gestures, sexual paraphernalia, prostitution and pornography. *(See Chart 2 or Table 3).*

Chart 2

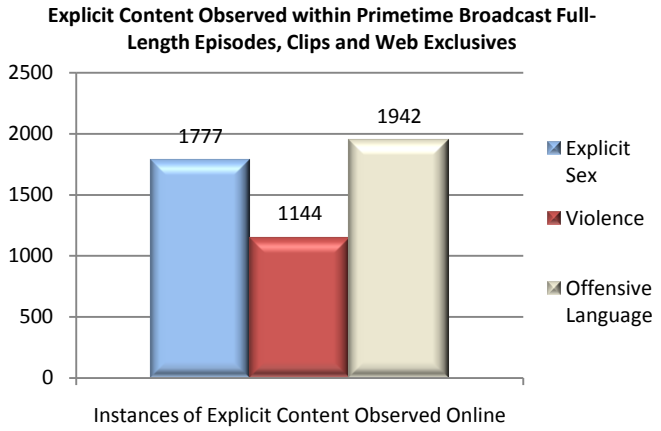


Table 3

Sexually Explicit Content Observed within Primetime Broadcast Full-Length Episodes, Clips and Web Exclusives

	/SLASHCONTROL	HULU	FANCAST	AT&T	TOTAL
Total number of sexually explicit instances	Total=647	Total=340	Total=499	Total=291	Total=1777
Sex Depicted	Partial Nudity=15 Obscured Nudity=6 Implied Nudity=29 Deep Kissing=48 Sexual Gesture/Suggestive Dancing/Strippers=25 Sex Depicted General=5 Sex Depicted Pornography=3 Sex Depicted Prostitution=1 Total=132	Partial Nudity=8 Obscured Nudity=1 Implied Nudity=12 Deep Kissing=21 Sexual Gesture/Suggestive Dancing/Strippers=2 Sexual Paraphernalia=3 Sex Depicted General=0 Sex Depicted Pornography=0 Sex Depicted Prostitution=2 Total=49	Partial Nudity=14 Obscured Nudity=2 Implied Nudity=24 Deep Kissing=45 Sexual Gesture/Suggestive Dancing/Strippers=14 Sexual Paraphernalia=2 Sex Depicted General=0 Sex Depicted Pornography=0 Sex Depicted Prostitution=2 Total=103	Partial Nudity=8 Obscured Nudity=2 Implied Nudity=5 Deep Kissing=21 Sexual Gesture/Suggestive Dancing/Strippers=8 Sexual Paraphernalia=0 Sex Depicted General=0 Sex Depicted Pornography=2 Sex Depicted Prostitution=0 Total=46	Total=330
Sexual Dialogue	Sexual Innuendo=219 Sexual Reference=186 Anatomical/By-Product Reference/STD Reference=88 Total=493	Sexual Innuendo=136 Sexual Reference=79 Anatomical/By-Product Reference/STD Reference=63 Total=278	Sexual Innuendo=171 Sexual Reference=119 Anatomical/By-Product Reference/STD Reference=87 Total=377	Sexual Innuendo=110 Sexual Reference=92 Anatomical/By-Product Reference/STD Reference=31 Total=233	Total=1381
Sex Implied	Total=22	Total=13	Total=19	Total=12	Total=66

***Does not include cable programming, morning shows, late night shows, news and compilations.**

- **Data Point #3.2:** There were a total of 1144 instances of violence observed while logged onto the websites as a 13-year-old child and included: rape, fighting, beatings, stabbings, shooting, cannibalism, dismemberment, torture, explosions and death. *(See Table 4 or Chart 2).*

Table 4

Violent Content Observed within Primetime Broadcast Full-Length Episodes, Clips and Web Exclusives

	/SLASHCONTROL	HULU	FANCAST	AT&T	TOTAL
Total number of violent instances	**Total=213**	**Total=323**	**Total=411**	**Total=197**	**Total=1144**
Extremely Graphic Depictions of Violence	Death/Corpse = 0 Explosion = 1 Rape = 0 Fight = 1 Beating = 7 Threat = 0 Stabbing/Cutting = 0 Shooting = 0 Cannibalism = 1 Dismemberment = 1 Torture = 0 Medical = 0 Total = 11	Death/Corpse = 0 Explosion = 0 Rape = 0 Fight = 0 Beating = 3 Threat = 0 Stabbing/Cutting = 1 Shooting = 0 Cannibalism=2 Dismemberment=0 Torture=0 Medical=0 Total=6	Death/Corpse=9 Explosion =2 Rape =0 Fight =0 Beating=5 Threat=0 Stabbing/Cutting=6 Shooting=2 Cannibalism=2 Dismemberment=10 Torture=3 Medical=2 Total=41	Death/Corpse=2 Explosion=2 Rape=0 Fight=0 Beating=0 Threat=0 Stabbing/Cutting=0 Shooting=0 Cannibalism=0 Dismemberment=0 Torture=1 Medical=6 Total=11	Total=69
Violence Depicted	Death/Corpse = 20 Explosion = 2 Rape = 0 Fight = 32 Beating = 44 Threat = 42 Stabbing/Cutting = 4 Shooting = 19 Cannibalism = 0 Dismemberment = 5 Torture = 13 Medical = 12 Total =193	Death/Corpse=41 Explosion=9 Rape=0 Fight=44 Beating=60 Threat=69 Stabbing/Cutting=5 Shooting=40 Cannibalism=0 Dismemberment=6 Torture =10 Medical =11 Total=295	Death/Corpse=67 Explosion=11 Rape=2 Fight=34 Beating=68 Threat=55 Stabbing/Cutting=12 Shooting=59 Cannibalism=0 Dismemberment=5 Torture=11 Medical =17 Total=341	Death/Corpse=31 Explosion=4 Rape=0 Fight=20 Beating=38 Threat=35 Stabbing/Cutting=6 Shooting=20 Cannibalism=0 Dismemberment=1 Torture=6 Medical=10 Total=171	Total=1000
Violence Implied	Death/Corpse = 3 Explosion = 0 Rape = 0 Fight = 0 Beating = 1 Stabbing/Cutting = 0 Shooting = 3 Cannibalism = 0 Dismemberment = 2 Torture =0 Medical = 0 Total=9	Death/Corpse =7 Explosion =0 Rape =0 Fight =0 Beating =10 Stabbing/Cutting =0 Shooting = 4 Cannibalism =0 Dismemberment =1 Torture =0 Medical =0 Total=22	Death/Corpse=11 Explosion=0 Rape=0 Fight=0 Beating =6 Stabbing/Cutting=6 Shooting=6 Cannibalism=0 Dismemberment =0 Torture=0 Medical=0 Total=29	Death/Corpse=8 Explosion=0 Rape=0 Fight=0 Beating=4 Stabbing/Cutting=1 Shooting=2 Cannibalism=0 Dismemberment=0 Torture=0 Medical=0 Total=15	Total=75

***Does not include cable programming, morning shows, late night shows, news and compilations.**

- **Data Point #3.3:** There were a total of 1942 instances of offensive language observed while logged onto the websites as a 13-year-old child. They included 68 muted and non-muted obscenities; 455 instances of sexually suggestive or indecent language, 321 offensive epithets; 805 curses or intensives; and 272 instances of scatological language. *(See Table 5 or Chart 2).*

Table 5

Explicit Language Observed within Primetime Broadcast Full-Length Episodes, Clips and Web Exclusives

	/SLASHCONTROL	HULU	FANCAST	AT&T	TOTAL
Totals number of expletives	**Total=602** (31%)	**Total=494** (25%)	**Total=550** (28%)	**Total=296** (15%)	**1942**
Curses or Intensives	"Damn"=92 "Hell"=164 Total=256	"Damn"=64 "Hell"=127 Total=191	"Damn"=92 "Hell"=152 Total=244	"Damn"=40 "Hell"=74 Total=114	805
Offensive Epithets	"Bitch /Son of a Bitch"=67 "Bastard"=11 "Muted Fag"=3 "Whore/Ho/Pimp"=10 "Slut"10 "Douche/Douchebag"=2 Total=103	"Bitch/Son of a Bitch"=59 "Bastard"=19 "Whore/Ho/Pimp"=3 "Slut"=3 Total=84	"Bitch/Son of a Bitch"=70 "Bastard"=11 "Whore/Ho/Pimp"=5 "Slut"=2 "Douche/Douchebag"=4 Total=92	"Bitch/Son of a Bitch"=28 "Bastard"=6 "Whore/Ho/Pimp"=4 "Slut"=2 "Douche/Douchebag"=2 Total=42	321
Scatological Language	"Piss"=32 "Crap"=60 Total=92	"Piss"=21 "Crap"=44 Total=65	"Piss"=33 "Crap"=40 Total=73	"Piss"=18 "Crap"=25 Total=43	273
Obscenities	 Total=0	 Total=0	"Shit"-8 Total=8	 Total=0	8
Censored Language	Bleeped "Fuck"=19 Bleeped "Shit"=2 Total=21	Bleeped "Fuck"=6 Bleeped "Shit"=13 Total=19	Bleeped "Fuck"=2 Bleeped "Motherfucker"=2 Bleeped "Shit"=6 Total=10	Bleeped "Fuck"=0 Bleeped "Motherfucker"=1 Bleeped "Shit"=9 Total=10	60
Sexually suggestive or Indecent Language	Muted "Balls"=4 "Ass"=69 "Screw"=22 "Euphemism for Fuck"=7 "Suck"=22 Total=124	Muted "Balls"=2 "Ass"=59 "Screw"=38 "Euphemism for Fuck"=6 "Suck"=24 Total=129	Muted "Balls"=2 Muted "Pussy"=1 "Ass"=64 "Screw"=33 "Euphemism for Fuck"=4 "Suck"=16 Total=120	Muted "Balls"=0 Muted "Pussy"=1 "Ass"=44 "Screw"=22 "Euphemism for Fuck"=4 "Suck"=11 Total=82	455
Bleeped Unknown	Bleeped Unknown=6	Bleeped Unknown=6	Bleeped Unknown=3	Bleeped Unknown=5	18

***Does not include cable programming, morning shows, late night shows, news and compilations.**

- **Data Point #3.4:** There were a total of 4863 instances of offensive content (explicit sex = 1777, violence = 1144, and explicit language = 1942) within 321 clips, full-length and web exclusive videos of broadcast programs (see Chart 2 on page 8). This is equivalent to a child being exposed to sexually explicit content, violent content, and/or offensive language at least 15 times during every video viewed. (These numbers do not include cable programming, morning shows, late night shows, news and compilations).

Parental Controls

Major Finding #4: The gating procedures do not effectively block offensive content from children

- **Data Point #4.1:** Among some providers, even if the account profile indicated the user was a 13-year-old child, if the child tried to view adult content the age prompt would appear. This means the child would be required to indicate their age, verifying they were an adult. If the child indicated they were of adult age they would be allowed to view the explicit content. At no time did the prompt connect to the log-in information to reveal the discrepancy between what the child indicated in their account profile and what they indicated prior to viewing explicit adult content.

- **Data Point #4.2:** Not one online video provider offered a parental control mechanism or mentioned "parental control" within their homepage. Although the link was buried within the website, Hulu and Fancast did provide parental control information/options for the user on a page embedded within the websites. The information could only be found under "help." The following represents the parental control information that was offered (Statements below represent direct quotes from each respective provider):

Hulu

- **Parental Controls**
  "Users are required to be logged into an account and over the age of 18 in order to view mature content (films rated R, TV-MA shows) on Hulu. Unfortunately, we do not have a setting that allows for more customized parental controls at this time. The best suggestion we can offer is to log out of your Hulu account while watching with younger children; this will block mature content."

Fancast

Parental Controls
"Fancast videos rated more mature than TV-14 or PG-13 will require the user to login with a mySIGN-IN account to verify their age. TV-MA and R videos are restricted to users 17 years of age and older. TV-AO, NC-17, or X require you to be 18 or older."

PTC analysts were unable to find any mention of "parental control" within the /Slashcontrol and AT&T video provider sites. However, users who subscribe to AOL can go through their AOL account to set parental controls. AOL describes their service as follows:

AOL

Parent Controls
"AOL offers three levels of Web Browsing Controls so that you can choose what's best for your individual child's age and maturity. If you select the **Kids (12 & under)**, **Young Teen (13-15)**, or **Mature Teen (16-17)** category for your child's screen name, AOL Parental Controls will block websites known to promote, enable, or advocate:"

- Pornography
- Gambling
- Hate
- Weapons
- Violence
- Drugs
- Alcohol
- Tobacco

Unfortunately these controls appear to primarily block select websites. When tested, this mechanism had no impact on content contained within online video provider sites. Operating within the strictest possible AOL parental controls, PTC analysts were able to view TV-MA content by simply indicating that their date of birth was 18 or over. *Family Guy* episodes were offered without restrictions.

AT & T requires that the user be 18 years of age before they are permitted to set up an account.

- **Data Point #4.3:** It is important to remember that homepage content is available to anyone who chooses to view it. Although PTC provided the courtesy of logging in and setting up accounts, those additional steps are not required in order to view homepage content from any provider.

- **Data Point #4.4:** There is a significant amount of content shared among the various providers and each provider establishes their own gating system. Therefore, content that is restricted on one provider website is completely unrestricted on another provider website.

- **Data Point #4.5:** Providers do not block TV-14 rated content for any age group. Even TV-14 DLSV content is available to a child of any age.

- **Data Point #4.6:** Based on the gating procedures observed, it is conceivable that a seven-year-old child would have full access to an entire season of episodes from *Family Guy*, *American Dad*, *The Cleveland Show*, *South Park*, and a full menu of R-rated movies with just one click of a button.

Advertiser Accountability

Major Finding #5: There is a need for some advertisers to use more responsible practices when making their media purchases.

- **Data Point #5.1:** A total of 15 ads were observed that contained either graphic content or featured a high risk product (e.g. an alcoholic beverage). *(See Table 6)*

Table 6

Total Number of Ads Containing Graphic Content or Marketing High Risk Products

	/SLASHCONTROL	HULU	FANCAST	AT & T	TOTAL
Total	8 (53%) [N=15]	3 (20%) [N=15]	3 (20%) [N=15]	1 (7%) [N=15]	15
Graphic Ads	8 (53%) [N=15]	3 (20%) [N=15]	1 (7%) [N=15]	1 (7%) [N=15]	13 (87%) [N=15]
Ads for High Risk Products	0	0	2 (13%) [N=15]	0	2 (13%) [N=15]

- **Data Point #5.2:** Two (2) ads for an alcoholic beverage (Bud Light) appeared in the TV-PG rated show "The Office."

- **Data Point #5.3:** Fifty-three percent (53%) of all graphic or high risk ads appeared on /Slashcontrol.

- **Data Point #5.4:** The following companies sponsored non-restricted TV-MA content online: Buick (Lacrosse), Blackberry, Hamburger Helper, Wheat Thins and Showtime.

General Descriptive Data

- Eighty-two percent (82%) of all full-length programming consisted of programming from one of the 4 broadcast networks (CBS, ABC, NBC, and Fox). *(See Table 7)*.

- Cable only accounted for 18% of the homepage content that was presented in full-length. *(See Table 7).*

- Content from CW did not appear on any of the provider websites.

- Although broadcast and cable programming is presented in full-length, clips are the second most popular format for presenting commercially-generated content. *(See Table 8).*

- Clips are typically unrated with the exception of Hulu which displayed ratings for approximately half of the clips viewed during the study period.

Table 7

Number of Full-Length Broadcast and Cable Programs

	/SLASHCONTROL	HULU	FANCAST	AT&T	TOTAL
Broadcast	86	65	93	61	305 (82%)
Cable	28	15	9	16	68 (18%)
TOTAL	114	80	102	77	373

* Includes late night shows, morning shows, and news programs as well as full-length broadcast and cable programs.
**Does not include feature films, menus, and non-shows.

Table 8

Number of Web Exclusives, Clips and Compilations for Broadcast, Cable and other Formats by Provider

	/SLASHCONTROL	HULU	FANCAST	AT&T	TOTAL
TOTAL	**24**	**55**	**15**	**40**	**134**
Web Exclusives					**Web Exclusives = 12 (9%)**
- Broadcast	0	5	0	1	- Broadcast = 6
- Cable	0	0	0	0	- Cable = 0
- Other	0	1	1	4	- Other = 6
Clips					**Clips = 120 (90%)**
- Broadcast	20	36	1	18	- Broadcast = 75
- Cable	1	2	13	17	- Cable = 33
- Other	3	9	0	0	- Other = 12
Compilations					**Compilations = 2 (1%)**
- Broadcast	0	0	0	0	- Broadcast = 0
- Cable	0	0	0	0	- Cable = 0
- Other	0	2	0	0	- Other = 2

*Excludes all full-length broadcast and cable, feature films, menus and non-shows.