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(OR. en)

15700/24

AUDIO 103
EDUC 423
JEUN 279
DIGIT 230
RECH 502
DISINFO 128
ONU 131
RELEX 1436

INFORMATION NOTE

| | |
|----------|---------------------------------------------------------------------------------------------------------------------------------------------|
| From: | General Secretariat of the Council |
| To: | Delegations |
| Subject: | Media and Information Literacy for All - <i>Presentation by UNESCO (Audiovisual and Media Working Party meeting on 13 November 2024)</i> |

Delegations will find attached the presentation¹ given by UNESCO² at the above-mentioned meeting.

Regarding the MIL Cities initiative and at this stage, the new Guidelines that UNESCO has just published are meant to stimulate cities to start piloting some activities promoting MIL learning in physical and virtual urban spaces, and share these experiences with UNESCO so that UNESCO can advocate for the formal creation of such a new city network

(<https://unesdoc.unesco.org/ark:/48223/pf0000391748>).

¹ This document contains presentations by external stakeholders and the views expressed therein are solely those of the third parties it originates from. This document cannot be regarded as stating an official position of the Council. It does not reflect the views of the Council or of its members.

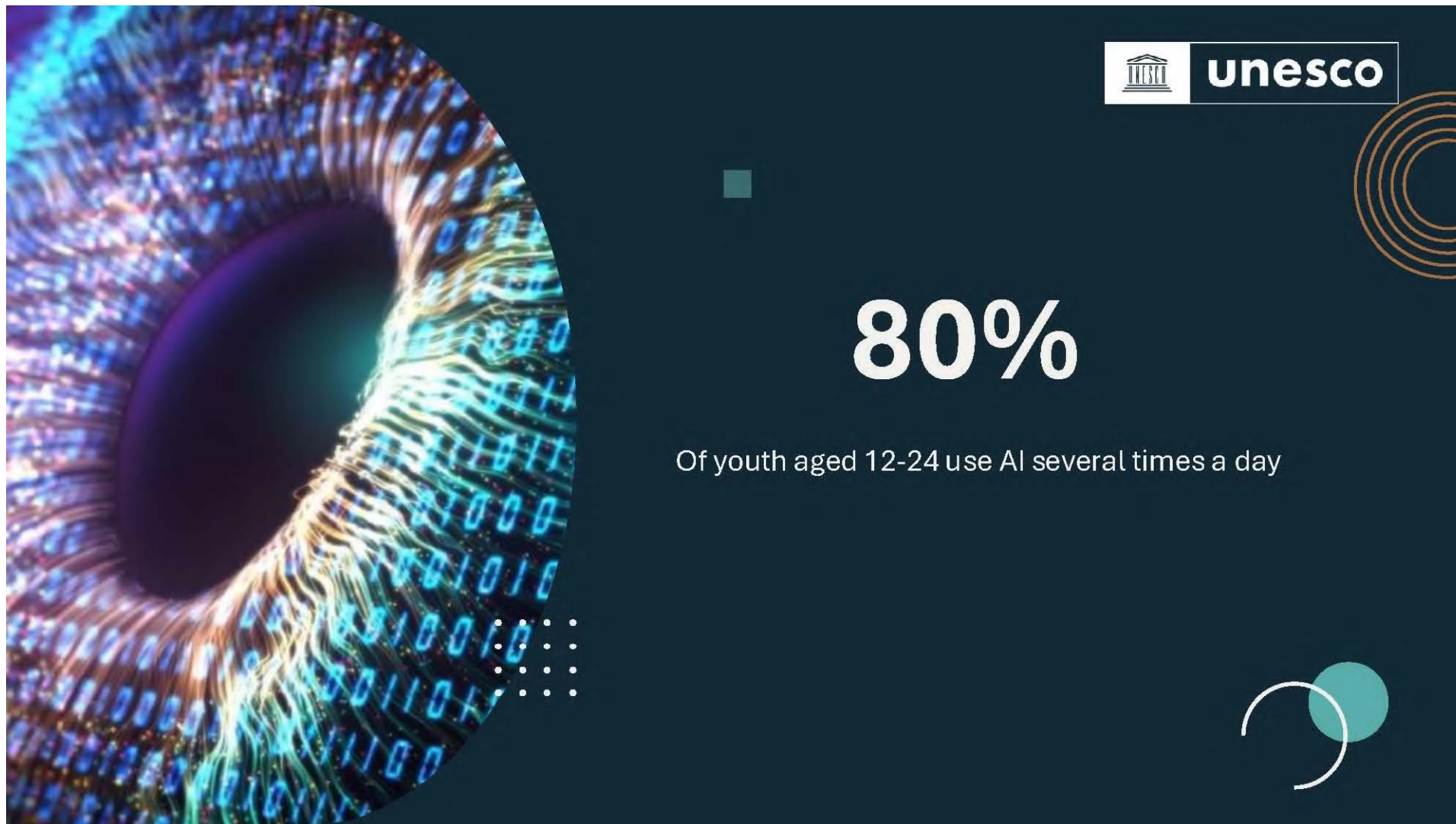
² EU Transparency Register Number: 728245916986-09



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MEDIA AND INFORMATION LITERACY FOR ALL



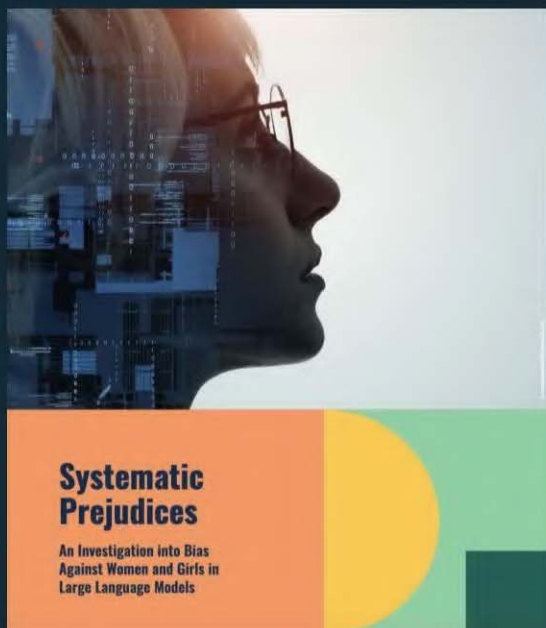




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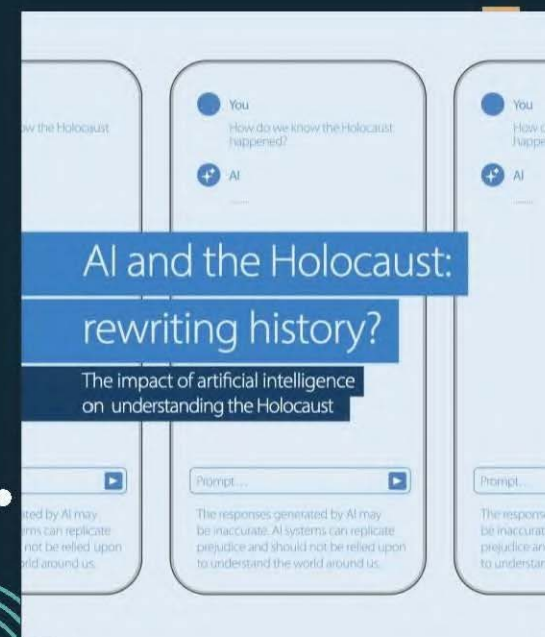


AI Biases



GAI produces gender bias, as well as homophobia and racial stereotyping

AI can distort the historical record of the Holocaust and fuel antisemitism



The Guardian

**Reading, writing and ...
disinformation: should
schoolchildren be taught media
literacy like maths?**



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*“Children will have to approach content with deep scepticism and maturity and apply the skills that historians and journalists apply in their daily work.
We need policies that recognise media and information literacy.”*





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“The UN General Assembly calls upon all Member States and other stakeholders to develop and implement **policies, action plans and strategies related to the promotion of media and information literacy**, and to increase awareness, capacity for prevention and resilience to disinformation and misinformation, as appropriate”

— **UN General Assembly** (Resolution [A/RES/75/267](#))





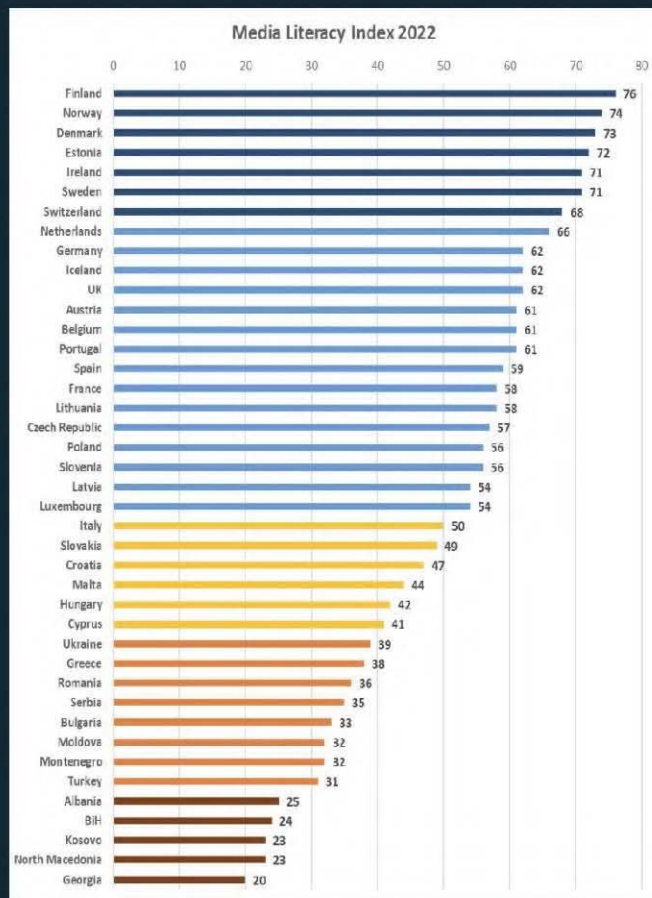
35. We commit, by 2030 to:

(a) Design and roll out digital media and information literacy curricula to ensure that all users have the skills and knowledge to safely and critically interact with content and with information providers and to enhance resilience against the harmful impacts of misinformation and disinformation (SDGs 3 and 4);

SUMMIT OF THE FUTURE
OUTCOME DOCUMENTS
September 2024

Pact for the Future,
Global Digital Compact,
and Declaration on Future
Generations

OSCE, 2022



OSCE, 2022



A strong **geographical gap** in media and information literacy development



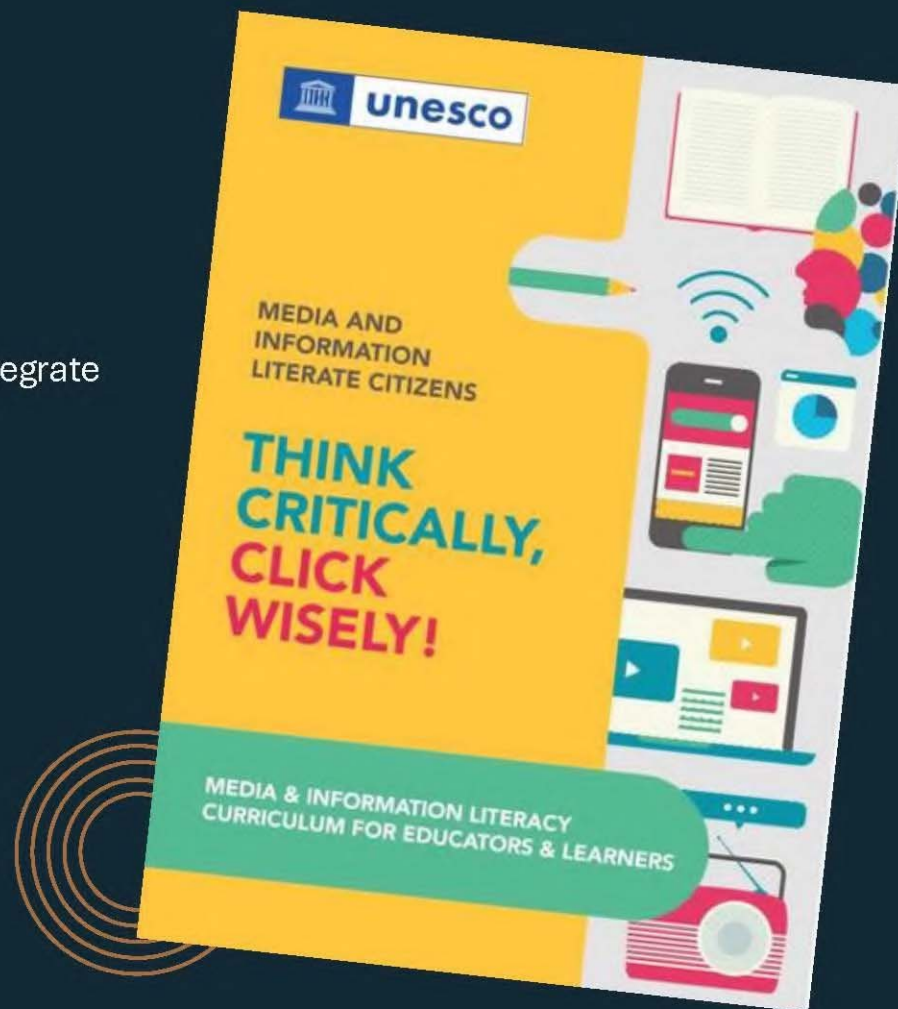
1. Integration of MIL into formal and informal education



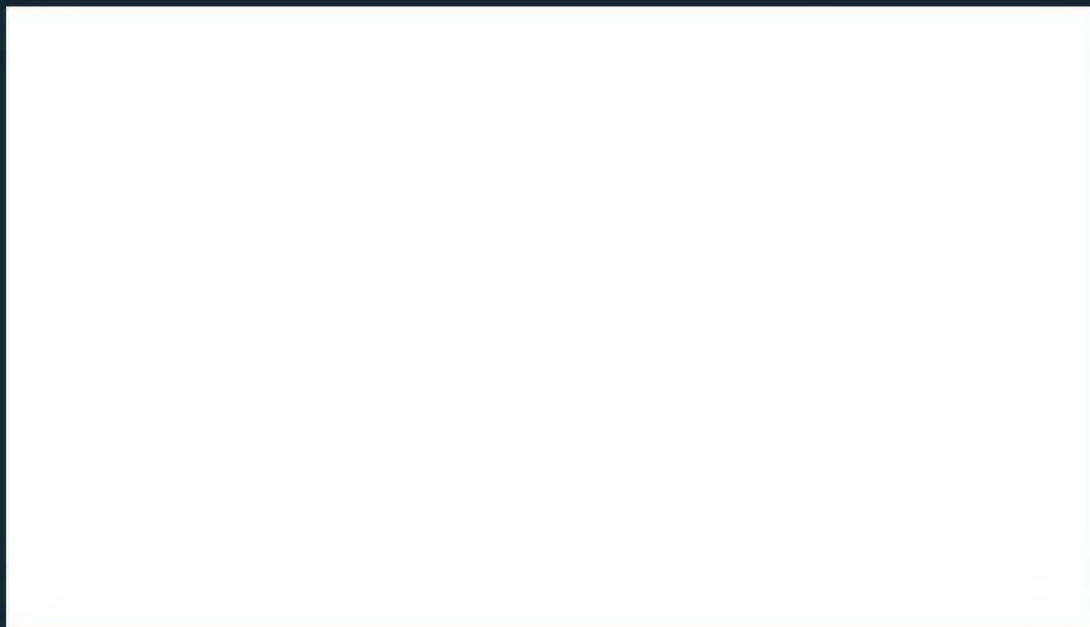
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32 Member States taking steps to integrate
MIL into national school curricula



“Think Critically, Click Wisely »





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In **Nigeria**, MIL was embedded as a compulsory component of all teacher trainings and every student in Nigeria colleges of Education must take and pass MIL courses in year one and two.



Other examples: Brazil, Cambodia, Kenya, South Sudan etc.





2. Support to Youth Organizations



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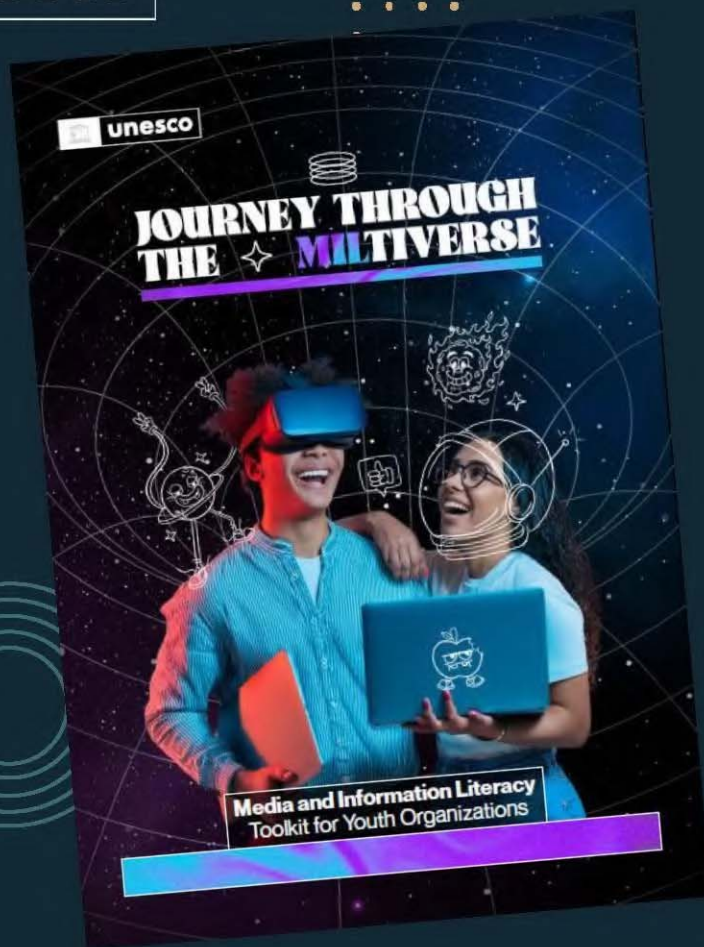
500 youth organizations

equipped to counter disinformation and hate speech with media and information literacy.

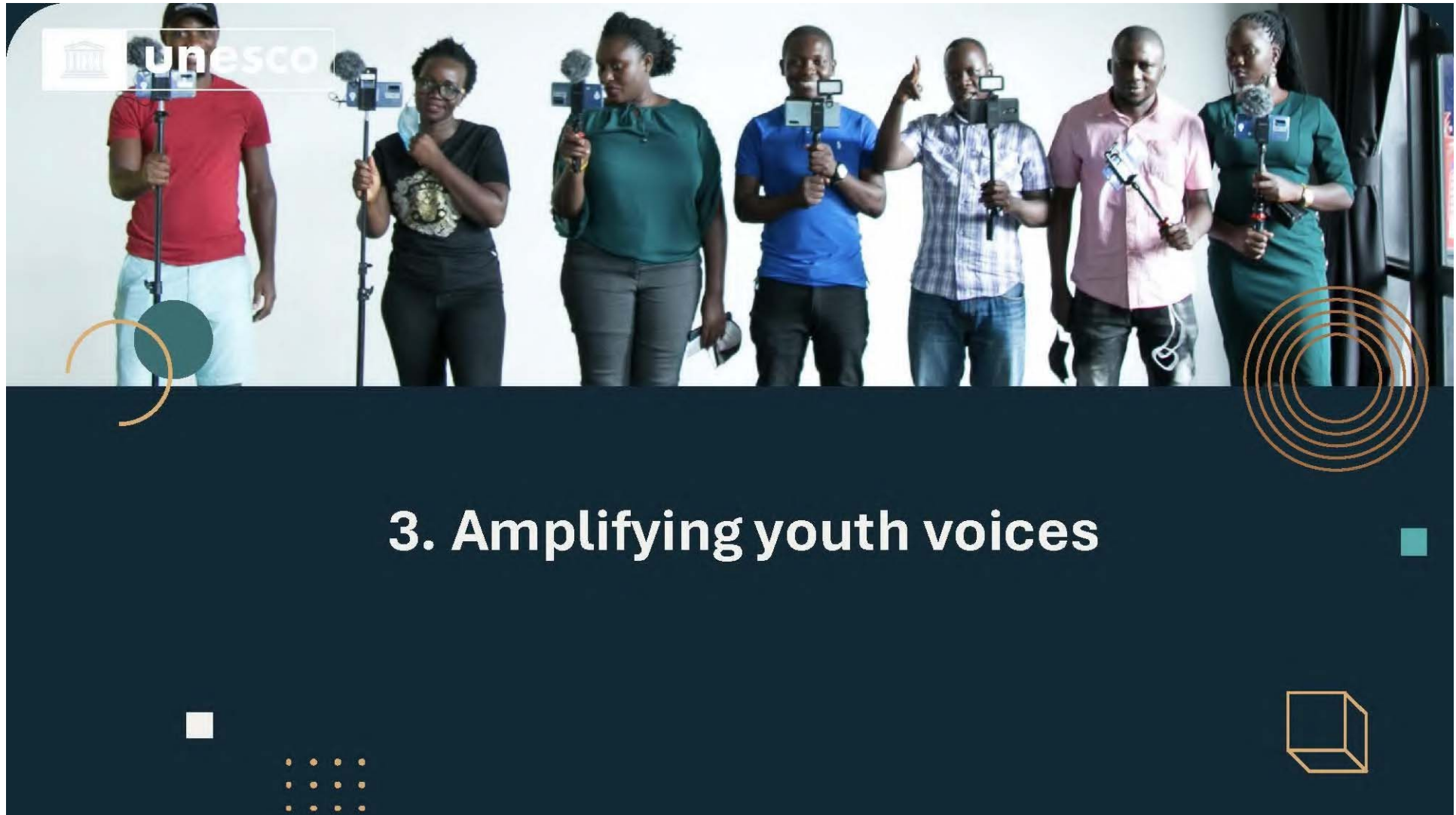




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Development of a **MIL Toolkit**
for Youth Organizations



Youth Hackathon



eracy Week 2024
Information Literacy for pu



“Youth Leading the Way - Media and Information Literacy and the New Digital Frontiers of Information”

2024 edition (Global MIL Week):
203 teams from 68 countries



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YouthMobile 



“Empowering the next generation!”

Since 2014, thousands of youths have been trained and created mobile apps in **26 countries** (Cambodia, Madagascar, Mozambique, Lebanon, Nigeria, Rwanda, Senegal, South Sudan...)





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Youth Multimedia Room



*“Young journalists, activists and influencers
invited and trained to cover
International Conferences”*

2024 edition (WPFD in Santiago):
32 participants from 14 countries



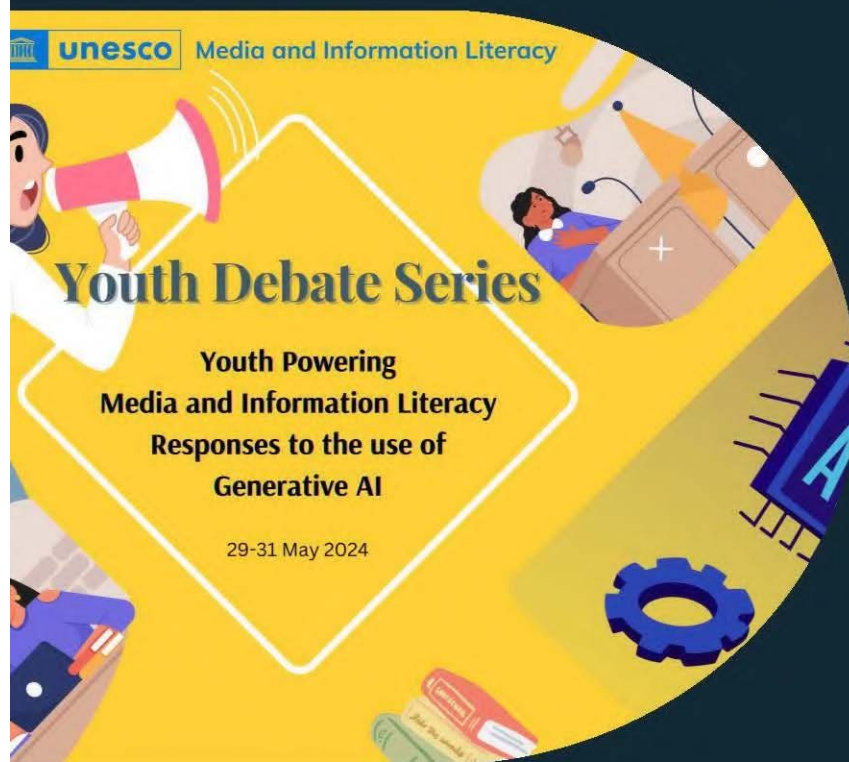
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Participants interviewing Maria Ressa, Nobel Peace Prize Winner



Youth Debate Series



*“A platform for youth to voice their opinions
and contribute to the discourse surrounding
MIL”*

2024 edition:
27 youths from 23 countries



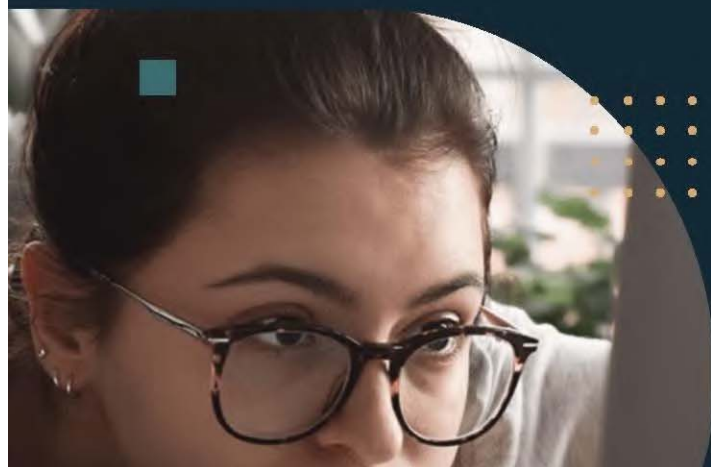


MOOC

A full Media and Information Literacy MOOC
with 20 comprehensive and interactive modules.

MODULE 1:

INTRODUCTION





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Podcast

8 episodes available on all platforms
(Spotify, Deezer, Apple, YouTube etc.)





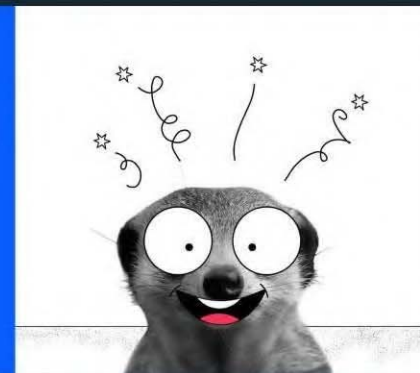
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Videos

A series of audience-driven videos
explaining the basics of MIL

Media &
Information
Literacy

and
Elections



Media &
Information
Literacy

and
Generative AI

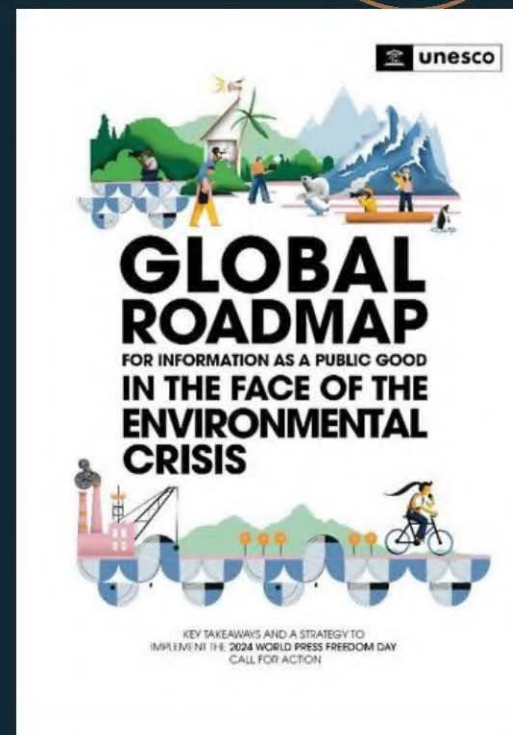




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Online Courses

Each course addresses specific topics such as climate change or AI.





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Social Media Campaigns

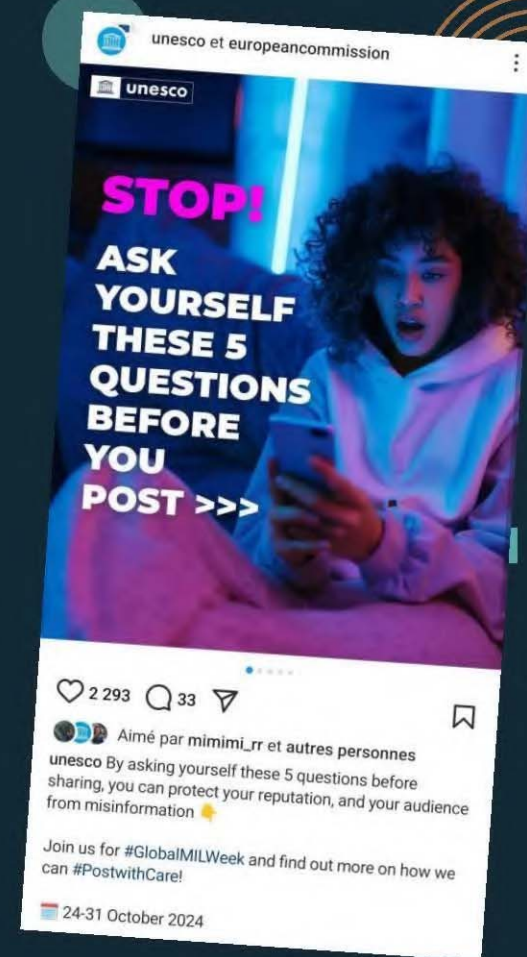


#PostWithCare



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#PostWithCare campaign shared by the European Commission







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2023: Ensuring that all stakeholders, in particular **digital platforms**, are committed to creating and maintaining an open, safe and secure environment for users.



2024: Action Plan to integrate media and information literacy policies into the governance of digital platforms





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“Policies and regulations on artificial intelligence must prioritize user empowerment, and in this perspective, media and information literacy offers the key set of competencies for users to navigate through a disrupted digital ecosystem.”

Tawfik Jelassi

Assistant Director-General for Communication and Information, UNESCO







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Lifelong Learning

Media and Information Literacy course
for adult educators





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Operational Guidelines:

Constructing UNESCO Media and Information Literacy Cities



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MIL Cities

Set cities on a path to innovatively empower more citizens with MIL competencies.





7. UNESCO and EU's partnerships



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A multistakeholder strategy to address together the challenges of disinformation and hate speech globally.

Guidelines for the Governance of Digital Platforms

Safeguarding freedom of expression and access to information through a multistakeholder approach





7. What's Next?

UNESCO's work with influencers



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Hugo Décrypte
(14M followers)



María Paulina Baena
(1.3M subscribers on YouTube)



Austin, Texas, 11 April 2024



Hannah Ajakaiye
(leader of FactsMatterNG)



Dylan Page
(10M followers on TikTok)



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NEW FREE ONLINE COURSE | REGISTER NOW!

NOVEMBER 18 — DECEMBER 15, 2024

DIGITAL CONTENT CREATORS AND JOURNALISTS:
**HOW TO BE A TRUSTED
VOICE ONLINE**



Journalism Courses

KNIGHT CENTER



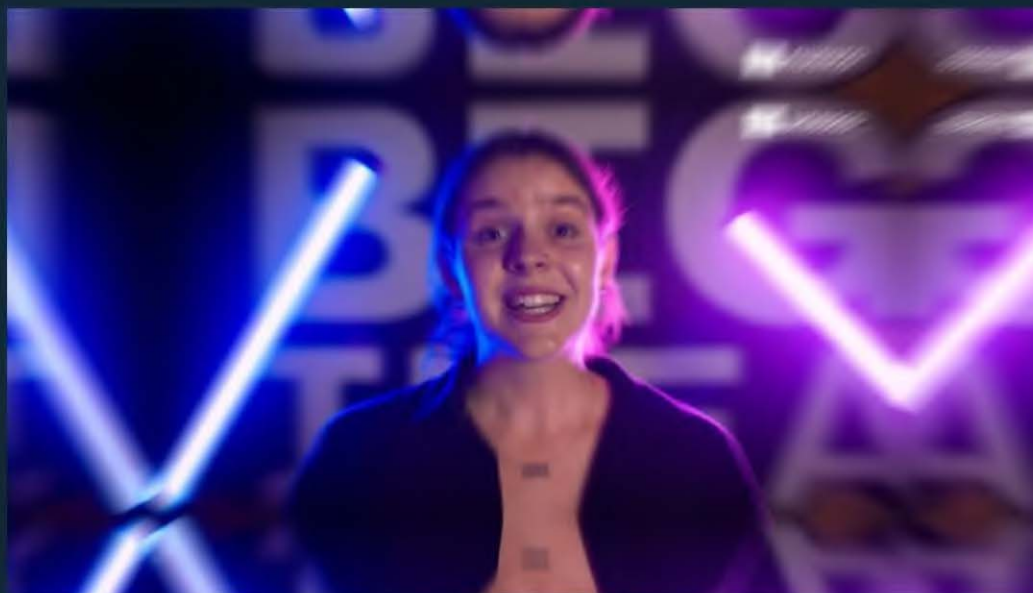
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**Online course for digital
content creators,
influencers, journalists**



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Online course for digital content creators, influencers, journalists



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Global MIL Week 2024

Amman, Jordan – 30-31 October



800 participants





The new digital frontiers of information:
Media and Information Literacy for
public-interest information

Global Conference
Amman - Jordan
30-31 OCTOBER 2024

#GlobalMILWeek

200 events around the world





2025 edition to be hosted by Colombia



Thank you!

Adeline Hulin, Head of the UNESCO Unit for
Media and Information Literacy and Digital Competencies

Contact: a.hulin@unesco.org



About Video Games Europe

19 European and international video companies and national trade associations across the continent



Industry in numbers

The video games industry in 5 key European is worth

€25.7 billion

(+5% from 2022)



REVENUE SPLIT BY SOURCE



Physical
revenue

15%

vs 17% in 2022



Digital
revenue

85%

vs 84% in 2022



114,400

People are employed throughout Europe
(+6.7% from 2022)

VIDEOGAMES EUROPE⁺

More Than a Game: Manifesto 2024-2029



Make Europe
the best place
to create and
invest in
games



Continue the
self- and co-
regulation
success story



Create,
attract and
invest in skills
and talent



Support
innovation –
You can make
IP fun too

 VIDEOGAMES EUROPE 

Add the presentation title

4

Topics



- ✓ Video game play demographics
- ✓ Digital literacy
 - Pan European network of information on video games
 - Games in Schools
- ✓ Minor protection in video game play

VIDEO GAME PLAY DEMOGRAPHICS



VIDEOGAMES⁺EUROPE

| Add the presentation title

Video game players in Europe

Playing video games is an activity a majority of people integrate into their leisure time in some form or another.

53 %

of the population
6-64 year olds

31

is the average age of
a video game player
in Europe

75%

of video game players
are 18 years or older
(up to 64)

43.5%

of European game
players are women

VIDEOGAMES EUROPE⁺



European
Games Developer
Federation

How do people play ?

AMONG VIDEO GAME PLAYERS



68%

play on smartphones
or tablets
(vs 69% in 2022)



56%

play on consoles
(vs 59% in 2022)



46%

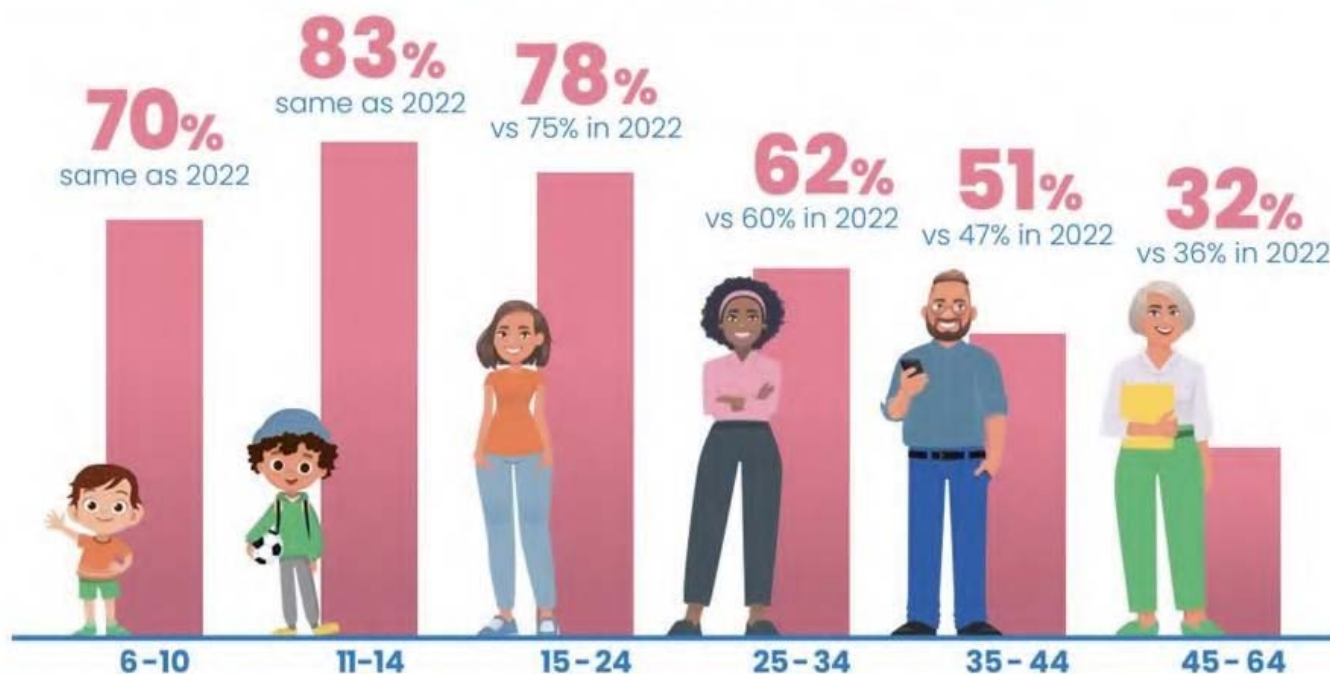
play on PC
(vs 48% in 2022)

Source: GameTrack data, provided by Ipsos Mori and commissioned by Video Games Europe.

VIDEOGAMES EUROPE⁺

Video game players by age group

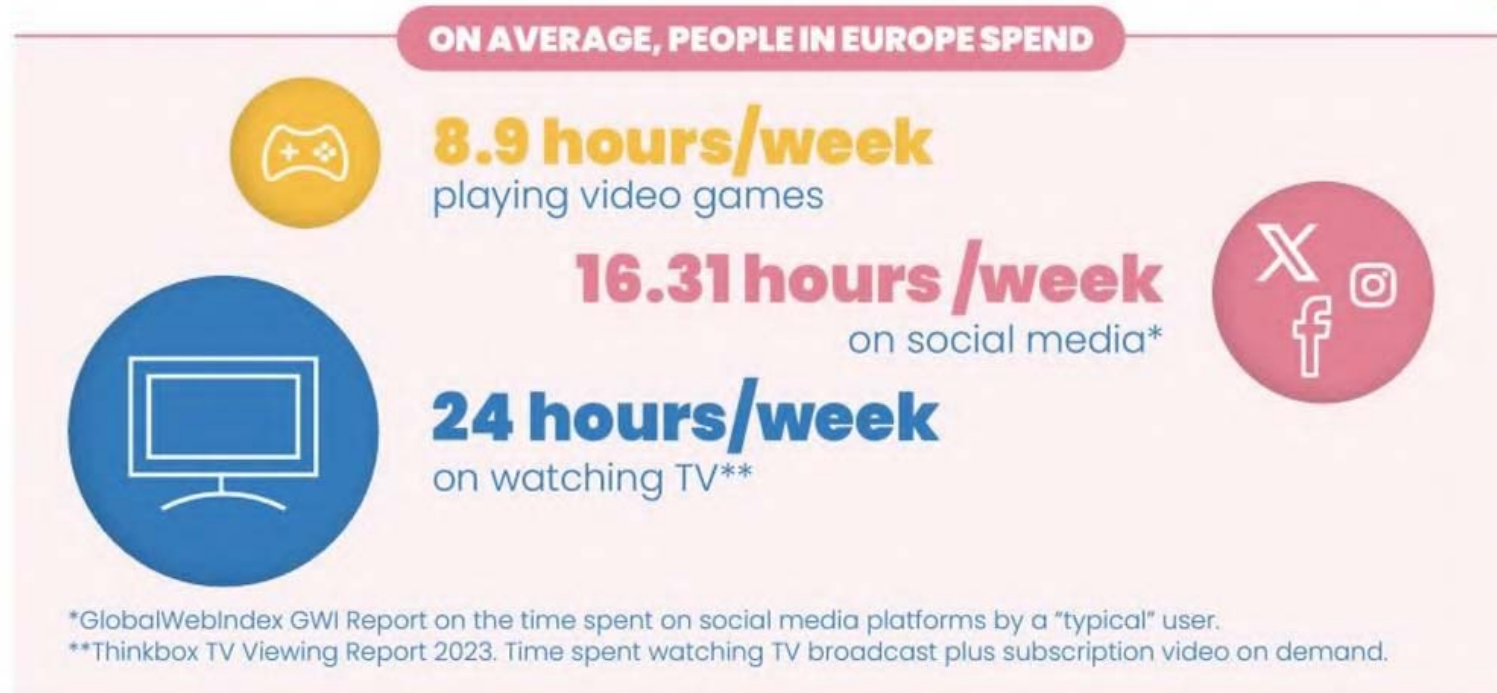
PERCENTAGE OF VIDEO GAME PLAYERS BY AGE GROUP



VIDEOGAMES EUROPE⁺

European
Games Developer
Federation

Europe: Screen time



DIGITAL LITERACY



VIDEOGAMES EUROPE⁺

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Video Games and Education



Project designed to train teachers and educators across Europe on how to use video games as pedagogical support in the classroom.
(European Schoolnet and Video Games Europe)

The project includes:

- A 6-week long **Massive Open Online Course (MOOC)**
- A selection of **teacher-created lesson plans**
- A **handbook for teachers** on using video games for educational purposes
- A **research study** to understand the enablers, obstacles and opportunities for game-based learning
- A **list of video games with educational potential** (on the Video Games Europe website)



12

Games in School – Teacher's Handbook

Available in: English + Croatian, Dutch, French, Polish, Portuguese and Spanish



VIDEOGAMES EUROPE⁺

Digital literacy video games: responsible and fun video game play

- ✓ **Focusing on parents:** Talk to children about the video games they play, discuss online safety and set-up ground rules that works for everyone in the family. <https://www.seizethecontrols.eu/>



What do the PEGI labels mean

PEGI website



Parental and player tools

- ✓ Manage play by access to age appropriate games and descriptors
- ✓ Manage time spent playing
- ✓ Restrict and manage communication with others
- ✓ Manage or disable spending

Digital literacy video games: across Europe

SEIZETHECONTROLS.EU

| | | |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------|
| Austria GemeinsamSpielen www.gemeinsamspielen.at | Netherlands RuleTheGame www.rulethegame.nl | Spain The Good Gamer www.thegoodgamer.es |
| Belgium Jouezmalin / SpeelhetSlim www.jouezmalin.be www.speelhetSlim.be | Poland Zapytaj o Gry www.zapytajogry.pl | Sweden Fråga, Prata, Spela www.fragaprataspela.se |
| Denmark GemeinsamSpielen www.angi-nordic.com | Norway GemeinsamSpielen www.angi-nordic.com | Switzerland PlaySmart play-smart.ch |
| Finland Peliviikolla www.peliviikolla.fi | Portugal #SaberJogar | United Kingdom Ask about games www.askaboutgames.com |
| France PédaGoJeux www.pedagojeux.fr | Romania DespreJocuriVideo desprejocurivideo.ro | |
| Germany Unterhaltungssoftware Selbstkontrolle (USK) https://usk.de | | |
| Italy Tutto sui videogiochi www.tuttosuivideogiochi.it | | |

Video Games Europe's 5 tips for parents
videogameseurope.eu/news/5-tips




VIDEOGAMES EUROPE



European
Games Developer
Federation

The 2023 Seize the Controls Campaign: 10-23 Dec 2023

over
2.69
million
impressions and reach
on social media

18k+ engagement on social media –
Instagram micro influencers

Featured in **75+ press articles**

Present in TV segment and promoted on radio
channels



VIDEOGAMES EUROPE⁺

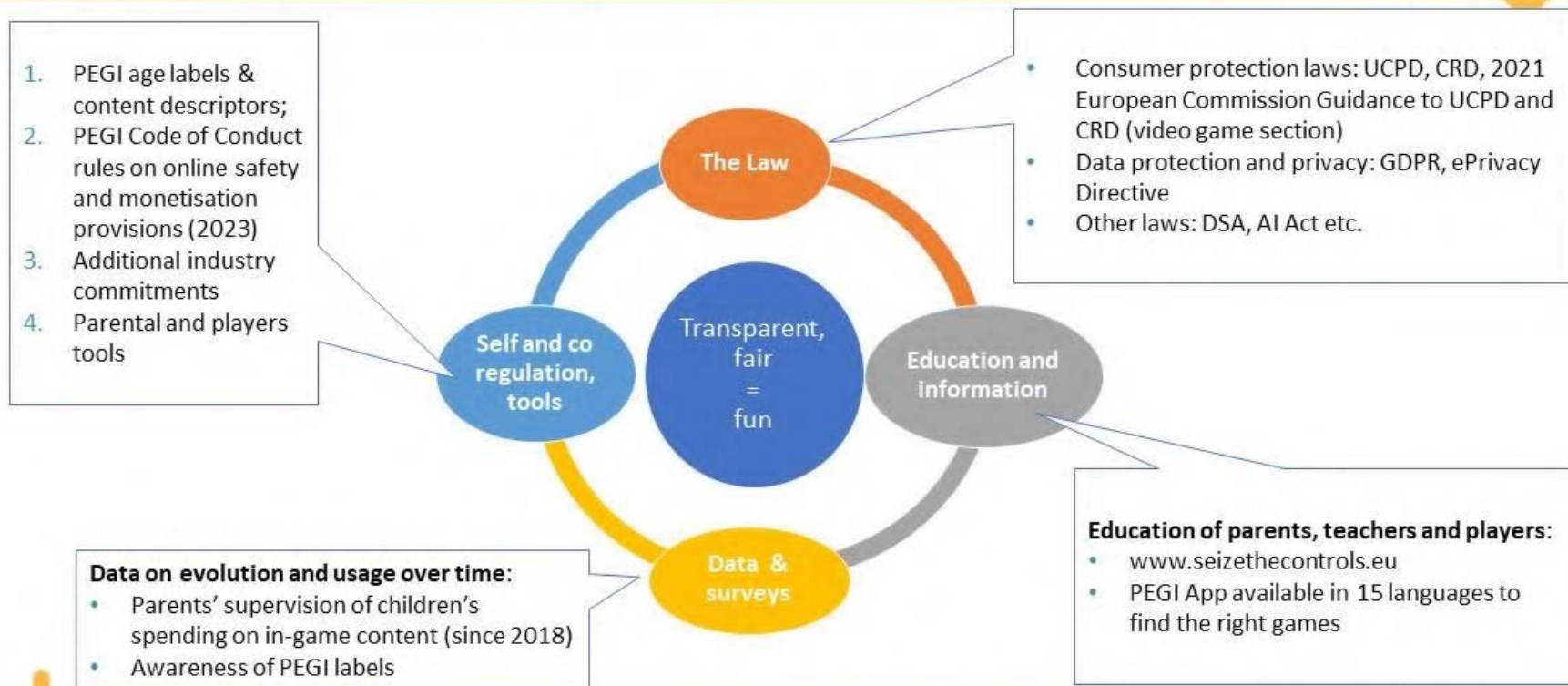
The 2023 Seize the Controls Campaign: 10-23 Dec 2023

We engaged with Instagram micro-influencers to reach those parents with children who play video games who we normally wouldn't be able to reach.



VIDEOGAMES EUROPE

A policy framework for responsible play



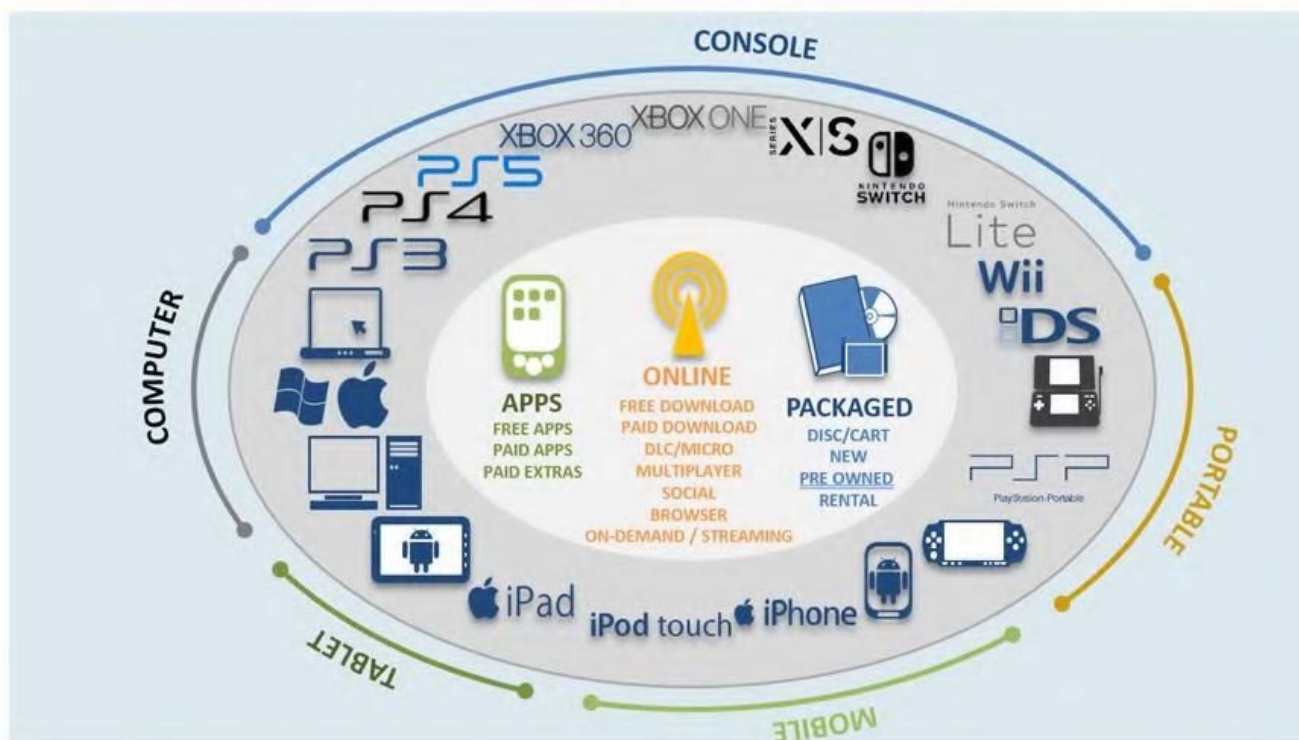
MINOR AND CONSUMER PROTECTION IN VIDEO GAMES

VIDEOGAMES EUROPE⁺

Add the presentation title



Vast ecosystem and consumer choice



EGDF and VGE commitments: Transparent and fair purchases of in-game content



PEGI Code of Conduct in-game monetization article

- Information obligation: game purchases icon
- Transparency in transactions
- Transparency on in-game currency and how it is offered
- Transparent and fair paid random items
- No skin gambling
- PEGI Enforcement



Additional commitments

- Tools to manage, limit or block purchases
- Transactions to be kept separate to gameplay
- Fair refund policies
- Inform players about discontinuation of in-game currency
- No unauthorised trading



Education campaigns & data

- Information campaigns - work together with stakeholders
- Commitment to provide trusted data

Transparent and fair purchases of in-game content: additional industry commitment to the PEGI Code

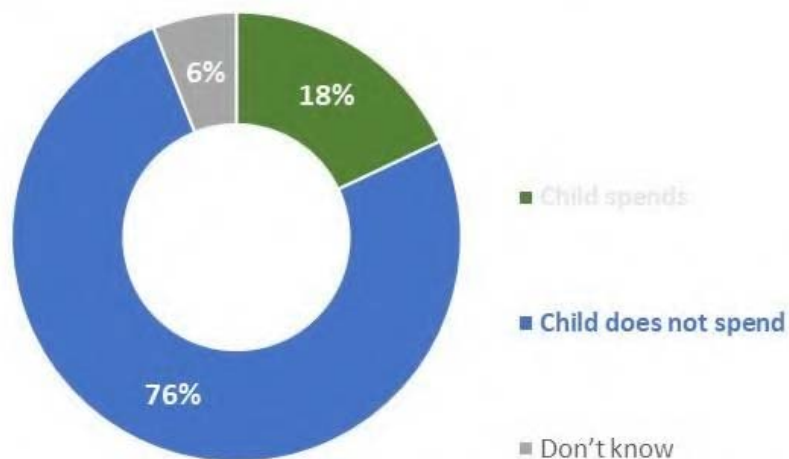
- ✓ **Tools to manage, limit or block purchases:** The industry provides tools to parents and guardians to manage children's spending within the video game so that children do not engage in any financial transactions without the consent of their parents or guardians. Many tools have default settings where spending is set at zero for child accounts. Increasingly, other non-device-based systems may require verified parental consent to access purchase options in a game.
- ✓ **Transactions kept separate from gameplay:** This ensures that the commercial intent behind purchases of in-game content, is clearly and unambiguously distinguished from gameplay. Principle was adopted by the UK Office of Fair Trading, now the Competition and Markets Authority, in 2014. Listed by the CPC Network Common Position on in-app purchases in games as a best practice.
- ✓ **Refund policies:** Where spending has demonstrably occurred without parental consent or knowledge, member companies provide fair and reasonable refund policies and instructions on how to turn on and manage parental tools and family settings.
- ✓ **Discontinuation of in-game currency:** If the use of purchasable in-game currency is discontinued, players are informed sufficiently in advance.
- ✓ **No unauthorised trading:** Video Games Europe and EGDF members have policies in place that explicitly prohibit players from using in-game content to engage in unauthorised trading, and should include clear wording of potential player penalties, such as suspending or banning players.



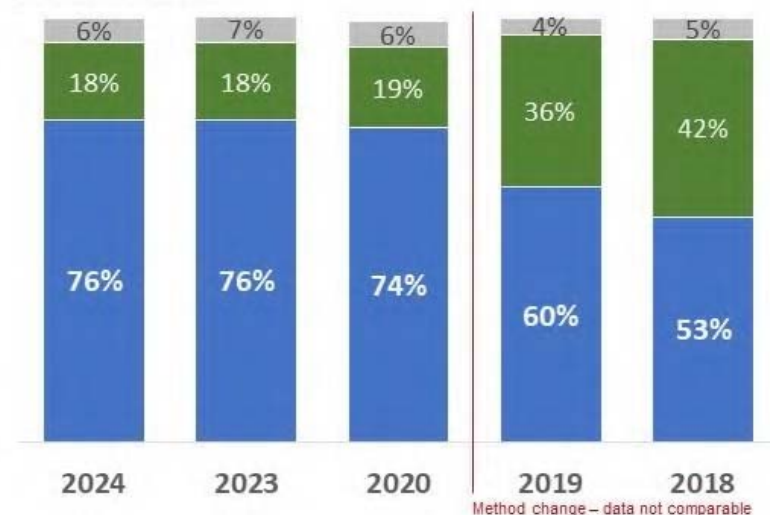
The majority (76%) of parents claim their children do not spend on any in-game extras - this has remained stable since 2020.

- Child spend in-game (Amongst parents of video game players) - 2024

Total - 2024



Total - Trend



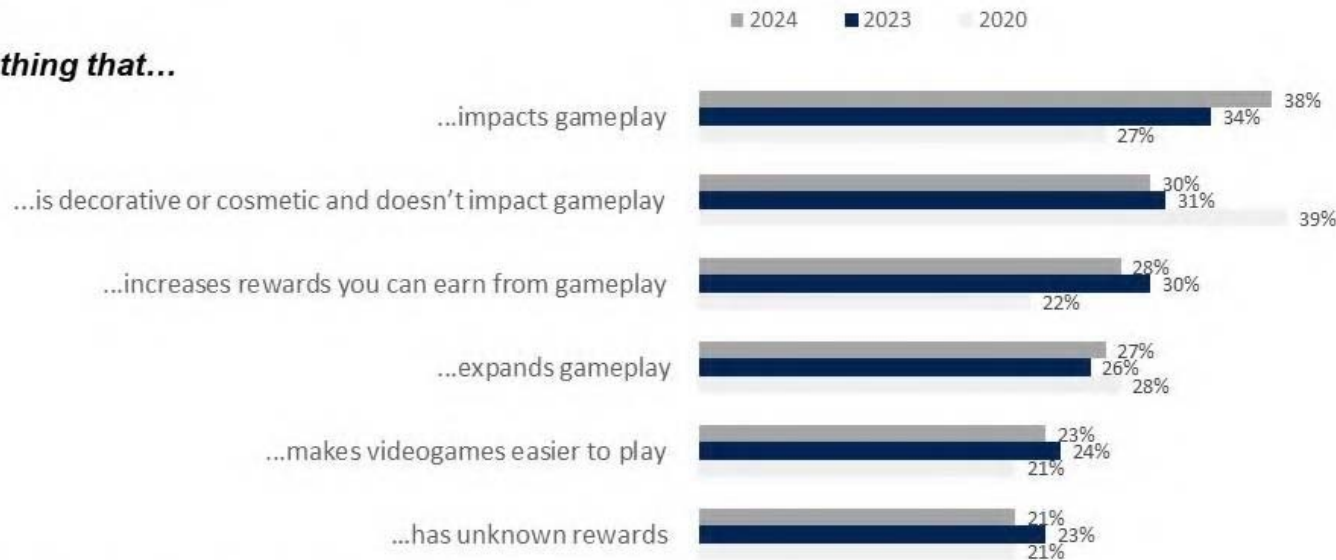
- Q2MICRO. Does your child ever spend money in game?
BASE: Parents / guardians of children in household who play video games TOTAL (2,772)

Among parents whose children spend on in-game extras, unknown rewards (e.g. loot boxes) are least popular. Most popular is content that impacts gameplay, such as new weapons or powers (38%).

• Items spent money on (Amongst parents whose children spend money in-game) - 2024

Total

Something that...

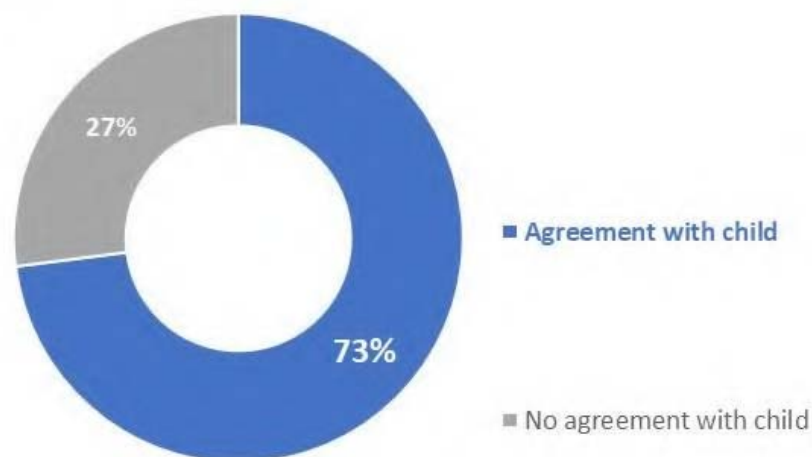


- Q2BMICRO. What does your child spend money on while playing video games?
BASE: Parents / guardians of children in household who spend money in video games (783)

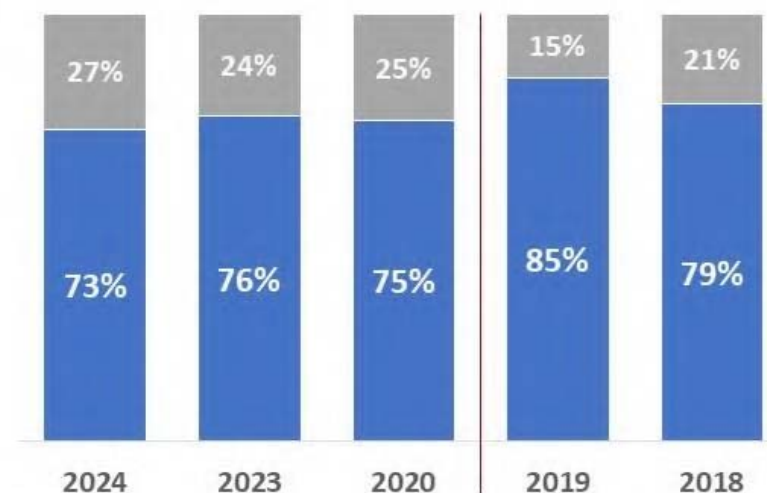
Just under three-quarters of parents have an agreement with their child about in-game spend, which has declined slightly vs. 2023.

- Agreement with child (Amongst parents whose children spend money in-game) - 2024

Total - 2024



Total - Trend

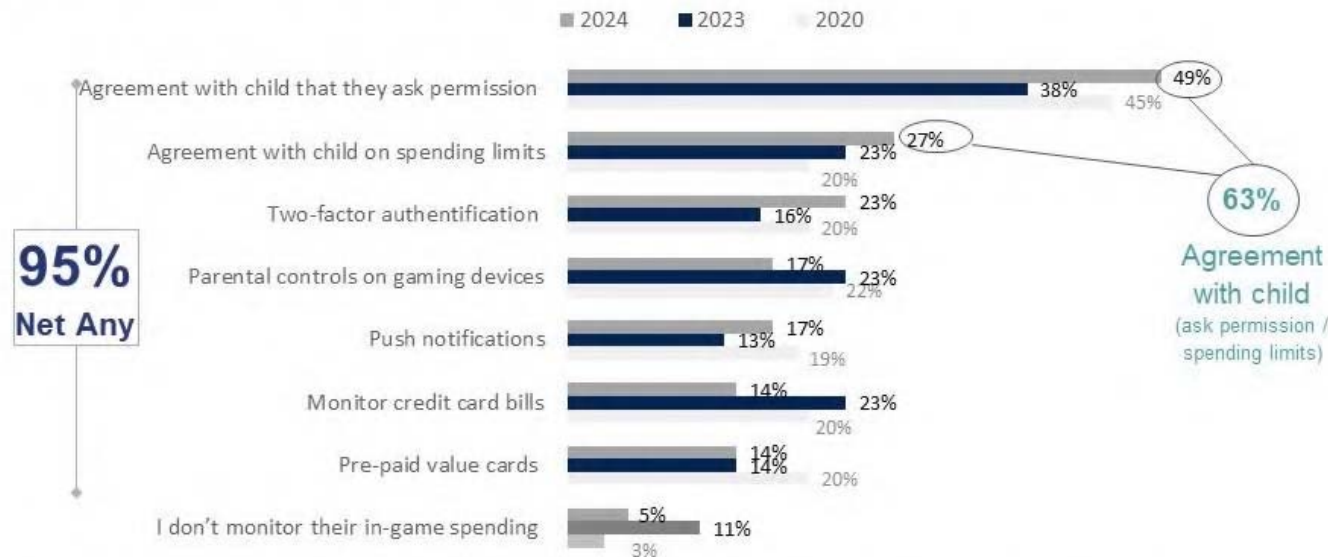


Q4MICRO. Do you have an agreement with your child/children on in-game spending?
 BASE: Parents / guardians of children in household who spend money in video games (783)

95% of parents actively monitor their children's in-game spending. The preferred methods include agreements between parent/child and two-factor authentication, both of which have seen increases year on year.

- Types of agreement with child
(Amongst parents whose children spend money in-game)

Total



- Q5MICRO. Do you use any of the following methods to manage or monitor your child's/children's in-game spending?
BASE: Parents / guardians of children in household who spend money in video games (783)

Take outs

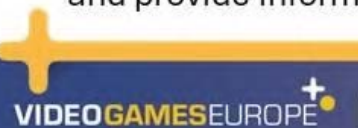


- 1** **The proportion of parents claiming their children do not spend on in-game extras remains stable since 2020.**
Three in four parents claim their children do not spend on in-game extras within the video games they play.
- 2** **Amongst parents who claim their children spend on in-game extras, average spend has decreased to €31 per month.**
Just under three quarters (73%) claim their children spend between €1-20 average / month. Spend has decreased €8 per month amongst those who claim their children spend, vs. 2023.
- 3** **The most popular in-game extra category is content that impacts gameplay such as new weapons or powers.**
The most popular content is the one that impacts gameplay (38%), with 30% of those who spend on in-game extras doing so on decorative/cosmetic items (that do not impact gameplay). Unknown rewards, such as Loot Boxes, continue to be least popular in game content (21%).
- 4** **The number of parents of children who spent on in-game extras AND have agreement on spend levels remains very high.**
95% of parents of children who spend on in-game extras claim to have an agreement with their children about their spend. Over 3 in 5 (63%) have an explicit agreement with their children, either asking permission (49%) or setting spending limits (27%).
- 5** **Most video game players do not engage with or are not aware of in-game currency purchasing nor loot boxes.**
Just 11% of video game players (aged 11-64) claim to have spent real money on in-game currency within the game and only 4% on loot boxes. This is stable year on year for in-game currency and unchanged for loot boxes.

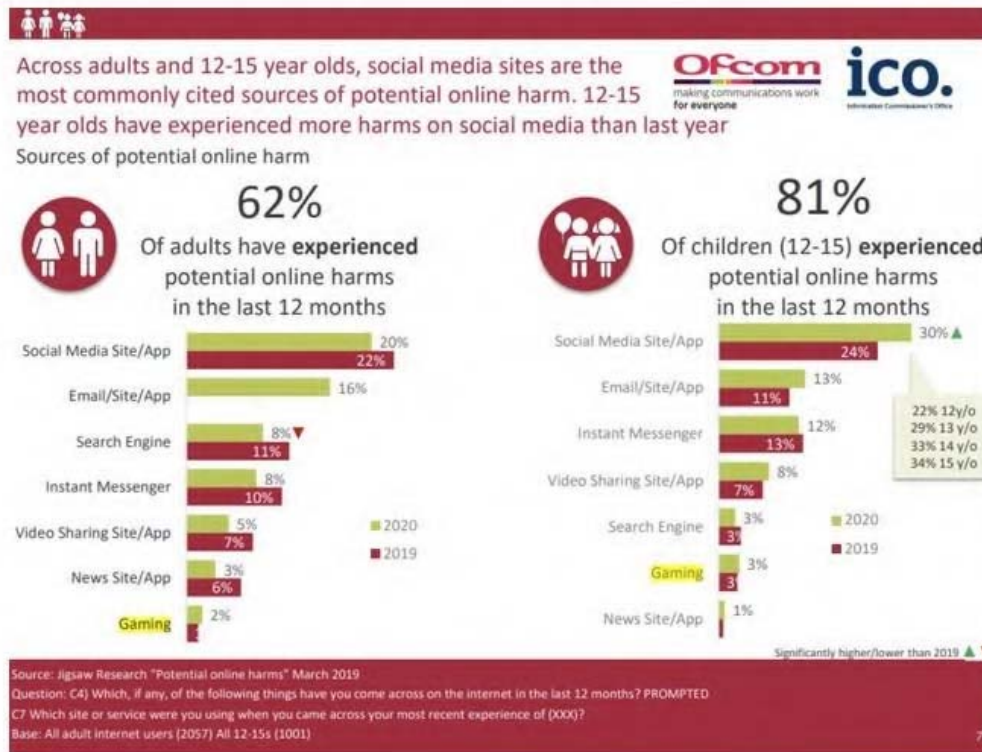
Online Safety in games



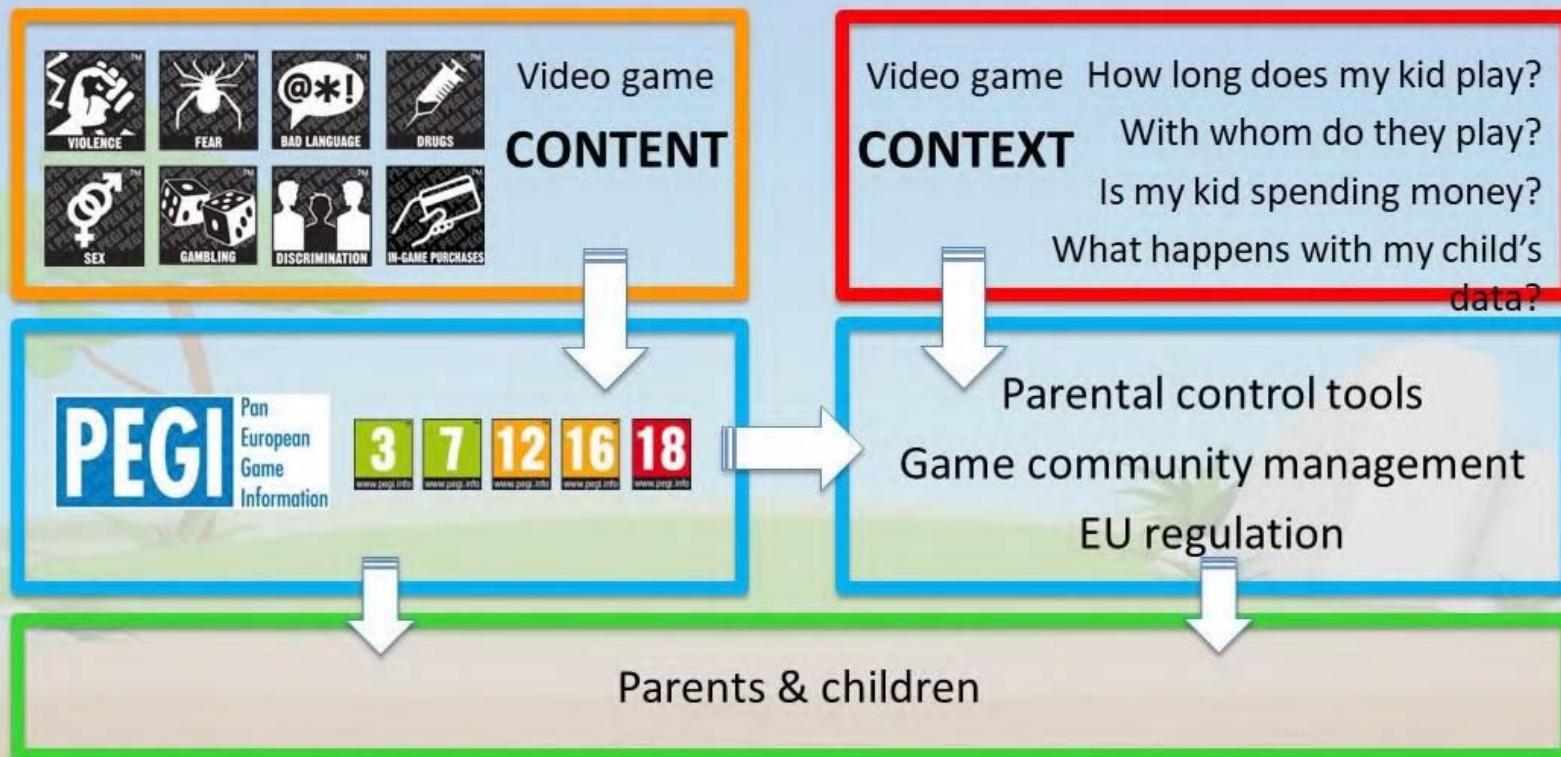
1. **Reporting , blocking and muting** of other players.
2. **Filtering, including proactive filtering**, such as profanity filters and tools that obfuscate links to third party sites.
3. **Moderation tools**: AI and human moderation is used to identify and to remove harmful content, and to remove and report illegal content to law enforcement where required.
 - **Pre-Moderation**: For some video game specific UGC platforms, pre-moderation of text chats is used for games that are particularly popular with children (private information is hashed out prior to upload)
4. **Parental control tools** enable parents to restrict communication with others both in-game and at platform level to ensure that children are protected from, for example, solicitation from unknown players.
 - **Pre-approval by parents**: On some platforms, when parents permit communication with other players in the game, parents can still **pre-approve** communications requests from existing friends of the child.
 - **Game by game approach**: On some platforms, a parent can permit the child to use communication features in one game without affecting the setting that blocks communication in all other games played by the child (“whitelisting”), which gives parents the ability to choose what is right for their child.
5. **Community guidelines** that set out rules for appropriate player behaviour in the game online ecosystem and provide information on the recourse that may be taken in the event of violation of guidelines.



Online safety in games



Solutions for shifting concerns



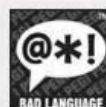
Update to PEGI Code of Conduct

- Agreed in October 2023, implemented in April 2024
- Applicable to newly classified games via the PEGI rating system
- Applicable to older games that are still active via a survey to update the PEGI database
- **Enforcement-by-process** : publishers cannot receive a PEGI rating license for games unless they show us:
 - that a game displays the **probability** of receiving each random item
 - the **policy** that explicitly prohibits that items acquired in-game can be transferred into monetary value for use in unlawful gambling or betting activities
 - the **privacy policy**
 - the **community standards** that prohibit the introduction of illegal and/or harmful behavior or content by consumers.
 - Show us your **reporting mechanisms** and how you address such behavior or content.
- **Enforcement-by-sanction** still possible if disclosure is incorrect



PEGI Code of Conduct : in-game monetisation

- ✓ Comply with applicable laws and regulations
- ✓ Display In-Game Purchases icon and the Paid Random Items notice at point of purchase
- ✓ Transparency in transactions:
 - the cost of in-game currency for in-game purchases is always clear and unambiguous
 - players/account holders should always receive a receipt their account when making purchases with real money
 - the value of the content is always clear by a clear statement of the cost of the content in such in-game currency and easy access to information on how much in game currency the player currently holds, and/or on the storefront area where the in-game currency can be purchased
- ✓ Paid random items – loot boxes:
 - paying for random items is never essential to the gameplay, always optional.
 - inform players about the probabilities to obtain items
- ✓ No skin gambling: signatories shall ensure that their policies prohibit that items acquired in-game can be transferred into monetary value for use in unlawful gambling or betting activities.



PEGI Code of Conduct : safe online gameplay

- ✓ Take reasonably practicable precautions to protect children from access to age-inappropriate content introduced by other players during online gameplay
- ✓ Community Standards: a game's Terms of Service with players must have certain provisions that prohibit players from introducing online content or behaviour that is illegal/harmful and describe the consequences of any breach of these terms
- ✓ Notice and Action:
 - ensure that online gameplay environments are kept free of illegal/harmful content and act expeditiously to remove or to disable access to such user-generated content
 - ensure that appropriate notice mechanisms are in place to allow players and others to notify of such content
- ✓ Companies must maintain an effective and coherent Privacy Policy in accordance with all applicable European Union and national data protection laws



Player and parents' tools



Age rating

Which games they can play based on PEGI age rating and descriptors



Time limit

Agree on playtime limits, allowing for better playtime management



Online spending

Discuss with their children how much can be spent when purchasing games and other downloadable content



Online interaction

Agree on communications in games: friends only, friends of friends, anyone, or no one

In addition to parental control tools on devices, publishers' own platforms increasingly offer parental control tools and additional verification mechanisms such as young player accounts and verified parental consent.

Some examples are: [BlizzardBattlenet.net](#), [EA Origin](#), [Epic Games](#) including [Epic Cabined Accounts](#) for young players, [Roblox](#), [Ubisoft's young player account](#), [Bandai](#), [Niantic](#), [Sega](#). Further, Riot Games have brought in state of the art voice moderation to their chats.



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