

# Release of Internet Industry Association's draft code promoting online content safety measures

The Internet Industry Association (IIA) recently released its draft *Content Services Code*—an industry code of practice for online and mobile content services—for public and industry consultation. Comments on the draft code closed on 15 May 2008.

The code must ensure that commercial online and mobile content likely to be classified MA15+ and above is assessed by content assessors trained by the National Classification Board. This includes

live content. The code may also include a range of obligations for how industry should manage and respond to consumer concerns about chat services, online safety awareness and the take-down of unsuitable content.

Following consultation and consideration of comments, the IIA is expected to submit the code to ACMA for registration, which will give the code legal force.

After registration, the code will complement new rules under Schedule 7 of the *Broadcasting Services Act 1992*, which took effect in January 2008. These regulate converged online and mobile content to promote the safety of people (primarily children) using these content services.

Further information on the draft code can be found on the IIA website, <[www.ii.net.au](http://www.ii.net.au)>.

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