Advanced Parental Controls

White Paper for Network Operators

CUJOAI

The online safety of children is a growing concern for parents. Market researcher Childwise notes that 5-16 year-old children spend around 6.5 hours in front of screens each day[1]. According to the National Poll on Children's Health, 55% of parents name internet safety as one of their top 5 health concerns. In 2016, Pew Research Center revealed that 60% of parents checked their teen's social media[2]. 61% of parents agreed that bullying and cyberbullying is a primary health concern[3].

An Ofcom report released in 2016 noted that on average 5-15 year old children spend 15 hours per week online[4]. More of them are exposed to online threats, including inappropriate content, cyberbullying or even sexual predators. Naturally, parents are more interested in better protection, and the need for advanced parental controls grows.
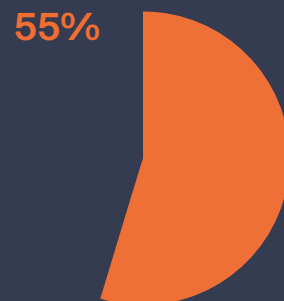
These concerns have given rise to many software solutions parents can install on their children's devices. While these tools provide content filtering, a savvy teen can easily bypass the system with the use of proxy sites. Most parental controls solutions offer protection only at home, leaving mobile devices unprotected when out of the home. Router-based parental control solutions fall short when kids turn off WiFi. Furthermore, none of the existing solutions address parents' top concern: cyberbullying.
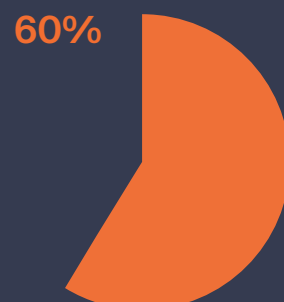
1 http://www.bbc.com/news/technology-32067158

2 http://www.pewinternet.org/2016/01/07/parents-teens-and-digital-monitoring/

3 https://www.washingtonpost.com/news/answer-sheet/wp/2017/08/24/poll-shows-the-top-health-concerns-parents-have-for-their-kids/

4 https://www.ofcom.org.uk/__data/assets/pdf_file/0034/93976/Children-Parents-Media-Use-Attitudes-Report-2016.pdf

6.5H

Children aged 5-16 spend in front of screens each day

15H

Children aged 5-15 spend online per week

55%

Of parents name internet safety among key health concerns

60%

Of parents checked their teen's social media

Why Should Network Operators Care?

- **Internet users are getting younger and savvier.** They easily bypass basic parental controls. Parents are deeply concerned and need effective parental controls to keep their kids safe online, wherever they are.

- **Network operators have the means to protect their customer base.** They can easily deploy a parental control solution in home routers, cloud, and the network core, effectively reaching every customer easier than ever before.

- **Competition.** Traditional approaches, like Qustodio and Net Nanny, have limited features and are costly for Network Operators to implement.

- **Network operators are missing an opportunity.** Advanced parental controls are a niche that will be filled one way or another. If network operators do not take this chance, they will leave the door open for other companies to monetize the existing customer base.

- **Cross-spectrum protection for all devices.** Network operators with mobile service offerings can offer an advanced parental controls solution across home and cellular networks.

The solution to this set of issues is the CUJO AI Advanced Parental Controls API. Using powerful, in-house built machine learning algorithms, the CUJO AI Advanced Parental Controls API allows parents to create profiles for their children, manage, and enforce various filters and policies. It is also an opportunity for Network Operators to ensure that their customers get a more personalized experience on their LAN and mobile (4G/LTE) networks.

Why Should Network Operators Care?

- Device Grouping into Profiles
- Internet Content Filtering and App Filtering
- Profile Schedules and Time Limits
- Device and Profile Level Pausing
- Usage Statistics

Add-on features offered as extension to core functionality:

- Social Media Monitoring, Cyberbullying and Predator Alerts
- A Child app

Find out more about the service and get a full white paper at cujo.com

Contact our team for more information: isp@getcujo.com