

Tamara Littleton comments on the Interim Digital Britain report

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Lord Carter's Digital Britain report needs clarity on content standards, says Tamara Littleton, eModeration

"It's still not clear from the Interim report published today how far Lord Carter's Digital Britain report will go in its quest to give 'clear and effective labelling to help people avoid material likely to be offensive or harmful'. It also needs more clarity on how this could be implemented.

"I am absolutely in favour of developing a content standards policy. Content producers need standard boundaries on what's acceptable for what audiences. It will be interesting to see who'll be responsible for developing and enforcing standards. If ISPs are being pushed to take responsibility for rights infringement, will OfCom be taking on the monitoring of digital content to make sure it is labelled properly? This seems to be the current thinking.

"This is an even more important issue given the speed with which universal broadband adoption is expected to be taken up, and the increase of mobile Internet use, particularly by children.

"The UK Council for Child Internet Safety (UKCCIS)'s Child Internet Safety Strategy, out in the Spring, is quite rightly taking the lead on this.

"Lord Carter acknowledges the global nature of Internet content, so presumably we'll need a global approach to content standards and a far greater level of international co-operation.

"I am very optimistic about the Interim report as a starting point. For it to be meaningful, it must include very clear actions and responsibilities, and detail how its recommendations will work practically."

All comment is attributable to Tamara Littleton, CEO, eModeration.com.

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About eModeration

Founded in 2002, eModeration Limited is an international, specialist user-generated content moderation company. It provides 24-hour community management and content moderation to clients in the entertainment and digital publishing industry and major corporate clients hosting online communities and consumer-driven projects.

eModeration's CEO and founder, Tamara Littleton, has an established background in editorial quality control, fault escalation and process management gained from previous work as the Product Delivery Director for Chello Broadband and Online Operations Manager for BBC Online, where she managed the world's first ISO 9000-accredited team for digital publishing

management and monitored over 400 BBC websites. Tamara Littleton is a member of the Home Office Internet Taskforce for Child Protection on the Internet which brings together government, law enforcement, children's agencies and the internet industry, who are all working to ensure that children can use the internet in safety. She was also the Chair of e-mint, the online community for community professionals from 2006-2007.

eModeration's team of moderators and staff are the key to eModeration's success and excellent client list. eModeration draws on the expertise of carefully recruited and trained moderators located mainly in the US and Europe with specialist editorial and community moderation skills, which are matched uniquely to the client. The company can moderate 24/7 in more than 30 languages. All its moderators are managed online from eModeration's headquarters in London, United Kingdom.

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