



Federal Communications Commission
Washington, D.C. 20554

February 14, 2005
Released: February 15, 2005

Mr. Steve Largent
President
CTIA – The Wireless Association
1400 16th Street, NW, Suite 600
Washington, DC 20036

Dear Mr. Largent:

I am writing to you today to commend CTIA and its members, for addressing the important issues that arise with the delivery of content over mobile devices. Mobile content has been of increasing interest to both members of the media and the public in the past few months. As wireless technology advances, consumers are able to access an increasing amount and variety of information through their mobile connections. The development of new wireless technologies presents both benefits and risks to consumers, especially those consumers who are most vulnerable – children. As your members know, as mobile devices have become more ubiquitous, they are increasingly used for work, entertainment, and perhaps most importantly, personal safety. As a result of the development of new mobile data technologies and applications, as well as the growing use of wireless devices by children, the issue of access to adult content by minors on mobile devices has come to the forefront. I applaud the initiative you are taking to address this issue and ask that you consider the following recommendations.

With adult content available from a myriad of sources, now more than ever it is important for carriers, content providers, and parents to know what is being done by industry to prevent access to adult content by minors, as well as what they can do to protect their children. Therefore, I ask you to help educate parents about their options with regard to content access by minors. Let parents know that they can block access to pay-per-call voice services and access to the mobile Internet through their children's handsets; inform parents of the types of content that children will have access to through download services; and ensure that parents are aware of the different types of services to which their children will have access.

Second, I ask that you consider whether the availability of adult content via mobile devices warrants changes to CTIA's carrier code of conduct to promote industry self-regulation. Through responsible action on the part of wireless carriers and content providers this important social goal can be achieved without government intervention and without interference to the provision of content to adults.

Finally, I encourage you to examine the efforts that are being made by both government and industry in other countries to address the issue of access to adult content by minors. For example, the United Kingdom, Australia, and Israel have each recently confronted this subject, with differing results in each case. This issue is not confined to our borders and we should be mindful that other parts of the international telecommunications industry are facing similar circumstances.

By encouraging independent initiatives by your members and giving parents access to the tools needed to protect their children from inappropriate content you can encourage the continued growth of wireless services as an integral part of every American's daily life.

Sincerely,

John Muleta
Chief, Wireless Telecom. Bureau
Federal Communications Commission