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<th><strong>Title</strong></th>
<th>Keeping pace with media convergence: are regulations still relevant?</th>
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</thead>
<tbody>
<tr>
<td><strong>Author(s)</strong></td>
<td>Hoong, Jason</td>
</tr>
<tr>
<td><strong>Date</strong></td>
<td>1999</td>
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<tr>
<td><strong>URL</strong></td>
<td><a href="http://hdl.handle.net/10220/1849">http://hdl.handle.net/10220/1849</a></td>
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AMIC 8TH ANNUAL CONFERENCE

- SESSION TITLE

- Keeping Pace With Media Convergence: Are Regulations Still Relevant?

- Answer is YES! Question is HOW?
Singapore One

- World's first nation-wide broadband network

1-Net

Service Providers

Leased Line Users

SingTel

SCV

Homes

Offices
All schools equipped with computers and connected to the Internet

Number of students to computer ratio is 5 to 1 for secondary schools and 6 to 1 for primary schools
Dangers on the Internet

- Pornography
- Paedophile sites
- Hate sites
- Violence
- Drugs
- Religious extremism
- Racist
INTERNET POLICY FRAMEWORK IN SINGAPORE
The Class Licence Scheme

- automatically licenses ISPs and ICPS
- ISPs must register with SBA
- not required to monitor the Internet or users
- limit access to 100 high impact pornography sites
- to maintain minimum standard on the Net
Internet Code of practice

- broad markers on what is offensive or harmful, i.e. those which are against public interest, national harmony or which which offends good taste and decency

- provide guidelines on:
  - pornography
  - violence
  - racial or religious extremism
Focus of SBA’s Policy

- Regulatory focus on high impact web sites which distribute pornography
- Regulations are targetted at the provision of pornography and not its reception
- Exempted from policy framework:
  - individual web pages
  - personal communications such as email and IRC
  - companies providing Internet access for employees
Industry Consultation

- pro-business approach
- minimize government regulations, maximize industry’s freedom to operate
- National Internet Advisory Committee (NIAC)
Industry Self-Regulation

- Industry encouraged to take own initiatives against offensive content
- Acceptable Use Policies - extend industry-wide
- SBA working with industry to develop industry self-regulation model
Industry Self-Regulation

- Supports content classification using PICS standards developed by the WWW Consortium
- Encourage content providers to label their sites
International Co-operation

- Need for greater International dialogue and co-operation
- Set certain minimum International standards
- Development of an International content rating scheme
- Participation in ICRA
Public Education

- community and parents play a crucial role
- need to educate them on positive aspects and hazards of Internet
- raise public awareness of importance of parental supervision
- encourage parents to surf the Internet with their children
Public Education

- Tips for Parents websites:
  - promote family oriented sites
  - access control software
  - general tips on supervision
  - incorporate NIAC’s recommendations

- Talks at schools, libraries, and community organizations

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*Internet In Singapore*
Family Access Networks
- for parents who are less computer savvy
- hassle-free network level filtering service
- optional service
- empower parents to better manage their children’s online activities
- organisations/businesses can also opt for it
Internet Growth

- Strong growth and thriving
- SBA / MOE / NLB / NCB are working to promote Internet in schools and libraries.

<table>
<thead>
<tr>
<th>Year</th>
<th>No. of Internet User</th>
<th>No. of Local website</th>
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<tr>
<td>1996</td>
<td>200000</td>
<td>1000</td>
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<tr>
<td>1998</td>
<td>600000</td>
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Internet In Singapore
Conclusion

- Internet has great potential
- But it has to be managed prudently to derive maximum benefits
- Regulations needed to set some minimum standards
- But regulatory framework must also involved industry and community self-regulation and good public education programme
- www.sba.gov.sg

Internet In Singapore
MANAGING INFORMATION AND MEDIA RELATIONS IN THE
NEW MEDIA AGE

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