



Children as Consumers: Youth Behaviour Online

Kids Online: What do they do, where do they go, what do they think?

What About Parents: What do they want and what do they understand?

Kids Internet Business Models: The evolution of kids online – what worked and what didn't.

The Role of COPPA: April 21, 2000 changed the kids industry in the US and internationally when dealing with US preteens.

The Post-COPPA Struggle: When the kids online industry disappeared.

Safety vs Marketing: The difference between Canadian consumer concerns and the US

Picking Your Battles: Privacy, safety, security, best practices, targeted ads?

Choices: Who makes them? Government? Parents? The industry?

The Cost of Those Choices: Every time the rules change, the industry does.

Regulate or Educate: Alternatives to regulation in the marketing space.

The CARU Model: Self-regulation and co-regulation.

SociallySafe: The Canadian WiredTrust's best practice's seal.

Canada's Piece of the Pie: Club Penguin, Webkinz, Ubisoft, EA...

Canada's Unique Role: Understanding and balancing the risks and doing it the Canadian way.