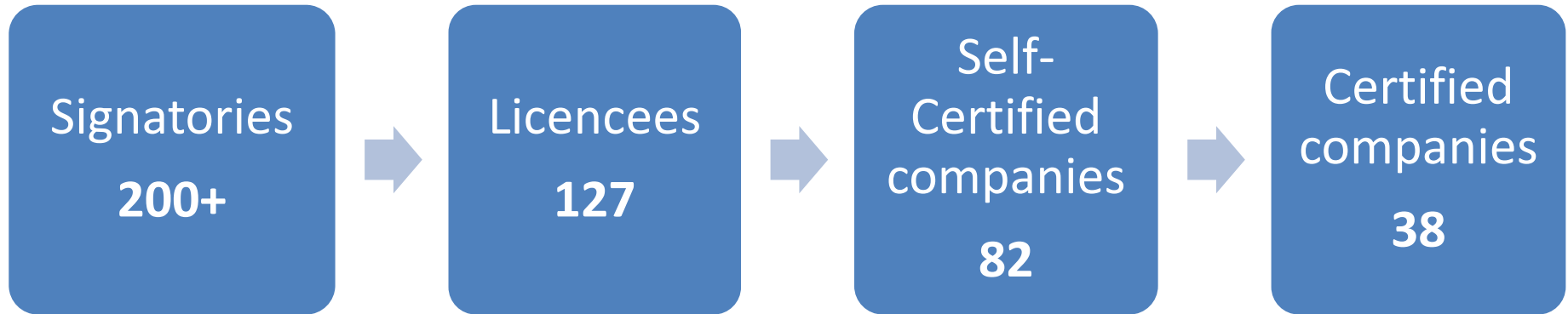




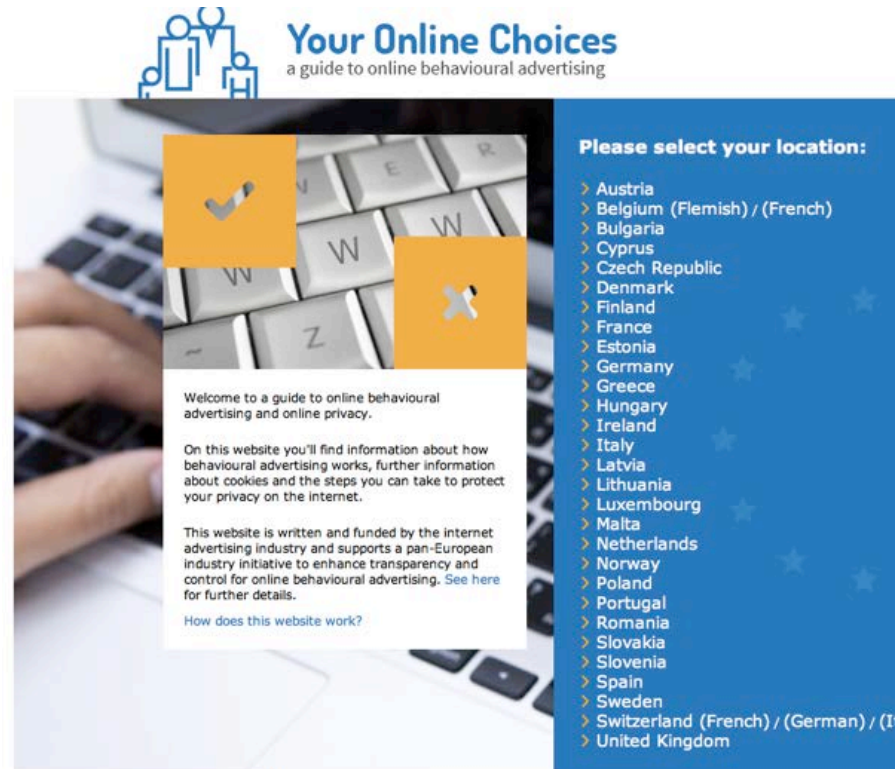
**Delivering transparency, choice and
control for European citizens**

Company compliance status



youonlinechoices.eu

- 31 countries
- 26 languages
- 90 integrated companies
- 1.5 – 2 mln. visitors monthly



Raising consumer awareness

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FI,
SE
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Current outlook

- Increase industry awareness and participation
- Transition from company commitments to full compliance
- Continue developing YourOnlineChoices website; roll out further countries; optimise mobile version; develop persistent consumer choice mechanisms across IE & Safari
- **Adapt the EU Principles to the mobile environment**
- **Roll out the Consumer Awareness Campaign in all European Markets**

Current outlook

- Ensure continued implementation by national SROs of OBA remit & complaint handling
- Facilitate research into consumer attitudes and perceptions regarding OBA and the industry initiative across EU markets
- Continue to engage with key stakeholders (new intake of MEPs and Commissioners)

Political opinions



« It is always a pleasure and a source of confidence, to see fast and dedicated follow-up to a high profile business initiative in a crucial sector. I look forward to continuing cooperation between all interested parties. »

Robert Madelin

Director General of the European Commission's Directorate General for Communications Networks Content and Technology

