



SUPER RTL's #Pledge2Youth

During 2020, BiK Youth Ambassadors were involved in the #Pledge2Youth campaign working alongside industry members of the Alliance to better protect minors online to consider and run a design challenge, focusing on an aspect of age-appropriate design or data privacy, exploring innovative ways to give children and young people a space to express their views and ensure their voice is listened to and acted upon. The protocols for the challenge were derived from Lundy's Model of Participation and guidance from the TTC Labs Design Jam Toolkit. This enabled a decentralised but coordinated programme of work where industry members were free to shape the co-design consultations as they deemed appropriate while complying with the protocols.

Six Alliance industry members took part in the #Pledge2Youth challenge: Facebook/TTC Labs, the LEGO Group, Samsung, Sulake, SUPER RTL and Twitter. This information sheet describes the specific activities of SUPER RTL.

Further information is available in the [best-practice guideline on age-appropriate design with youth](#).

See also the [Better Internet for Kids \(BiK\) portal for the latest information on the Youth Pledge initiative](#).

Focus of the challenge

In their challenge, SUPER RTL focused on users' understanding of data collection, giving consent for data collection and the level of parental involvement in data collection decisions. Their aims were to discover what children understand about data collection and data protection, and to explore ways to redesign their TOGGO Radio consent form to aid understanding and accessibility. These areas were explored through SUPER RTL's UX Labs where children were consulted frequently at all stages of the design process.

What happened?

SUPER RTL is the most popular moving image provider in Germany among children. It provides TV formats, online portals and leisure activities to children of pre-school and children aged 6-13 through its Toggolino and TOGGO brands respectively.

A new service, TOGGO Radio, was launched in 2020 and offers music, entertainment and news to children aged 6-11 years old. It also allows listeners to request songs, request an on-air greeting to family and friends, and participate in challenges or competitions. As part of the #Pledge2Youth challenge, SUPER RTL wished to investigate what children know about personal data collection and protection, how the form children use to contact TOGGO Radio could be improved to help them understand and make informed decisions around collection of their personal data, and the level (if any) of parental involvement around TOGGO Radio.

As an experienced broadcaster, SUPER RTL has long used UX (User Experience) Labs to directly work with and seek the views of children regarding various aspects of the services SUPER RTL provides. Its UX Lab created space by interviewing children aged 6-11 about the consent form and the terms it used. They provided a neutral space for children to share their views, thus enabling voice. They found that children often only read the headline of the form rather than the instructional text. Children were familiar with terms such as 'privacy policy' and 'conditions of participation'; but they lack understanding of these terms. When ticking the checkboxes on the form to give consent, children would often involve parents/carers in the decision.

As a next step, SUPER RTL plans to run a playful and engaging workshop with children to explore redesigning the form so that children can more easily consent themselves. The output of this workshop would be used to inform various expert departments (audience) to redesign and implement the form. Finally, further feedback will be sought from children and parents during and after implementation in order to ensure the form meets their needs (influence). Due to the COVID-19 pandemic, SUPER RTL has had to consider alternative ways to run its UX Labs workshops, as these have traditionally been face-to-face.

“There are long-term benefits of working with young people and it has been so valuable for SUPER RTL – knowing what children want, need and do has helped us as a company, especially in the shift from TV to digital provider.”

Boris Bolz
Chief Platforms & Marketing Officer, SUPER RTL