

DENMARK – INTERNATIONAL PLATFORMS FROM COMMERCIAL PROVIDERS

EXAMPLES FROM THE REPOSITORY

Successful commercial websites and interactive platforms: **lego.com/da-dk/games**, **dk.gosupermodel.com/games**, **moviestarplanet.dk**; Websites from public broadcasters: **dr.dk/b/Online/forside.htm** (this public broadcasting site is especially popular amongst younger children); Public funded websites: **boerneportalen.dk**; Apps: **Momio**, **MovieStarPlanet**



<http://moviestarplanet.dk>

In Denmark the public broadcasting system, Denmark's Radio, has produced a popular site for younger children and tweens. Industry has also produced good positive content with one of the largest toy manufacturers in the world, LEGO, being very active in producing positive online content. MovieStarPlanet and WataGame are also Danish companies who are working intensively to produce national and international positive content.

Providers view: "There is quite a lot of positive content targeted children – but also a lot of content targeted adults – but still used by children, which we consider a challenge."