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# PORTUGAL – SERVICE PROVIDERS AND BROADCASTERS LEAD THE WAY

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## EXAMPLES FROM THE REPOSITORY

Websites: [sitiadosmiudos.pt](http://sitiadosmiudos.pt), [junior.te.pt](http://junior.te.pt), [tinoni.com](http://tinoni.com),  
[disney.pt](http://disney.pt) Apps: Kookie – Centum Square, Kookie –  
Little Bones, Mini Maestro



[www.sitiadosmiudos.pt](http://www.sitiadosmiudos.pt)

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## GATEWAYS AND PLATFORMS

[leme.pt](http://leme.pt)  
[superstars.kids.sapo.pt/](http://superstars.kids.sapo.pt/)  
[kids.meo.pt/](http://kids.meo.pt/)

In Portugal there are no public policies to encourage the production of positive content online for children and the market has not been able to regulate itself on this matter. There is certainly a necessity, but examples of good quality content for children are not abundant. Nevertheless, by using Google it is easy to find more than 40 examples of websites and gateways. As there are no whitelists available the real number is undisclosed and the finding of the content depends on the browsing expertise/persistence of children, parents and teachers.

The most appealing websites and gateways are property of Internet Service Providers, Telecommunications and Publishing companies. Then, one can find a lot of examples of websites that are maintained by teachers, municipalities and other public institutions or services. Although rich in interesting content (usually relating to formal education, learning processes and leisure games), many of the websites from this last group lack attractiveness (most of them are static) or their use is not intuitive (age group unclear, poor classification data, etc.). The good quality content landscape is dominated by the stakeholders that have economic means to maintain websites that can attract a fan base for their other undertakings as well. Sustainability is an issue for those who do not have financial support of any sort by the State or by companies' funding.

In the future and with such a small domestic market, some political action on this field would be desirable to foster the proactivity of content producers and providers, as well as to increase awareness for the importance of positive content online amongst the target groups, that is, parents, teachers and children.