
UNITED KINGDOM – CONTENT IS KING!

EXAMPLES FROM THE REPOSITORY

Successful commercial websites: **Oddizzi.com**

(Interactive platform; graphic site making primary

geography come to life for children), **Websites from**

public broadcasters: bbc.co.uk/cbeebies (CBeebies – preschool site for children from 0 to 6 years old),

BBC.co.uk/cbbc (CBBC - Games and online activities for

6 to 12 year olds), **Private initiatives/projects:**

mrmn.com (Videos, games and stories from 24 of the

Mr Men book series), App **Mini School Lite** (for kids aged

4-6 to aid learning maths, English, rhyming, colours), App

Splash Math (math learning for kids aged around 9-11)



<http://bbc.co.uk/cbeebies>

GATEWAYS AND PLATFORMS

uk.kidsafesearch.org (Safe Search UK provides safe results through google.co.uk) **wabbit.co.uk** (Ask the Wabbit is a safe search engine for children and adults) **mysafesearch.co.uk** (My Safe Search – a child safe search engine) **swiggle.org.uk**: (Swiggle is a safe, exciting search engine with a built in filtering service, aimed at children aged 7-11 years old)

Informal views agree that in the UK younger and younger children (even babies) are using mobile devices. A lot of apps are not suitable for children and families need more orientation. Principally, the UK is concerned about safety of children online. The UK has a cross-government and multi-stakeholder forum (UKCCIS) concerned with internet safety and that is where the priority lies. Secondly, an important consideration is the use of the internet (and apps) to enhance educational outcomes.

Providers view: “The UK has a rich bed of content. It is oversaturated so quality can suffer but is also means people have the tools to think outside the box and be creative.”