ANNUAL REPORT 2016
Welcome from our Executive Director

Greater internet coverage worldwide is creating more online opportunities for all, including vulnerable communities and their children. Sadly, as these opportunities grow the possibilities to exploit and abuse children online do as well. As a matter of fact, the landscape in which child sexual abuse and exploitation are taking place these days is more complex than ever before. As a matter of fact, the landscape in which child sexual abuse and exploitation are taking place these days is more complex than ever before. In the meantime, technology continues to evolve and with its evolution more online risks are being created.

Clearly there is no single country, government, organization or business that can tackle this pressing issue alone. As the global networks of internet hotlines fighting child sexual abuse and exploitation material online, INHOPE and its member hotlines are an example that showcases the importance and effectiveness of coordinated international collaboration. Not only among hotlines but also with important partners such as law enforcement and industry. As a global organization and as a network of trust, INHOPE along with its member hotlines lead the way towards an effective and coordinated approach to tackle the online distribution of child sexual abuse material (CSAM).

When it comes to protecting children, INHOPE does not accept “good enough” as an answer. No matter what challenges arise, we know that the victims of online sexual abuse and exploitation are real children suffering harm, and that fact alone makes our mission critical. By working together, we can tackle this issue in a way that is faster, better and ultimately more effective.

In this review of 2016, we hope to showcase network achievements, learn from previous years with pre-pubescent children and girls being the most vulnerable groups identified in these images. As an organizational level, we created a map for the years ahead with our Strategic Plan 2016-2020, approved by our members at the May 2016 Annual General Meeting. The objectives set in our Strategy will help INHOPE to track and refine progress, and will ultimately act as a compass which should guide INHOPE towards accomplishing its mission of an internet free of child sexual abuse material.

In sum, 2016 was a transformational year for INHOPE, and saw many inspirational steps in the stakeholder workforce in the areas of policy research and legislation around online child sexual abuse worldwide. We are grateful for the commitment of our partners and allies that recognize the importance of sharing our successes, lessons, and resources across the stakeholder spectrum, and most of all to our member hotlines, whose ongoing work, professionalism and unparalleled commitment is the force that drives INHOPE’s vision: putting an end to the sexual abuse and exploitation of children online.

2016 was a particularly successful year for INHOPE and all its member hotlines and one of INHOPE’s milestones was the switch from the old IHRMS reporting system to the new ICCAM platform. When it comes to tackling CSAM, ICCAM is a real game-changer. Firstly, it not only provides vital intelligence to law enforcement including INTERPOL in identifying previously unseen CSAM, but it also supports the process of victim identification because CSAM captured via ICCAM is added to INTERPOL’s International Child Sexual Exploitation Image Database (iCES). Even though 2016 was marked by this new, more accurate way of collecting data based on the analysis of actual images and videos rather than of URLs, the trends observed in our 2016 statistics confirm trends from previous years with pre-pubescent children and girls being the most vulnerable groups identified in these images.

Verónica Donoso, INHOPE Executive Director
What is INHOPE?

INHOPE is a global network of national internet hotlines, each sharing the common mission of combating the spread of online child sexual abuse material (CSAM) and child sexual exploitation (CSE). Each hotline offers the public in their country a way to anonymously report any suspected CSAM they find on the internet with a common message: "Report it. Don’t ignore it."

Reports submitted to hotlines are assessed by trained analysts. If the content is confirmed as CSAM, the information is then passed to the relevant law enforcement agency and/or Internet Service Provider (ISP) for further action. If the content is identified as being hosted in a different country, the report will be forwarded to the relevant hotline in that country. This process allows for the rapid removal of content from the internet, law enforcement to gain valid evidence, and the potential rescue of a victim.

The reality of fighting these crimes against children is that the public holds a great deal of power to help victims. A single report can make the difference in the identification of an image or the rescue of a child, and internet users must always report what they believe to be online child sexual abuse material.

―Del Harvey, VP of Trust & Safety, Twitter

Our Vision & Mission

INHOPE’s vision is simple, but critical: an internet that is free of child sexual abuse and exploitation.

INHOPE’s mission is to support and enhance the work of our hotline members to strengthen the international efforts to combat child sexual abuse material by utilising a multi-stakeholder approach.

INHOPE works with a diverse mix of government agencies, inter-governmental organisations, civil society organisations including child welfare, industry-sponsored initiatives, and other private sector partners. We believe that a coordinated global effort is the most effective way to address the global challenge of online CSAM.

In an era of unprecedented development and opportunity, the technology industry is faced with a growing need to ensure the safety, security and right of children in the digital world. This means stakeholders including mobile operators, Internet Service Providers (ISP), social media companies, and Electronic Service Providers (ESP). By working together with INHOPE and the hotline network, these bodies can help to achieve real change, enacting policies and protections that lead to a significant reduction in the availability of CSAM online.

―Jacqueline Beauchere, Chief Online Safety Officer, Microsoft

“Our multi-stakeholder approach is key to success in the fight against the online proliferation of child sexual abuse imagery. The creation and spread of CSAM across online properties is a global problem that requires global attention and participation – from governments, the technology industry, educators, civil society, victim support organisations, the public, and the media. Each group has a unique role to play, as we work together to report and remove illegal material from the public web, safeguard victims, and bring offenders to justice.”

―Jacqueline Beauchere, Chief Online Safety Officer, Microsoft

Our Vision & Mission
The INHOPE Foundation is a charity founded in 2010 that works to prepare them to join the network in the future.

The aim of the INHOPE Hotline Network is to streamline processes for reporting illegal online content when it involves the sexual abuse or exploitation of a child. Hotlines often encourage reporting even if there appears to be a need for hotline. Where there is focus on emerging countries where there is usually less awareness, there are reports of children in this problem – child modelling and other photos posted online of young children end up collected in databases. This problem is being tackled by INHOPE member hotlines with the help of national and international authorities.

According to INHOPE member hotlines, people need to be aware that the abuse will be found out. They can’t hide behind anonymity, and child modelling is often done to target vulnerable children and individuals abuse children and are able to exploit vulnerable children instead of facing consequences.

Defining a Hotline

A hotline is a national online resource that offers the public a way to report illegal content. Citizens are always encouraged to report suspected CSAM, which can be submitted anonymously to the hotline. Given the anonymous nature of reporting potential CSAM to hotlines, internet users are less wary of punitive action. Reports that confirm the legitimate presence of CSAM will be passed to the relevant law enforcement agency and/or Internet Service Providers (ISP). In many cases, the service provider hosting the content is then given notice to ensure rapid takedown of the material.

Each hotline encompasses a different governance structure, from stand-alone NGOs with charity status to the national home of an international institution (such as a child welfare organisation), or as part of an Internet Service Provider Association. Others are stand-alone hotline organisations in their own right. To ensure a unified approach and adherence to standard guidelines, INHOPE members must comply with best practices.

How Do Members Operate?

How are stand-alone NGOs with charity status in their own right? These are members that operate on a national or local level, working closely with local authorities and organisations. They are stand-alone organisations with their own governance structure. These organisations are responsible for setting up and managing the hotline and its operations. They may receive funding from government bodies or private organisations.

The Code of Best Practice is a clear statement of expectations about how INHOPE member hotlines should operate, both individually and in relation to each other. The Code requires cooperation with other hotlines and enforcement bodies to ensure a consistent approach to tackling CSAM.

Firsthand Perspective: Hotline Analysts Speak Out

HENDRIK KROHNE, ANALYST, FSM

“IT MAKES A WORLD OF DIFFERENCE. I have strong reactions to content, and the fact that individuals abuse children and are able to exploit vulnerable children instead of facing consequences.

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INHOPE’s 2016 Members meeting welcomed several new hotlines as provisional members to the INHOPE Association.

New Members in 2016

www.teprotejo.org

www.saferinternet.or.jp

www.safernet.ro

www.safernet.ro

SAFERNET.RO, Romania

SAFERNET.RO officially progressed from a provisional member to a full member in 2016. They are a civil counterpart, which receives and processes reports of illegal or harmful content. The hotline represents the online-reporting facility developed by FOSSWARE and the Child Online Protection Team. SAFERNET.RO is a strong international force in the fight against child sexual abuse material.

Recognised as experts in the field of CSAM, INHOPE is regularly invited to speak and advance awareness of CSAM and the role that internet hotlines play in its removal. As a convening entity that works with industry, law enforcement, charities, academia and governments, we are proud of the many ways that we have impacted and advanced approaches to fighting online abuse and exploitation.

International multi-stakeholder cooperation is essential to effectively address child sexual abuse material. Engaging actors from across the world is necessary for the sustainable fight against child exploitation. INHOPE’s cross-sectoral operations ensure hotlines are a strong international force in the fight against child sexual abuse material.

The network of experts and organisations that INHOPE brings together is essential for the sustainable fight against the exploitation of children online. Knowledge gained from direct contact with children and their parents is indispensable for shaping effective programs and approaches.

INHOPE represents the online reporting facility developed by FOSSWARE and the Child Online Protection Team. SAFERNET.RO is a strong international force in the fight against child sexual abuse material. Engaging actors from across the world is necessary for the sustainable fight against child exploitation.

To learn more about INHOPE’s full list of members worldwide, click here.
INHOPE Webinar Program

To best support the work of members, INHOPE is continually searching for new concepts, approaches or technologies that are relevant to the issues that hotlines must consider, now and in the future.

These efforts have resulted in the regular INHOPE “Webinar Wednesday” series of presentations by experts. Using the Adobe Connect meeting tool, a speaker is able to present on a topic from their own desktop, broadcast live to a large audience across the world. During 2016, twelve webinars were delivered in areas such as child exploitation, CSAM, and now in its ongoing development and use. Due to its specialised nature, the aspects of this system that involve content assessment and categorisation training can only be dealt with inside of a law enforcement environment. To facilitate this exchange, INHOPE works very closely with Europol’s Combating the Sexual Exploitation of Children on the Internet (COSEC) cybercrime training group. A major part of this includes INHOPE’s Training & Network Services Manager acting as a core trainer on the law enforcement agenda. A webinar is also conducted for police and law enforcement investigators from all over the world held in Spain, each October.

INHOPE Live 1to1 Training

INHOPE provides its work to match what is most needed by hotlines. These are often specific requirements that can be unique and urgent in nature, or a very particular area of assistance and support. In response to these needs, INHOPE offers short notice online training via online meeting tools, with content that is tailored to meet the needs of the issue at hand. By working one to one with members, INHOPE is best able to deliver the support that keeps the network running with the highest quality services.

Law Enforcement Training with Europol

If a report indicates INHOPE has many skills and a knowledge base that would be useful to law enforcement and equally law enforcement has many skills that would be useful to hotlines.

In order to facilitate this exchange, INHOPE works very closely with Europol. INHOPE supports to work and promote their incredible accomplishments in the field. Whether local, regional, or global, hotlines are making an impact on the world’s response to digital crimes committed against children.

Achievements of the INHOPE Network

The member hotlines of our network are dedicated to developing the best and most effective means of fighting online child sexual exploitation. Throughout the year, INHOPE works to support and promote their incredible accomplishments in the field. Whether local, regional, or global, hotlines are making an impact on the world’s response to digital crimes committed against children.

Technical Webinar on Monitoring and Categorisation of CSAM

The INHOPE Technical Webinar Program on Monitoring and Categorisation of CSAM, which in turn allows for faster escalation of new content. Authorities are best able to view at a later date.

A webinar is also conducted for police and law enforcement investigators from all over the world, each October, which in turn helps reduce duplication of reports.

The ICCAM System

The ICCAM System is a groundbreaking system to make inter-hotline reporting easy and quick. To best support the work of members, INHOPE continues to build new contacts with partners to continually expand our long-standing partnerships. INHOPE’s team draws on their expertise to support the work of members.

The ICCAM System was designed and built for hotlines to “finger-print” reported CSAM (pictures and videos), which in turn helps reduce duplication of reports. The ICCAM System is a web-based CSAM. The ICCAM System is a web-based CSAM. The ICCAM System is a web-based CSAM. The ICCAM System is a web-based CSAM. The ICCAM System is a web-based CSAM. The ICCAM System is a web-based CSAM. The ICCAM System is a web-based CSAM. The ICCAM System is a web-based CSAM. The ICCAM System is a web-based CSAM. The ICCAM System is a web-based CSAM. The ICCAM System is a web-based CSAM. The ICCAM System is a web-based CSAM. The ICCAM System is a web-based CSAM. The ICCAM System is a web-based CSAM. The ICCAM System is a web-based CSAM. The ICCAM System is a web-based CSAM. The ICCAM System is a web-based CSAM. The ICCAM System is a web-based CSAM.
INHOPE 2016 Annual Report

The INHOPE mission is to strengthen the work of the hotline community. Hotline annual reports provide not only a summary of their progress and activities, but a useful transparency in operation. This helps to ensure effective, high-level operations and data that can support the work of others in online child protection. Showing trends, changes, and impact at a national level can help educate others across the stakeholder community, informing all those who are working to fight CSAM and reinforcing the critical need to share resources and data.

These reports create accountability and cultivate a sense of value and trust between members that is imperative when tackling an issue with the size and scope of CSAM. These reports create accountability and cultivate a sense of value and trust between members that is imperative when tackling an issue with the size and scope of CSAM. They also noted increases in child abuse imagery in on public forums and image hosting sites, and a rise in self-produced webcam imagery of minors.

In 2016, the Bulgarian Safer Internet Center received and evaluated 1,976 reports of illegal child sexual abuse material; nearly 340 reports (17 percent) were described as illegal by Stopline, compared to 13 percent in 2015. Ninety-two percent of the illegal material was CSAM. One website with CSAM material was hosted in Austria, 92% (322 URLs) were hosted in countries with INHOPE hotline partners.

In their 2016 Annual Report, EOKM’s Dutch hotline Kidexpert stated that their Reporting Center reached 100,000 URLs for the first time, following steady increases over recent years. They also noted increases in child abuse imagery in on public forums and image hosting sites, and a rise in self-produced webcam imagery of minors.

INHOPE’s 2016 Annual Report

The total number of reports in 2016 to the IWF hotline increased by 38% according to their 2016 Annual Report. Of these reports, 13% concerned sexual child abuse. All content hosted in Germany could be removed within 5 days at the latest, with sexually suggestive content depicting children could be deleted within 3 days. For full data and analysis on Jupitermedia.net’s work, visit their 2016 Annual Report.

The Expertise Online Child Abuse Office (EOKM)

EOKM is a Netherlands-based independent foundation dedicated to the safety of all children. In addition to their work as a reporting body within the INHOPE network, they partner with a number of charity organizations that raise awareness about child sexual abuse.

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Some of the most unsettling trends are shifts in technological trends, image hosting sites, and a rise in self-produced webcam imagery. This is an increase of 112% on the 743 disguised images in 2015.

The report also showed key trends for 2016, such as an increase in CSAM reports by 21%, with details of how these reports were passed to law enforcement, other hotlines, and service providers.

Stoppino – Austrian Report Centre Against Child Pornography and National Socialism on the Internet

Save the Children Denmark (Red Barnet)

The Save the Children Denmark is a member organization with more than 10,000 volunteers who run more than 60 local branches all over the country. In 2016, the organisation received 1,128 reports, 12 percent of which was related to potentially exploitative images or movies of children.

For full information on this data, see Red Barnet’s 2016 Annual Report.
Main Projects and Partners

LOT 1 — EUN Partnership

INHOPE has been subcontracted by the EUN Partnership for the LOT 1 project on the Better Internet for Kids (BIK) platform. As part of this project, a special working group was established by INHOPE in May 2016 during the hotline training in Copenhagen to discuss facilitation of better collaboration of European Commission funded hotlines. The INHOPE Certified Analyst module continues to be one of the key deliverables of this project with over 60 certified analysts.

In addition to this, best practice guidelines were updated to reflect emerging trends; blogs and webinars of varied topics were hosted on the BIK platform, along with a quarterly bulletin informing readers of safety issues and opportunities across Europe and beyond. All INHOPE Hotlines are encouraged to subscribe, as this is a valuable resource including news and resources from Safer Internet Centres and wider stakeholders.

Safer Internet Day 2016, one of the primary events of this project, was widely supported by INHOPE members on social media. Through the event hashtag and coordinated activities, members and stakeholders were able to share and create visibility around their work, an effort that highlighted every sector from education and charities to government and law enforcement. Safer Internet Day is one of the biggest annual landmarks in the online safety community, and INHOPE is always proud to use this opportunity to share stories and achievements from the hotline network.

What Our Partners Say

“...A key feature of the BIK project is to develop a core service platform to facilitate the exchange of knowledge, expertise, resources and best practices between key online safety stakeholders in order to increase access to high-quality content for children and young people, step up awareness and empowerment, create a safe environment for children online, and fight against child sexual abuse and child sexual exploitation. A key benefit of the two networks working together is that a holistic approach to online safety can be taken, ensuring the whole spectrum of roles and challenges and developing appropriate responses, both at national and European level, while also providing a ‘united front’ in dealing with other stakeholder groups (industry, law enforcement, research, academia, policy and so on). Such a coordinated approach ultimately leads to better outcomes in keeping Europe’s children and youth safe online, whatever challenges they may face.”

Hans Martens, Insafe Network Coordinator, European Schoolnet

The volume of illegal online child sexual abuse imagery remains a problem which needs collaborative action in addition to legislation. Without the effective cooperation within INHOPE, the volume of CSAM available online would increase, and it would take longer to identify, law enforcement, research, academia, policy and so on). Such a coordinated approach ultimately leads to better outcomes in keeping Europe's children and youth safe online, whatever challenges they may face.”

Margareta Traung, Head of Sector “Programmes Implementation”, European Commission

LOT 2 — ICCAM

The ICCAM system has been developed over the past several years through funding by the European Union. ICCAM represents a great step forward in the value of hotline work to fight the online distribution of CSAM. It is specifically designed with the work of hotlines in mind, by:

- Facilitating the electronic and instant exchange of CSAM-related reports between INHOPE member hotlines, as reported CSAM is almost always hosted in a different country.
- Allowing for a wide range of statistical data to be harvested from the whole Hotline Network in regard to reports, hosting, notice and takedown times, hotline actions in relation to CSAM reports and many other elements.
- Organising the classification of reported CSAM by hotlines (in most countries) into legally recognised categories, which are then automatically sent to Interpol to be investigated with the hope of identifying and potentially rescuing victims.
- Improving the understanding and mapping of online CSAM distribution worldwide by enabling accurate analysis of "known" (content that has already been seen by hotlines and law enforcement) and "new" CSAM.

Throughout 2016, the use and impact of ICCAM has continued to grow, as reflected in the statistics contained in this report. Looking into 2017, INHOPE is committed to the goal of ICCAM being used in the processes of as many hotlines as possible.

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Hans Martens, Insafe Network Coordinator, European Schoolnet

The Internet is borderless and only action on every level can fight effectively against CSAM. As an umbrella organisation, INHOPE brings together hotlines that work together to best tackle child sexual abuse online in an effective manner.”

Margaret Traung, Head of Sector “Programmes Implementation”, European Commission

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INHOPE is a membership organisation which is owned and run by its members via an elected board. INHOPE is governed by the Articles of Association & Rules and Regulations, which are publicly available documents. The INHOPE Association is registered in The Netherlands and operates under the Dutch legislative framework. As an Association, all finances are externally audited on an annual basis. Registration information for the Association and annual audited accounts are publicly available from the Kamer Van Koophandel (www.kvk.nl).

Board

Members vote to elect a President to lead an elected Executive Committee, which is known as the Board. The Board is responsible for the management and administration of the Association.

Secretariat

Based in the Netherlands, the Secretariat is responsible for conducting the daily business of the Association and is accountable to the INHOPE Board. The INHOPE Secretariat is led by the Executive Director.

Advisory Board

INHOPE has an Advisory Board made up of representatives from stakeholder organisations in industry, law enforcement and child welfare.

Welcoming the New INHOPE Board

INHOPE benefits greatly from the support of our Board, made up of leaders in the field from across a diverse range of backgrounds in online child protection.

This year, we welcomed our new Board and newly elected INHOPE President for 2016-18.

Arda Gerkens,
INHOPE President
Arda is the managing director of the Dutch hotline (Meldpunt Kinderporno, Expertisebureau Online Kindermisbruik) and a Member of the Dutch Senate.

Themba Wakashe
INHOPE Board Member
Themba was appointed as the CEO for the Film and Publication Board, South Africa. He previously served as the Director General for the Department of Arts and Culture and has over 14 years of experience in the public sector.

Miguel Torres Garcia,
INHOPE Board Member with Foundation Portfolio & INHOPE Foundation President
Miguel has served as the Chief Officer Operations of Child Focus, the Belgian organisation for missing and sexually exploited children, for 10 years and has dedicated his career towards victims rights.

Gregor Schwarz,
INHOPE Board Member
Gregor started his career as a hotline analyst and is now Legal Counsel and Senior Hotline Manager at FSE, Germany’s Voluntary Self-Monitoring of Multimedia Providers.

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Malle Hallimäe,
INHOPE Treasurer
Malle has been working with the Estonian Union for Child Welfare since 1986 and she is currently a member of the organization’s Executive Board.

Sir Richard Till,
INHOPE Board Member
Sir Richard began his career in Prison Services and was appointed as the Internet Watch Foundation Independent Chair in 2012.

INHOPE Advisory Board

Victoria Baines,
Trust and Safety EMEA, Facebook

Jacqueline Beauchere,
Chief Online Safety Officer, Microsoft

John Carr, OBE
Senior Expert Adviser, ECPAT International

Julie Cordua,
CEO, Thorn

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Structural Planning and Enhancements

Creation of the INHOPE 2016 – 2020 Strategy

To secure a strong organisational foundation and clear direction for the path forward, INHOPE developed its first 5-year strategic plan in 2016. This strategy defines how INHOPE will achieve its mission to enhance national and international efforts to combat the online sexual exploitation and abuse of children. By clarifying the objectives in INHOPE’s future, and setting standards and benchmarks to define progress, we build a stronger platform to serve our members and our mission. Not only does this keep us on the frontlines of the industry, it exemplifies INHOPE’s value to hotlines, advisors and partners - both current and future.

Through this strategy, INHOPE envisions the enhancement and sustainable development of both strategic and foundational pillars to outline the goals of the organisation. The Strategic Pillars clearly address goals that advance our mission while the Foundational Pillars will focus on enhancing internal effectiveness and financial stability.

“INHOPE’s greatest contribution to the fight against CSAM is establishing and maintaining high professional standards for the world’s hotlines. The continued growth and expansion of the problem requires a network of the size and geographical spread that can match it and help evolve solutions. The internet presents complex challenges which require sophisticated responses delivered by a variety of actors across different sectors.”

— John Carr, Advisory Board Member

INHOPE’s vision is an internet free of child sexual abuse
Development of INHOPE Business Strategy

The INHOPE network has brought many different organizations from all over the world together who are passionate and committed to reducing the amount of child sexual abuse material online. The opportune moment for advocates to meet and collaborate with those that share the same commitment and passion is extremely valuable in the work of those striving to help children and reduce the amount of illegal material that is accessed online by the public. There have been huge advancements in technology, with new tools being developed and shared to help combat child sexual abuse material (CSAM). The INHOPE network is instrumental in educating and informing policy makers at an international level which drives a coordinated and powerful effort in stamping out online child abuse content across the globe.

Rebecca Sternburg, Program Manager, CyberTipline National Center for Missing & Exploited Children

INHOPE works consistently to adapt and accommodate new changes in the global landscape of online child protection. As part of our ongoing efforts to improve the structural integrity of the organization, INHOPE created a Business Plan in 2016 to guide actions and responses to both internal and external challenges. Through collaborative action between the INHOPE Secretariat, Advisory Board, and Members, the Business Plan was meticulously to define the core focus of where INHOPE would be expanding its time, resources and funding throughout the year, and clearly outlining the expected benefits.

The outcome of this planning was several key focuses:

1) strengthening the INHOPE Network
2) ensuring the secure exchange of reports among members through standardised and high quality tools and procedures.

Strengthening the INHOPE Network

A strong network is based on trust. Given the highly sensitive nature of the information exchanged among INHOPE members, it is crucial that members feel confident in each other as well as the technology platform in use. Building trust in the case of INHOPE is, therefore, very much aligned to ensuring the secure and reliable exchange of reports among members, which is and should continue to be INHOPE’s core focus. This is why an important part of the resources outlined in the current business plan will be invested in improving the internal communication of our network in all directions.

Ensuring the secure exchange of reports among members

This can only be achieved through standardised and high quality tools and procedures. The key elements here are:

1) ICCAM platform improvement, and 2) secure, accurate and transparent procedures to exchange reports, to classify content and to collect and analyse the data entered into ICCAM.

This objective will be achieved through a number of actions, including the deployment of advanced and core training to improve members’ procedures as well as the development, revision and improvement of INHOPE’s procedures including standard best practices, minimum standards and related compliance monitoring procedures.

INHOPE Core Focus of Business Plan 2016 – 2017

Crisp is dedicated to the protection of children online and is proud to support INHOPE in their exceptional work. Abusers are getting more sophisticated in the way they share online child sexual abuse material, and our biggest challenge is to continuously fight against CSAM distribution effectively. INHOPE is instrumental in educating and informing policy makers at an international level which shows a coordinated and powerful effort in stamping out online child abuse content across the globe.

Adam Hildreth, CEO and Founder of Crisp

INHOPE works consistently to adapt and accommodate new changes in the global landscape of online child protection. As part of our ongoing efforts to improve the structural integrity of the organization, INHOPE created a Business Plan in 2016 to guide actions and responses to both internal and external challenges. Through collaborative action between the INHOPE Secretariat, Advisory Board, and Members, the Business Plan was meticulously to define the core focus of where INHOPE would be expanding its time, resources and funding throughout the year, and clearly outlining the expected benefits.

The outcome of this planning was several key focuses:

1) strengthening the INHOPE Network
2) ensuring the secure exchange of reports among members through standardised and high quality tools and procedures.

Strengthening the INHOPE Network

A strong network is based on trust. Given the highly sensitive nature of the information exchanged among INHOPE members, it is crucial that members feel confident in each other as well as the technology platform in use. Building trust in the case of INHOPE is, therefore, very much aligned to ensuring the secure and reliable exchange of reports among members, which is and should continue to be INHOPE’s core focus. This is why an important part of the resources outlined in the current business plan will be invested in improving the internal communication of our network in all directions.

Ensuring the secure exchange of reports among members

This can only be achieved through standardised and high quality tools and procedures. The key elements here are:

1) ICCAM platform improvement, and 2) secure, accurate and transparent procedures to exchange reports, to classify content and to collect and analyse the data entered into ICCAM.

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Adam Hildreth, CEO and Founder of Crisp

INHOPE Core Focus of Business Plan 2016 – 2017

Development of INHOPE Business Strategy

Each goal is designed in alignment with the INHOPE mission statement. A series of measurable objectives for each goal have been established to hold progress accountable against a clear timeline.

In this fast-moving arena, clarity and consistency are imperatives. While technological capabilities, best practices, and law enforcement will evolve, INHOPE as a central point of contact for so many must be ready to recognize changes in the field without losing a sharp mission focus. This is the best way to serve our network, partners, and allies.

INHOPE works consistently to adapt and accommodate new changes in the global landscape of online child protection. As part of our ongoing efforts to improve the structural integrity of the organization, INHOPE created a Business Plan in 2016 to guide actions and responses to both internal and external challenges. Through collaborative action between the INHOPE Secretariat, Advisory Board, and Members, the Business Plan was meticulously to define the core focus of where INHOPE would be expanding its time, resources and funding throughout the year, and clearly outlining the expected benefits.

The outcome of this planning was several key focuses:

1) strengthening the INHOPE Network
2) ensuring the secure exchange of reports among members through standardised and high quality tools and procedures.
Global snapshots of CSAM reports

Each hotline establishes report categories depending on its citizens’ needs, country policies, core business, and other factors. As part of the INHOPE network, all hotlines work to strengthen international practices that combat online child sexual abuse content.

After reports are analysed and confirmed as CSAM, takedown is the common aim, although reports may also go through additional national procedures that differ by country. As can be observed in the graph, there is often a notable difference between the amount of suspected CSAM reports, and reports that are confirmed. Only after a report is confirmed to contain child abuse content is it passed to the next appropriate body. By first putting these reports through an expert analyst review at the hotline level, law enforcement and ISPs only receive confirmed, actionable reports, saving valuable time and resources.

In the table, a representative hotline from every continent provides an illustration of the total number of reports received by a hotline and the quantity of CSAM reports. See Annex 1A for data on all INHOPE hotline members.

For individual country report data, see Annex 1A.

Global snapshots of CSAM reports

The true workload of a hotline

Hotlines take on a high volume of reports for anything that falls within their remit. As a resource for online child protection, citizens may have the option to report a wide range of issues including CSAM, cyberbullying, sexting, coercion, and grooming.

Many hotlines also receive reports from the public on other types of illegal content or activity. These include fraud, identify theft, hate speech, incitement to violence and terrorism.

The diversity of hotline reporting provides the public with a high value as a designated place to communicate their concerns about content or behaviour that may harm, particularly to minors. Despite the broad scope of report topics that hotlines process, all INHOPE members share onecommonality as a place where citizens can report suspected online child sexual abuse material.

Hotlines are unified in their mission to process CSAM reports better and faster by working in cooperation with relevant national stakeholders, and international through the INHOPE network. Locating abuse material, informing law enforcement, and expediting take-down makes a critical difference to the lives of child victims. One hotline report can lead to the identification of harmful content, resulting in its removal and the prevention of its repeat exposure later in life by ensuring content is removed. The potential for a concerned citizen to make a difference by reporting is the reason that people must always report, not ignore, online content they suspect to be CSAM.

For individual country report data, see Annex 1A.
Global Hosting: Where do we see CSAM?

It is challenging to create a global snapshot of CSAM hosting as there are still uncharted territories, including countries which lack legislation in the area of CSAM. Efforts to improve technical capabilities and reporting processes have been ongoing as stakeholders work on solutions for under reporting, outdated systems, and a general lack of cohesion between governmental, law enforcement and policy practices across national borders.

In 2016, the INHOPE Network has traced hosted CSAM to 64 countries, 46 of which had an INHOPE presence. Through the cooperation of the Network and the use of ICCAM, we have created a global picture based on the data received directly from hotlines. The hosting heatmap shows the presence of CSAM being hosted on national servers, based on hotline reports that have been confirmed by analysts as child sexual abuse material.

Hosting versus production, consumption and distribution

It is vital to recognise that hosting is only one part of the broader picture when it comes to the creation, distribution, and consumption of child sexual abuse material. While hosting reports can tell us where the highest concentration of servers containing CSAM are located, this should not be conflated with the production and consumption of CSAM, which can happen anywhere.

The sexual abuse and exploitation of children is a pervasive problem worldwide, and no country is immune. The absence of hosting information in a particular geographic region does not mean that abuse is not taking place, that digital abuse content is not being created, or that there are no victims in need. It is critical to understand that a lack (or lower amount) of reported data does not mean the problem does not exist.

An example of this issue within INHOPE’s own statistics is the representation of Africa, which may seem to indicate the absence of CSAM. To the contrary, as a region with only one current INHOPE hotline member, Africa highlights two important needs for improving the global status of CSAM:

1. A concerted effort to acknowledge the areas where gaps exist and create technical solutions accordingly. Enhanced insights and greater opportunities to protect children could come from establishing a developed reporting process. This is the case throughout Africa, as well as other regions of the world where better structure and support are often needed.

   More research initiatives into the depth of child sexual abuse, particularly, but not limited to, developing regions. Evidence is needed to evaluate what drives the production, consumption, and dissemination of child sexual abuse material.

2. In order to show a more accurate representation from every region and create a true global picture of the magnitude of CSAM, we must work toward a better understanding of each population.

The hosting data reflected in this image was collected through the ICCAM system and may not reflect other forms of country-level reporting.

Presented here is ICCAM data for the 12-month period of January 1st to December 31st 2016.

INHOPE Annual Report 2016

INHOPE Annual Report 2016
Notice and takedown timeline

Of the 38,767 total ICCAM reports both confirmed as CSAM and marked as removed by hotlines worldwide, 74% were removed within 3 working days.

Notice and takedown (NTD) refers to the number of business days between the date a hotline receives a report containing suspected CSAM, and the date a hotline analyst marks the report as Content Removed. Rapid NTD is a major weapon in combatting the spread of CSAM, disrupting the cycle of content duplication and global redistribution that results in the revictimisation of abuse victims that are shown in CSAM material. Average NTD response times have improved incrementally, as technology and reporting processes have become more efficient, resulting in CSAM being removed from the internet faster than ever.

In regard to report handling via ICCAM a powerful example of this technology is hashing, which is a mathematical process of assigning computer files (images, video etc.) with a unique alphanumeric identifier. This allows files to be compared electronically with previously identified CSAM which has two main benefits – faster removal of CSAM, and support of law enforcement’s efforts to identify victims and perpetrators by giving the option to focus on previously unseen CSAM.

What are the numbers showing us?

REPORTS WORLDWIDE
74% were removed from the Internet in less than three days.

REPORTS IN EUROPE
75% was removed from the Internet in less than three days.

CSAM Characteristics

Based on the content reported through ICCAM in 2016, we can see that the majority of CSAM encountered by hotlines depicts children that are predominantly females in the pre-pubescent age range.

This is particularly worrying given the adjacent rise in digital crimes such as coercion and extortion, which are increasingly the result of self-generated sexual images. Children of younger ages can be more prone to manipulation and targeting by online offenders, and with more access to technology than ever before, this is an issue that requires both preventative awareness raising and legal diligence.

CSAM Characteristics - Age*

<table>
<thead>
<tr>
<th>Age Range</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Infant (~0 – 2)</td>
<td>1%</td>
</tr>
<tr>
<td>Pre-pubescent (~3 – 13)</td>
<td>40%</td>
</tr>
<tr>
<td>Pubescent (~14 – 17)</td>
<td>9%</td>
</tr>
<tr>
<td>Both</td>
<td>5%</td>
</tr>
</tbody>
</table>

CSAM Characteristics - Gender*

<table>
<thead>
<tr>
<th>Gender</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Girl</td>
<td>83%</td>
</tr>
<tr>
<td>Boy</td>
<td>4%</td>
</tr>
<tr>
<td>Both</td>
<td>1%</td>
</tr>
</tbody>
</table>

* These figures reflect 72% of categorised data collected from reports through the ICCAM system.
* Some data was collected from reports that were not reported to ICCAM through a business-to-business interface, which may result in a lower accuracy of the results shown above.

INHOPE Annual Report 2016

INHOPE Annual Report 2016
How the INHOPE Network achieves its mission

At local, regional, and global levels, the work of hotlines impacts the world’s response to online child sexual abuse and exploitation. The mission of the INHOPE Network is singular: the eradication of online child sexual abuse.

Combating CSAM is a whole society issue. The majority of hotlines rely on public reports, which means depending on internet users to always report, never ignore, sexual abuse content when they encounter it. Once a report is received, analysed, and confirmed to contain CSAM, immediate action is crucial. The report is sent to the relevant law enforcement agency and internet service provider.

In cases where the report contains content located in another country, the report will be passed to the hotline of that country. From this point, the main focus is to remove content. Data collected from the images by hotline analysts informs the efforts of law enforcement as they seek to identify and potentially rescue children. This can also lead to the identification and prosecution of offenders.

Service providers are also notified to ensure material is taken down, minimizing distribution as much as possible. This coordinated cross-jurisdictional approach between country hotlines, local and international law enforcement, and service providers is what makes INHOPE’s mission achievable.

“The multi-stakeholder approach to tackle CSAM is important in order to pool all of the best talent and resources. Our ongoing work with INHOPE complements other industry initiatives globally to combat CSAM online. It is a difficult challenge but by working in partnership we can rise to meet it.”

— Del Harvey, VP of Trust & Safety, Twitter
Complementary Approaches

Even though hotlines deal with a broad spectrum of reporting categories, only reports of confirmed CSAM are exchanged among INHOPE members through the ICCAM system. However, if the content assessed by a hotline is hosted in the same country where the report was initiated, or outside a country belonging to the INHOPE network, then other procedures may take place. This means that data collected through ICCAM provides an accurate account of CSAM exchanged between INHOPE members, but not of all the CSAM produced, distributed and consumed worldwide.

We believe that it is important to highlight a few instances in our network where large volumes of CSAM are received and actioned, but whose data is processed slightly differently. These approaches do not mean that reports are lower or are not being properly assessed. Understanding the large number of reports that go through these hotlines makes them important in demonstrating how ICCAM works effectively alongside measures taken at a national level when it comes to providing a global picture of hosting data.

**CANADA**

Canada’s groundbreaking Project Arachnid web crawler searches links previously reported to their hotline, Cybertip.ca, and detects where illegal images and videos are publicly available online. If the system detects a child abuse image, it continues to crawl all the links on a given page – only stopping once it fails to find any media that matches with its CSAM hash list.

Additionally, if Cybertip.ca receives URLs from members who do not use ICCAM, these reports may be received through an independent online reporting form.

**UNITED STATES**

In the US, procedure is that US-based companies voluntarily take steps to find, remove and report CSAM using trusted CSAM hash values. This system means that CSAM may be identified and removed before either the public or hotlines ever come across it.

In 2016, NCMEC’s CyberTipline received more than 8 million reports from US-based ESPs about US-based hosting of CSAM. NCMEC doesn’t use ICCAM in these instances because the content is already removed, and they provide foreign reports directly to law enforcement.

**THE NETHERLANDS**

According to 2016 ICCAM statistics, 23,572 URLs containing CSAM were hosted on Dutch servers, whereas the reality is that nearly twice as many CSAM URLs were processed in the Netherlands. Although every report is analysed by the Dutch hotline, technological and staffing capacity prevents every one from being individually entered into the ICCAM database.

The advanced digital infrastructure of the Netherlands is a very popular choice for large-scale commercial hosting providers. Invariably, this means that this infrastructure will also be used by people distributing CSAM. The majority of Dutch and foreign ISPs with Dutch servers are very cooperative in regard to the removal of CSAM. The close relationships between ISPs and the Dutch police mean that efforts to clean up servers have been successful, but as long as the digital infrastructure remains popular worldwide, the Netherlands will continue to present a statistical challenge.
## INHOPE Association

### BALANCE SHEET AS AT (before result appropriation)

#### ASSETS

<table>
<thead>
<tr>
<th>Description</th>
<th>31st December 2016</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Fixed Assets</strong></td>
<td></td>
</tr>
<tr>
<td>Financial fixed assets</td>
<td>9,600</td>
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<tr>
<td>Other financial fixed assets</td>
<td></td>
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<tr>
<td>Receivables</td>
<td></td>
</tr>
<tr>
<td>Debtors</td>
<td>184,200</td>
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<tr>
<td>Receivable from EC</td>
<td>3,383</td>
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<tr>
<td>Taxation</td>
<td>4,371</td>
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<tr>
<td>Prepayments and other receivables</td>
<td>9,431</td>
</tr>
<tr>
<td>Cash and Bank</td>
<td>384,573</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>596,308</td>
</tr>
</tbody>
</table>

#### EQUITY AND LIABILITIES

<table>
<thead>
<tr>
<th>Description</th>
<th>31st December 2016</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Equity</strong></td>
<td></td>
</tr>
<tr>
<td>Reserves</td>
<td>276,091</td>
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<tr>
<td>Result financial year</td>
<td>-3,829</td>
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<tr>
<td><strong>Total</strong></td>
<td>272,262</td>
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<tr>
<td><strong>Restricted fund reserve</strong></td>
<td>9,864</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>314,182</td>
</tr>
</tbody>
</table>

**Total**                          | 596,308            |
Healthy financial resources are necessary to deliver INHOPE’s core mission: to support and enhance the work of our hotline members to strengthen the international efforts to combat online child sexual abuse material with a multi-stakeholder approach. INHOPE works with industry, law enforcement agencies and other partners to achieve the shared goal of protecting children online. It would be impossible to achieve our goals without the collaboration, cooperation and backing of these partners. Support from industry includes monetary contributions, technology, subject matter expertise and Advisory Board support. These partnerships enable and strengthen the hotline-industry relationship, and advances the shared goal to combat online CSAM, and prevent revictimisation. Working collaboratively allows INHOPE to become more efficient, remain current, and expand its network. The 2016-2020 Business Plan makes it clear that financial growth activity within INHOPE is a crucial aspect of its work. Financial resources are necessary to keep technology and operations progressive and forward-looking, as this is the nature of the work and the online safety field. Current corporate sponsors and Funding Partners include: Microsoft, Twitter, TrendMicro, Crisp Thinking, Google, Barclays Bank, PayPal and Facebook. INHOPE must ensure it has all the tools it needs to facilitate the network’s ability to remove CSAM as rapidly as possible, to train and share knowledge, and to create partnerships that impact and show tangible change. As INHOPE looks to its own future and the trajectory of the network, it will continue to explore the best ways to enhance, strengthen and deepen practical collaboration with the internet industry and wider industry. Through this mindful, leadership-based approach, it is our aim to deliver value that acknowledges the investments of our partners and funders by using the resources that we have. The past year has shown many ongoing changes in the data and trends surrounding digital crimes against children. Due to the global scope of online child sexual exploitation, it is difficult to be absolute as trends can vary across many countries and regions. While some hotlines have seen a decline in reports of illegal content involving children, the unfortunate truth for many others is that these crimes are shown to be consistently increasing. Now more than ever, we must come together to fight the rise of child sexual abuse images on the internet. The goal of the INHOPE Hotlines is to remove CSAM as swiftly as possible, with everyone playing an important role in combating the spread of this content. This will happen not only through the technical process of notice and takedown, but by sharing the knowledge that we have and supporting each other as members. In the face of the difficult task that we have, a collaborative approach is key to the success of our network. Amid new and worrying trends such as self-produced sexual images, coercion and digital blackmail of young people, we must recognize that raising awareness about the work of the hotlines and the guidance they offer is vital. Providing necessary information about CSAM not only encourages the public to better recognize these images as crimes and report them to hotlines, but may also lead to the preventative steps that are so critical. A number of new and innovative educational campaigns are now speaking to this issue, which will hopefully create a model of awareness that increases prevention and spares victims. The work of hotlines and stakeholders is never done, and it’s importance cannot be understated. I am proud of the efforts of the INHOPE network, and the work of all our analysts, advocates, and partners. As we prepare for the challenges to come, we know that by fighting the problem together we will make the best progress. - Arda Gerkens, INHOPE President
**INHOPE Network reports**

<table>
<thead>
<tr>
<th>Name of hotline</th>
<th>Country</th>
<th>Total reports of suspected CSAM</th>
<th>Total reports confirmed as CSAM</th>
</tr>
</thead>
<tbody>
<tr>
<td>cyberReport</td>
<td>Australia</td>
<td>6321</td>
<td>1742</td>
</tr>
<tr>
<td>Stopline</td>
<td>Austria</td>
<td>4001</td>
<td>619</td>
</tr>
<tr>
<td>Child Focus</td>
<td>Belgium</td>
<td>465</td>
<td>90</td>
</tr>
<tr>
<td>FP-Emsemble</td>
<td>Finland</td>
<td>115</td>
<td>6</td>
</tr>
<tr>
<td>Internet Service Hotline</td>
<td>Greece</td>
<td>17646</td>
<td>554</td>
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<tr>
<td>Internet Line</td>
<td>Ireland</td>
<td>38716</td>
<td>15605</td>
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<tr>
<td>ISPAI Hotline.ie</td>
<td>Ireland</td>
<td>11732</td>
<td>7341</td>
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<tr>
<td>cybertip.ca</td>
<td>Canada</td>
<td>38767</td>
<td>15625</td>
</tr>
<tr>
<td>Te Protejo</td>
<td>Colombia</td>
<td>7416</td>
<td>3370</td>
</tr>
<tr>
<td>Centar za nestalu i zlostavljanu djece</td>
<td>Croatia</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Save the Children-Denmark</td>
<td>Denmark</td>
<td>480</td>
<td>29</td>
</tr>
<tr>
<td>ECPAT Taiwan China</td>
<td>China</td>
<td>12902</td>
<td>5934</td>
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<td>ITU-Plan de Canal</td>
<td>France</td>
<td>77752</td>
<td>49641</td>
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<tr>
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<td>Germany</td>
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<td>PhoneLine</td>
<td>Italy</td>
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<tr>
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<td>Hungary</td>
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<td>289</td>
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<td>Film and Publication Board</td>
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<td>Safer Internet Conference</td>
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<td>Vietnam</td>
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<tr>
<td>Net.Safe</td>
<td>Latvia</td>
<td>331</td>
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<td>340</td>
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<tr>
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<td>1249</td>
<td>31</td>
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<td>Korea Communications Standards Commission</td>
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<td>ECPAT Sweden Hotline</td>
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<td>Meldpunt Kinderporno</td>
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<td>CyberTipline</td>
<td>United States</td>
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</tbody>
</table>

*Due to national legal restrictions, these hotlines could not report confirmed CSAM. Therefore the final numbers are to be considered as an estimation of the total reports.*

**Data was not collected from:**
- Serbia - Cyberline
- Croatia - Centar za nestalu i zlostavljanu djece
- New Zealand - SafeLine
GLOBAL MAP OF CYBERTIPLINE REFERRALS - 2016
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