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Broadband and Mobile Featured Article

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AdaptiveMobile Issues Warning to Parents on Rapid Increase of Mobile Pornography

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AdaptiveMobile, a provider of mobile subscriber protection for enterprises and individuals, has issued a warning to parents on mobile pornography. According to the company, children and teenagers are at an increasing risk of being exposed to pornographic images and videos through their mobile devices.

Industry predictions show that mobile pornography will grow at a rapid pace in 2008. A Juniper Research report showed that mobile pornography was a \$775 million industry in 2008. The global market is projected to grow to around \$3.5 billion by 2010.

"Children and teenagers are the fastest adopters of mobile technology, so the trend toward mobile pornography is of special concern to those of us interested in their safety," Lorcan Burke, CEO of AdaptiveMobile, was quoted as saying in a report. "We want parents to know the real risks that exist and also to encourage them to work closely with their children and mobile service provider for a safe mobile experience."

A leading mobile security provider of unified customer protection for enterprises and individuals, AdaptiveMobile offers comprehensive proactive protection from the ever-increasing threat of mobile viruses, malware, inappropriate content, unsolicited communications and spam at a corporate and consumer level. AdaptiveMobile's software supports all mobile and wireless bearers, and all technologies, including messaging, internet and video.

According to the company, the primary cause for concern is the lack of age-verification and other restrictions to access in certain mobile sites. Additionally, there are many content providers who offer access to pornographic images to promote their services.

Certain mobile operators restrict access or ban such content. However, several others offer unrestricted access to leverage consumer demand and revenue potential. The problem has been compounded by YouTube's plans of expanding its content to over 100 million cellphones, which opens up possibilities of barrier-free access to graphic and adult content.

SMS campaigns with links to adult sites, MMS campaigns with inappropriate images to promote a site, and emails with images or videos have been identified by the company as some of the ways in which children and teenagers can gain access to adult content. All these channels have no age-verification controls in place for content access.

AdaptiveMobile partners with mobile operators across the world to create a safe mobile world for teenagers and children. More information on the company is available at www.adaptivemobile.com.

Calvin Azuri is a contributing editor for TMCnet. To see more of his articles, please visit his [columnist page](#).

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