

TABLE OF CONTENTS

FOREWORD.....	1
ONLINE ADVERTISING AND MARKETING DIRECTED TOWARD CHILDREN.....	4
Background Paper	4
A GENERAL OVERVIEW OF THE ISSUES - UNITED KINGDOM Remarks by Ms. Carolyn Banks, Director, Consumer Affairs, Office of Fair Trading.....	10
A UNITED STATES PERSPECTIVE Remarks by Mozelle W. Thompson, Commissioner, United States Federal Trade Commission.....	11
A NORDIC PERSPECTIVE Remarks by Ms. Carina Törnblom, Director, Consumer Policy Department Ministry of the Interior, Sweden.....	13
A BELGIAN PERSPECTIVE Remarks by Mr. Joseph Royen, Conseiller adjoint, Ministère des affaires économiques	15
ANNEX I - ADDITIONAL INFORMATION SUBMITTED BY FORUM SPEAKERS AND NATIONAL DELEGATIONS.....	20
UNITED KINGDOM.....	20
UNITED STATES.....	22
SWEDEN.....	23
AUSTRALIA.....	31
THE NORDIC CONSUMER OMBUDSMEN	34
Position paper on trading and marketing on the Internet and in similar communication systems.....	34
NOTES	42