

May 16, 2014

Comments on “Regulatory Options to Facilitate The Adoption Of Internet Parental Controls”

Nominum Comments

Section 1.3

Nominum believes strongly in a network based solution for Parental Controls. This relieves the subscriber of maintaining device based controls. The controls offered by Nominum are fully customizable to offer both simple or more sophisticated controls which are accessible via the ISPs portal or app.

Section 1.5c

Nominum believes that having parental controls at the network level is simpler, more cost effective and almost impossible to hack or circumvent.

Section 2.5.4

Nominum believes reducing bandwidth speed and increasing latency is an issue with some solutions for Parental Controls. Our solution based on the DNS protocol does not suffer from these weaknesses. Nominum’s Parental Control’s are based on the control plane not the data plane so large amounts of traffic do not need to be redirected and filtered via additional network elements. Using the DNS which is a fundamental component of a network and applying controls via the natural flow of Internet browsing (the DNS protocol) offers a uniquely lightweight and less network impacting deployment strategy.

Nominum agrees with the MDA on the decision to go with the Opt-Out option as Nominum's best of breed Parental solution has ZERO impact broadband speed for IASP subscribers while achieving the desired content control for the parents of the household.

Section 3.1b

As previously mentioned, Nominum firmly believes that content filtering should be done at the network level. Filtering at the device level is extremely cumbersome and difficult to manage. Internet browsing is no longer confined to just laptops or tablets but now via multiple diverse devices including PCs, mobile phones, tablets, Smart TVs, xbox or gaming consoles, home entertainment platforms, fridges and home appliances.

Section 3.2.3

Please review the supplied video of Nominum's Parental Control Solution to BT of UK. The video articulates how Nominum's Parental Control Solution allows any IASPs on complying with this particular recommendation of MDA.

https://www.youtube.com/watch?v=Pv5ZQGFwvaY&feature=youtube_gdata_player