2025
IN FIGURES

SAFER INTERNET DAY

On Safer Internet Day 2025, celebrations involved:

32,000
schools

1,500
organisations

160
countries/territories

Results included:

700,000
social media impressions

107,000
engagements with resources via the SID website

OTHER BIK CAMPAIGNS

AdWiseOnline
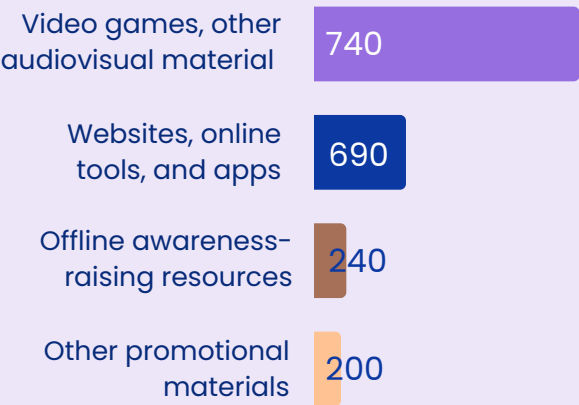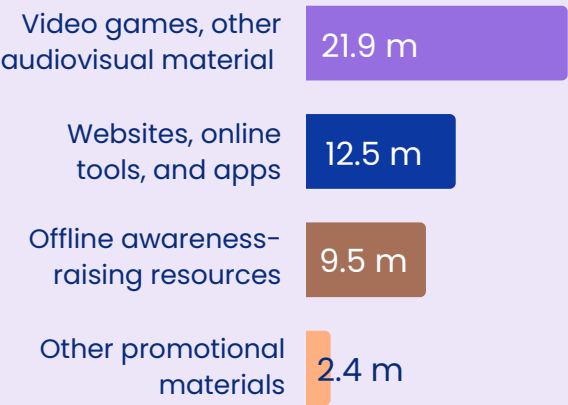raised awareness about practices targeting youth, with a particular focus on in-game marketing.
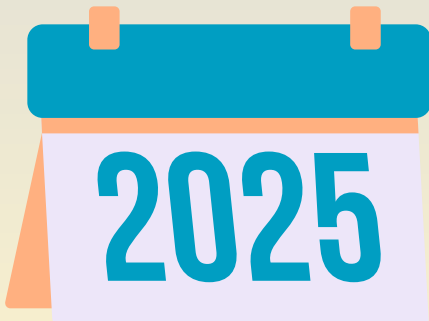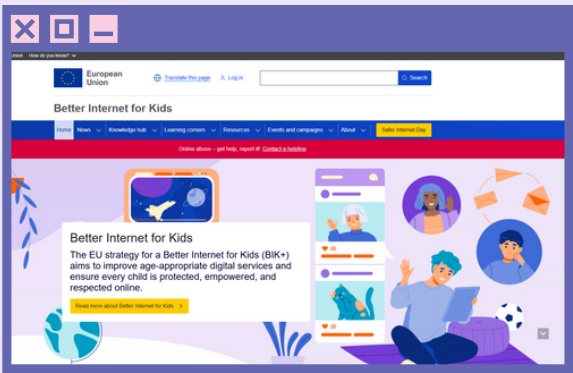
DSA for YOUth
focused on the Digital Services Act guidelines for the protection of minors, including age verification and age-appropriate measures.

2 million
social media impressions

20,000
engagements with campaign resources

SIC RESOURCES

46.4 million
European citizen were reached, through:

Category	Value
Video games, other audiovisual material	21.9 m
Websites, online tools, and apps	12.5 m
Offline awareness-raising resources	9.5 m
Other promotional materials	2.4 m

NEW

1,900
new resources were produced, including:

Category	Value
Video games, other audiovisual material	740
Websites, online tools, and apps	690
Offline awareness-raising resources	240
Other promotional materials	200

BIK PLATFORM

1 million
page views

267,000
visitors

410,000
sessions

230
countries and territories worldwide

2025

2025 IN FIGURES

EVENTS

Safer Internet Centres organised more than:

700
youth panel activities

1,800
other youth participation activities

8,500
additional youth participation activities involving vulnerable young people

480,000
people were reached through events and trainings hosted (or co-hosted) by Safer Internet Centres

448,000
school visits and trainings took place

HELPLINES

In 2025, **Insafe helplines** handled over:

57,000
contacts

Teenagers are the largest users of the helpline network.

Cyberbullying was the **main issue** discussed with helplines, with 15% of all contacts related to it.

15% Cyberbullying

50%
of all contacts

Phone calls were the most popular way for people to reach out to a helpline.

22%
of all contacts

Contact via **chat-based services** increased, accounting for 22% of all contacts.

HOTLINES

In 2025:

4.7 million

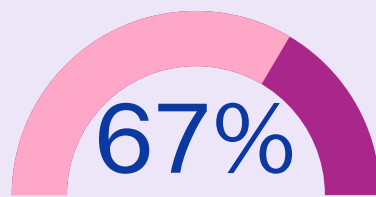**content URLs** were processed in ICCAM** by all **INHOPE hotlines**.

71% of the records were **new content**, meaning analysts were processing **previously unseen material**.

71%
new content items

More than **85% of this volume** (i.e., over 4 million) was reported by **EC co-funded hotlines**.

67%
illegal content

67% of the total records were confirmed as illegal. National law enforcement agencies were informed, and notice and takedown*** was issued to the hosting internet service provider.

Discover more about our work in the **Better Internet for Kids: Review of the year 2025**.

* These figures represent all INHOPE member hotlines
** ICCAM is INHOPE's secure software solution to collect, exchange and categorise reports on child sexual abuse material (CSAM), funded by the EU. ICCAM is used by INHOPE hotlines in different jurisdictions (countries) and INTERPOL. The name ICCAM is derived from the phrase "I see child abuse material".
*** Notice and takedown refers to the established process by which INHOPE-affiliated hotlines identify, verify, and order the removal of illegal child sexual abuse material (CSAM) from the internet.