

Country profile 2026: Germany

Introduction

According to the [Digital Decade 2025: Country reports](#), Germany continues to lead in advanced digital technologies, though it lags behind in providing digital public services, high-capacity network coverage and has somewhat lower digital skills. Germany also shows a high level of ambition in its contribution to the Digital Decade, with nine targets aligned with the EU 2030 targets.

According to the [State of the Digital Decade Eurobarometer 2025](#), 74% of German citizens consider that the digitalisation of daily public and private services is making their lives easier. Concerning the action of the public authorities, 88% consider it important to counter and mitigate the issue of fake news and disinformation online, and regarding minors' protection, 95% consider it important to address the negative impact of social media on children's mental health.

Under the federal system, there is more than one ministry responsible for children's online safety. Responsibility for youth media protection is shared between federal and Länder authorities. The [Federal Ministry for Education, Family Affairs, Senior Citizens, Women and Youth \(BMBFSFJ\)](#) leads federal-level policies on the protection of children. But there are also some policies initiated by the [Federal Ministry of Justice and Consumer Protection \(BMJV\)](#), the [Federal Ministry of the Interior \(BMI\)](#) and the [Federal Ministry of Health \(BMG\)](#). The work of all ministries responsible for children and families at the state level is coordinated by the Conference of Youth and Family Ministries of the Länder (Jugend und Familienministerkonferenz der Länder, JFMK).

BIK policies

Policy frameworks

Policy frameworks describe the overarching goals that shape policies for a better internet for kids.

	High	Medium	Low	Not present
Policy priority		X		
Integrated policy		X		
Influence of the BIK+ strategy		X		
Recognition of children's rights	X			

Table 1: Policy frameworks - Germany

- **This topic is an important and emerging policy priority**, partially covered in national/regional laws, regulations and policies.
- **There are separate, dedicated policies which address the topic of children and the digital environment** (protection, empowerment, and participation).
- **The BIK+ strategy is an important influence on policy development on children and the digital environment** (that is, it informs and guides national policies even if they do not directly refer to BIK+).
- **National/regional policies and policy documents explicitly recognise** children's rights in the digital environment.

Key developments and policy frameworks

- Due to Germany's federal system, there are multiple policies addressing children and the digital environment. At the federal level, it is the **Youth Protection Act (JuSchG)**, and the Länder (federal states) have concluded the **Interstate Treaty on the Protection of Minors in the Media (JMStV)**. At the EU level, the Digital Services Act also addresses the protection of children in the digital environment.

- In 2021, the [Youth Protection Act](#) (Jugendschutzgesetz – JuSchG) was amended. It is central to the protection of children and young people and is based on the three principles of protection, empowerment and participation. However, it is not a comprehensive solution, since the reality of children’s use of media is constantly evolving, and therefore these issues need to be considered further. The obligation under section 24a of the Youth Protection Act has been integrated into Article 28 of the Digital Services Act (DSA). To that end, section 24a of the Youth Protection Act (JuschG) was amended in May 2024. The obligation for online platforms to take risk mitigation measures now arises directly from Article 28 DSA. Also, the [Federal Office for the Enforcement of Children’s Rights in Digital Services](#) (Stelle zur Durchsetzung von Kinderrechten in digitalen Diensten – KidD) was established at the [Federal Agency for Child and Youth Protection in the Media](#) (Bundeszentrale für Kinder- und Jugendmedienschutz – BzKJ), which will enforce the obligations of Article 28 (1) of the DSA in Germany.
- The [Interstate Treaty on the Protection of Minors in the Media](#) (The Interstate Treaty on the Protection of Human Dignity and the Protection of Minors in Broadcasting and in Telemedia, Jugendmedienschutz-Staatsvertrag - JMStV), which sets rules for broadcasting and online services, aims at protecting minors from harmful content online and providing age-appropriate media access. It has recently been amended, and the amended version came into force on 1 December 2025.
- The Federal Ministry for Education, Family Affairs, Senior Citizens, Women and Youth set up a [commission of experts](#) in autumn 2025. The commission's goal is to develop a strategy for ‘protecting children and young people in the digital world’ with specific recommendations for action for the relevant stakeholders, such as the federal government, the states and civil society. Among other things, the commission will address the necessary conditions for a safe digital environment for children and young people, as well as the health consequences of media consumption and the strengthening of media literacy among children, young people, parents and professionals. The commission will also examine introducing a minimum age for social media use. The first interim results were

published on 20 April 2026. This assessment will form the basis for concrete recommendations for protecting minors in the media, which will be presented by the end of June.

Policy design

Policy design asks whether evidence and research support BIK-related policies and whether systems are in place for monitoring and evaluating those policies.

	High	Medium	Low	Not present
Regular data collection	X			
Data on risks, harms, well-being	X			
Information systems		X		
National research fund		X		
Monitoring and evaluation	X			

Table 2: Policy design - Germany

- **There is a regular (e.g., annual or bi-annual) nationally representative survey** specifically focused on children’s digital activity, which informs national policies on BIK topics.
- **Regular (e.g., annual or bi-annual) surveys include measures** of children’s experiences of risks, harms and digital well-being.
- **Information is regularly gathered to inform policies on children and the digital environment.** However, this relies primarily on third-party sources, and there are limited opportunities to commission new data on children's digital activity.
- **Existing regular national research funding is available for research** on children and the digital environment, but this is not explicitly specified.
- **Policies undergo systematic and regular monitoring** and evaluation to assess the effectiveness of actions in different contexts.

Key national research studies

- **JIM Study:** Since 1998, this has been conducted annually as a basic study on the media consumption of 12- to 19-year-olds.
- **KIM Study:** Since 1999, a baseline study has also been conducted on the significance of media in the everyday lives of children aged 6 to 13.
- The **Youth Media Protection Index** (Jugendmedienschutzindex) examines how the protection of children and young people from negative online experiences is reflected in the concerns, attitudes, skills and actions of parents and children and young people themselves.
- Every two years, a representative survey of the population aged 12 to 25 is conducted by the Federal Institute of Public Health (Bundesinstitut für Öffentliche Gesundheit –BIÖG) throughout Germany. This “**Drogenaffinitätsstudie**” (drug affinity study) collects information on substance use as well as on the use of digital media, such as the duration of internet use, playing digital video games or using social networks.
- Since 2021, the Media Authority of North Rhine-Westphalia has commissioned an **annual representative study** on the experiences of children and young people with cybergrooming.

Policy governance

Policy governance examines how policies are coordinated at the governmental level, whether other implementation bodies are involved in their delivery and coordination.

	High	Medium	Low	Not present
Lead ministry for policy development		X		
National coordination body		X		
National action plan or strategy		X		

Table 3: Policy governance - Germany

- **Policy development sits across different ministries** with leadership officially distributed according to the area of specialisation.
- **Coordination occurs across relevant departments and stakeholders through more informal arrangements.** While lacking a centralised coordination body, this approach still facilitates reasonably effective collaboration and alignment of efforts.
- **One or more programmes of action is/are underway** supporting children’s online safety and participation in the digital environment. However, these lack accountabilities, such as defined timelines, assigned responsibilities or key performance indicators (KPIs).

Stakeholder involvement

Stakeholder involvement enquires how different stakeholders can participate in policy development.

	High	Medium	Low	Not present
Stakeholder forum		X		
Public consultation on BIK topics		X		
Youth involvement in policy		X		

Table 4: Stakeholder involvement - Germany

- **Stakeholders are involved through various existing groups or platforms across different government branches.** While opportunities for engagement exist, they are not centrally coordinated, and stakeholder participation may vary in consistency or influence.
- **The public is consulted during the development of new BIK policies.** While engagement is structured and meaningful, it is event-driven and does not occur outside of major policy formulation efforts.
- **Children are listened to directly in the policy development process** (for example, through hearings, consultations, specific surveys) but are not formally involved in decision-making.

Stakeholder mechanisms

- The **Broadcasting Commission of the Federal States** (Rundfunkkommission der Länder) coordinates the work of the Länder with regard to the Interstate Treaty on the Protection of Minors in the Media (JMStV) and the protection of minors in media. The governments of all the Länder are represented in the Broadcasting Commission.
- At federal level, the **Federal Agency for Child and Youth Protection in the Media** (BzKJ) is designed to promote the further development of child and youth protection in the media. It coordinates an overall strategy to achieve the protection goals of the Youth Protection Act (JuschG) and to further develop the protection of children and young people in the media, together with the community responsible for their protection, comprising politicians, civil society, and providers. It promotes a joint assumption of responsibility by the state, businesses and civil society. The BzKJ has also been given financial funding authority and will utilise it with a focus on child-friendly access to the internet. The BzKJ and the Federal Ministry for Education, Family Affairs, Senior Citizens, Women and Youth work closely together.
- Also, the **Federal Office for the Enforcement of Children’s Rights in Digital Services (KidD)** was established at the Federal Agency for Child and Youth Protection in the Media, which will enforce the obligations of Article 28 (1) and Article 14 (3) of the DSA in Germany.
- NGOs or other organisations are regularly consulted during the legislative process. The lead federal ministry sends the draft to the Länder (federal states), umbrella organisations, and other organisations involved, and asks for their comments. This process is also known as “state and association participation”. At the Länder level, public consultations are regularly implemented in the legislative process. Stakeholders and private persons can participate. Furthermore, NGOs, organisations and other stakeholders are regularly consulted during legislative processes.

BIK+ actions

Pillar 1 – Safe digital experiences

Actions to promote a safe, age-appropriate digital environment that respects children’s best interests.

	In place	In development	Other activity	Not present
Content rating systems for online/video games	X			
DSC measures protection of minors	X			
DSC-SIC working relationship	X			
Definition of harmful online content	X			
Complaints handling mechanism	X			
Intimate image abuse laws	X			
Cyberbullying laws	X			
Age verification requirements	X			
Digital wallet for minors	X			
EU harmonised age verification		X		
Laws on online marketing			X	
Protecting mental health and well-being	X			

Table 5: Safe digital experiences - Germany

Implementing EU laws

- In accordance with section 14 of the Youth Protection Act and the Interstate Treaty on the Protection of Minors in the Media, games must not be permitted for children if they are harmful to the development of

children in the relevant age group. The German Entertainment Software Self-Regulation Body (Unterhaltungssoftware Selbstkontrolle, USK) together with the Länder is responsible for the rating of computer games. Also, game platforms may only offer games if they are clearly labelled with an age label.

- Germany has implemented the requirements of the Digital Services Act through the [Digitale-Dienste-Gesetz \(DDG\)](#) and the [Medienänderungsstaatsvertrag](#), which incorporated relevant changes to the Interstate Treaty on the Protection of Minors in the Media (JMStV).
- Under section 12 (2) of the DDG, the [Federal Agency for Children and Youth Protection in the Media \(BzKJ\)](#) is the competent authority for the enforcement of Article 14 (3) and for the enforcement of structural precautionary measures pursuant to Article 28 (1) of Regulation (EU) 2022/2065, insofar as these do not concern measures under the Interstate Treaty on the Protection of Minors in the Media (JMStV) in the version of 14 December 2021. The authorities responsible for these measures and for specific individual measures under the JMStV are the independent media authorities.
- The [Federal Office for the Enforcement of Children’s Rights in Digital Services \(KidD\)](#) serves as the national authority for the enforcement of Article 28 (1) and Article 14 (3) of the DSA for child protection requirements, i.e. systemic protection on online platforms. The KidD office is already operational and is conducting a large number of administrative offence proceedings. The interpretation of the requirements from the Digital Services Act is based on child rights standards; testing criteria have been developed to ensure an appropriate level of security.
- The Digital Services Coordinator (DSC) coordinates only the activities of other competent authorities, namely the BzKJ and the state media authorities. The DSC has a permanent exchange with the relevant national competent authorities. Furthermore, representatives from the DSC and the competent authorities are members of an international working group of the European Board for Digital Services that addresses

the protection of minors and the implementation of Article 28 of the DSA. With regard to the protection of minors, there is a continuous working relationship between the DSC and the independent media authorities.

Addressing online harms

- In Germany, many different laws deal with the regulation of illegal content. However, these are not always aimed at online content. Overall, the regulations range from market surveillance regarding illegal or dangerous products to specific regulations on protecting young people in media to criminal law regulations. In addition to prohibited content, content is also subject to indexing when it is harmful to minors. At Länder level, sections 4 and 5 of the JMStV define harmful content. These provisions also cover online content.
- There are several ways to report harmful online content to the various authorities. Article 16 of the DSA opens up the possibility of reporting such content to the relevant platform provider. All online users, including minors, must be able to report online content that may violate the DSA, including potentially harmful online content, or otherwise illegal content, to platforms. If these notice and action procedures do not work or do not work properly, the relevant Digital Services Coordinator (DSC) may take supervisory action against the platform. However, the DSC does not review or remove the content in question. To this end, the [DSC forwards complaints](#) to the relevant authorities, the BzKJ, and the state media authorities.
- Children and young people are protected from intimate image abuse through various criminal law provisions in the German Criminal Code. Pursuant to section 184 (Dissemination of pornographic content) of the German Criminal Code, anyone who offers, supplies or makes pornographic content available to a person under the age of eighteen is liable to prosecution.
- There are no laws, regulations or policies that specifically and exclusively address cyberbullying. But under the Youth Protection Act (JuSchG) and now the Digital Services Act, providers must implement risk mitigation

measures to better protect children and young people, including against cyberbullying. Furthermore, age ratings for games and films were developed. Interaction risks, such as cyberbullying, can now also be taken into account when assigning an age rating. Moreover, cyberbullying may be punishable, e.g., under sections 185 (insult), 238 (stalking), or 240 (coercion) of the German Criminal Code.

- The independent media authorities at Länder level founded JUUUPORT, a nationwide online counselling platform for young people who encounter problems online. The Federal Ministry for Education, Family Affairs, Senior Citizens, Women and Youth supports JUUUPORT.

Age assurance

- According to the [Interstate Treaty on the Protection of Minors in the Media \(JMStV\)](#), telemedia classified as adult content (over-18) that includes pornography is prohibited if the provider does not ensure that children and young people are unable to access these offerings. Age verification systems can be used to ensure that children and young people do not consume this type of content. The [Commission for the Protection of Minors in the Media \(KJM\)](#) evaluates and reviews age verification systems.
- Age verification is also a possible measure to better protect children and young people under the Youth Protection Act. The [Federal Office for the Enforcement of Children's Rights in Digital Services \(KidD\)](#) checks whether providers have taken suitable measures in this respect.
- German nationals under the age of 16 receive their national ID card ([Personalausweis](#)) with the eID function switched off. Once they reach the age of 16, they can choose to have it switched on by the competent authority (free of charge). Citizens of the European Union and the European Economic Area who are at least 16 years of age can apply for an eID Card (includes eID function intended only for use of digital services).
- The national EUDI wallet solution will have its own age verification in accordance with the requirements of the eIDAS Regulation.

- According to current estimates, there are insufficient technical or time-related advantages to justify introducing the 'mini wallet' before the regular EUDI wallet. Within the framework of Working Group 6, Germany is collaborating with the European Commission and the other Member States on the issue of age verification.

Children's well-being

- National regulations on advertising and labelling are contained in the [Interstate Treaty on the Protection of Minors in the Media \(JMStV\)](#), the Act Against Unfair Competition ([Gesetz gegen den unlauteren Wettbewerb – UWG](#)) and the (German) Digital Services Act ([Digitale-Dienste-Gesetz – DDG](#)).
- A [guideline](#) published by the state media authorities on the handling of labelling obligations specifically addresses advertising on social media. There are also the [general behavioural rules of the Advertising Council](#) (advertising code), which are less about labelling advertising and more about the presentation of advertising content.
- The Federal Institute of Public Health ([Bundesinstitut für Öffentliche Gesundheit – BIÖG](#)) has been pursuing the goal of preventing health risks and encouraging health-promoting lifestyles, especially for children and adolescents. This also includes internet-related disorders. BIÖG provides comprehensive information on the website www.ins-netz-gehen.de to strengthen media literacy and raise awareness of the risks of excessive media use among young people aged 12 to 18. To this end, it offers a variety of targeted measures, including two online portals with interactive information. The [youth portal](#) includes general information on media literacy, digital media, and media addiction, as well as a self-test, useful tips, and a free digital counselling programme. The multiplier portal (www.ins-netz-gehen.info) is aimed at parents and other adult caregivers and offers important information and concrete tips on media education in the digital age as well as information on the opportunities and challenges of using digital media. Information, including recommendations on healthy digital habits, for parents of younger children is offered by [BIÖG](#).

- The Federal Agency for Child and Youth Protection in the Media (BzKJ) specifically addressed excessive media use by children and youth in December 2024 within its [ZUKUNFTSWERKSTATT](#).

Pillar 2 – Digital empowerment

	In place	In development	Other activity	Not present
Teaching online safety	X			
Digital skills training	X			
Policies on digital use in schools	X			
Adequate teacher training	X			
Non-formal online safety education	X			
Critical media literacy	X			
Creative digital skills	X			
Supports for parents	X			

Table 6: Digital empowerment – Germany

Digital empowerment in formal education

- The requirements for dealing with online safety education are a matter for the Länder. They base their requirements on the “[Education in the Digital World](#)” strategy agreed in December 2016 and the additional “[Teaching and Learning in the Digital World](#)” recommendation and particularly follow a pedagogical approach. Within the framework of cultural sovereignty, the Länder implement the strategy under their own responsibility through appropriate curriculum requirements, and their scope varies. The school's educational mission includes not only utilising the opportunities offered by digital media, but also critically reflecting on how to use them and understanding them as an integral part of the educational mission, to be applied across all subjects. Under these

strategies, the promotion of media and digital skills is fundamental to the school's educational mission.

- At the end of 2024, the Conference of Ministers of Education published the '[Recommendations for educational authorities on dealing with artificial intelligence in school education processes](#)'. The federal states are thus responding to the challenge of addressing the potential and risks of widely available artificial intelligence (AI) and its applications, and of assessing their implications for school processes, among other things.
- Based on the recommendations for joint and state-specific work, they have defined a thematic framework and recommendations for action, intended to serve as a basis for sound guidance on the responsible, age-appropriate, and skilled use of AI in school education processes, particularly for the education administrations of the federal states.
- Regional strategies on the use of digital technologies in schools are developed and applied by the Länder. They vary in depth and detail. The Federal Ministry of Research, Technology and Space supports all kinds of online safety policies through general research on "infodemics", "Platform Privacy", etc.
- Overall, the status quo of usage rules ranges from no restrictions to recommendations, binding regulations and (state-wide) bans. The bans on the use of private devices in primary schools that exist in a small number of states are derived, for example, from full equipment (1:1 provision of digital devices to pupils) or from the dangers (bullying, violent videos, extremist propaganda on social networks and messenger apps, concentration deficits and impairments of cognitive and motor development) associated with the private use of digital devices at school and are also enshrined as such in the respective school laws.
- The KMK strategy includes recommendations (oriented toward DigCompEdu) for the training and further education of teachers (see KMK strategy, p. 24. point 2.2.1) and is widely implemented in the framework curricula of the Länder and supported by state-specific media education concepts, including teacher training, which are often based on

their own competence framework, such as the concept “Media Education and Digitalisation in Schools” (2017) in Saxony.

Digital empowerment and lifelong learning

- The Federal Ministry for Education, Family Affairs, Senior Citizens, Women and Youth (BMBFSFJ) provides funding to a variety of projects and initiatives to promote media literacy and media education and to protect children and young people online. The “Growing up Well with Media” initiative ([Gutes Aufwachsen mit Medien – GAmM](#)) supports and pools the Federal Ministry’s activities in the field of child and youth protection in media to promote media literacy among children, adolescents, parents and professionals. The initiative is a nationwide alliance of various stakeholders and is supported by an initiative office. The website offers a wide range of clear and easy-to-understand information and training opportunities on media education. The parents’ guide “LOOK! How your child uses media” ([SCHAU HIN! Was Dein Kind mit Medien macht](#)) supports parents and educators with practical, age-appropriate and up-to-date recommendations for children’s media usage. SCHAU HIN! provides an overview of information and entertainment opportunities and risks of media use. Parents and guardians can attend media courses to learn how to deal with digital media and support children and young people. In addition, SCHAU HIN! takes current news and communicates it in a child-friendly way on its website.
- The Association for Media Education and Communication Culture ([Gesellschaft für Medienpädagogik und Kommunikationskultur – GMK](#)) brings together education, culture and media professionals across the country; as Germany’s largest professional association for media education, GMK is committed to advancing a holistic and comprehensive approach to media education and media literacy, for instance by organising expert meetings.
- The Federal Agency for the Protection of Children and Youth (BzKJ) in the Media has published the comprehensive [Atlas of Risks \(Gefährdungsatlas\)](#) which informs the broader public about 43 media

phenomena which children and youth may be confronted with and which may come with opportunities as well as risks for their health and well-being. It is available for download from the BzKJ's website.

- In the 3rd funding period (2025-2032) of the federal programme “[Live democracy!](#)”, the preventive pedagogical work on disinformation and online hate speech currently continues. Besides several innovative projects, two cooperation network projects are central components. The network “[toneshift – Network against Online Hate and Disinformation](#)” addresses interventions, advice for those affected by online hate and disinformation, media education and media literacy as well as research. The network “[Future D](#)” aims to strengthen digital democracy. The network focuses on strengthening participation in the digital sphere as well as democracy and media education and debating competence.
- There are many initiatives, competitions, organisations and foundations that promote digital creativity for all ages. Examples are “[The German Multimedia Award mb21](#)” and “[Jugend hackt](#)”. The exploration of recent digital innovations is also promoted by the [German Youth Photo Award](#) and the [German Youth Film Award](#). In addition, there are already some services that are specifically aimed at children, such as [Seitenstark](#) and [FragFinn](#). Two new TUMO centres were launched in [Lüdenscheid](#) and [Hirschaid](#), where teenagers starting from age of 12 can engage in after-school learning programmes combining (digital) technology and creativity.
- Furthermore, the [Federal Agency for Child and Youth Protection in the Media](#) (BzKJ) has completed its research on children's internet sites and published a [final report](#). The main aim is to evaluate existing services and access routes in relation to the needs that exist in this regard. It is appropriate and important that a funding programme is only created once the evaluation has been completed so that it can be optimally tailored to the actual needs.
- At Länder level, all 16 Länder pursue their own initiatives for promoting children's critical media literacy and combatting disinformation.

- Media authorities and public broadcasters promote many curricular and extracurricular programmes and support voluntary initiatives for media education. For example, the [annex of the media literacy action plan](#) of the Land of Lower Saxony lists a variety of projects that aim to encourage children’s digital creativity and to promote creative uses of digital technologies. Promoting media competence in youth work is also the responsibility of child and youth welfare. Educational offerings and concepts on media education are systematically developed, practical services provided and educational institutions advised.
- A guideline on “[Prevention of dysregulated media consumption in childhood and adolescence](#)” was published in 2023. It was systematically developed by all relevant scientific medical societies and contains exposure time recommendations, for example. There is also a version available for parents.

Pillar 3 – Active participation, respecting children’s rights

	In place	In development	Other activity	Not present
Promoting civic engagement	X			
Promoting children's rights	X			
Child-friendly policy documents			X	
Addressing digital inequalities	X			
Positive digital content	X			

Table 7: Active participation, respecting rights - Germany

Active participation

- For information on digital child and youth participation, please refer to the [quality standards for child and youth participation](#) and the results of the [National Action Plan for Child and Youth Participation](#). The [National Action Plan \(NAP\)](#) for child and youth participation, to strengthen young

people's participation in Germany and further develop the Federal Government's youth strategy, was established in 2021.

- A good example for the involvement of young people is the [Advisory Board \(Beirat\)](#) at the Federal Agency for Child and Youth Protection in the Media (BzKJ). It supports the Federal Agency in its task of further developing the protection of children and young people in media. The Advisory Board also includes two members aged 17 or younger at the time of their appointment.
- In addition to youth participation on the advisory board, the BzKJ is currently building a new network for children and young people ("[BzKJ JugendDigital](#)"). A voluntary mailing list will allow young people to be reached directly, easily and on a topic-specific basis - even outside of existing structures and volunteer positions. This will give children and young people a strong voice, enabling them to actively participate in various formats.
- In the 3rd funding period of the federal programme "Live Democracy!" (2025-2032), the network "Future D" aims to strengthen digital democracy. The network focuses on strengthening participation in the digital sphere, as well as democracy, media education, and debating competence. In addition, several innovative projects are funded.
- [TINCON](#) (Teenage Internetwork Conference) is the largest youth conference on digital media culture, aiming to promote democratic participation opportunities and incentives for young people and to raise public awareness of youth culture issues in the digital world and the lived realities of young people. Since 2016, TINCON has been designing events and content formats for young people aged 13 to 25. The target group is closely involved in the planning, conception and implementation. The central task is the organisation and implementation of nationwide youth conferences, particularly to enable young people to discuss diverse topics in digital youth culture.
- The guiding principle of protecting children and young people in media in Germany follows the basic idea of the UN Convention on the Rights of the Child of children's rights to protection, empowerment and

participation. The initiative “Growing up well with Media” ([Gutes Aufwachsen mit Medien – GAmM](#)) brings together various projects to raise awareness in this area.

- The project “children’s-rights.digital” ([kinderrechte.digital](#)) analyses the effects of digitalisation on the everyday lives of children and young people and develops strategies for child and youth policy measures in international cooperation. The objectives are to implement children’s rights in all areas of life as well as the protection and empowerment of children to exercise their rights and to protect themselves.
- The German Children’s Fund ([Deutsches Kinderhilfswerk – DKHW](#)) is committed to implementing and further developing children’s rights and child protection in the digital environment. The project focuses on the establishment of the topic of children’s rights in child and youth media protection and media education, raising awareness of the topic of children’s rights in the digital space in political decision-making processes, including the interests and perspectives of children and young people in the development of recommendations.
- There is a website set up by the Federal Ministry for Education, Family Affairs, Senior Citizens, Women and Youth (BMBFSFJ) that [provides child-friendly information](#) on policies relevant to children, but it is not a governmental system. BMBFSFJ also holds a [mobile exhibition](#) that explains children’s rights in an age-appropriate manner and is distributed nationwide to interested municipalities, schools and organisations.

Addressing digital inequalities

- Since the school year of 2018/2019, the Länder have committed to ensuring that all students starting primary school or entering secondary school are able to acquire the digital skills formulated in the Standing Conference’s “Education in the Digital World” strategy by the end of compulsory schooling. Based on the KMK strategy “Education in the digital world”, the Länder have further developed educational concepts that promote integration and inclusion, aiming for equity in education.

- The Federal Agency for Child and Youth Protection in the Media (BzKJ) can promote measures that support child-friendly online services and guidance measures for children and parents. In addition, the BzKJ has been granted financial funding authority and uses it to focus on child-friendly access to the internet. Two funding programmes have been successfully implemented so far. Another funding programme was launched in 2026.
- Promoting media skills in youth work is also the task of child and youth welfare. There are a variety of measures and projects in the individual Länder that qualify young people to participate independently in our digital world. Media education offerings and concepts are systematically developed, practical offerings provided, and educational institutions advised. Services promoting the visibility of positive digital content include [Flimmo](#), [Internet ABC](#), [klicksafe](#), [FragFinn](#), [KiKA](#) and [Funk](#).

Best practices

Example 1

"Growing up well with media"

The "Growing up well with media" initiative supports and pools the activities of the Federal Ministry for Education, Family Affairs, Senior Citizens, Women and Youth in the area of protecting children and young people in media to strengthen the media skills of children, young people, parents and professionals. The initiative is a nationwide association of various players and is supported by an initiative office. Its [website](#) provides a wealth of information on media education and media literacy in an easy-to-understand format.

Example 2

"SCHAU HIN! What your child does with media"

The media guide "SCHAU HIN! What your child does with media" supports parents and guardians with age- appropriate, up-to-date recommendations for children's media use that are suitable for everyday use. "SCHAU HIN" provides an overview of information and entertainment options as well as of the risks of media use. Parents and guardians can attend media courses to learn how to deal with digital media and support children and young people.

Example 3

JUUUPORT

JUUUPORT is an online counselling platform founded in 2010 that offers peer-to-peer-support for young people experiencing online problems. The JUUUPORT scouts, which include teenage and young adult volunteers from all over Germany, confidentially help their peers with problems such as cyberbullying, media volunteers from all over Germany, confidentially help their peers with problems such as cyberbullying, media addiction or sexual harassment. The advice is free of charge.

BIK+ index 2026: Germany

The BIK+ index has been developed to provide an aggregated at-a-glance overview of the levels of implementation across the two dimensions, BIK policies and BIK+ actions, in Germany compared to the EU27+2 average. Values are shown in per cent.

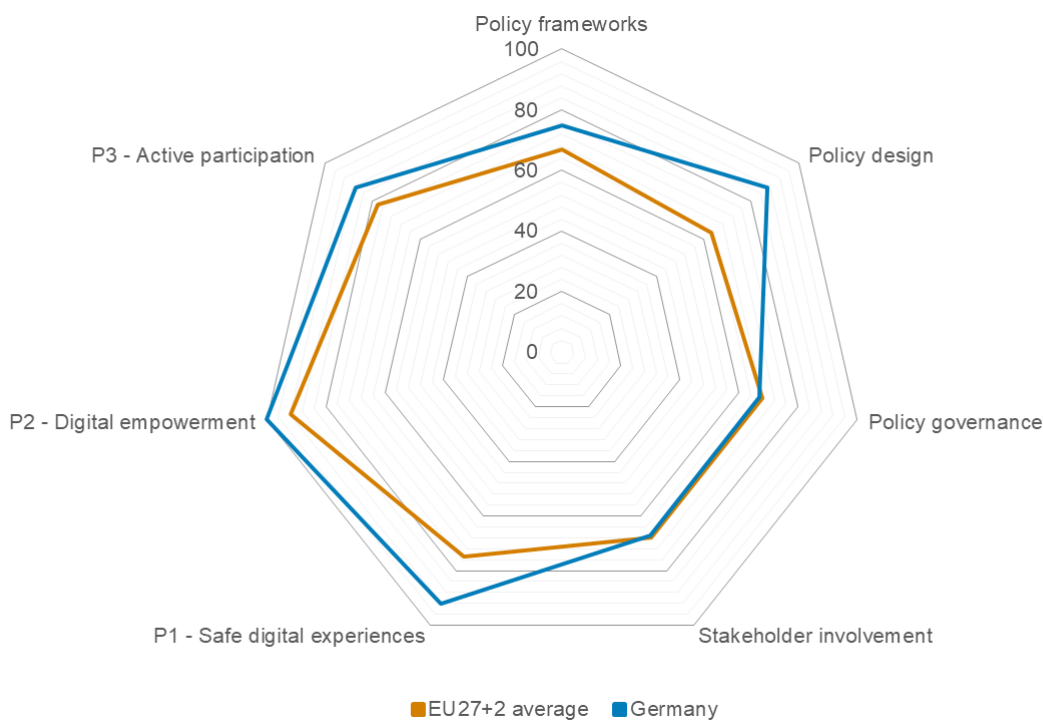


Figure 1: BIK+ index 2026: Germany - EU27+2 average comparison