

**Question for written answer E-009368/2015
to the Commission**

Rule 130

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Subject: Measures to combat the premature sexualisation of children

Various brands and sections of the media, such as Primark, Armani, Vogue or, more recently, Carrefour, have resorted to the use of girls with sexualised roles in their advertisements. This sexualisation of children is also present in other areas, such as in culture or videogames.

Studies on this issue, such as those conducted by the American Psychological Association or the British government, warn that the premature sexualisation of children could result in sexual, psychological and eating disorders in girls.

In view of the increasing hyper-sexualisation of girls in the media, culture and online, and given that this phenomenon is harmful for sexual equality, as well as for the correct physical and psychological development of young people:

1. Does the Commission feel that it is necessary for Member States to have strict regulations regarding the sexual content in advertising that would enable them to impose sanctions on companies and private individuals who encourage such practices?
2. Does the Commission have plans to develop tools to make it easier for parents to filter out sexual content in digital media and on digital platforms, as indicated in the Report on the sexualisation of girls (2012/2047(INI))?
3. How does the Commission intend to integrate the phenomenon of the premature sexualisation of children into programmes relating to sexual equality?