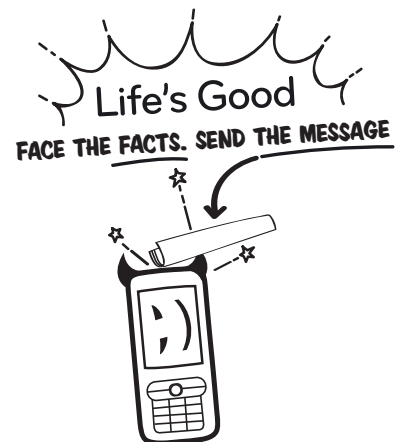


**LG MOBILE HAS DONE
ITS HOMEWORK
AND NOW IT'S TIME
FOR YOU TO DO YOURS.**

**OVER 2,000
INTERVIEWS WITH
PARENTS AND TEENAGERS
WERE CONDUCTED TO
DISCOVER UNCHARTED
MOBILE PHONE BEHAVIORS-
GOOD AND BAD.**

**DO PARENTS REALIZE
THAT MILLIONS OF TEENS
ADMIT TO ENGAGING IN
RISKY TEXTING BEHAVIOR?**



TODAY'S LESSON
SEXTING



SEXTING

SOMEBODY'S BEEN GETTING DIRTY WITH THE QWERTY!

WHAT IS SEXTING? SEXTING IS THE DISTRIBUTION OF PICTURES, VIDEOS OR TEXTS OF A SEXUAL NATURE VIA YOUR MOBILE DEVICE.

FACTS

THERE ARE **16** STATES WITH LAWS IN PLACE AGAINST SEXTING.

LAW

ONLY

5%

OF PARENTS THINK THEIR TEEN HAS SEXTED

43%

OF KIDS ARE SEXTING IN SOME WAY

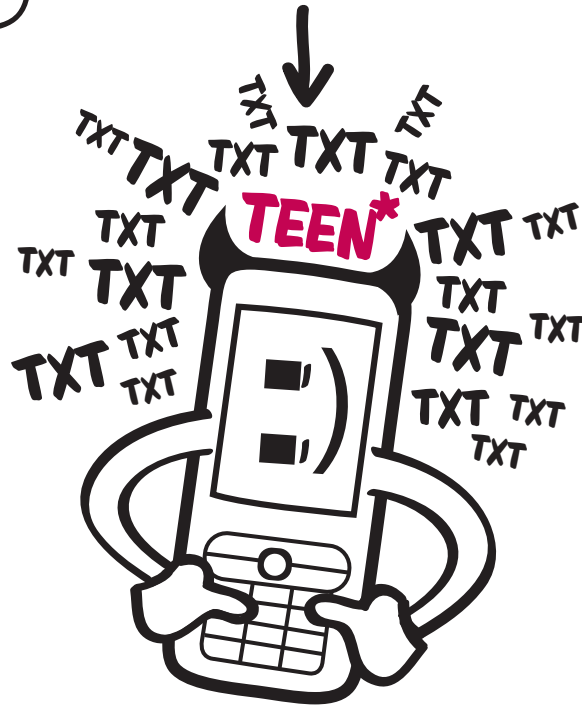
PHONES GONE WILD

SEXTING

FACT



**TEENAGERS
ARE SNEAKY ABOUT IT!**



***TRANSLATION**

68%

OF TEENS WOULD RATHER
HAVE THEIR PHONE
CONVERSATIONS MONITORED
THAN THEIR TEXTS



72%

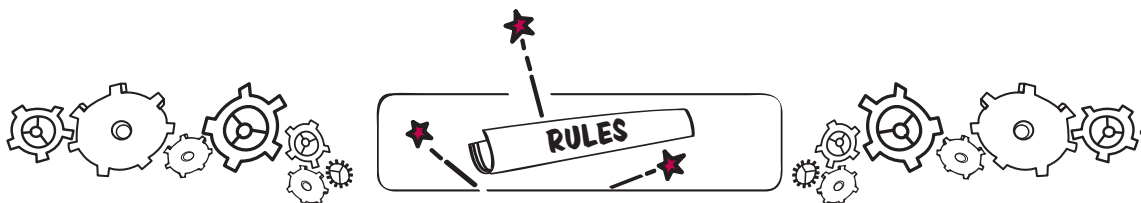
WOULD RATHER THEIR
PARENTS MONITOR
THEIR SOCIAL NETWORKING
PAGE THAN THEIR TEXTS

WONDER WHY THAT IS...



TODAY'S LESSON

GROUND RULES



GROUND RULES

PARENTS, IT'S TIME TO LAY DOWN THE LAW!

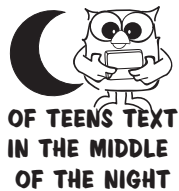
FACT

AN ABSURD AMOUNT OF TEENS ADMIT TO TEXTING AT INAPPROPRIATE TIMES.

HEAR THAT?

IT'S THE INCESSANT SOUND OF FINGER TAPPING...

83%



82%

OF TEENS TEXT DURING CONVERSATIONS WITH SOMEONE ELSE



69%

OF TEENS TEXT AT THE DINNER TABLE



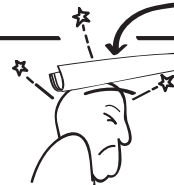
45%

OF TEENS TEXT WHILE THEY ARE DRIVING

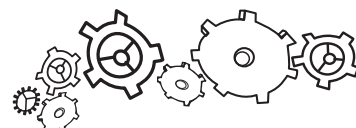
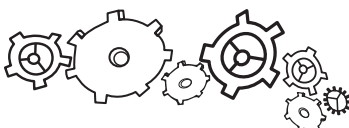


13%

OF TEENS TEXT TO HELP SOMEONE CHEAT IN CLASS - THAT'S AT LEAST ONE TEEN IN EVERY 20 STUDENT CLASS



RULES



GROUND RULES

BUT



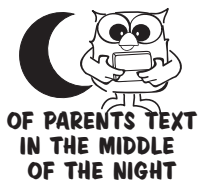
TO LAY DOWN THE LAW,

YOU

HAVE TO FOLLOW THE LAW!

PARENTS ADMIT TO TAKING PART
IN SIMILAR TEXTING
BEHAVIORS AT SURPRISING RATES.

38%*



OF PARENTS TEXT
IN THE MIDDLE
OF THE NIGHT

42%

OF PARENTS TEXT
AT THE DINNER TABLE



44%

OF PARENTS TEXT
WHILE THEY ARE DRIVING



51%

OF PARENTS TEXT
DURING
CONVERSATIONS
WITH
SOMEONE ELSE



***ABOUT HALF OF WHAT
TEENS ARE DOING, BUT
WE'RE A LOT MORE TIRED!**

RULES