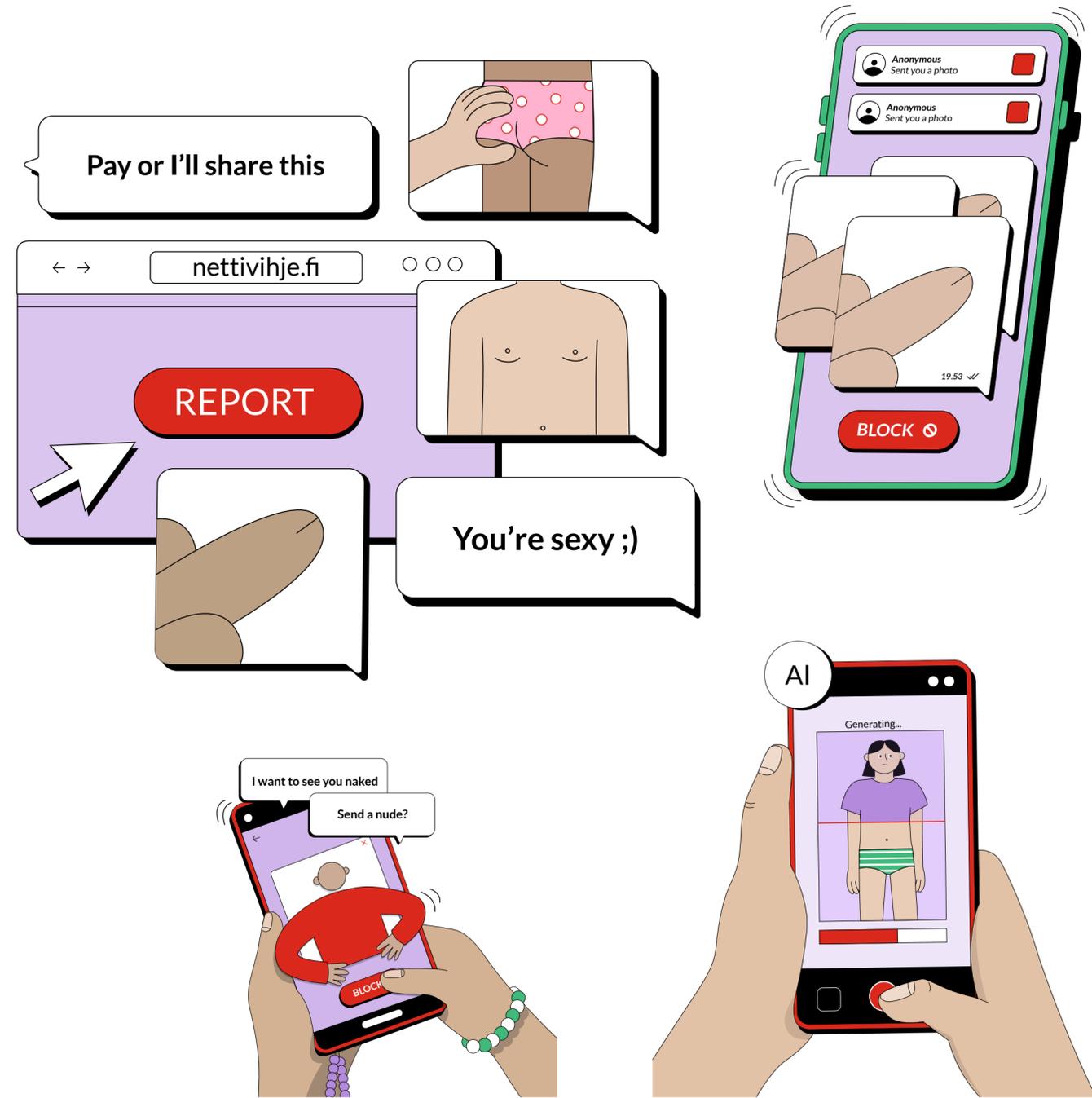


# FINNISH HOTLINE'S ANNUAL REPORT 2025



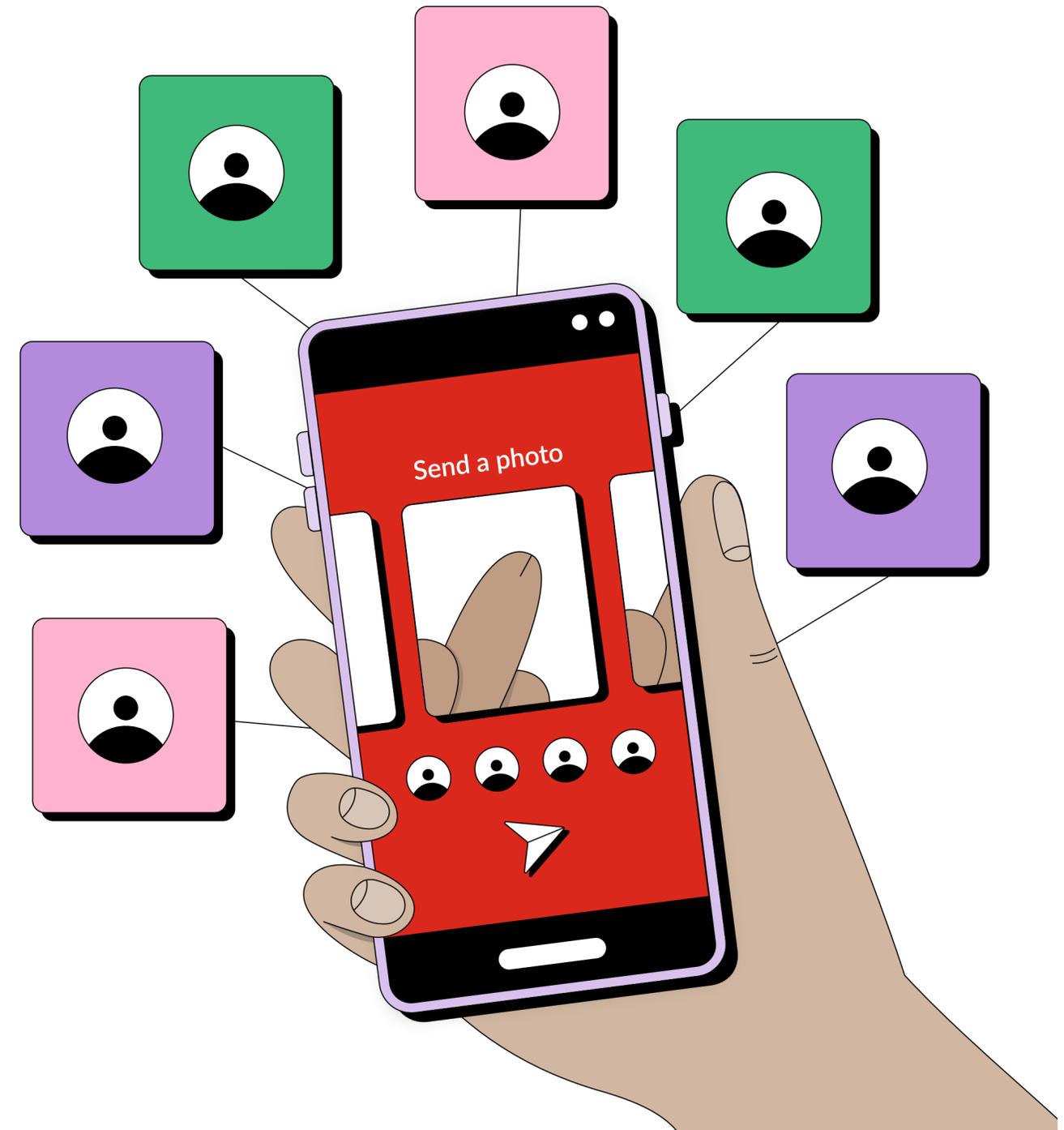
Co-funded by  
the European Union

# Child sexual abuse is a global challenge

Online child sexual abuse is a rapidly growing and evolving global challenge. It is estimated that at least 300 million children experience sexual abuse online every year.

According to [a report by Save the Children Finland \(2025\)](#), one in five children in Finland have experienced sexual abuse by an adult online. In over half of the cases, an online conversation with an adult took a sexual turn within an hour. Most of the children did not tell anyone about their experiences of sexual abuse.

Child sexual abuse is a serious human rights violation. Every child has the right to a life free from abuse in all environments, including digital environments.





# FINNISH HOTLINE NETTIVIHJE

The Finnish Hotline Nettivihje runs a low-threshold reporting service where anyone can report:

Child sexual abuse material

Any form of child sexual abuse, online or offline

Child sexual abuse material can be reported anonymously. The Finnish Hotline also has a separate, child-friendly reporting form aimed specifically at children and young people. Reports to the hotline can be made in Finnish, Swedish, or English.

Hotline analysts review all reports received by the hotline, assess the illegality of the material and/or activity, and pass on the information to the relevant authorities and other entities. The hotline works in close cooperation with the National Bureau of Investigation, [INHOPE](#), a global network of hotlines, and national hotlines around the world. The INHOPE network has 57 member hotlines around the world. The aim of the INHOPE is to speed up the removal of illegal material from the internet by facilitating the flow of information to authorities and internet service providers. Reports received by the Finnish Hotline are processed in accordance with Finnish law and [INHOPE's Code of Practice \(pdf\)](#).

The work of the Finnish Hotline Nettivihje is funded by the European Commission and Funding Centre for Social Welfare and Health Organisations (STEA).



## 1. Anyone

Anyone can report suspected illegal activity.



## 2. Hotline

Hotline analysts check the report.



## 3. Law enforcement

A notification of illegal activity is sent to a national law enforcement agency.



## 4. Child welfare

When the report contains sufficient information, a child welfare notification is submitted.



## 5. Replying to the sender

When an email address is provided, a reply is sent to the person reporting the issue.



# Handling of reports

In Finland, the Finnish Hotline forwards reports regarding child sexual abuse material and/or activities of suspected child sexual abuse to the National Bureau of Investigation and/or the local police. Received reports of child sexual abuse are also reported to child welfare authorities, provided there are sufficient grounds for doing so.

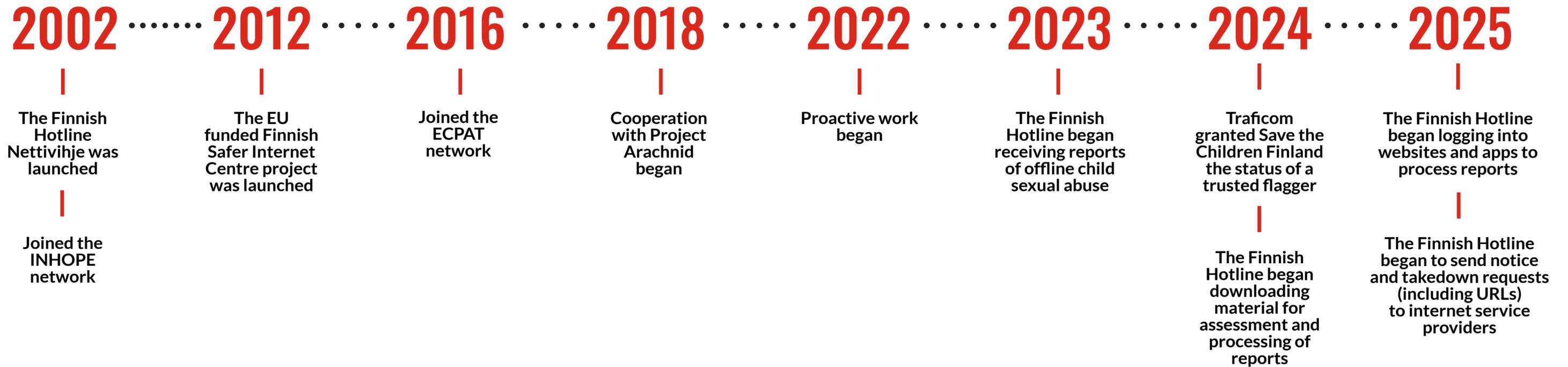
If a report containing child sexual abuse material is located outside of Finland, the hotline forwards the information via the ICCAM system maintained by INHOPE to the hotline of the country in question. Via ICCAM child sexual abuse material is also forwarded to the international police organisation [Interpol](#).

The Finnish Hotline aims to speed up the removal of illegal material from the internet and notifies service providers of such content. Finnish Hotline is a trusted flagger approved by [Traficom](#) in accordance with the EU's [Digital Services Act](#). Being a trusted flagger means that service providers must prioritise and deal with reports of illegal content made by the hotline without delay.

During 2025, the hotline received a total of **674** reports in which the person sending the report had also chosen to notify a trusted flagger (Save the Children Finland). Based on these reports, **29** removal requests were made to various service providers. This means that only 4% of the reports addressed to the trusted flagger concerned content on the basis of which the trusted flagger could take action.

Image: Processing of a report related to an incident of child sexual abuse.

# Development of Finnish Hotline Nettivihje





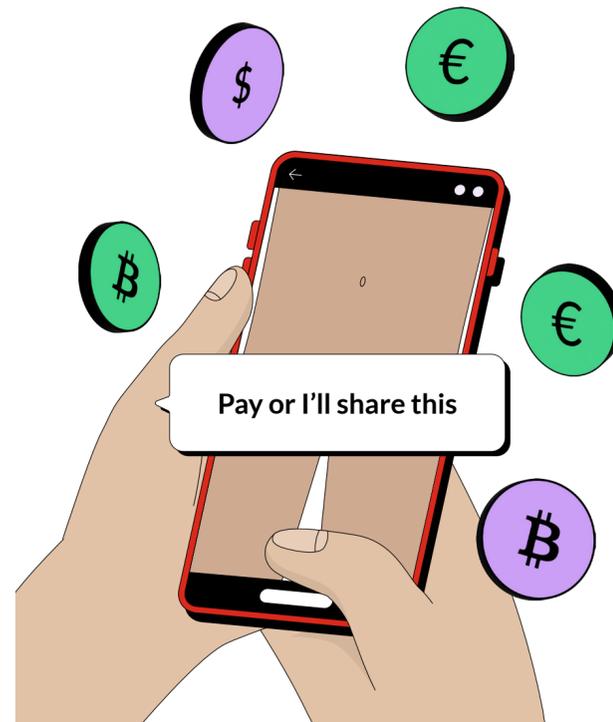
# Emerging trends in 2025

## SEXUAL EXTORTION OF CHILDREN

In 2025, the Finnish Hotline received more reports of sexual extortion than ever before in its more than 20-year history. Over the past year, boys in particular, have increasingly become the targets of online sexual extortion.

Sexual extortion refers to blackmailing a child to obtain money or other financial gain by using sexual images that the child has previously sent and taken themselves.

The motives behind sexual extortion can vary. It may, for example, involve an individual with their own motives, such as intimidation, manipulation, or humiliation. Another phenomenon that is particularly on the rise is linked to organised crime, where the extortion is almost without exception financially motivated.



## AI-FACILITATED CHILD SEXUAL ABUSE

AI-facilitated child sexual abuse refers to sexual harassment, stalking, blackmail, and threats carried out online via AI technology. This may, for example, involve the production of AI generated child sexual abuse material.

Over the past year, particular attention has been drawn to the production of AI generated child sexual abuse material (AI CSAM) and nude images produced using so-called nudify applications.

AI-facilitated child sexual abuse includes, for example:

Child sexual abuse material produced by artificial intelligence (AI CSAM, AIG CSAM, GenAI CSAM)

Nudify applications

AI companions

Deepfakes

Chatbots trained for abuse ('grooming bots', 'sexual extortion bots', 'recruitment' and radicalisation bots, AI bots)

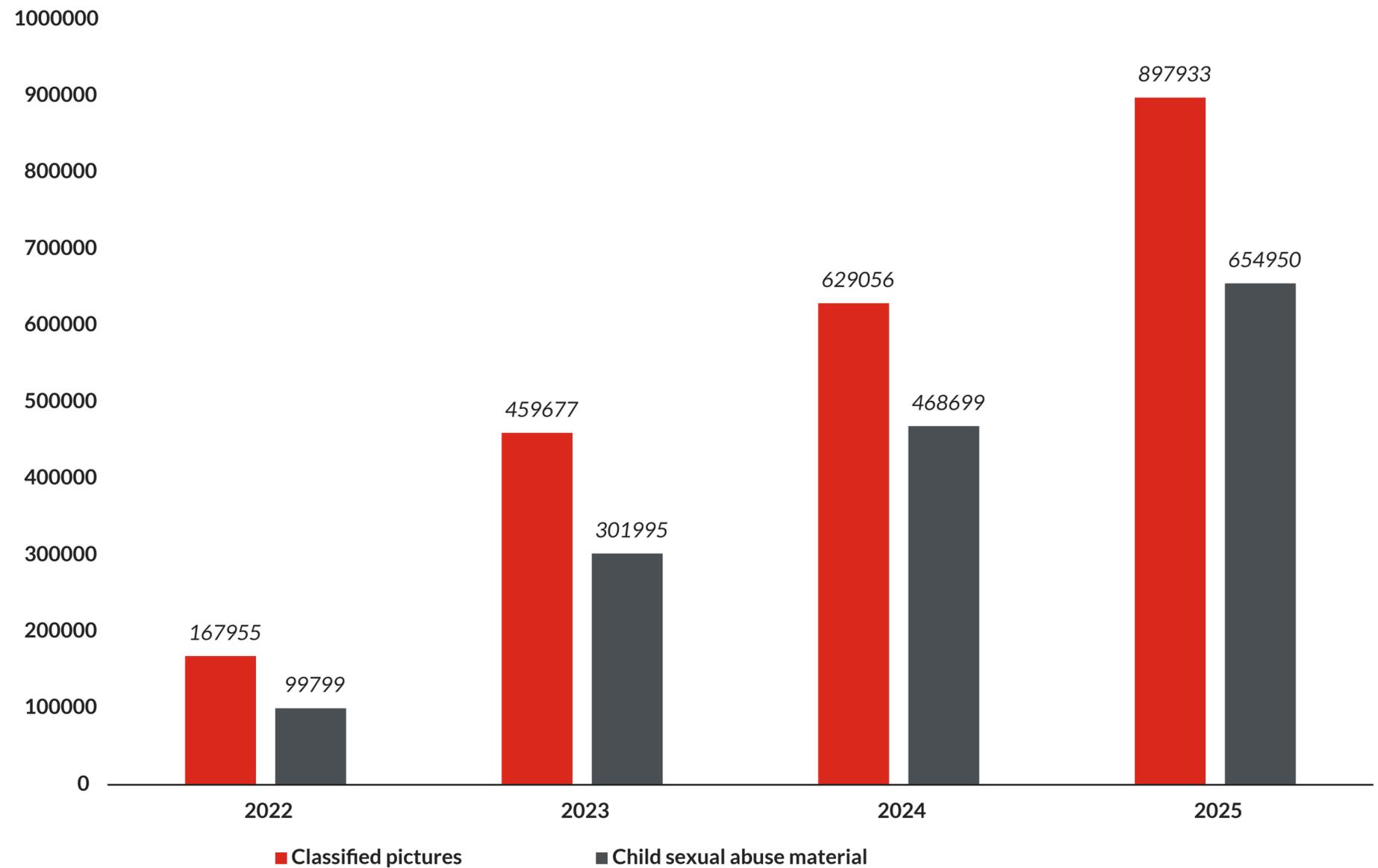
AI agents and operators, multi-agent systems (MAS)

Other automated AI functions (bots)

# Material analysed by the Finnish Hotline Nettivihje in 2025

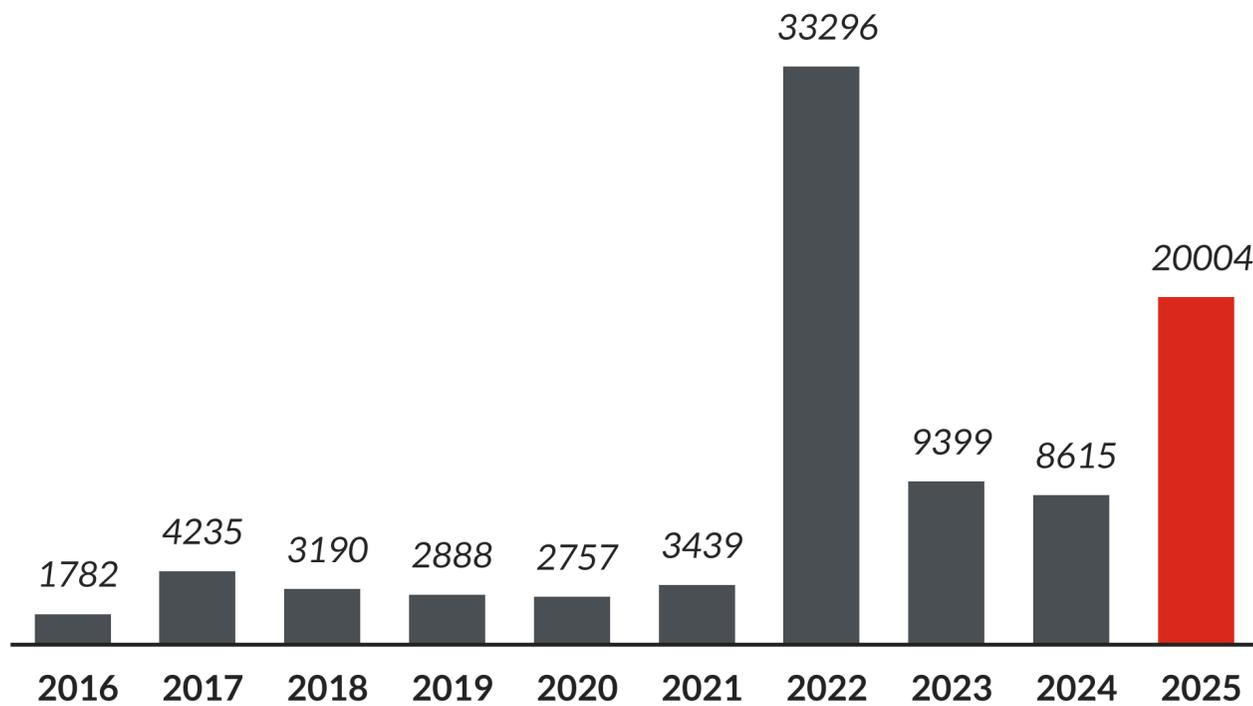
- In 2025, the Finnish Hotline analysed a total of **897,933** individual images or videos.
- Of these, **73%** contained child sexual abuse material.
- The total volume of analysed material increased by **43%** compared to 2024

All classified pictures and child sexual abuse material from 2002 to 2025 (reports, proactive work and Project Arachnid)



# Information on the reports received by the Finnish Hotline Nettivihje in 2025

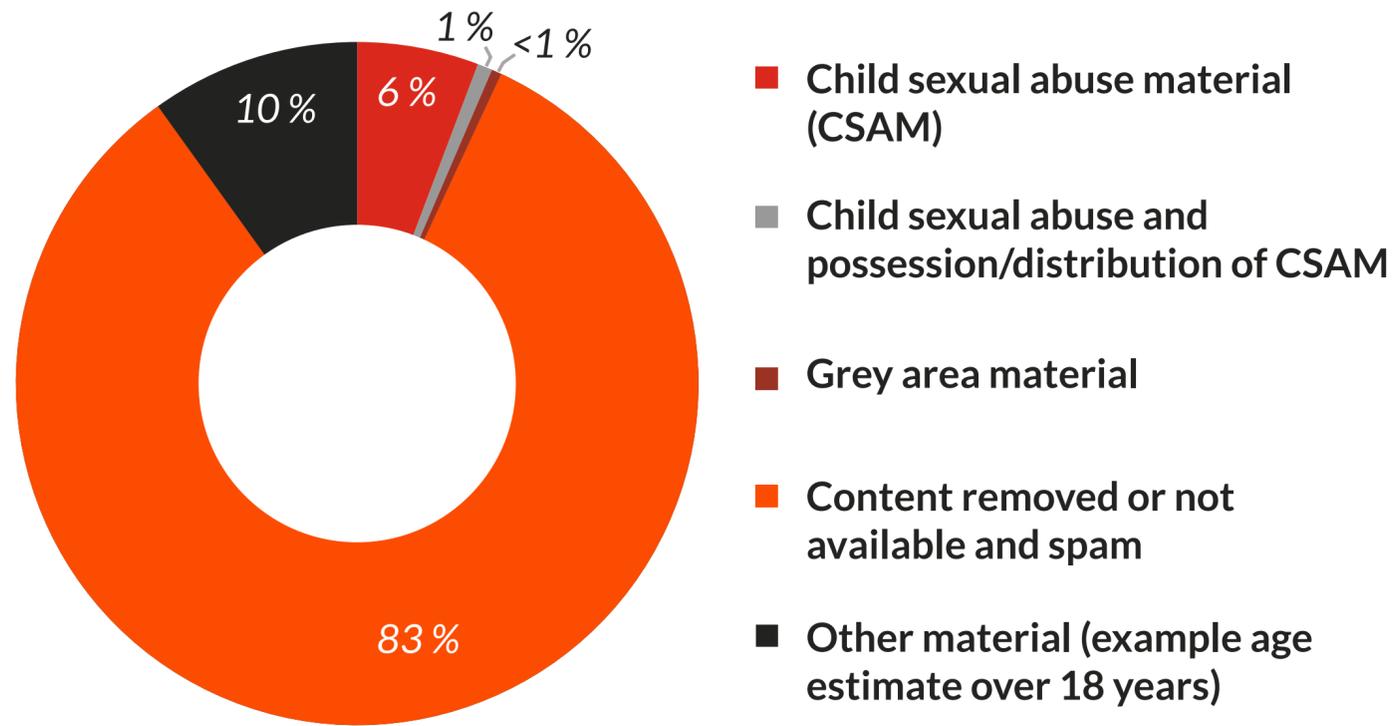
Number of reports received by the Finnish Hotline between 2016 and 2025



- In 2025, the Finnish Hotline received **20,004** reports via its reporting forms and through other hotlines.
- The Finnish Hotline received an exceptionally large number of reports (n=17,471) from other hotlines within the INHOPE network. These reports were received by the hotline via ICCAM, as they were located in Finland at the time of processing. Of these reports, **93%** (n=16,274) had already been removed from the internet or were inaccessible by the time the Finnish Hotline processed them. The material was, most likely, child sexual abuse material, because another hotline had already assessed it before passing it on to the Finnish Hotline.

One report refers to one web address or one description of suspected illegal activity.

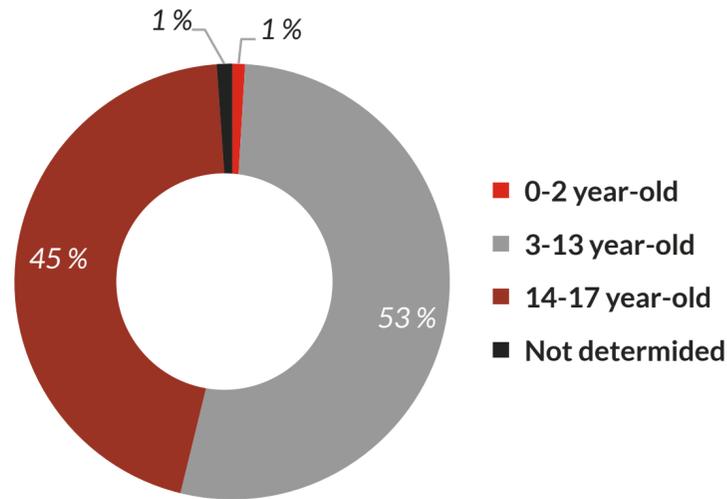
### Content of received reports (N=20 004)



- 6% (n=1152) contained child sexual abuse material.
- 51% (n=589) of the child sexual abuse material was self-taken by the child (self-generated child sexual abuse material).
- Less than 1% (n=141) contained reports of child sexual abuse and the possession or distribution of child sexual abuse material.
- The vast majority (83%, n=16,632) consisted of material that had already been removed from the internet at the time of the assessment.

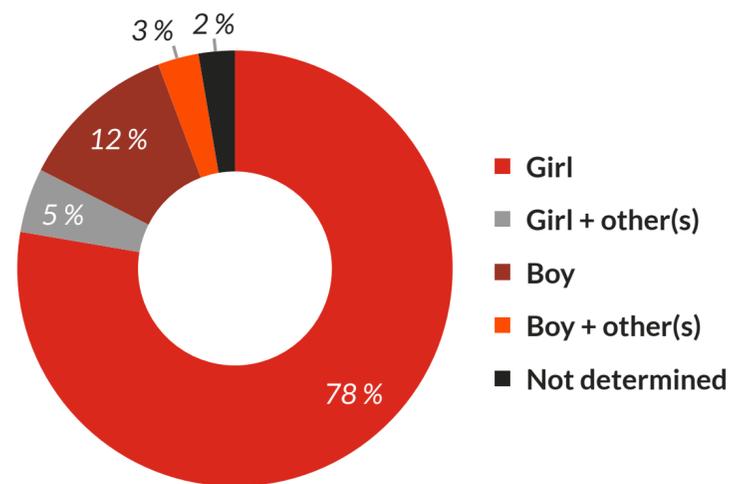
# Content of the child sexual abuse material

Child sexual abuse material by age (n=1152)



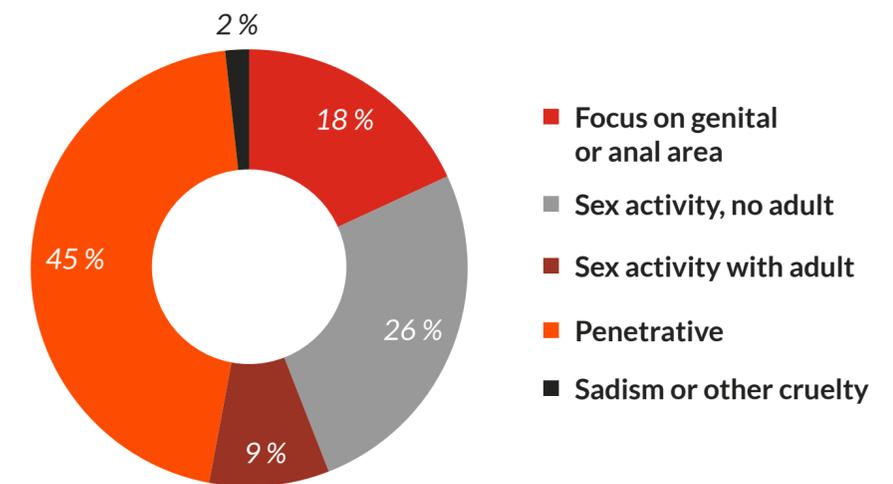
- Age assessment is based on the physical development of the child in the image, such as signs of puberty. If puberty is advanced, assessing the age is challenging.
- In 2025, in **over half** of the material (53%, n=609), the child was estimated to be aged 3–13.

Child sexual abuse material by gender (n=1152)



- Based on the analysed material, sexual abuse is predominantly directed at girls: 83% (n=950) of the material concerned girls and 15% (n=171) boys.
- **In 8%** (n=90) of the material, more than one child was involved.

Child sexual abuse material by forms of sexual abuse (n=1137)\*



- The majority (**45%**, n=515) of the material involved penetration. This may be performed by an adult, the child themselves, or another child.
- A quarter (**26%**, n=295) of the material depicted a child performing sexual acts on themselves or with another child, with no adult present.
- **60%** (n=470) of the material depicting sexual activity without an adult, penetration, sadism, or other forms of violence was self-generated child sexual abuse material.

\* This information was not recorded for all reports.

## Self-generated child sexual abuse material

In 2025, 51% (n=589) out of the child sexual abuse material analysed was so-called self-generated child sexual abuse material. This refers to, for example, an image or video in which a child performs sexual acts on themselves in front of the camera. The perpetrator is not visible in the image or video, but may be present via a phone or another device, directing the child to act in a certain way.

This may involve coercion, manipulation, or extortion of the child. The child may also be offered a reward for the images or videos. The perpetrator records a video call (possibly without the child's knowledge) and distributes the material online. Sometimes the material is taken during a consensual relationship among peers, but the material has been accidentally leaked to outsiders, or the recipient of the image has deliberately shared it to others.

Self-generated child sexual abuse material is assessed according to the same criteria as non-self-generated material. For an image or video to be assessed as child sexual abuse material, it must include a child and either a focus on the child's genital or anal area, sexual activity, penetration, sadism, or other forms of cruelty.



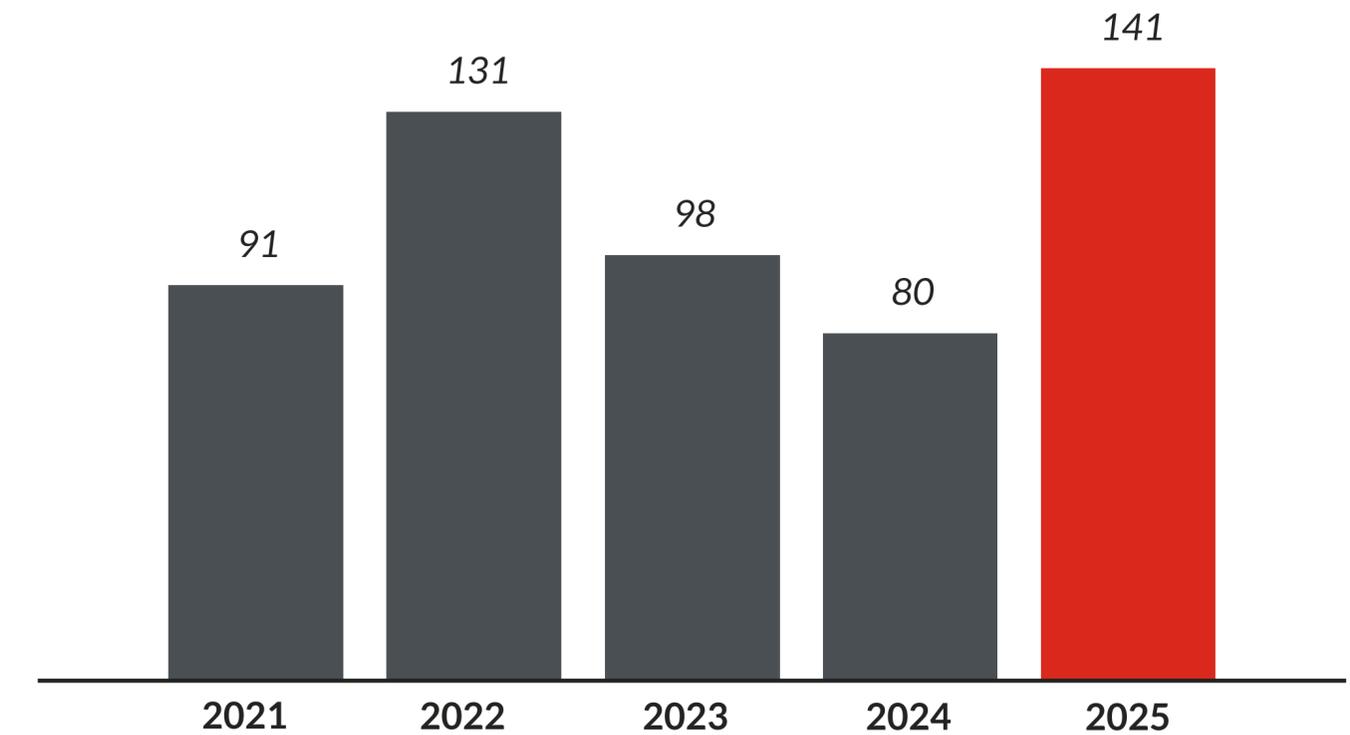
# Reports concerning activities related to child sexual abuse

In addition to child sexual abuse material, the Finnish Hotline Nettivihje also receives reports of suspected illegal activity.

These reports include, for example, descriptions of grooming, sexual extortion, and the distribution of nude images of a child.

The hotline also receives reports regarding the possession and/or distribution of child sexual abuse material. In this report, these have been included in the overall figures of the activities related to child sexual abuse. For this reason, the figures in the chart on this page for the years 2021–2024 are slightly higher than those presented in previous annual reports.

Reports concerning child sexual abuse activities from 2021 to 2025



In 2025, the Finnish Hotline received **141** reports concerning activities related to child sexual abuse.

# Proactive work in 2025

## The Finnish Hotline Nettivihje does proactive work as part of the hotline work.

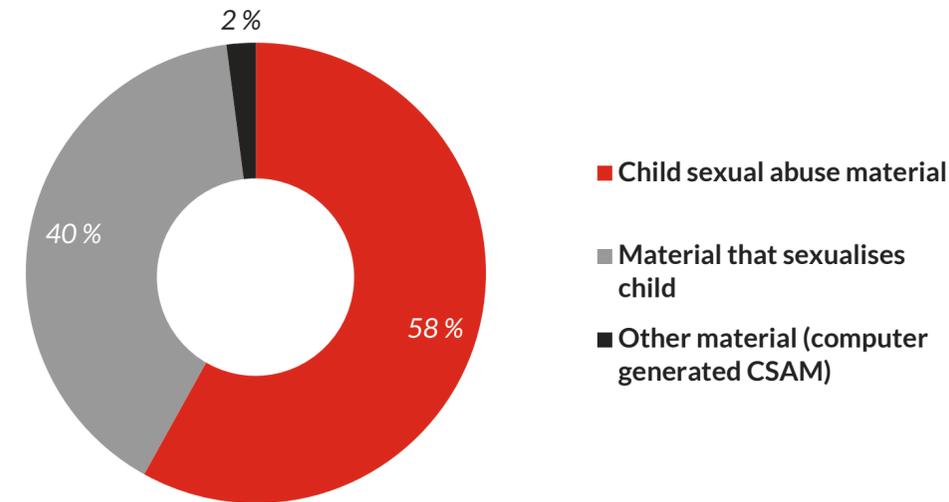
In proactive work, the hotline further processes and assesses web addresses received via the reporting form if the report was initially assessed as potentially containing illegal material. Proactive work is carried out when there are no new reports awaiting initial processing.

Web addresses sent via the reporting form may contain, for example, hundreds of illegal images and links to other similar websites. The hotline can continue to analyse the website until all material on the site or linked to the site has been forwarded to the relevant parties, such as the authorities and hotlines in other countries.

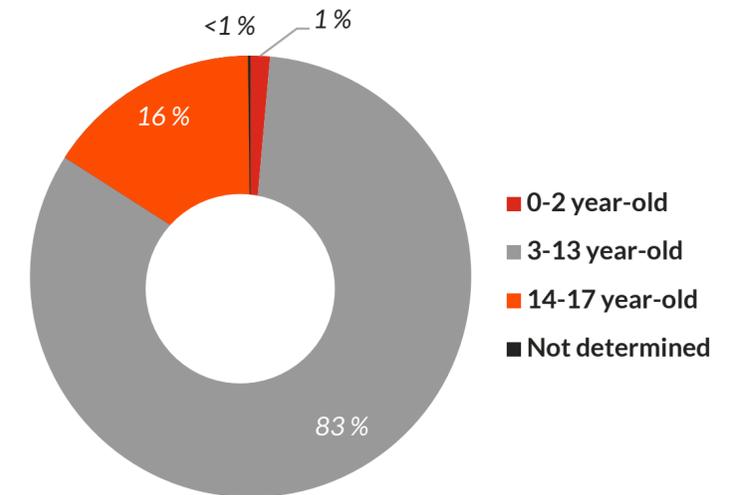
The aim is to facilitate the rapid removal of more child sexual abuse material from the internet.

In 2025, less proactive work was carried out (N=3,661) than in the previous year (N=4,185), due to a higher number of reports.

Content of proactive work (N=3661)

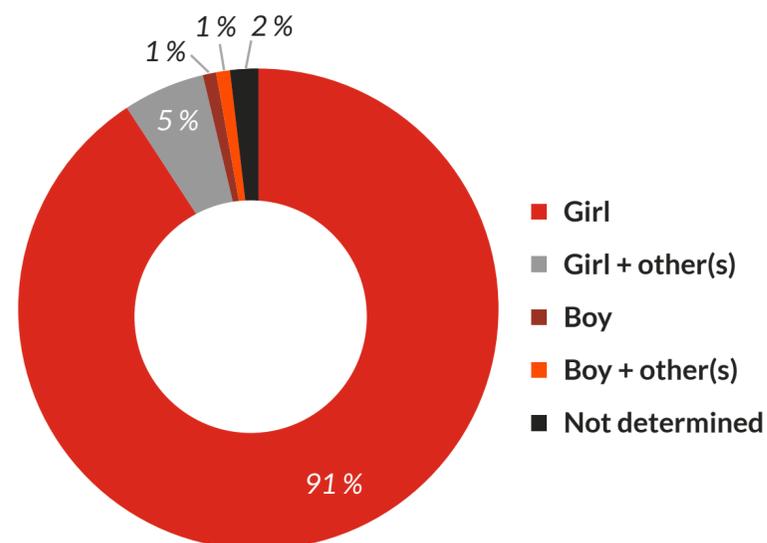


Proactive work: child sexual abuse material by age (n=2126)



- In the proactive work, the material depicted predominantly (83%, n=1757) children aged 3–13.

Proactive reports: child sexual abuse material by gender (n=2126)



- In the proactive work, most of the material depicted girls (96%, n=2047).

# Encountering professionals, guardians, and children

The Finnish Hotline Nettivihje trained and encountered thousands of professionals working with children and young people, as well as future professionals, at events in 2025.

Guardians were reached through online parents' evenings and young people via social media channels. Online parents' evenings were organised in collaboration with the [Finnish Safer Internet Centre](#), the Save the Children Finland's [Kippari](#) project, and the corporate partner [Telia](#).

Children and young people contributed to the development of the work of the hotline by commenting on the materials produced, piloting the 'It Happens All the Time' survey questionnaire and taking part in a workshop. The Finnish Safer Internet Centre also organised a youth panel, where young people were engaged remotely and on Discord.

## IN 2025

**21** trainings organised

**4** online parents' evenings organised

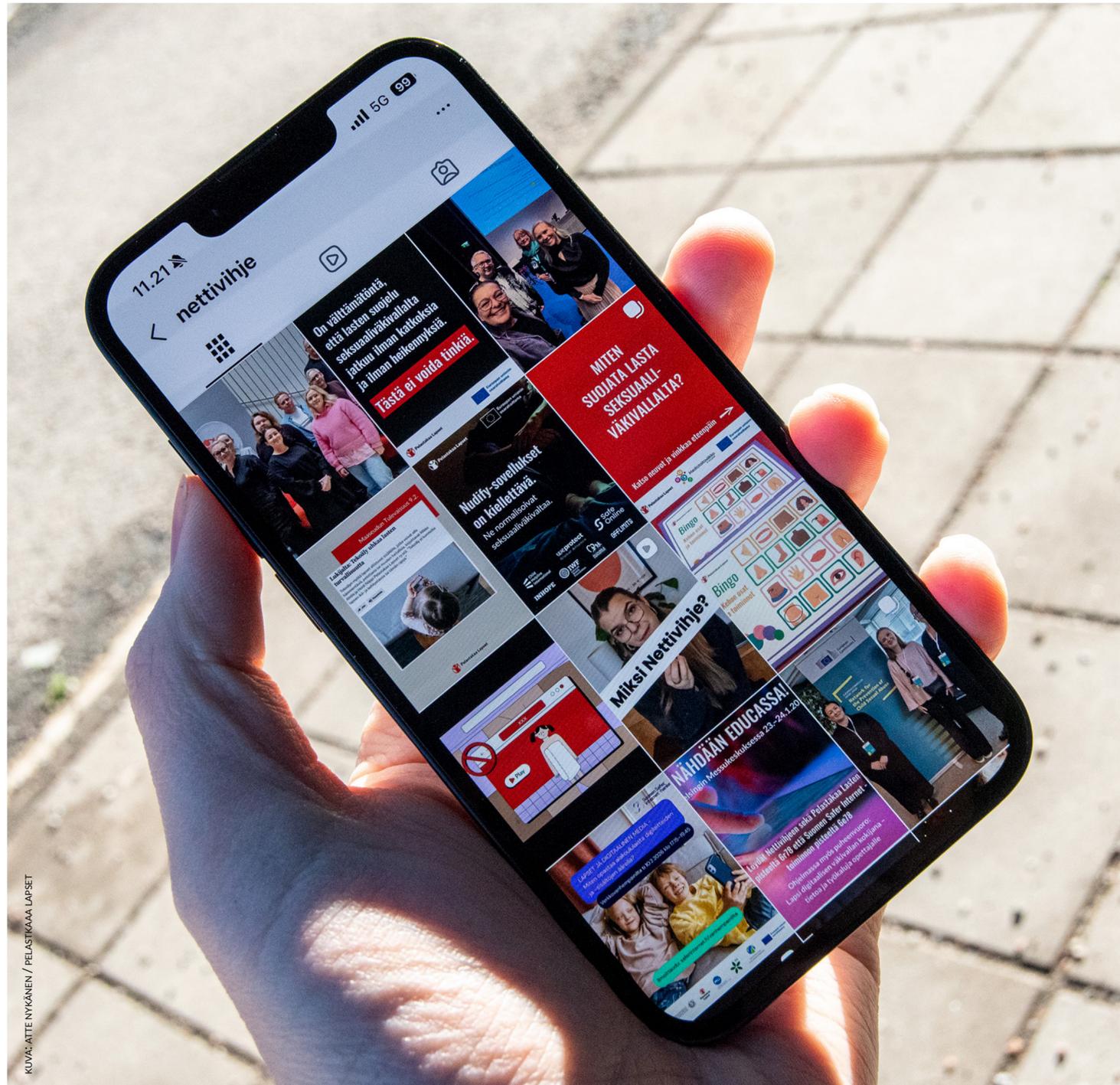
**2 136** trained professionals

**3 598** guardians reached

**1 177** professionals encountered at events

**85** children and young people involved

**94%** of professionals found the training organised by the Finnish Hotline useful



KUVA: ATTE NYKÄNEN / PELASTUKAAN LAPSET

# Communication

The Finnish Hotline Netтивihje communicates about its activities and child sexual abuse as a phenomenon across multiple channels via its own accounts on LinkedIn, Instagram, and TikTok, as well as through Save the Children Finland’s social media channels.

TikTok has proven particularly effective in reaching children and young people. The Finnish Hotline also receives regular media coverage, which strengthens the hotline’s profile and raises awareness of child sexual abuse.

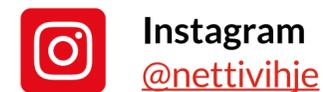
Media coverage in 2025 included topics such as AI generated child sexual abuse material, the prevalence of child sexual abuse, and grooming children for sexual purposes.

Over **400 000** people reached across various social media channels

**216** social media posts

Approximately **150** media mentions

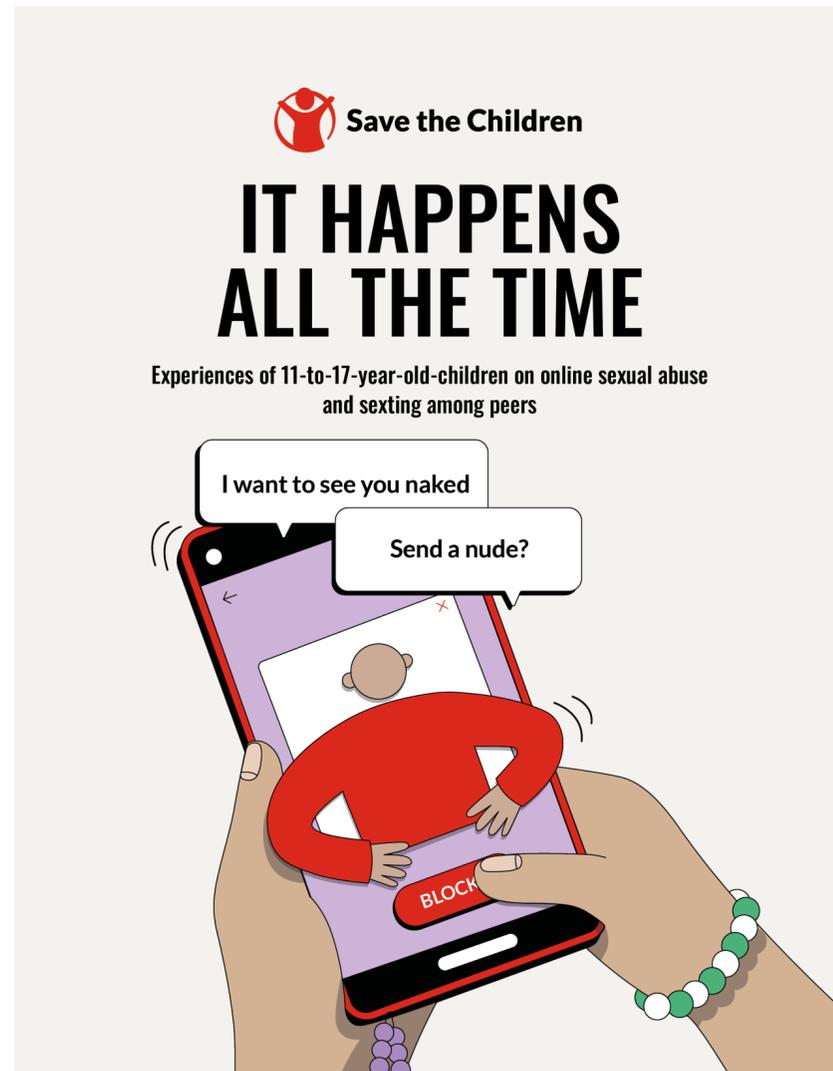
Follow Netтивihje on social media:





# New material and up-to-date information on online child sexual abuse

## REPORT



In autumn 2025, the Finnish Hotline Nettivihje published a report '[It happens all the time](#)' on the experiences of 11–17-year-olds regarding online sexual abuse and sexting among between peers. A total of **4,106** children responded to the survey.

- **21%** (n=873) had received sexual messages from a peer.
- **11%** (n=443) had sent sexual images to a peer.
- **More than half** of the children received sexual images from someone they did not know.
- **31%** (n=1,272) had been contacted online by an adult or someone at least five years older than them.
- **67%** of children who had been contacted by an adult had experienced sexual abuse online.
- **21%** (n=853) of all children who responded to the survey had experienced sexual abuse online.
- **33%** of those who had experienced sexual abuse were girls, **20%** selected "other" as their gender, and **8%** were boys.
- **61%** (n=464) of the children did not tell anyone about their experiences of sexual abuse.

” *Everyone talks about it, and people often ask for photos and messages online*

” *I was only about 7 or 8 years old when this happened, and I told my mum straight away and blocked him*

” *Several older men have offered me 50–100 € for sex, that’s one example*

*In addition to the European Union, the report was funded by the Tiukula foundation and Telia.*



## CAMPAIGN

In autumn 2025, Save the Children Finland launched a major communication campaign entitled “[What happens online doesn't only happen online](#)” in collaboration with [Wörks](#) and [Cocoa](#).

The aim of the campaign was to raise public awareness of child sexual abuse. The campaign was featured on television, streaming services, digital outdoor advertising, social media, and banner adverts online. Over the course of a couple of weeks, the campaign reached a wide audience across Finland.



Campaign video: ["What happens online doesn't only happen online" \(Youtube\)](#)



## POSTER

In 2025, a poster aimed at children and young people was published, and around a thousand copies were distributed to schools, youth centres, and libraries across Finland.

The aim of the poster is to remind children and young people that sexual abuse is always wrong and should be reported without hesitation.

The poster in Finnish can be downloaded and printed [here \(.pdf\)](#).

# Advocacy

The Finnish Hotline Nettivihje carries out advocacy work to ensure that child sexual abuse is better addressed in legislation, implementation of the law, and services.

In 2025, the Finnish Hotline’s advocacy priorities were:

- » Advocating for the EU’s proposed Regulation laying down rules to prevent and combat child sexual abuse ([CSA regulation](#))
- » Advocating for various legislations on artificial intelligence (e.g. [the AI Act](#))
- » Working with the Sexual Rights Network in Finland to influence the content of sexual education and promote its equality.

**65** advocacy meetings held

**Over 200** decision-makers and authorities reached

**8** statements and white papers written

**2** participation in parliament committee hearings

The Finnish Hotline participates annually in numerous national and international networks and working group meetings that are key to advocacy work.

In all of the these, the Finnish Hotline represented Save the Children Finland in 2025:

- |   |  |
|---|--|
| NGO working group of the Committee for Combating Violence against Women and Domestic Violence (NAPE JÄTY) | Sexual Rights Network  |
| Steering Group for the Prevention of Violence against Children  | Safe Environment Network   |
| Finnish Civil Society Platform against Trafficking in Human Beings (IKV Platform)                         | European Child Sexual Abuse Legislation Advocacy Group (ECLAG)   |
| Capital Area SeriE network  | Save the Children European working group for child rights online |
| National Seri network   | Universal Classification Schema Expert Council                   |
| Finnish Parliament’s Anti-Violence Network  | ECPAT network  |

## In cooperation



### THE FINNISH SAFER INTERNET CENTRE (FISIC)

[The Finnish Safer Internet Centre](#), FISIC, co-funded by the European Union, aims to promote media literacy and inclusion of children and young people and to increase their well-being and safety online. FISIC is a collaboration between three organisations: [the Finnish Arts and Culture Agency \(KUVI\)](#) coordinates the project, [the Mannerheim League for Child Welfare \(MLL\)](#) runs the helpline and Save the Children Finland runs the hotline. There are Safer Internet Centre projects all over Europe. The projects work together and share information through [the Better Internet for Kids portal](#).



### THE NATIONAL BUREAU OF INVESTIGATION

The Finnish Hotline Nettivihje works in close cooperation with the [National Bureau of Investigation](#) to identify and solve sexual offences against children. The Finnish Hotline forwards information to the National Bureau of Investigation regarding material it suspects may be child sexual abuse material, as well as activities related to sexual abuse of children. The National Bureau of Investigation processes the information and refers cases that meet the criteria for a criminal offence to preliminary investigation.

## INHOPE

### INHOPE

Save the Children Finland is a member of the [INHOPE](#) network. INHOPE coordinates and supports hotlines around the world. The common goal is to combat child sexual abuse material. The network comprises 57 hotlines in 52 different countries.



### ECPAT

Save the Children Finland is the representative of the international [ECPAT](#) network in Finland. ECPAT works to combat child sexual exploitation and has members in over a hundred countries. The network coordinates research, advocacy, and other activities aimed at ending child sexual exploitation.



### PROJECT ARACHNID

**Project Arachnid** is an innovative, victim-centric set of tools to combat the growing proliferation of child sexual abuse material (CSAM) on the internet. It is owned and operated by [the Canadian Centre for Child Protection \(C3P\)](#), which also trains all analysts using the system. Some of the advisors at the Finnish Hotline offer their expertise in the analysis of CSAM in Project Arachnid.

In 2025, the Finnish Hotline analysed 891,681 images in Project Arachnid. Of these, 651,672 images were assessed as likely to be illegal and 37,806 images were assessed as harmful/abusive to children. The number of images analysed increased by 44% compared to 2024.



### UNIVERSAL CLASSIFICATION SCHEMA

The [Universal Classification](#) Schema is a standardised framework developed under the leadership of INHOPE, which enables experts, law enforcement agencies, and content moderators to classify child sexual abuse material consistently, as well as to share data and intelligence more effectively. Two experts from The Finnish Hotline act as Universal Classification Schema ambassador trainers, and one of them is also a member of the Universal Classification Schema Expert Council.



### ESPECIALLY ABOUT SEXUALITY-PROJECT

The ['Especially About Sexuality'](#) project (Erityisesti seksuaalisuudesta) is a joint project involving five organisations, aimed at providing teachers and other professionals working with special needs groups with comprehensive information on children's and young people's sexual health, sexual education, and the prevention of sexual abuse. The project's trainers include experts from the fields of healthcare, education, and civil society organisations. The Finnish Hotline is responsible for the project's sections on child sexual abuse and its prevention. The project is a continuation of the 'Selkeästi Seksuaalisuudesta' (Clearly about sexuality) project. The project is funded by the Finnish National Agency for Education (EDUFI).

### WRITE-PROJECT

Written Risk Indicators Triggering Exploitation – WRITE is a two-year international research project in which Save the Children Finland is one of the project partners. The aim of the research project is to classify and analyse text-based data describing sexual abuse against children. The aim of the project is to understand the risks associated with sexual abuse against children, pathways, and implications for prevention and policy..