

# **Child Safety Online:** **Good for business** **opportunity**

**Pre-launch report**  
**(Full launch – September 2025)**

**NSPCC** |  **Baringa**



# Pre-launch report

**Now, more than ever, being good for children is good for business.**

For many industries, trends once considered 'fringe' can become central to consumer decisions, commercial opportunities and opening entirely new markets.

Digital technology rose from basic internet to transform entire industries. Sustainability' moved from a 'CSR tick box' to be front of mind for consumers and employees and is now embedded at every level of organisations.

**Child Safety Online is a next frontier of such opportunity.**

In September 2025, the NSPCC and Baringa will launch our full report demonstrating this new commercial value opportunity – **Child Safety Online: Good for Business.**

This pre-launch report is a 'special preview' (no big spoilers) of the full report to come.

If you would like to explore the full findings or would like to be notified of and involved with the public launch – please contact [michael.mcgrath@nspcc.org.uk](mailto:michael.mcgrath@nspcc.org.uk).

**NSPCC**  
[www.nspcc.org.uk](http://www.nspcc.org.uk)

**Baringa**  
[www.baringa.com](http://www.baringa.com)



Click the QR code to find out more about the work NSPCC's Child Safety Online (CSO) Taskforce





**The online world should  
be for creativity, positivity  
and fun.”**

NSPCC Young Ambassador





# Foreword

One of the NSPCC's priorities is to make every child safe online. As the UK's leading children's charity, we include young people's voices and experiences in all the work we do. We work in partnership with providers of online products to make sure children's safety happens by design.

We understand the realities of the commercial environment. The NSPCC's Child Safety Online Taskforce, with our valued partners at Baringa, is proud to launch our new research. Here we show how children's safety online is something that is 'good for business'.

We look forward to this research and its influence growing over time and making a significant positive impact. It will help those companies who strive to lead the way in children's online safety and inspire many others to join the movement.

Together we'll make the online world better and safer for future generations.

**Diala Sanbar Khat MBE**

Chair, NSPCC's CSO Taskforce

**Mike McGrath**

Special Adviser - NSPCC

For 25 years, Baringa has partnered with clients to create impact that lasts and drive sustainable value. Our experience shows that the most successful organisations take a holistic view of shareholder returns, considering Profit, People, Planet, and Trust – dimensions we refer to as our Value Model.

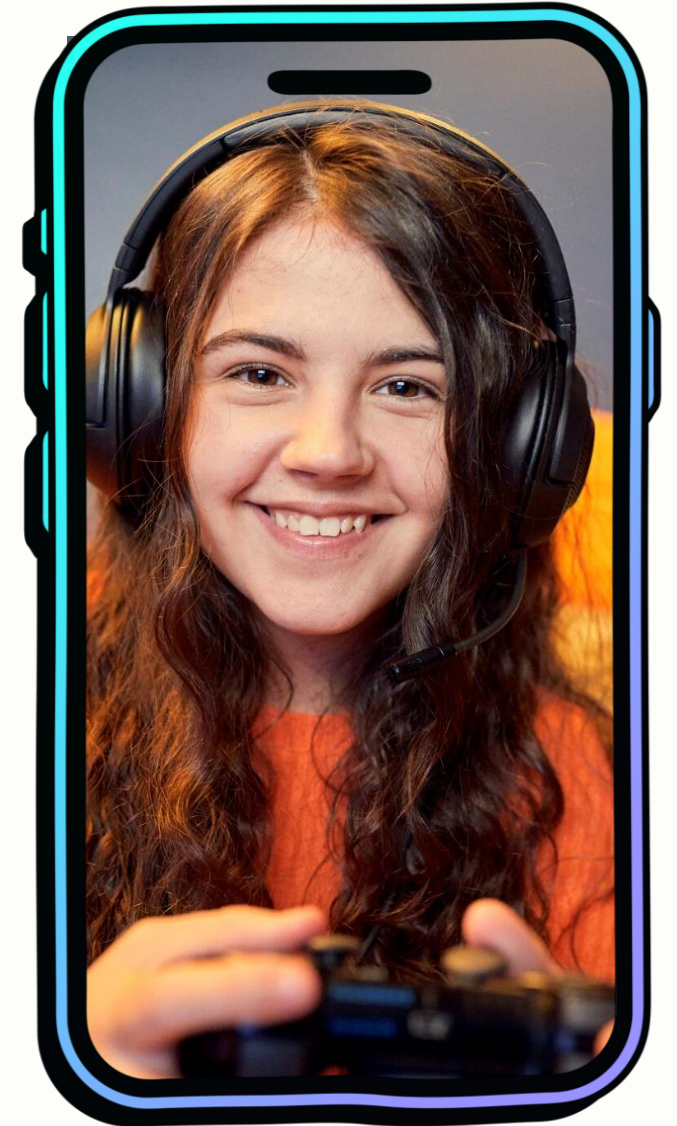
Our latest research with NSPCC explores child safety online as a next frontier for value and business opportunity. The findings provide leaders with fresh perspectives on children's experiences in digital spaces and how companies can lead in new ways.

These insights present a significant opportunity for companies to go beyond compliance and create new corporate value through doing the things that customers, employees, shareholders – and most importantly, our next generations – will thank them for.

Baringa is proud to support the NSPCC and Childline, and to collaborate with clients, industries, societies and policymakers globally to do truly great things.

**John Petevinos**

Partner in Strategy, Media and Technology  
Baringa Partners

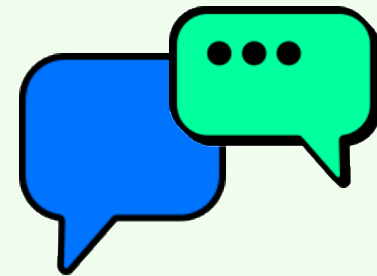






**I love the focus on the commercial benefit of child safety online. We can be on the right side of profits and history.”**

Global Gaming Executive



# Contents

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## 1. Executive Summary: A Call to Value

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## 2. Child Safety Online: A New Frontier of Opportunity for Business

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## 3. The Value Model

Profit

People and Culture

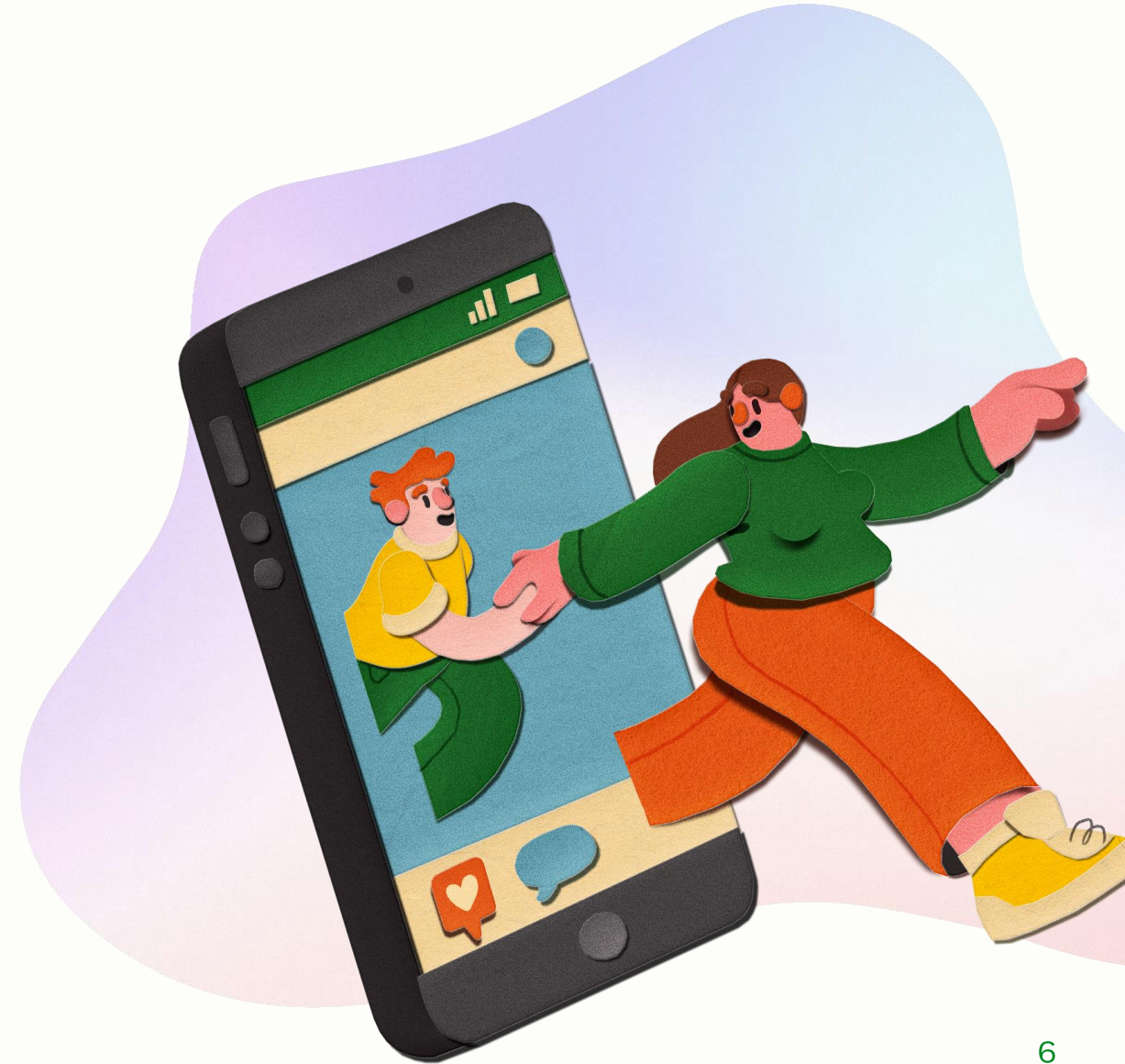
Trust

Avoiding Traps

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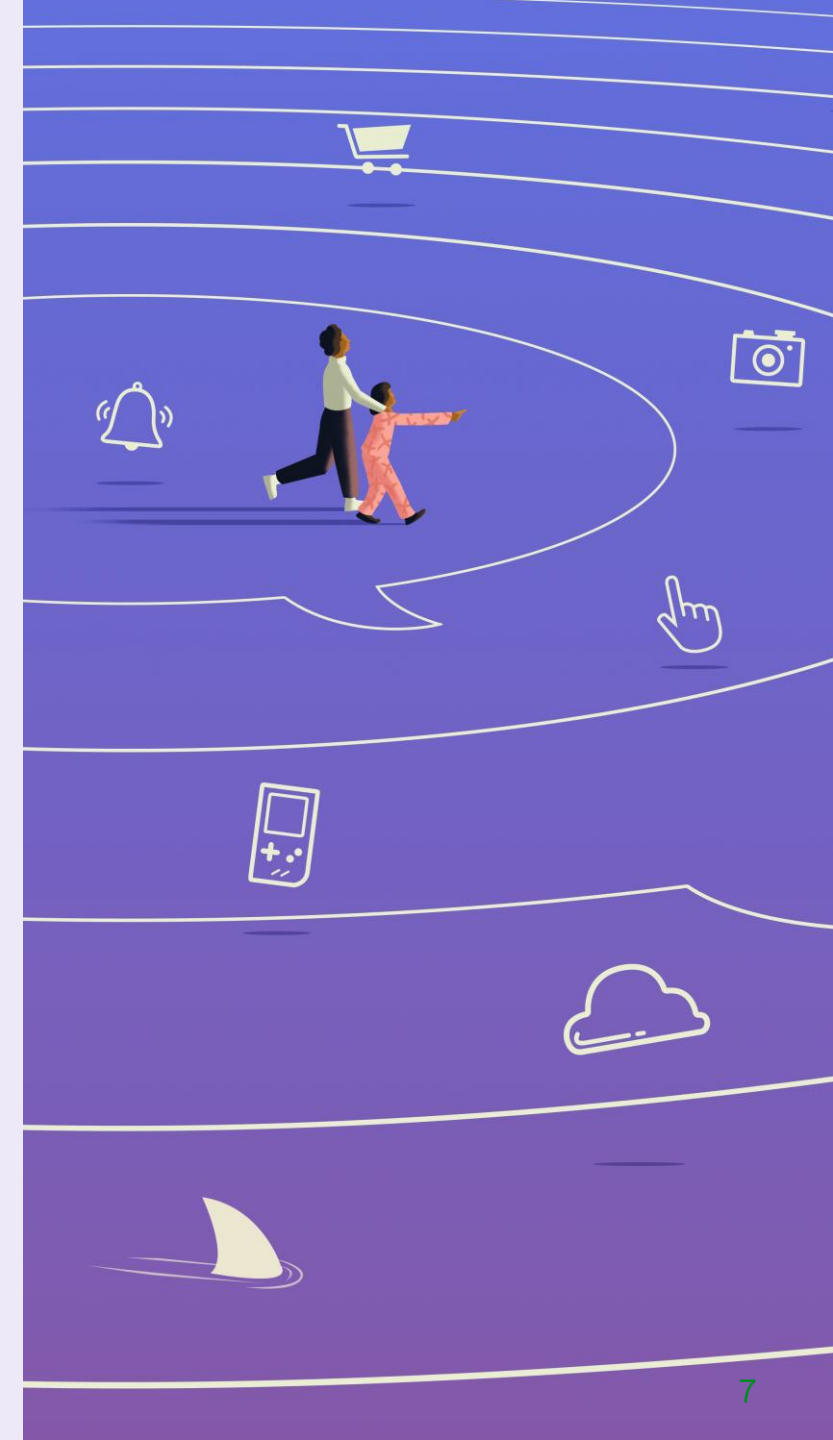
## 4. Practical Actions for Companies

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# Executive Summary:

## A call to value





# Executive summary

## Doing the right thing in business pays.

**For many industries, trends once considered ‘fringe’ or ‘niche’ can become central to consumer decisions, commercial opportunities and opening entirely new markets.**

Digital technology rose from a basic internet to transform entire industries, creating previously unimaginable products, companies and online worlds.

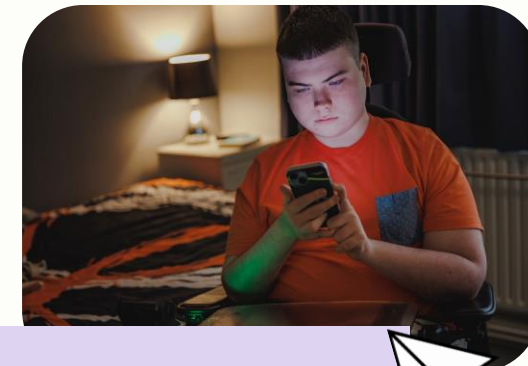
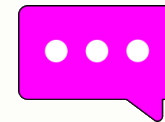
Sustainability moved from a ‘CSR tick box’ to be front of mind for consumers and employees. It is now embedded at every level of organisations. It is intrinsic to companies' strategies. Consumers, employees, policy makers, shareholders and investors demand leadership.

## **Child Safety Online (CSO) is a next frontier.**

It is human to care about every child and their safety. Yet young people are not always safe online. Societal realisation is growing, shining a spotlight on this issue. More consumers worry about this trend. It is a commercial opportunity that companies shouldn't 'leave on the table'.

Baringa and NSPCC have co-authored this report to help businesses get ahead of the curve. Quantitative consumer insight and qualitative case studies underpin the findings and the commercial value framework. Our conclusion is clear.

## Now, more than ever, being good for children is good for business.



### **Child Safety Online is a next-frontier trend:**

- ☐ Growing understanding of online world's role in children's development.
- ☐ Increasing consumer and societal concern.
- ☐ Emergence of new child-focused products with safety in mind.
- ☐ New online safety regulation.



# Executive summary

## Child safety online has real bottom-line potential.

Controls and regulations drive many companies' online safety strategies. But child safety online is now also a leading concern for consumers. It's a driver of their behaviour and expectations.

Companies being an active leader can:

- ❑ Create positive positioning and differentiation
- ❑ Drive new demand, loyalty and willingness to pay
- ❑ Stimulate innovation and growth
- ❑ Improve engagement with employees and investors

**Our research indicates child safety online is a growing leverage point. It's under-utilised by many companies.**

Those not looking at this trend risk disruption and regulatory enforcement. Crucially there's also significant new commercial value being 'left on the table.'

**The opportunity for adopters is clear: Win more.**



of adults say strong child safety measures give companies a **competitive advantage**.



of adults are willing to **pay more** for products / services with strong child safety features and commitment.



of people have **boycotted** a company due to privacy or safety concerns.



of adults think companies that prioritise online safety are more **trustworthy**.



# 30%

Higher levels of **innovation** and 40% higher levels of **retention** are found in mission-driven companies.

# 10%

of a company's global revenue is **at risk of being fined** by Ofcom for non-compliance with the UK Online Safety Act.



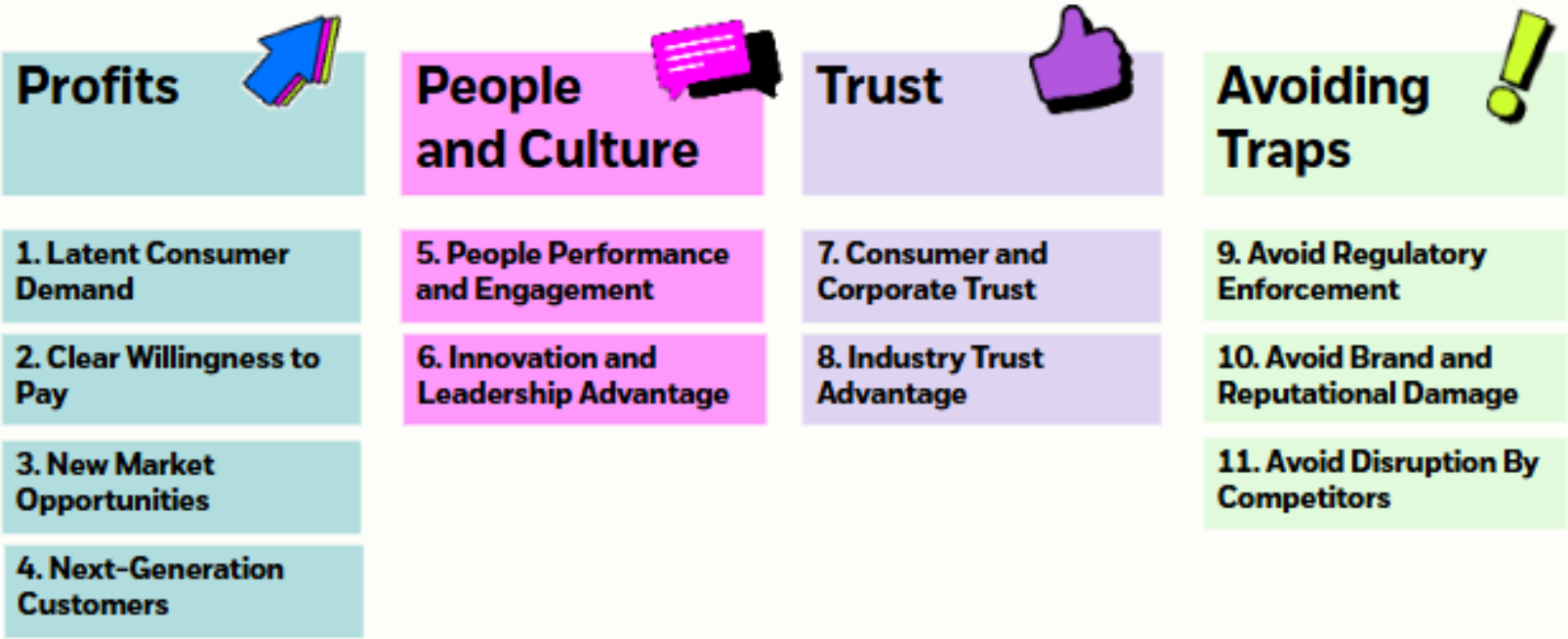
# Executive summary

**Businesses** in scope of online safety regulation must of course comply.

Even so, **every business** can contribute to making **every child** safe online and reap the benefits. **Companies can act now to create new value.**

Our research looks at strategic areas of enterprise value creation and how these link to child safety online.

We have identified **eleven value levers** that any company can use. First, to understand their commercial value opportunity. Second, to take positive action that captures it.



**Focusing on CSO can create new commercial value – in terms of:**

- ☐ Profits.
- ☐ People and Culture.
- ☐ Trust.
- ☐ Avoiding Traps.

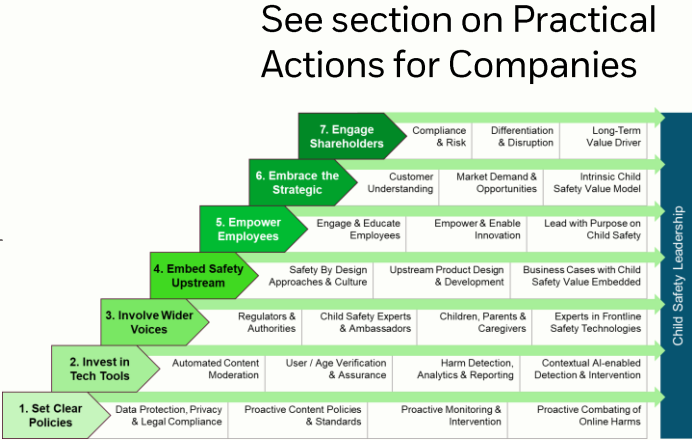




# Executive summary

Every company can help make the online world safer for children and be more successful in the process.

1. Set **clear policies** and direction – and go beyond pure compliance
2. Invest in **technologies and tools** - to safeguard young people and your brand
3. Involve **the right voices** – including child safety experts and young people themselves
4. Embed **child safety upstream** – design it into your business and product processes
5. Unleash **employee engagement** – for competitive and talent advantage
6. Embrace child safety as a **source of value** – per the Child Safety Online Value Model
7. Engage **shareholders** on the short and long-term value creation opportunity



**Standing still is unlikely to maximise value.** Societal awareness and expectations keep growing. Relying only on reactive or compliance approaches can pose risks to revenues, performance and trust.

Clear child safety strategies help organisations achieve commercial goals and responsible business success.

If you would like to discuss this research or how you can play a part in making the online world safer for children, the NSPCC and Baringa would be delighted to hear from you.

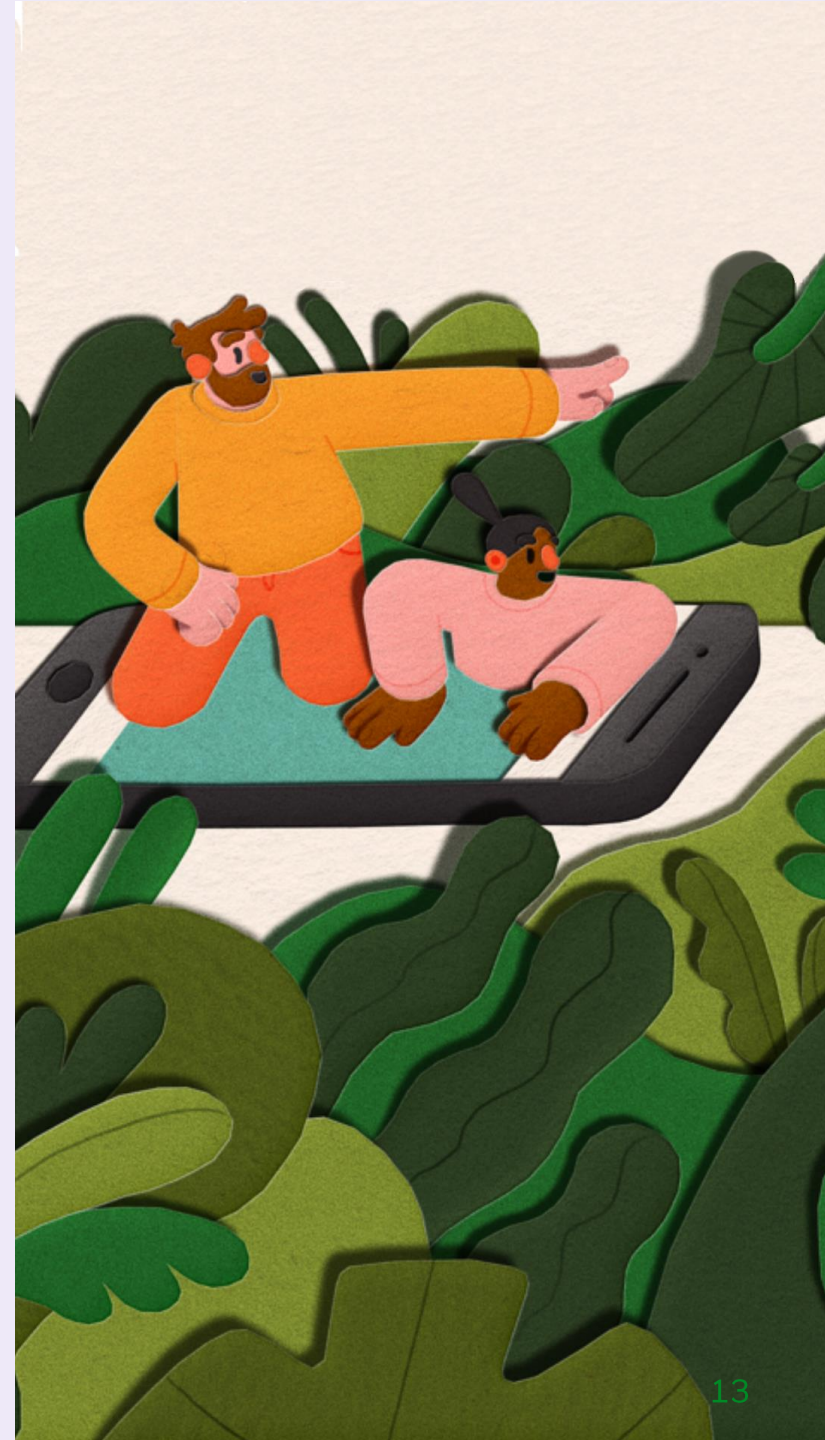


**How can this be such an important conversation at our dinner tables, but not at our Board tables?”**

Global Industry Executive in interview



# Child Safety Online: A new frontier of opportunity for business





# A new frontier of opportunity

The online world is changing fast. Its impact on our lives is everywhere and profound.

The opportunities to share, learn, work and create together have never been greater. The pace is accelerating as each generation is better able to take advantage of online tools.

The rapid rise of technology and online access has created conditions for misuse, unintended consequences and concerns over its effect on **people**. In particular, the youngest or most vulnerable.

Powerful new trends are at play:

1. **New consumer preferences** – as people better understand the impact of being online on children.
2. **New controls and regulations** – for the safety and protection of all online users and communities.
3. **New markets and use-cases** – where meeting needs of young people can create new products and markets.

These trends create a new frontier for value creation.

## Child Safety Online as a new Corporate Value Opportunity

### From a world that:





- ❑ Celebrated open, pervasive internet and digital communications.
- ❑ Welcomed young online users as a gateway to data, behaviours and spending.
- ❑ Adapted adult-based products to be applied or accessible to children.
- ❑ Struggled to tell the difference between adult or child users / viewers.

### To a world where there is:

- ❑ Growing **insight** into digital's role in young people's lives, wellbeing and sense of self.
- ❑ Growing **concern** for inappropriate online content and usage.
- ❑ Ability to hyper-personalise, understand and **target** consumers online.
- ❑ Emergent **child-focused products**, designed for their needs, maturity and safety.

# We've seen similar trends before

Like other global trends that were once just a niche or tick box exercise, child safety online should now be a priority. These trends are now crucial for consumer choices, new business opportunities and even entirely new markets.

		From...	To...
	<b>Sourcing</b>	<ul style="list-style-type: none"><li>❑ Sourcing materials, suppliers and labour at lowest possible cost.</li><li>❑ Modest regard for local producer markets.</li></ul>	<ul style="list-style-type: none"><li>❑ Ethical standards in supply chains are a non-negotiable for consumers.</li><li>❑ ...with backlash for those who transgress or defer accountability.</li></ul>
	<b>Organic</b>	<ul style="list-style-type: none"><li>❑ Food produced using chemical process to improve yields, costs and homogeneity.</li><li>❑ 'Organic is for hippies'.</li></ul>	<ul style="list-style-type: none"><li>❑ Organic produce is a multi-\$bn global industry and proactive consumer choice.</li><li>❑ Healthy eating and organic quality is a differentiator for brands.</li></ul>
	<b>Sustainability</b>	<ul style="list-style-type: none"><li>❑ Sustainability as ESG tick box, with office recycling bins and 'green' team building.</li><li>❑ CSR as a modest corporate department.</li></ul>	<ul style="list-style-type: none"><li>❑ Sustainability is embedded in leading companies, from grass roots to Board.</li><li>❑ New innovations, products and customers voting with their wallets.</li></ul>
	<b>Climate</b>	<ul style="list-style-type: none"><li>❑ Climate responsibility being something for the 'polluters not us'.</li><li>❑ A 'cost' - to cut back when money is tight.</li></ul>	<ul style="list-style-type: none"><li>❑ Shareholder and Board commitment to true Net Zero targets.</li><li>❑ Employees and customers prioritise a company's climate stance.</li></ul>

# Companies are missing out on money and opportunities

Research shows the different ways online safety can directly impact the strategic value questions that companies face every day.





# The research by NSPCC and Baringa

The NSPCC's **Child Safety Online Taskforce** has teamed up with **Baringa**, the global consultancy, to explore the business benefits of leading in Child Safety Online.

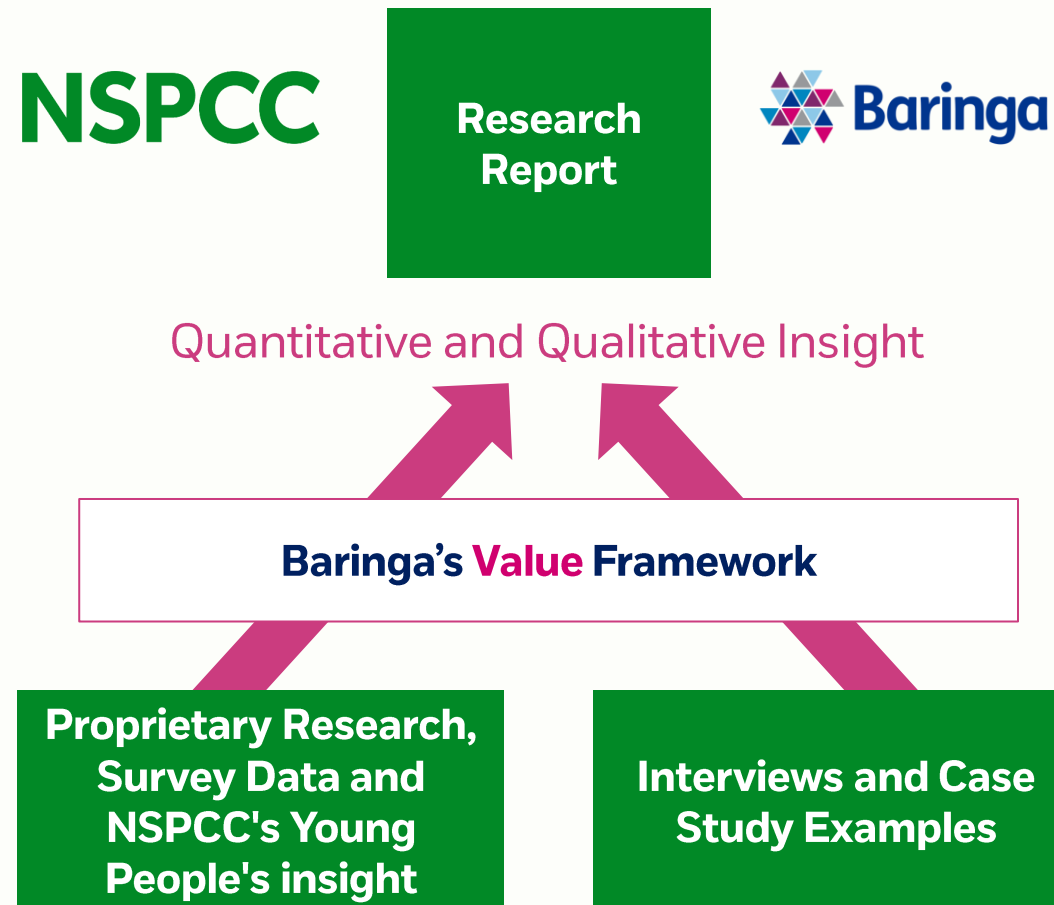
Most people agree that protecting children and creating safe, age-appropriate online experiences for them is important.

Companies know that their online presence is part of their brand and relationship with customers. They understand the potential for **risk and value destruction** from failing to prevent online harms.

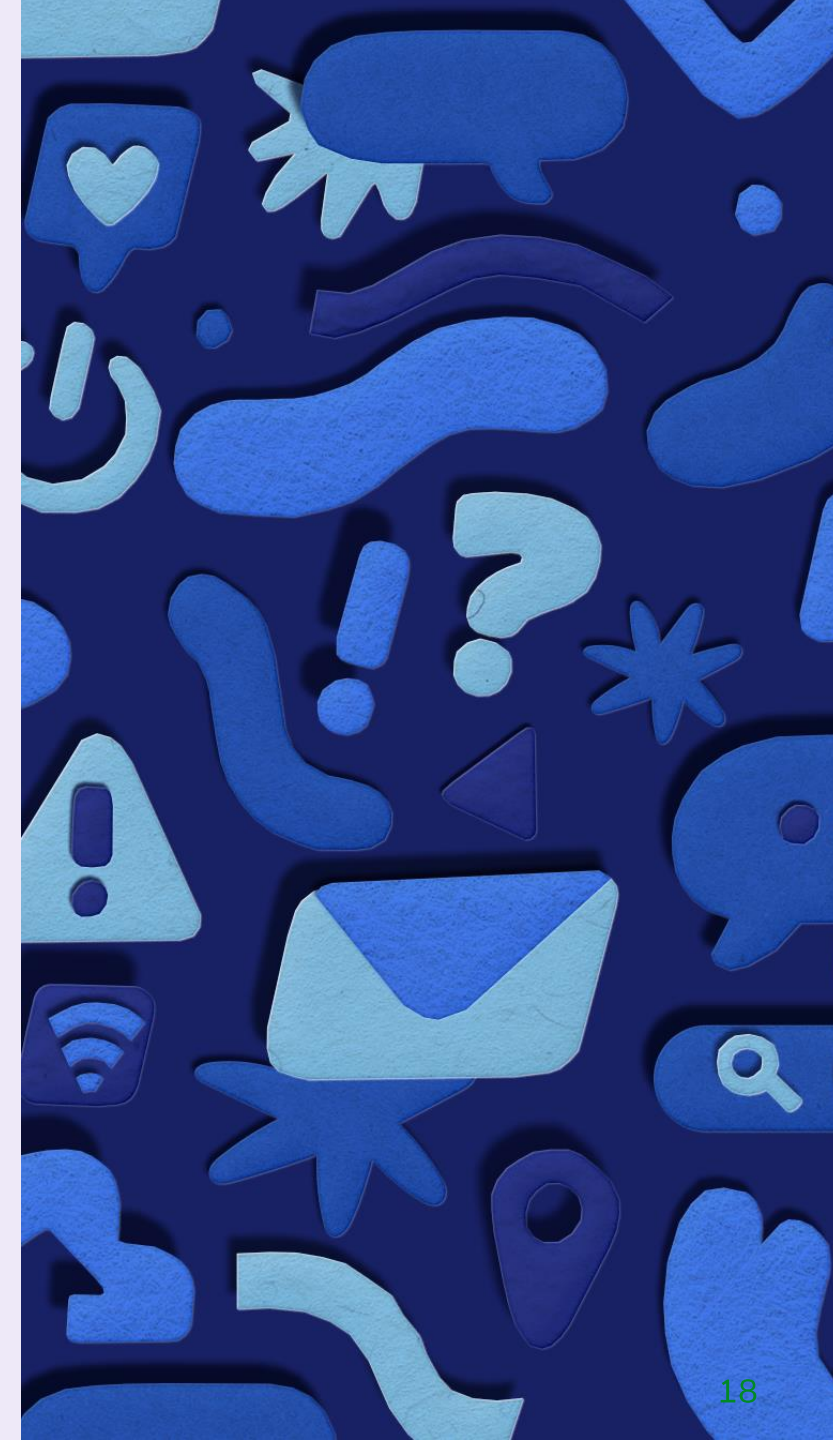
While the moral and risk-based arguments are strong, our research adds a new perspective: **Value Creation**.

This initial research report, conducted during 2024 and early 2025 by the NSPCC and Baringa, includes:

- ❑ Findings from proprietary consumer research.
- ❑ Interviews and case studies from leading companies.
- ❑ Baringa's value modelling framework.



# The Value Model: Profits, culture, trust and traps



# Introducing value

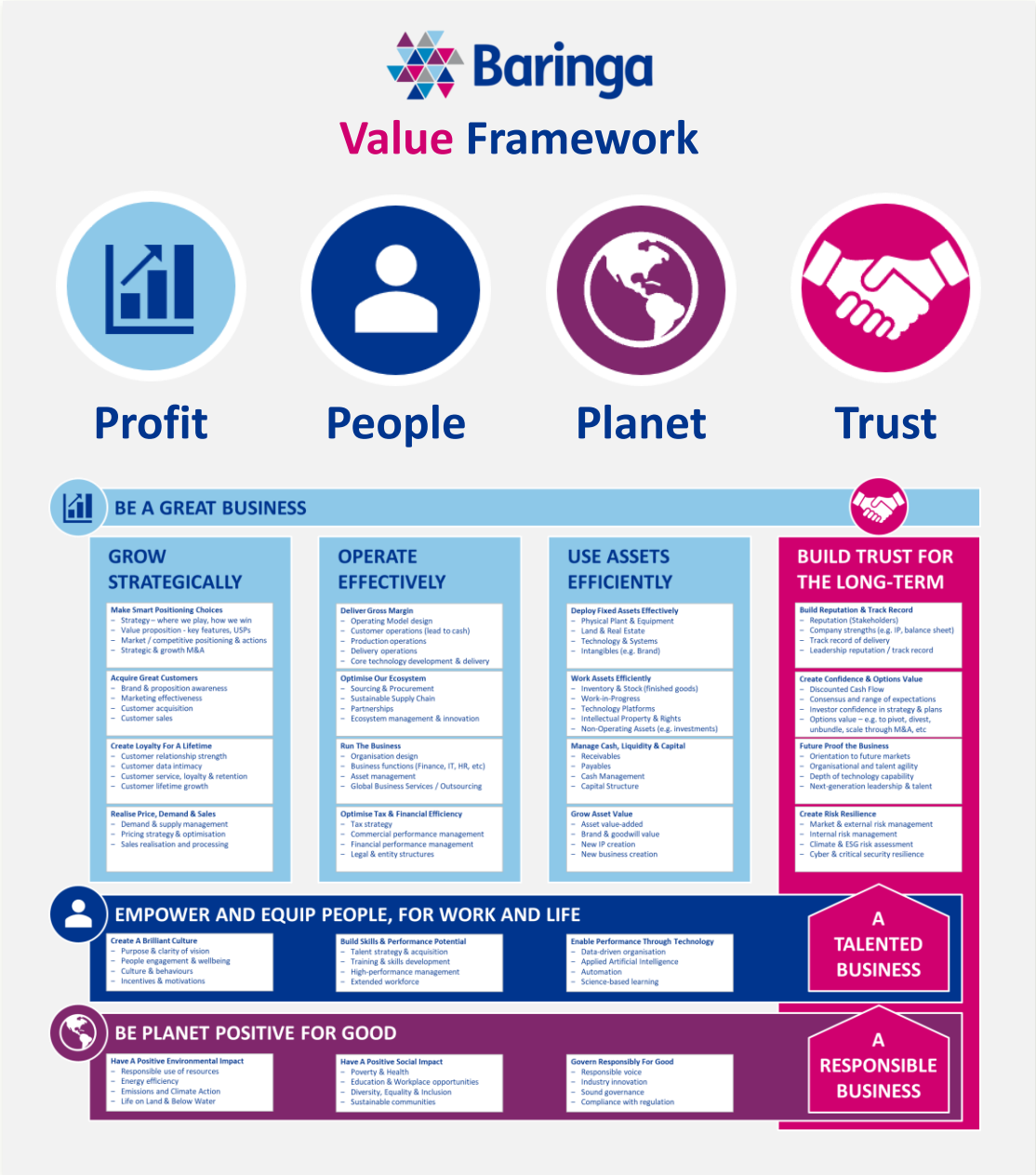
Most companies aim to create **value** through everything they do.

Shareholders drive this because they invest in companies expecting that they will strive to become more valuable.

Baringa's **Value Framework** offers a comprehensive guide to what creates value, both for short-term profits and long-term success.

The four key pillars of the framework are: Profit, People, Planet and Trust. A 'quadruple bottom-line' to help leaders build lasting and thriving companies.

The framework is used here to bring to life how 'doing the right thing' on Child Safety Online can benefit companies. Both in terms of new value creation and in preventing value destruction.



# Child Safety Online value model

Our research identifies four strategic areas of value creation for companies.

## Profits



Grow profits through new products and services, more effective pricing and improved customer acquisition and loyalty.

## People and Culture



Enhance innovation and productivity through engaged teams and industries, motivated to achieve and do great things.

## Trust



Win and sustain the trust of customers and shareholders, over the long-run and in the face of evolving expectations.

## Avoiding Traps

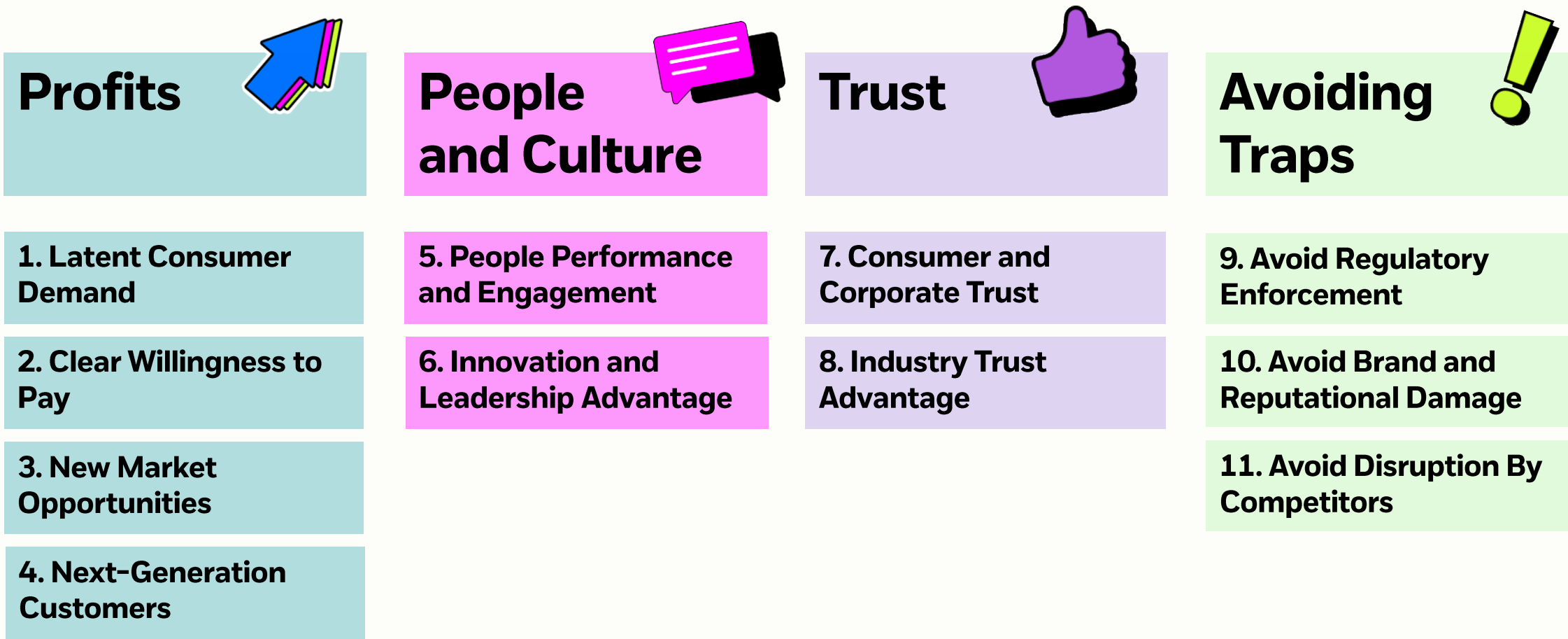


Avoid risks and value destruction arising from unintended consequences of actions or legal non-compliance .

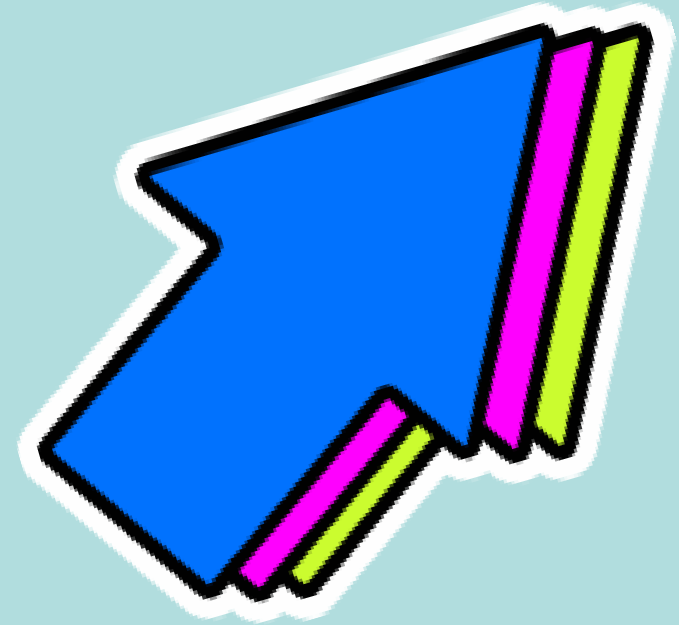


# Child Safety Online value model

Within these are **eleven value levers** where child safety online is good for business.



# The Value Model: Profits



# Profits

Strategically looking at the value opportunity of Child Safety Online offers wide potential to grow profits, if approached in the right way

## 1. Latent Consumer Demand

Child Safety is a powerful consumer concern and trend, and people are prepared to act on it.



- ☐ Acquire customers and improve loyalty.
- ☐ Tap into purchasing behaviours.
- ☐ Differentiate from competition.

## 2. Clear Willingness to Pay

Embracing safety in online offerings can create a positive impact on bottom-line commercial performance.



- ☐ Price more effectively and at a premium.
- ☐ Access willingness to pay for features.
- ☐ Create lifetime value profitability.

## 3. New Market Opportunity

Child safety informs product innovations and opens up entirely new addressable market opportunities.



- ☐ Drive innovation.
- ☐ Access new use-cases and markets.
- ☐ New revenue streams.

## 4. Next-Gen Value and Customers

Young people are consumers for today and tomorrow, and responsible approaches can create valuable brand connection.



- ☐ Tap into youth markets responsibly.
- ☐ Build brand and next-gen customers.

# Profits

## 1. Latent Customer Demand

Child Safety is a powerful consumer concern and people are prepared to act on it.

What people worry about...

Online safety is the **#1 concern** for UK adults when it comes to children using digital products and services.

Redacted until Sept. launch

of parents of children aged 12-17 find child safety measures important in digital products for children.

Redacted until Sept. launch

of adults say that strong child safety measures give companies a competitive advantage.

...relates to what they do and how they spend.

Redacted until Sept. launch

of adults will **pay more** for products from companies with a commitment to safety compared to those that who don't have one.

Redacted until Sept. launch

Of people have **boycotted** a company due to privacy or safety concerns

**61%** of players spend less money in games due to experiencing hate speech or harassment.

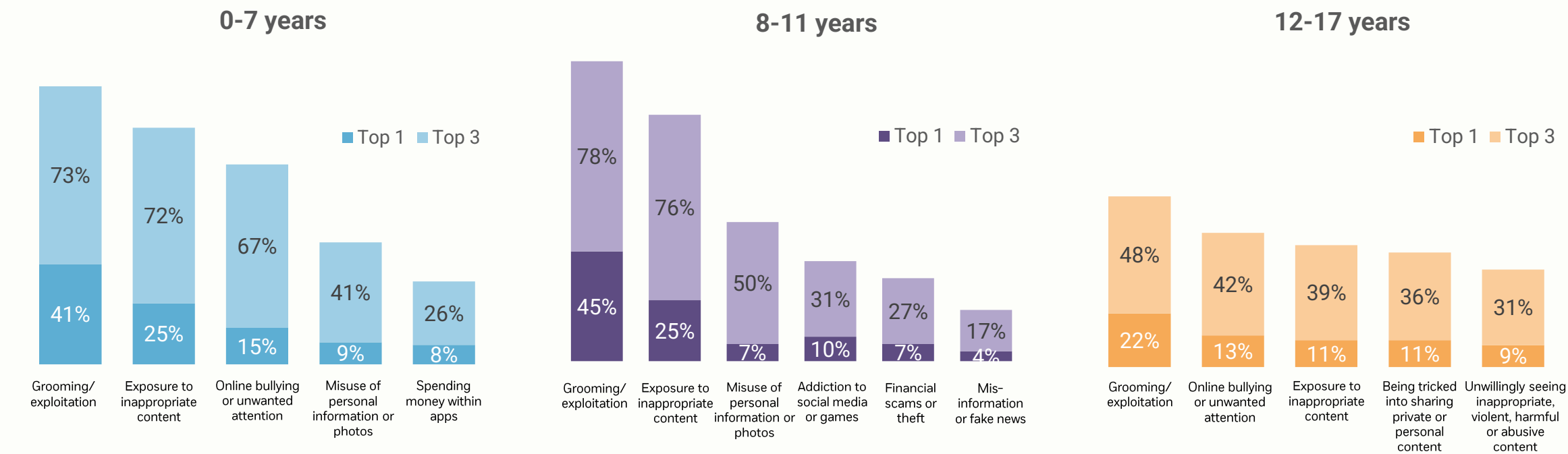


## 1. Latent Customer Demand

Greatest concerns include grooming / exploitation and inappropriate content.

### Online Risks to Children of Most Concern to Adults

Survey Question: Which of the following online risks to children concern you the most?  
By Child Age Group and Top 1/3 Concern



# Profits

## 1. Latent Customer Demand

Consumers are prepared to act on these concerns – in what they choose.



of parents with children  
Under 12 would **switch  
brands** for better online  
safety



# Profits

## 1. Latent Customer Demand

Consumers are prepared to act on these concerns – in what they promote.



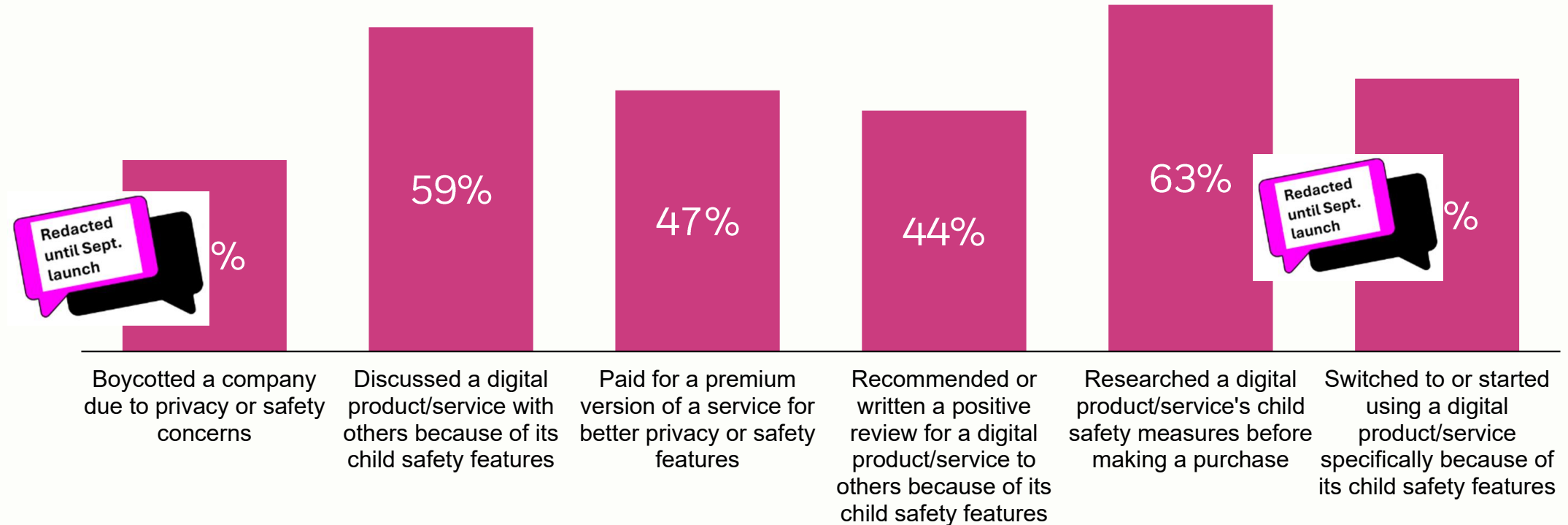
# 82%

of parents/carers of young people aged 5-7 say they would **recommend** companies known for strong online child safety measures

## 1. Latent Customer Demand

Sentiment is clear: Parents have, do and will prioritise child safety features.

Parents to children aged up to 17 who have...





# 1. Latent Customer Demand

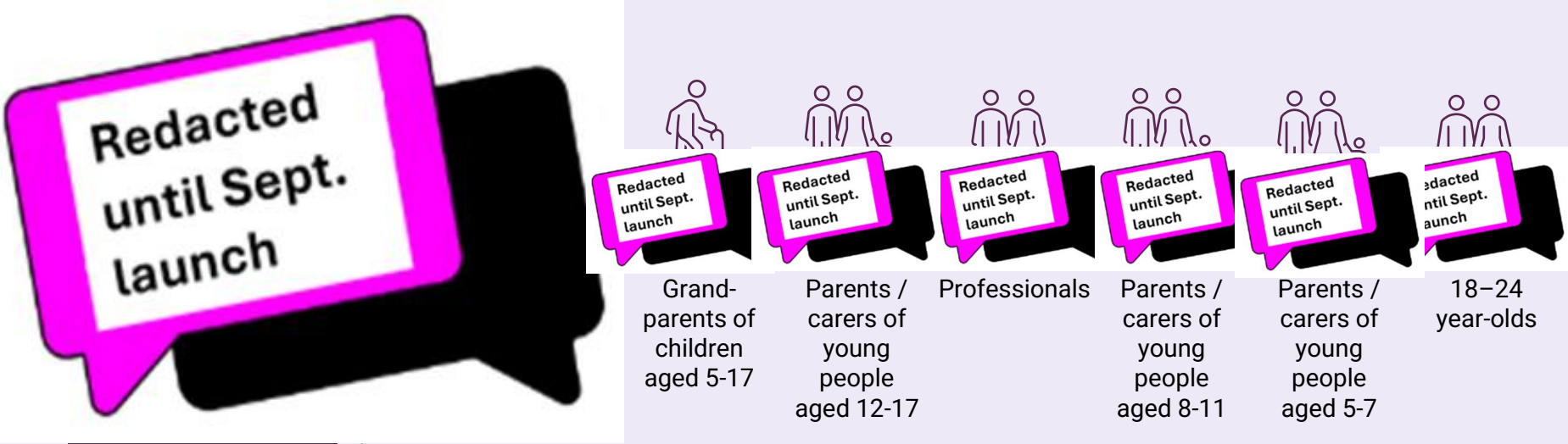
It isn't just parents; % of consumers see child safety as competitive advantage.

of consumers believe that child safety measures confer a **competitive advantage** to a company...

...and it isn't just parents of children who think this way.

## Perceived competitive advantage from child safety measures

Survey Question: How much of a competitive advantage do you think strong child safety measures give a company over its competitors?



■ Significant advantage ■ Moderate advantage  
■ Slight advantage ■ No advantage

Data source: NSPCC x Savanta Child Safety Online Research 2024  
\*NB: Due to rounding to nearest 1%, data presentation may show minor discrepancies

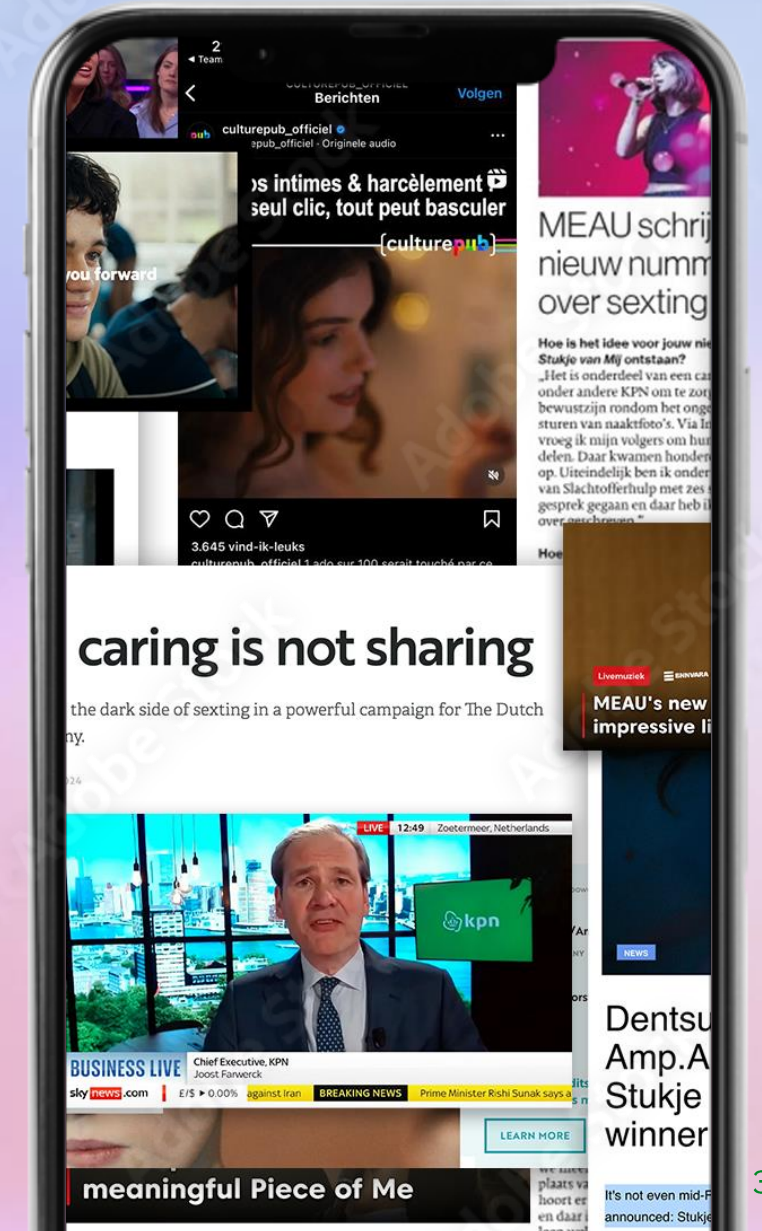


## KPN x dentsu

- ❑ **KPN**, the leading Netherlands telecoms provider, set itself a strategic positioning goal – to differentiate not on ‘value’ (i.e. lowest cost), but on ‘values’ and what matters to its customers.
- ❑ The work, with agency **dentsu creative**, identified online shaming as the most urgent issue facing teens. Their insights revealed that 33% of teens engage in sexting, with 33,000 having had intimate footage shared without their consent.
- ❑ Alongside Dutch pop star, MEAU, KPN launched ‘**A Piece of Me**’ – a major series of media, education and outreach activities to raise awareness, shifting the shame and stigma from victim to sharer.
- ❑ Results exceeded KPN’s furthest expectations. Not just in terms of awareness and behaviour change, but commercially – for brand value, customer and employee engagement and even sales. Consumer and shareholder response was unequivocal. **Being good for children is good for business.**

### Focusing on children’s safety online...

- ❑ Raised societal awareness and changed behaviour.
- ❑ Inspired debate and a new child safety law.
- ❑ Increased brand value and commercial impact.
- ❑ Improved employee engagement.



## Latent Customer Demand

**Being bold and an 'authentic-leader' on online safety can create significant value**



### Increased brand value

- ❑ Brand reputation: from 73.1 to 75.5 (record high).
- ❑ Net promoter score: from 16 to 21 (record high).
- ❑ Brand consideration: increased +9%
- ❑ Brand trust: increased + 16%.



### Employee impact

- ❑ Increased employee engagement: 90% now 'really proud' to work for KPN.
- ❑ Talent magnet: Increased GenZ and females applying for tech jobs at KPN.



### Commercial impact

- ❑ 43 million organic views, 242+ million PR impressions.
- ❑ Over 16m video streams.
- ❑ #2 most effective global campaign according to WARC.

## Platform for Industry Leadership:

Working together with global Telcos through GSMA and being an inspiration for major corporate brands.

Launching **#BetterInternet** platform to work on a more safe, inclusive and sustainable internet together.



# Profits

## 2. Clear Willingness To Pay

Safety in online offerings is implicitly important to consumers, more so than price.

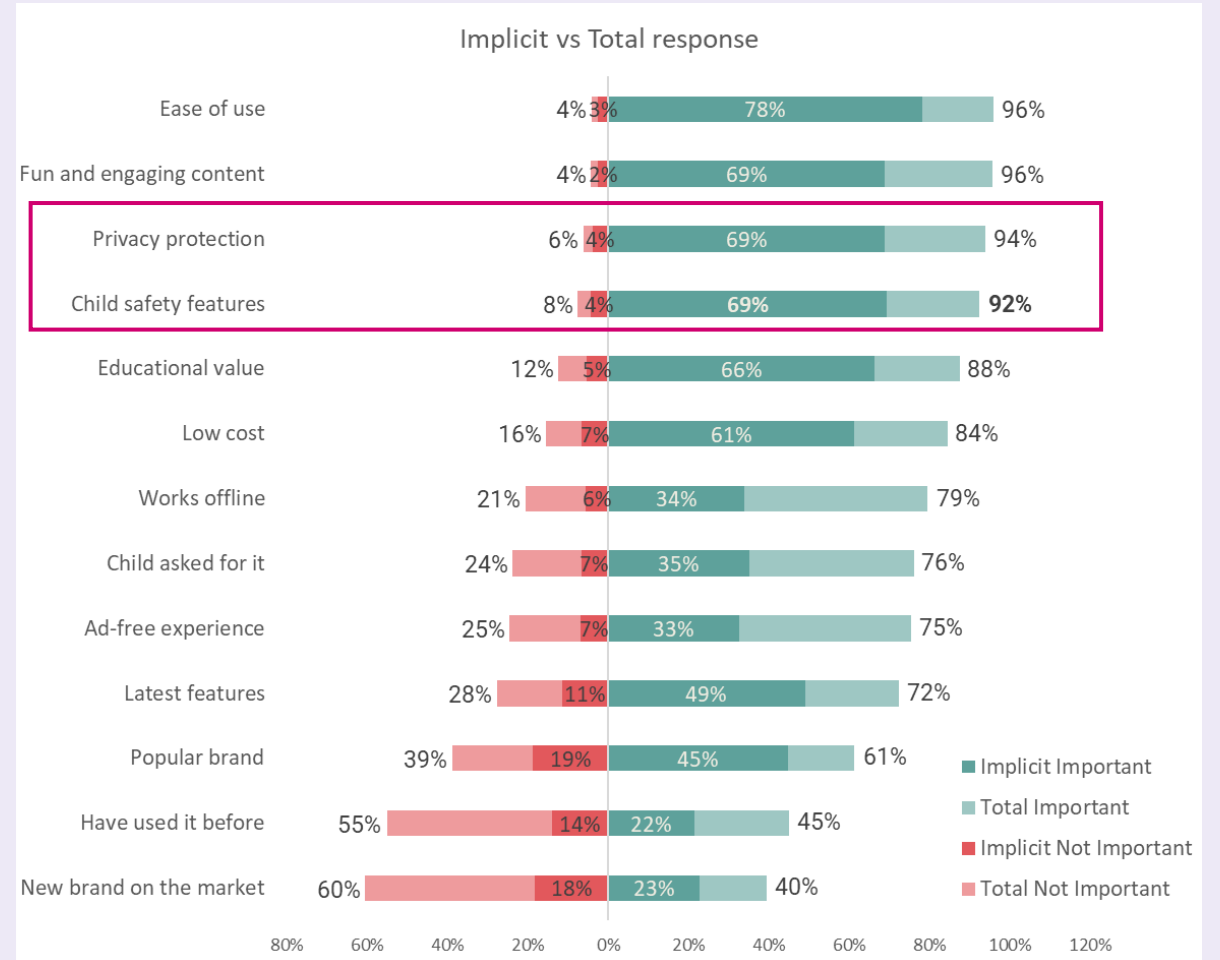
Consumers implicitly\* find child safety features and privacy protection to be important in digital...

...more important even than price or having the latest features

\* implicit takes into account the speed of response as a measure of the underlying predisposition or strength of feeling of respondents

Survey Question:

How important or unimportant are the following factors when choosing a new digital platform or game?





# Profits

## 2. Clear Willingness To Pay

People would pay a premium for companies that commit to child safety.

Redacted until Sept. launch

consumers would **pay more** for products from companies with strong commitment to online child safety.

### Willingness to pay a premium for brands committed to child safety.

"I would pay more for products/services from companies that demonstrate a strong commitment to online child safety'.

- Don't know
- Strongly disagree
- Somewhat disagree
- Neither agree nor disagree
- Somewhat agree
- Strongly agree



Showing NET: Agree



# Profits

## 2. Clear Willingness To Pay

..and many would be prepared to pay a lot (>25%) more.



%

of respondents would be **willing to pay more** for products with strong child safety measures



%

would pay **up to 25%** more



%

would pay **more than 25%** more



## 2. Clear Willingness To Pay

Companies are seeing the bottom-line impact of improved revenue and return.

In interviews, companies have raised the practical challenges of quantifying how online safety approaches creates monetisation. For many, value is typically assessed as compliance or risk avoidance.

All interviewees welcomed and reinforced the opportunity for our research and a commercial value model.

Some leading companies, particularly in industries where the connection of young people to online products is strongest, are seeing **tangible profit from building in child safety by design.**

Source: NSPCC / Baringa research



*"There is no question that implementing online safety has had a positive value impact on our business."*

**Global Microsoft Executive**

- ❑ Customer data showed that new gamers are heavily influenced by initial in-game experiences and play less or even leave if they experience disruptive behaviour.
- ❑ Microsoft is using pro-social game design, proactive safety measures and advanced AI solutions to reduce disruptive behaviour on the Xbox platform and their games.
- ❑ One analysis suggested that gamers spend a monthly average of **54%** more on games when they deem them non-toxic.
- ❑ Continued application of safety measures across different game titles has been a great success, with improved engagement, experiences, spend and gameplay longevity.



# Profits

## 2. Clear Willingness To Pay

Taking proactive action can generate positive brand attribution and sales


- ❑ Dove's campaign, **The Cost of Beauty**, created with Ogilvy Toronto and Ogilvy UK, highlights the scale of a growing social media induced mental health crisis among young people.
- ❑ According to Dove, 3 in 5 children experience mental health issues from toxic beauty content and 51% of young people aged 14-17 have been exposed to content encouraging restricted eating or disordered eating behaviours.
- ❑ Through a campaign of stories, awareness and education Dove created a powerful brand-building message that connected with customers, and – importantly – commercial success too:
  - ❑ Record reach with **6.6bn** US impressions.
  - ❑ Increased brand attribute for 'Inspiring Women' of **+5%**.
  - ❑ Increased brand penetration of **+4%** (5 times the target).
  - ❑ Increased value sales of **5.5%** during the campaign.

Data source: Dove, Ogilvy, Marketing Society




New research from Dove reveals that the appearance hate and discrimination caused by toxic beauty standards is a \$500+ billion dollar public health crisis.

**Young people pay the biggest price.**




**End Appearance Hate: The Stats →**

Appearance hate is a \$500+ billion public health crisis – and young people pay the biggest price. Read the stats and take action to end appearance hate.



**The Dove Self-Esteem Project →**

Together we can empower every girl to reach her full potential



**Confidence Kit: A tool to help build positive body confidence in your child →**

For young people, building self-esteem and body confidence is a journey. That's why we created the Confidence Kit: a guide to navigate these issues together.



# Profits

## 3. New Market Opportunities

Data shows that large market needs are unmet by current providers or products.



%

of 11yr olds have a **mobile phone**



%

of parents would prefer this first device to be **basic**, without apps



%

of parents feel less technology **aware** than their kids



## Vodafone x NSPCC

- ❑ **Vodafone**, one of the world's biggest telecommunications providers is partnered with the NSPCC in the UK. Their combined tools, resources and reach help keep children and families safe online – creating positive impacts for customers and brand.
- ❑ Together they developed a safe phone toolkit, aimed at helping families with a child about to get their first phone or a new device. This helps families plan ahead for how they will use it safely and find it easier to feel confident about this journey together.
- ❑ For Vodafone, being a brand that can help build this trust is crucial – parents want to be able to trust their kids with a phone, kids want to feel trusted by their parents, and both want a trusted phone provider.
- ❑ Together Vodafone UK and the NSPCC continue to innovate new ways to enhance and safeguard the digital experiences of children and families. **Being good for children is good for business.**

### Focusing on children's safety online...

- ❑ Enhanced consumer offer for families.
- ❑ Provided expert tools and resources for daily lives.
- ❑ Enabled customer-led innovation.
- ❑ Showcased the value of responsible partnerships.



#SaferInternetDay

### New Market Opportunities

**Positive pro-social product innovations targeting real consumer needs  
= monetising new market opportunities.**

#### Products with safety built-in



**Secure Net Home** and **Secure Net Mobile** products getting customer momentum

- ❑ Advanced security, controls and filters to manage screen time and keep safe.
- ❑ Manages downtime and preferences e.g. for education vs social media.
- ❑ Controls to pause internet access, set 'bedtimes' or 'focus times' for children.

**Digital Parenting Hub** resources to help families and carers navigate choices and controls for safe online experiences.

#### Customer-led innovation



Vodafone's consumer survey data reveals:

- ❑ **83%** of parents say it is important that a child has a phone to stay in contact.
- ❑ **67%** would prefer a child's first device to have basic features, without apps.
- ❑ **35%** are unaware that these even exist as an option today.

Vodafone is innovating **new product offerings**, including with device maker HMD (such as HMD Barbie™ phone).

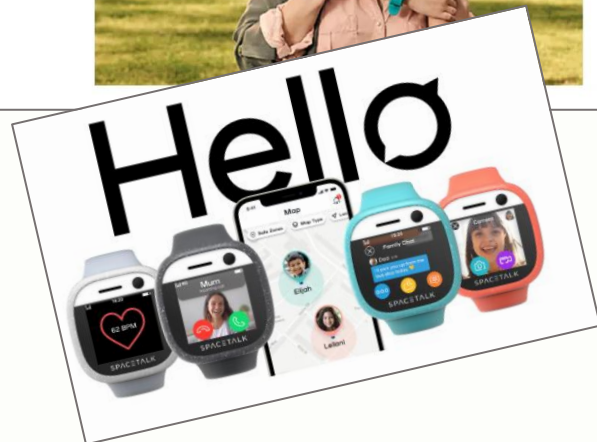
# Profits

## 3. New Market Opportunities

Initiatives don't always lead to success, but that doesn't mean it won't for someone.

Sky Mobile launches SPACETALK Kid's Watch: A smartwatch offering peace of mind for parents

Tuesday 6 August 2019



### The Bark Phone for Kids

The most customizable kid's phone with text and social media monitoring built-in.

Order now →



From TIME ©2023 TIME USA LLC. All rights reserved. Used under license.

### The phone that keeps kids safe while building healthy tech habits

The fastest growing kids phone trusted by thousands of parents.

Now available in the UK!



Shop Now



### Apple iPhone's utter failure to implement functional parental control.

Support

Well, I consider myself fairly tech literate. I've been an Apple user since the 80s. My first computer was a Mac IIx. My family of 5 are all Apple die-hards with Macs, MacBook Pros, iPads, Apple TVs and iPhones. I'm writing this to hopefully have someone at Apple hear this.

I can no longer abide the lack of parental controls on my 15 year-old daughter and my 14 year-old son's iPhones. These teens are addicted. They constantly have their phones in hand and spend half the day with their necks bent staring at the screen. When I tell them to give me their phones it's always a panicked, "Wait! No, I'll put it away. Okay? I'll put it away." I have to ask 5 times and threaten future phone use before they finally, reluctantly, hand over the phone.

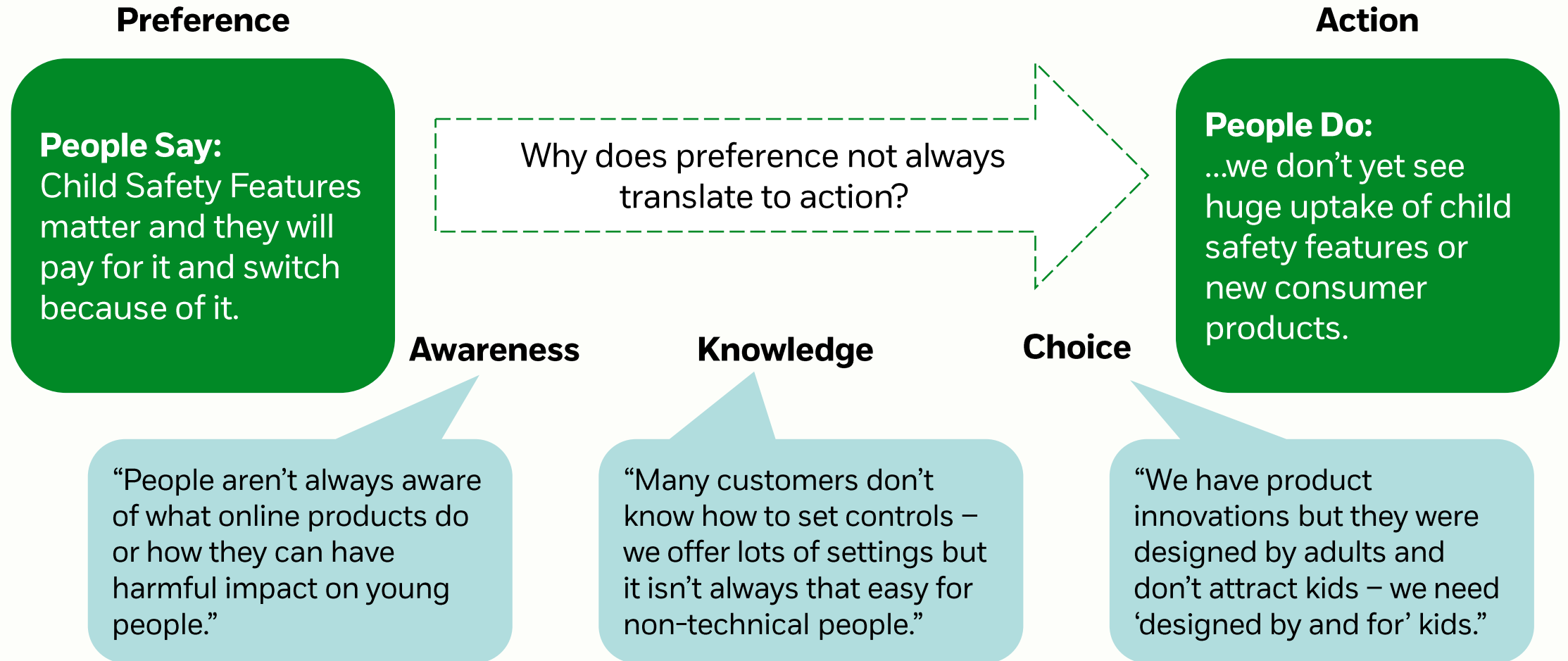
**The Washington Post**  
*Democracy Dies in Darkness*

### Teens find circumventing Apple's parental controls is child's play

Apple's Screen Time is meant to give customers a way to control their kids' devices, but intrepid youngsters have exploited bugs and workarounds.

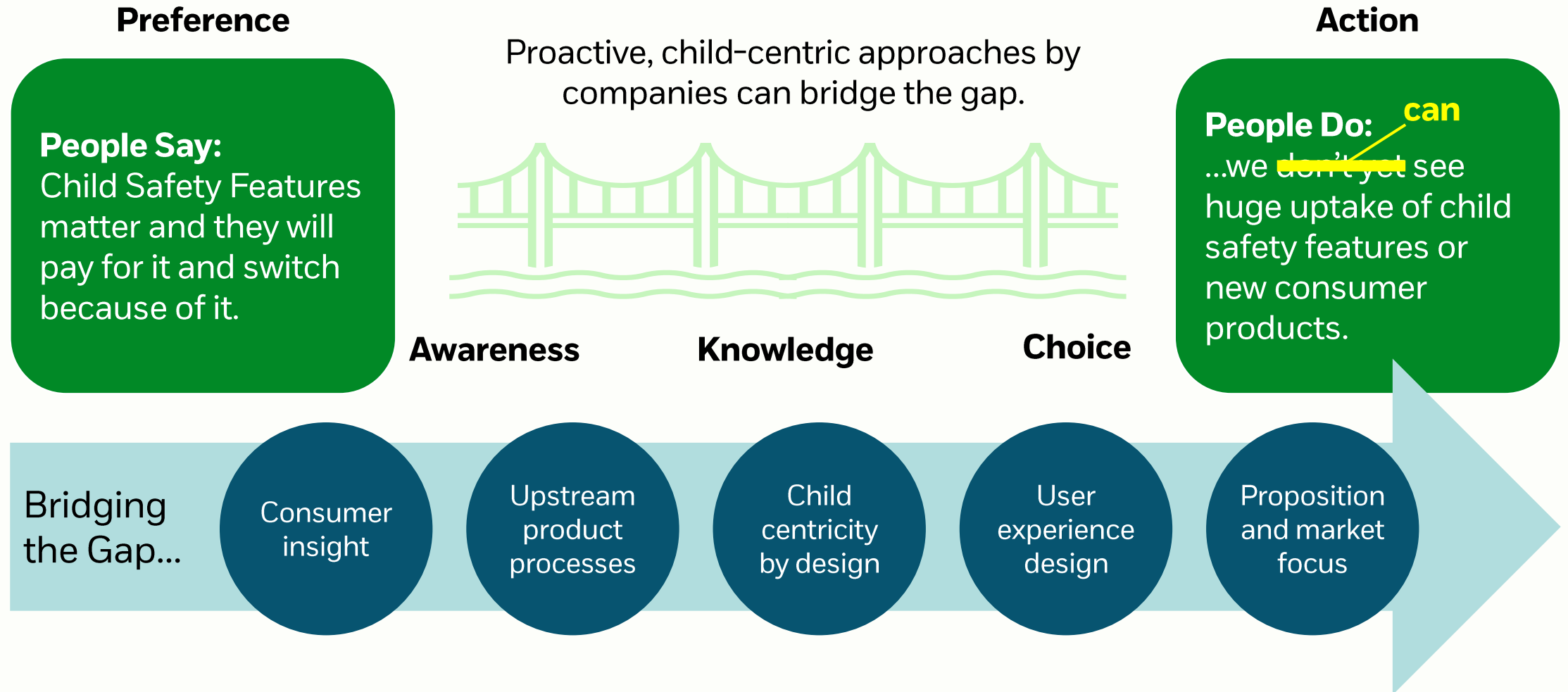
## 3. New Market Opportunity

The 'Say vs Do' gap is ripe to be debunked and bridged by companies.



## 3. New Market Opportunity

The 'Say vs Do' gap is ripe to be debunked and bridged by companies.





# Profits

## 4. Next-Generation Customers

Young people are influential consumers in their own right.

Teenagers aged 13-15 years old **influence**

**90%**

of household grocery purchases and

**88%**

of household movie purchases

Data source: 'The emergence of the 13-15 market: the world's most powerful household influencers' - SuperAwesome



## 4. Next-Generation Customers

Young people want companies to make child safety intrinsic.

# 48%

of young people think that changing technology is **making it harder** for them to control who can access information about them online

# 11%

of young people **do not find it easy** to adjust their social media privacy settings and a similar 10% do not find it easy to tell if a website is secure

“Platforms inherently prioritise revenue over safety and well-being.

Relying on large tech companies to make changes or put in better oversight is not ideal, as their profit interests may conflict with prioritising user privacy.”

**NSPCC Young Ambassador**

“It shouldn’t be left to children, young people and parents to make the call on what is safe and what isn’t [online].”

**NSPCC Young Ambassador**

“I’m worried that I’m leaving a digital footprint that will affect my future, like my career.”

**Boy, aged 13**

# Profits

## 4. Next-Generation Customers


Companies can take steps to engage young people appropriately and responsibly.

### Increasing ability to deliver parental consent and age verification

e.g. Epic Games' leading age verification suite KWS\*, made available free of charge to digital developers and users.

### Increasing focus on appropriate, kid-safe advertising and social media experiences

e.g. SuperAwesome enables responsible and age-appropriate digital engagement with children and teens through human-verified technology, contextual targeting, and built-in safety designed specifically for young audiences.



**Tools to help developers manage youth audiences at scale.**

Kids Web Services is built to enable safer digital experiences for young audiences. We help our partners navigate the complex global landscape of parental consent and verification, enabling youth audiences to access the games and platforms they love. KWS is the most widely deployed parent verification solution in the market, and our sole aim is to improve the experience for players and their parents.

**KWS is entirely free of charge**

Parental consent, particularly verification, can be a costly barrier to developers making their digital experiences available to all. KWS has no upfront cost, recurring charges, or volume restrictions. Whether you're building an app with hundreds of millions of active users or an indie launching a new game, the service remains free for both developers and parents.



### Reach and engage safely with Gen Alpha, Gen Z and families through powerful influencer marketing.

With SuperAwesome Creators, your brand becomes a part of social conversation through popular and trusted social media youth influencers. Drive engagement and purchase intent with engaging and safe branded content.



#### Brand and youth safety

SuperAwesome Creators ensures your campaigns not only reach the right audience but also run within safe content and channels that are appropriate for your brand. Our SafeFam pledge sets clear standards to ensure safe and appropriate content for youth audiences—protecting brands while ensuring creators meet the highest bar for responsibility.



#### Youth expertise

No one knows young audiences better than we do. Our in-house youth insights capabilities and our strong relationships with influencers keep us on top of the trends to ensure your content is relevant and resonates with kids and teens.



#### Unbiased talent selection

We are not a talent agency, and our independence from talent representation means our creator recommendations are unbiased and always aligned with your brand's needs, values, and safety thresholds.

Data source: NSPCC / Baringa research

\* KWS is part of Epic Games and is no longer a part of SuperAwesome

## SuperAwesome

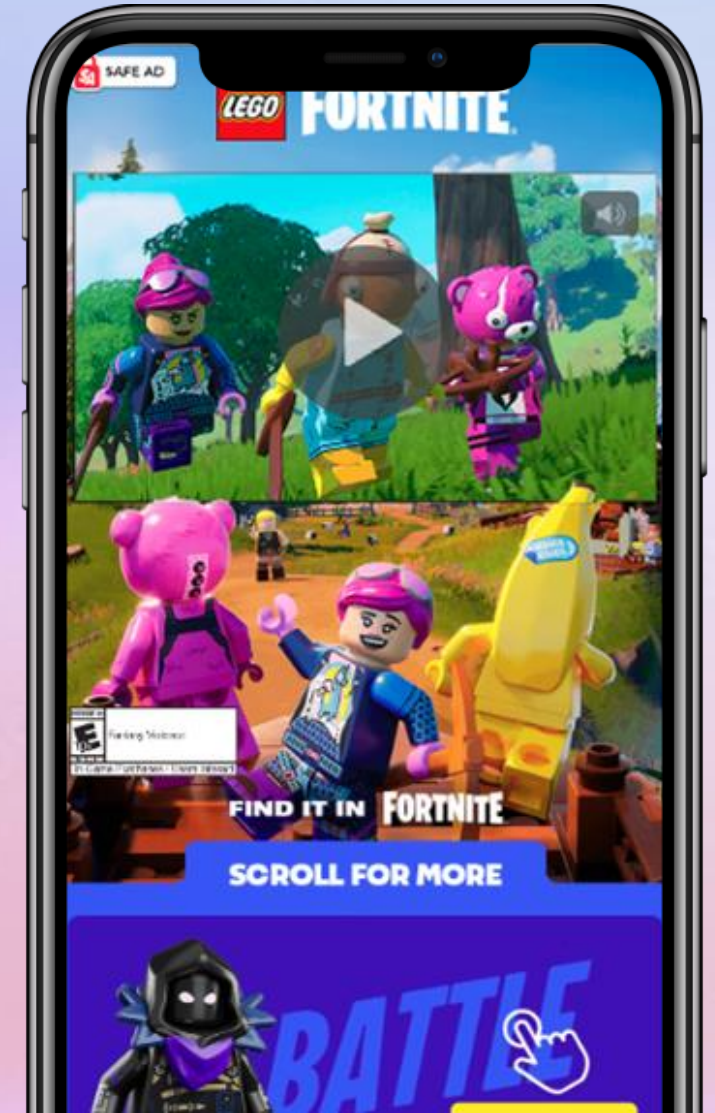
- ❑ **SuperAwesome** is committed to "building a safer internet for the next generation" through helping brands engage young audiences appropriately: via advertising, influencer marketing and gaming.

SuperAwesome's focused enhancements include:

- ❑ **AwesomeAds** enables all participants in the ad delivery chain to comply with legal regulations without the need for niche in-house expertise.
- ❑ **Awesome Intelligence**, a youth audience data platform, giving compliant data and actionable insight on Gen Alpha/Z's interests and preferences.
- ❑ Certifications such as **KidAware** and **TeenAware**, training brands and agencies to elevate standards and safety in digital marketing.
- ❑ SuperAwesome's **SafeFam** pledge sets standards to ensure safe and appropriate content for youth audiences—protecting brands while ensuring creators meet the highest bar for responsibility.
- ❑ SuperAwesome services are supported by resources including industry research, webinars and blogs.

### Focusing on children's safety online...

- ❑ Technologies to protect young audiences and brands.
- ❑ Driving results with safe, effective youth digital marketing.
- ❑ Partnerships to help deliver responsible and effective campaigns.



## Next Generation Customers

**Concerns around directly engaging young people online are valid – but do not need to prevent action**



### Digital wellbeing

- ❑ Places kids' and teens' best interests at the core of the mission.
- ❑ Legal and Policy experts are part of the leadership team, ensuring digital safety is a top priority.



### Compliance by design

- ❑ Design with built-in compliance (e.g. COPPA, UK Children's Code et al).
- ❑ Enabling brands to engage youth audiences legally, safely and effectively.



### Holistic safety ecosystem

- ❑ Full-stack youth engagement, using proprietary adtech, audience intelligence and compliance frameworks
- ❑ Supported by leading certifications, resources and expert advisory functions

**Continuing to innovate with new products to engage young audiences safely, efficiently, responsibly**

**AwesomeAds:** Engage youth at scale and enable contextual targeting on YouTube with no data collection.

**SuperAwesome Gaming:** Safe gaming campaigns across custom in-game experiences and UGC.

**SuperAwesome Creators:** Brand-safe influencer content tailored to youth audiences and families.



# Profits



*Our strategy is built around the family and home, but we **don't do any** customer segmentation or insight work below the age of 18.*

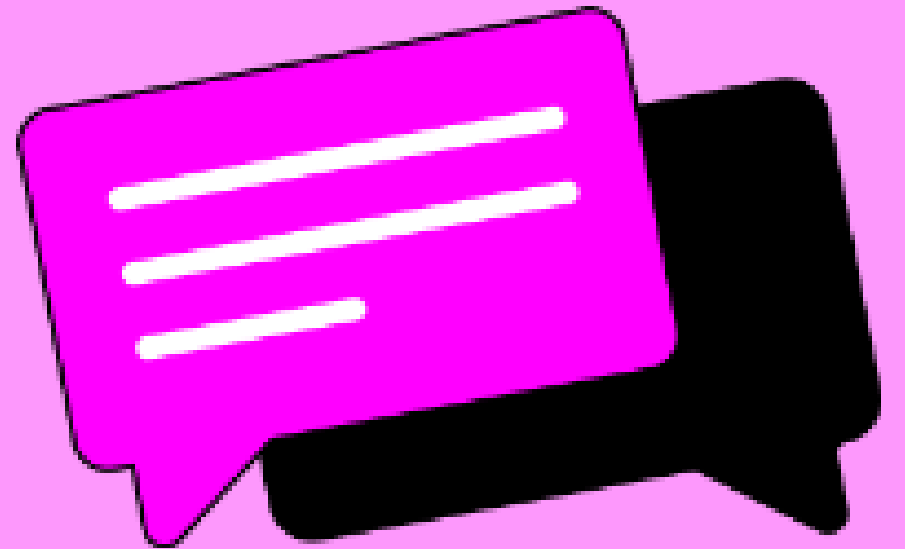
*We probably should and I don't know why we haven't.*

*Maybe it's a fear that someone will say we are 'targeting' children or that our motives aren't sound. All of which means **we aren't actually helping** families and children like we could be."*

Digital Products Leader



# The Value Model: People and Culture



# People and Culture

Employees perform best when they are motivated by clear purpose and actions, and the same can apply to entire industries.

## 5. People Performance and Engagement

Employees thrive and perform best when they are motivated by connection to the company's purpose and actions.



- ☐ Improve employee engagement.
- ☐ Inspire high performance.
- ☐ Attract talent.

## 6. Innovation and Leadership Advantage

Innovating with purpose can galvanize leaders and teams to do great things.



- ☐ Inspire ideas and entrepreneurship.
- ☐ Deliver with greater impact and speed.

# People and Culture

## 5. People Performance and Engagement

Employees thrive and perform best in purpose-driven environments.

Research shows that people who feel their work has purpose perform better. They are more productive, take fewer sick days, stay longer, and develop skills better.

Giving employees a clear sense of meaning, especially when the goal is to do good, can positively impact the company's bottom line.

Developing Employees



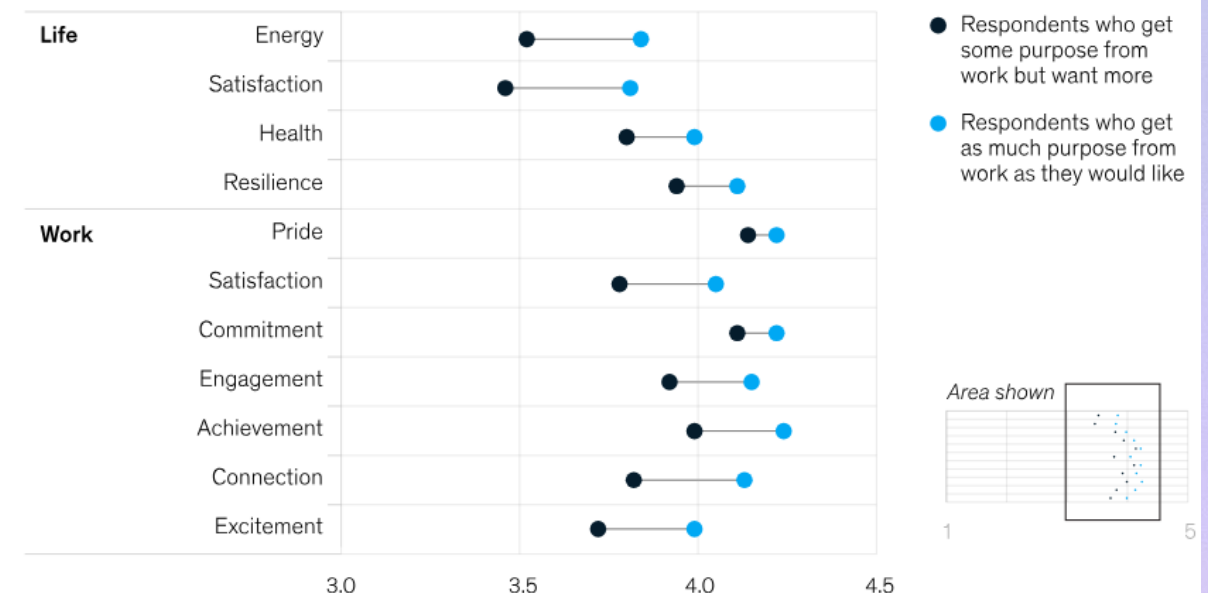
**9 Out of 10 People Are Willing to Earn Less Money to Do More-Meaningful Work**



Purpose alone has zero relation to performance, nor does purpose-camaraderie. However, purpose-clarity is highly predictive of financial performance, corresponding to about a +4% ROA, about +0.7% annual return on enterprise value and about +7% annual stock returns. Those are robust results that are even more surprising when you consider that this better financial performance is correlated to a purpose unconnected with profit maximization.

**Employees who get the purpose they want from work report better outcomes at work—and in life—than their less-satisfied peers.**

Purpose in day-to-day work,<sup>1</sup> score (5 = high, 1 = low)



Note: All the differences shown between the 2 groups of respondents are statistically significant except for work pride and work commitment, although both are directionally consistent with the other findings.

<sup>1</sup>Question: "To what extent is your individual sense of purpose defined by work?" vs "How much of your work needs to be aligned with your purpose?"

Source: McKinsey Individual Purpose survey, August 2020 (n = 1,021)

## 5. People Performance and Engagement

Research shows that 'kind' companies outperform 'unkind' companies.

# 61%

of consumers have refused to buy a product or service in the last two years because they felt a company was **unkind**



Baringa Research data:

- 47% of kind companies doubled profits in 10 years... vs. 35% of unkind
- 55% grew consistently by more than 5% per year... vs 41% of unkind
- 28% of kind companies had reducing profits vs. 34% of unkind



### 6. Innovation and leadership advantage

Innovation *loves* meaning and purpose.

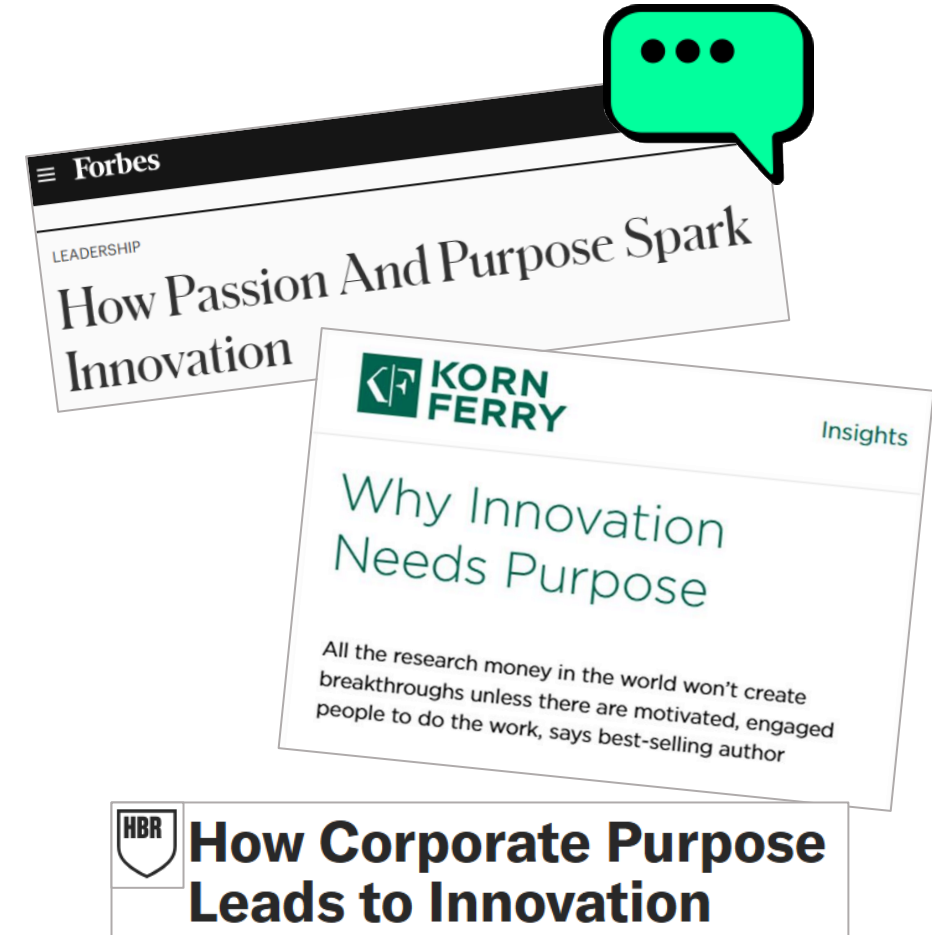


**We were more successful because it truly mattered to us.**

**To do good for young people. To do right.**

**This was a passion that pushed us to better solutions and through barriers and bureaucracy.”**

Global Industry Executive in interview



## YouTube Kids

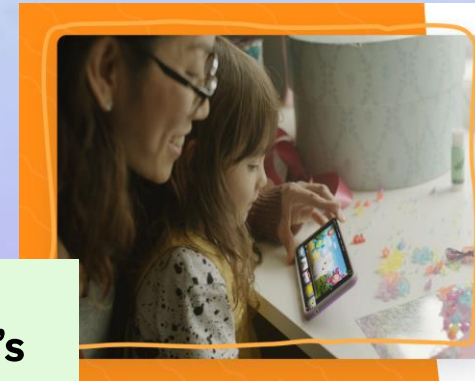
- ❑ **YouTube Kids** was launched in 2015. As 'An app made just for children' - it demonstrates leadership and ambassadorship by highly engaged employees.
- ❑ It was created to give children a more contained environment that makes it simpler and more fun for them to explore on their own, and easier for parents and caregivers to guide their journey as they discover new and exciting interests along the way.
- ❑ It demonstrates purpose-driven leadership culture by aiming to give:
  - ❑ A safer online experience for children.
  - ❑ Tips and tools for families (incl. content level by age, timers and blocking).
  - ❑ All kinds of content for all kinds of children (incl. arts and crafts, toys and play, learning and hobbies, shows and cartoons).
- ❑ Human factors are demonstrated by children's needs being at its heart; conception and driving of a new market and product opportunity led from that.

Source: NSPCC / Baringa research

Confidential

### Focusing on children's safety online can...

- ❑ Inspire and engage employees.
- ❑ Lead to new product innovation and revenues.
- ❑ Created transferable insights and learning.
- ❑ Build brand trust and reduced risk.



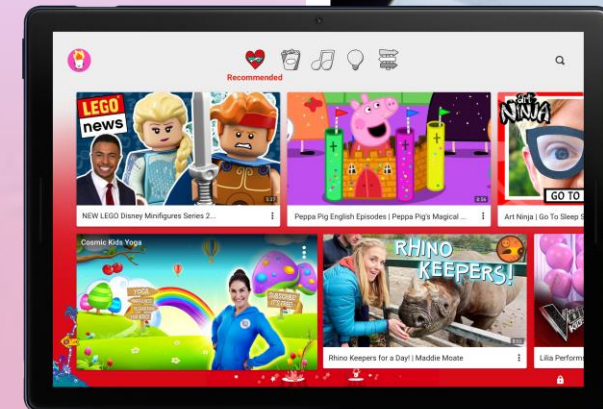
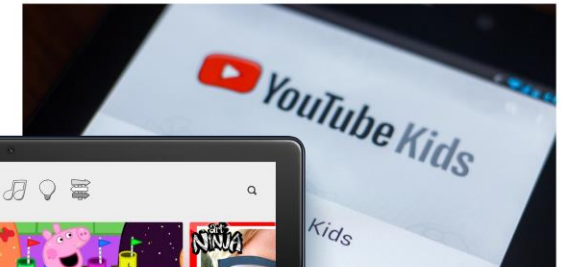
### A safer online experience for children.

We work hard to keep the videos on YouTube Kids family-friendly and use a mix of automated filters built by our engineering teams, human review and feedback from parents to protect our youngest users online.

[CONTINUE EXPLORING →](#)

### Parents guide to YouTube Kids

#lifestyle



# The Value Model: Trust

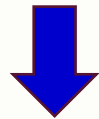


# Trust

Proactive child safety can win and sustain the trust of both customers and shareholders, over the long-run and with tangible value effects.

## 7. Consumer and Corporate Trust

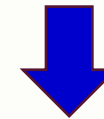
Companies that prioritise child safety are more trusted by consumers, and this promotes loyalty, sales and long-term value.



- ❑ Increased brand and corporate trust.
- ❑ Greater loyalty and repurchasing.
- ❑ Shareholder value.

## 8. Industry Trust Advantage

Industry collaboration can drive significant change and sustainable value opportunities for all .



- ❑ Galvanize industries to more sustainable growth.
- ❑ Create conditions for enduring success.



of adults think that  
companies prioritising  
online safety are  
more trustworthy



7. Consumer and Corporate Trust

Consumers believe companies that prioritise child safety are more trustworthy.


Companies that prioritise online child safety are perceived as **more trustworthy**, especially by those connected to children through work or family.




# Trust

## 7. Consumer and Corporate Trust

Consumers are more likely to repurchase from and be loyal to these brands.

 of consumers think that strong child safety measures encourage **repurchasing** and **loyalty to a brand...**

...a sentiment that rises to  for those with responsibility for a child.

### Impact of Child Safety Measures on Brand Loyalty

Survey Question: How does knowing that a brand has strong child safety measures affect your decision to use or buy it in the future?



- Strongly encourage me to use / buy it again
- Somewhat encourage me to use / buy it again
- Have no effect on my decision
- Somewhat discourage me to use / buy it again
- Strongly discourage me to use / buy it again

Overall, **74%** of those who purchased products intended for children in say knowing that a brand has strong child safety measures would strongly/somewhat encourage them to use/buy it again

Data source: NSPCC x Savanta Child Safety Online Research 2024  
\*NB: Due to rounding to nearest 1%, data presentation may show minor discrepancies

# Trust

## 7. Consumer and Corporate Trust

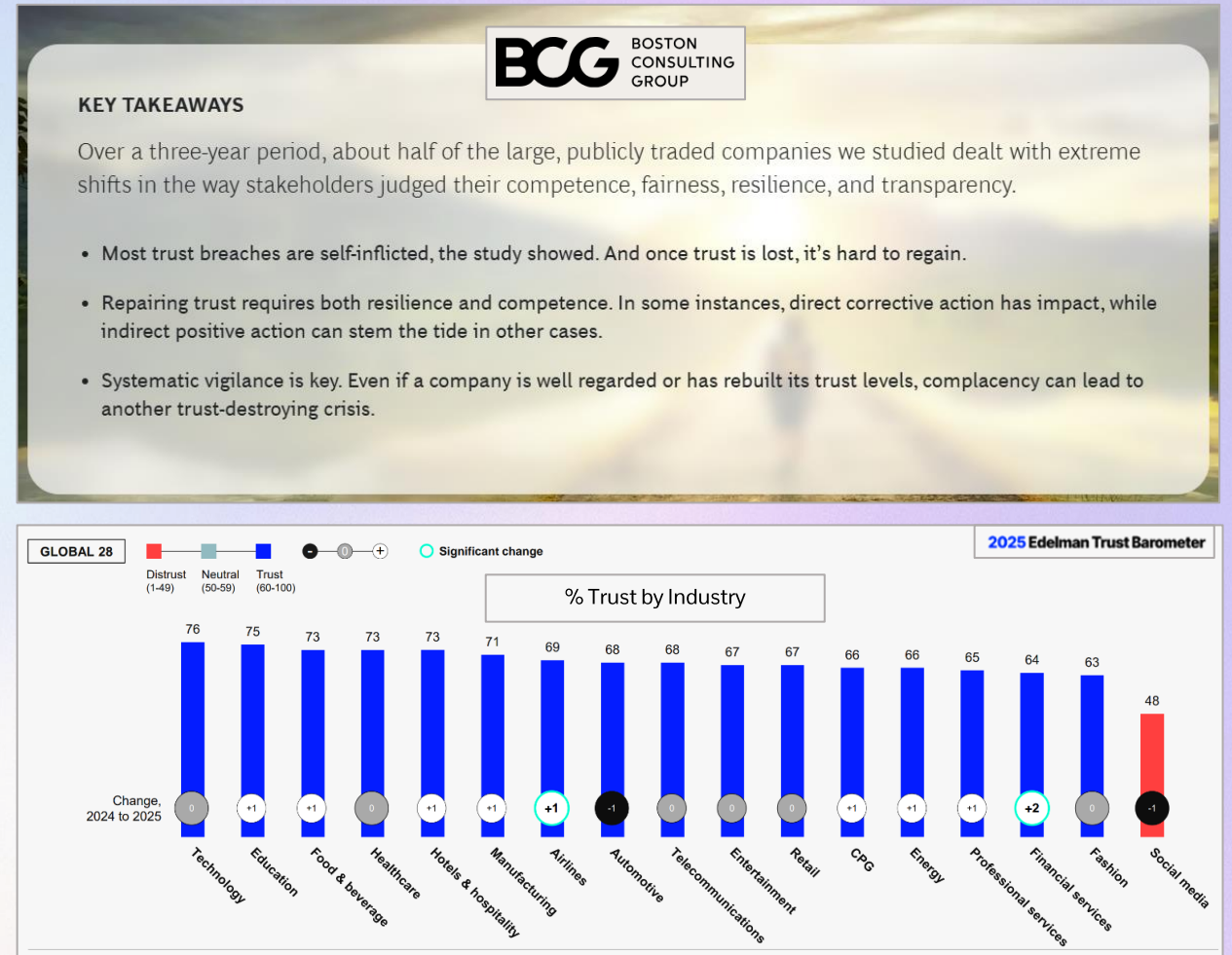
The tangible ‘money value’ of trust is real and is a particular risk for Social Media.

**Research shows that companies with high trust have much higher levels of shareholder return. Retaining trust is not easy. Once lost, it is hard to regain.**

**BCG's 2024 Trust Index** found that 30% of 177 of the world's largest companies faced a major crisis or scandal that lost people's trust. Recovery was slow and difficult, with only 12 companies fully recovering by three years later.

This is important. BCG notes that trusted companies create 2.5 times more and have 47% higher P/E multiples than other businesses. Trust and value are connected.

**Edelman's 2025 Trust Barometer** shows changes in consumer trust. **Social Media**, has the lowest trust levels, which dropped further in 2025 compared to 2024.



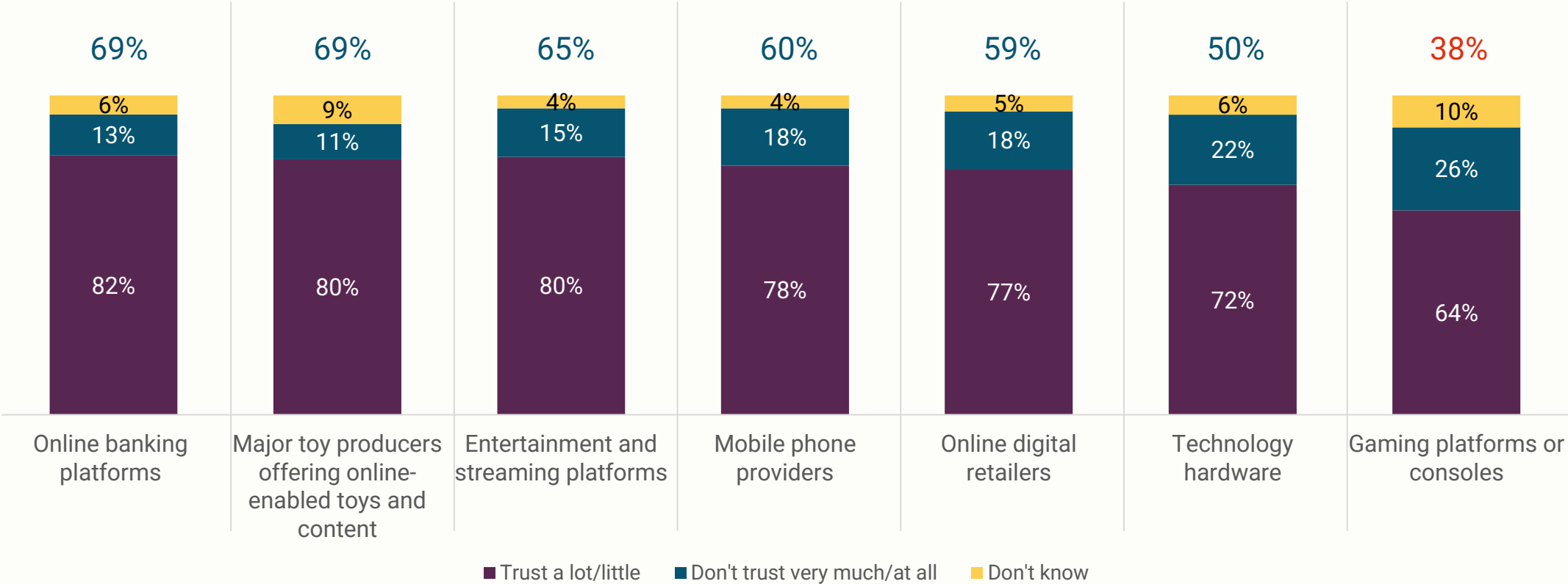
# 8. Industry Trust Advantage

Consumer trust varies by industry, with gaming and technology least trusted.

## Trust in Industries to Protect Children

Survey Question: How much do you trust the following types of products and services to protect users who are children, that are under 18 years of age?

Overall trust  
(NET Trust –  
Don't Trust)



## 8. Industry Trust Advantage

The Gaming industry is transforming through investing in safety and innovation

**WIRED** The Video Game Industry Is Finally Getting Serious About Player Safety

*"Online games are at the forefront of innovation. For years, trust and safety has been a cost center. Folks have started to appreciate the critical work these teams put in to keep these platforms welcoming*

*Expect [companies] to recognize the incredible value of trust and safety, and the platforms that foster the richest, most well-managed community experiences to pull further ahead."*

**Forbes**

**ACTIVISION | BLIZZARD**

TECHNOLOGY

A multi-faceted approach to combat cheating, featuring server-side tools that monitor analytics to identify cheating.

**EA Electronic Arts**

TECHNOLOGY

The Ping System enables players within the same team to communicate with one another without having to use voice chat.

**Microsoft**

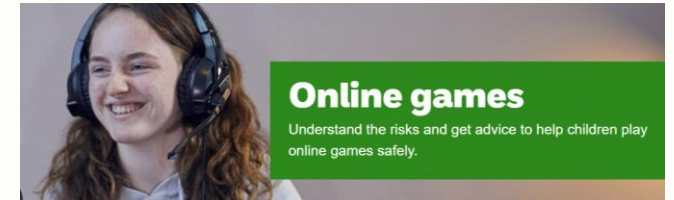
TECHNOLOGY

Xbox AutoMod assists with the moderation of reported content, prevents exposure of disruptive material to players while allowing human moderators to prioritize efforts on complex issues.

**Sony Interactive Entertainment**

TECHNOLOGY

SIE implements global profanity and hate-speech filters in multiple languages across social and account experiences on the PlayStation Network.





## Digital Thriving Playbook

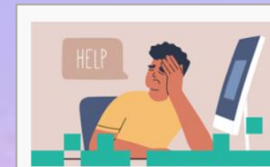
- ❑ **Digital Thriving Playbook** is a partnership between the Thriving in Games Group (TIGG) and the Joan Ganz Cooney Center at Sesame Workshop, supported by Riot Games Social Impact Fund.
- ❑ The resources empower and equip game developers with tools and practices to promote thriving player communities. Key supported concepts include:
  - ❑ Player Wellbeing and Belonging.
  - ❑ Healthy Community Management.
  - ❑ Pro Social Behaviour and Environments.
  - ❑ Disruptive Behaviour Management.
  - ❑ Trust and Safety For All.
- ❑ The work enables upstream 'safe by design' practices shown to create more positive player experiences that in turn lead to greater commercial success. **Being good for children is good for business.**

### Focusing on children's safety online...

- ❑ Enhances player experience.
- ❑ Creates valuable, new community features.
- ❑ Increases loyalty and reduces churn.
- ❑ Provides parent / bill-payer confidence.

## Welcome to the Digital Thriving Playbook!

A resource for creating online spaces that help people thrive



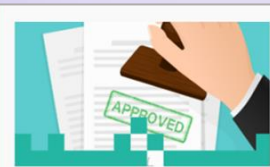
### Helping Players in Crisis

This guide provides essential guidance on how to support players in crisis with compassion and care, even if you're not a trained crisis responder.



### CGI Framework for Digital Thriving

The CGI framework is the most important tool in the Digital Thriving Playbook.

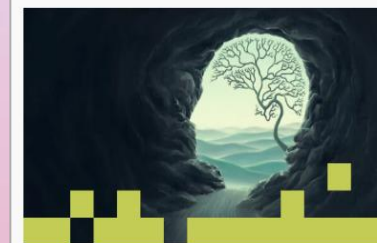


### Eight Ways to Get Buy-In for Digital Thriving Work

Getting leadership buy-in for new kinds of work can be challenging. Fortunately, contributors to the Playbook are happy to help!



Cross-Industry Collaboration for Trust and Safety in Gaming and Beyond



BIG IDEA

### Introduction to Well-Being in Gaming

Well-being is a key to helping our communities thrive and taking care of ourselves while doing so.

[Learn More](#)

# Trust

## 8. Industry Trust Advantage

There are multiple potential lessons for Social Media and Technology platforms.

### Gaming

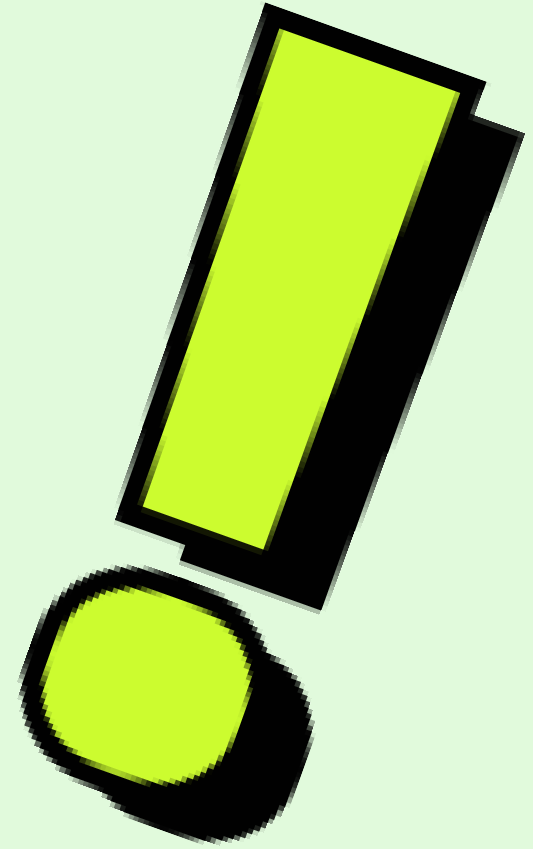


- ☐ Acknowledge young people's role and presence in the ecosystem.
- ☐ Invest in age verification, behaviour analytics and tools to segment users.
- ☐ Lead on parental controls, education, engagement and transparency.
- ☐ Proactive downstream identification of, and actions to combat, threats and malintent.
- ☐ Proactive upstream embedding of child safety in product design and development.
- ☐ Deliberate design for pro-social community and wellbeing outcomes.

### Social Media and Technology



# The Value Model: Avoiding Traps



# Avoiding Traps

Prioritising Child Safety Online can prevent value destruction, losses and disruption that might be unintended consequences of regulatory non-compliance.

## 9. Avoid Regulatory Enforcement

Ensuring compliance with regulations, laws and standards, preventing the risk of fines, regulatory enforcement or litigation.



- ☐ Avoid fines, enforcement and litigation.
- ☐ Avoid nasty surprises.

## 10. Avoid Brand and Reputational Damage

Avoiding the risks and consequences that can damage brand and reputation, including the risk of perceived inaction or indifference.



- ☐ Avoid lasting value destruction.
- ☐ Avoid bad publicity and virality.

## 11. Avoid Disruption By Competitors

Being alert to disruption risk of competitors who harness child safety online for consumer and commercial advantage.



- ☐ Remain relevant, evolve in smart ways.
- ☐ Access investment.

# Avoiding Traps

## 9. Avoid Regulatory Enforcement

In major markets companies breaching safety guidance face significant regulatory enforcement.



- ❑ UK Online Safety Act 2023 requires **all companies** to assess the risk of illegal content appearing in online services, and that any such material be proactively removed.
- ❑ Ofcom can fine any in-scope entity up to **£18m or 10% of global revenues (whichever higher)** and can seek service restriction orders to block websites or income generation in the UK.
- ❑ Senior personnel can face **criminal liability** for failing to comply with requests and the Act created new offences, including related to reporting Child Sexual Exploitation and Abuse (CSEA), with potential significant criminal penalties for company personnel.



- ❑ EU Digital Services Act 2022 (DSA) imposes **duties on service providers** to create a safer online environment. The European Commission (EC) itself acts as regulator of the largest online platforms and search engines under the DSA.
- ❑ EC focus areas currently include:
  - ❑ Algorithms Impact on Mental Health.
  - ❑ Generative AI Risk Assessments.
  - ❑ Online Protection of Minors.
  - ❑ Dark Patterns / Manipulation.
  - ❑ Advertising Transparency.
  - ❑ Non-compliance can be enforced with fines of up to **6% of global turnover**.



- ❑ Federal Trade Commission helps **enforce** the Children's Online Privacy Protection Act (COPPA), giving parents control over the children's information online.
- ❑ Some States have passed **State laws** on age verification, parental consent (e.g. for social media) and granting parents ability to control privacy and social media usage.
- ❑ The **Kids Online Safety Act (KOSA)**, aiming to regulate platform design and algorithms, was passed by the Senate 91-3 but failed to pass the House of Representatives. Currently inactive, the bill would need reintroduction.
- ❑ Whilst KOSA did not pass to law, it has added **new stimulus** to US parent groups and advocates of corporate responsibility towards child safety online.



# Avoiding Traps

## 9. Avoid Regulatory Enforcement

Penalties under the new legislation are being sought and enforced.

*THE*  
**Hollywood**  
*REPORTER*

### TikTok Fined \$2.4M by U.K. Media Regulator Over Inaccurate Safety Data

The social media platform has accepted the penalty after failing to accurately respond to a request for information on the platform's parental controls safety feature.

**Investigation into an online suicide discussion forum and its compliance with duties to protect its users from illegal content**

Published: 9 April 2025

OnlyFans fined £1m over inaccurate responses to information requests

### Ofcom fines video sharing platform

Thursday, January 23, 2025 10:38 AM

Providers of online pornography are implementing highly effective age assurance across thousands of sites, in response to [Ofcom's enforcement programme](#) in this area.

# Avoiding Traps

## 10. Avoid Brand and Reputational Damage

Brand and reputational damage can be greater than the actual fines.

**Meta failed to address harm to teens, whistleblower testifies as senators vow action**

**Children's Privacy: Meta accused of risking kid safety with Horizon Worlds platform**

A former Meta employee claimed company executives knowingly allowed minors to use its Horizon World virtual reality platform.

*The Washington Post*

**FTC report assails social networks' privacy, safety practices**

Agency chief Lina Khan says companies' data practices can be harmful to users, especially children.



EU opens child safety probes of Facebook and Instagram, citing addictive design concerns

**Senate hearing highlights: Lawmakers grill CEOs from TikTok, X and Meta about online child safety**

The hearing, "Big Tech and the Online Child Sexual Exploitation Crisis," lasted roughly four hours.



**CEOs told 'you have blood on your hands'**

# Avoiding Traps

## 10. Avoid Brand and Reputational Damage

Investors are also wary of the risks of online harm potential in their portfolios.

### Looking at how **open** companies are to engage:

*“We ask ‘how might this cause harm?’ and ‘how are you mitigating risks?’... to have the founder think and to see their willingness in engaging in the conversation. Sometimes they don't have a fully blown out team or business, so we don't expect a risk strategy right now... but **we are looking for an openness to talking about this.**”*

### Positively investing in those that take it **seriously**:

*“It's amazing that something like 80-90% of US 7- to 12-year-olds are on [gaming platform]... but we know the business **takes that threat incredibly seriously** and understands the role that they need to play.*

*It's about **conviction in the culture** of that business to then address the [issues].”*

### **Investment decisions** based on potential online harm risk:

*“We've been **selective** when engaging in [online services]. Nobody wants to get exposed for being the platform that hosts that illegal or immoral service.”*

*“Why co-invest? Because that was protecting kids being online. It's **something that our Venture Capitalists will think about** as they make investments.”*

# Avoiding Traps

# 11 of 12



investors in online platforms said that online harms are a factor in their investment decisions...  
...with safety of vulnerable groups, particularly children, a very high priority

# Avoiding Traps

## 11. Avoid Disruption By Competitors

Child safety leadership offers potential for disruption to established companies.

*“Investors are looking at safety as an **opportunity, not friction** which some big tech companies do.*

*It is these emerging tech companies that are grasping this idea as a new potential competitive edge.*

*I expect these companies to take the lead on innovations and making the bets that disrupt established companies that don't or won't change.”*

**AI and Technology Investor**

### **Ofcom Investor Attitudes Report:**

Technology investors are searching for rare opportunities for differentiation — a **focus on safety** can be one of them... [e.g.] finding a unique proposition [through] looking for online services companies that are focusing on user safety or have an ethical or principled stance around interacting with users.

*“It's super, super hard to take on the digital giants...but there [is] hope. If others understand not just the harms reported in the press but also [the] body of literature now talking about the toxicity of behaviours that are driven on certain platforms. Room for something like [alternative social media] to coexist is enough [to invest]. The hope that it could coexist.”*

**Investor Interview**



# Avoiding Traps

## 11. Avoid Disruption By Competitors

Safety Technology is attracting investment and leading to greater innovation.

**2024 Analysis by Perspective Economics for the UK Department for Science, Innovation and Technology (DSIT) looked at the scale and dynamics of the UK Online Safety Technology Sector.**

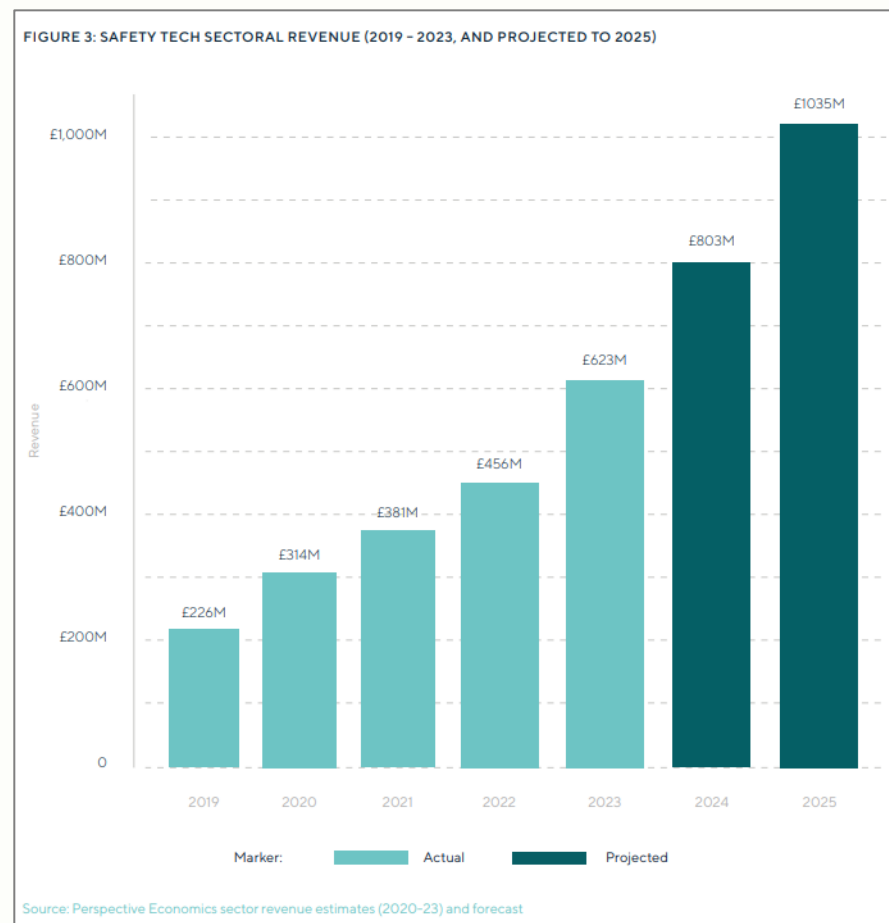
The report found that the total UK Safety Technology sector was worth £623M in 2023, a compound annual growth rate of +29% over 2019-23, and on track to exceed £1Bn by the end of 2025. The report also estimates c.3,900 people employed in the sector.

The report highlights significant increased activity in the sector:

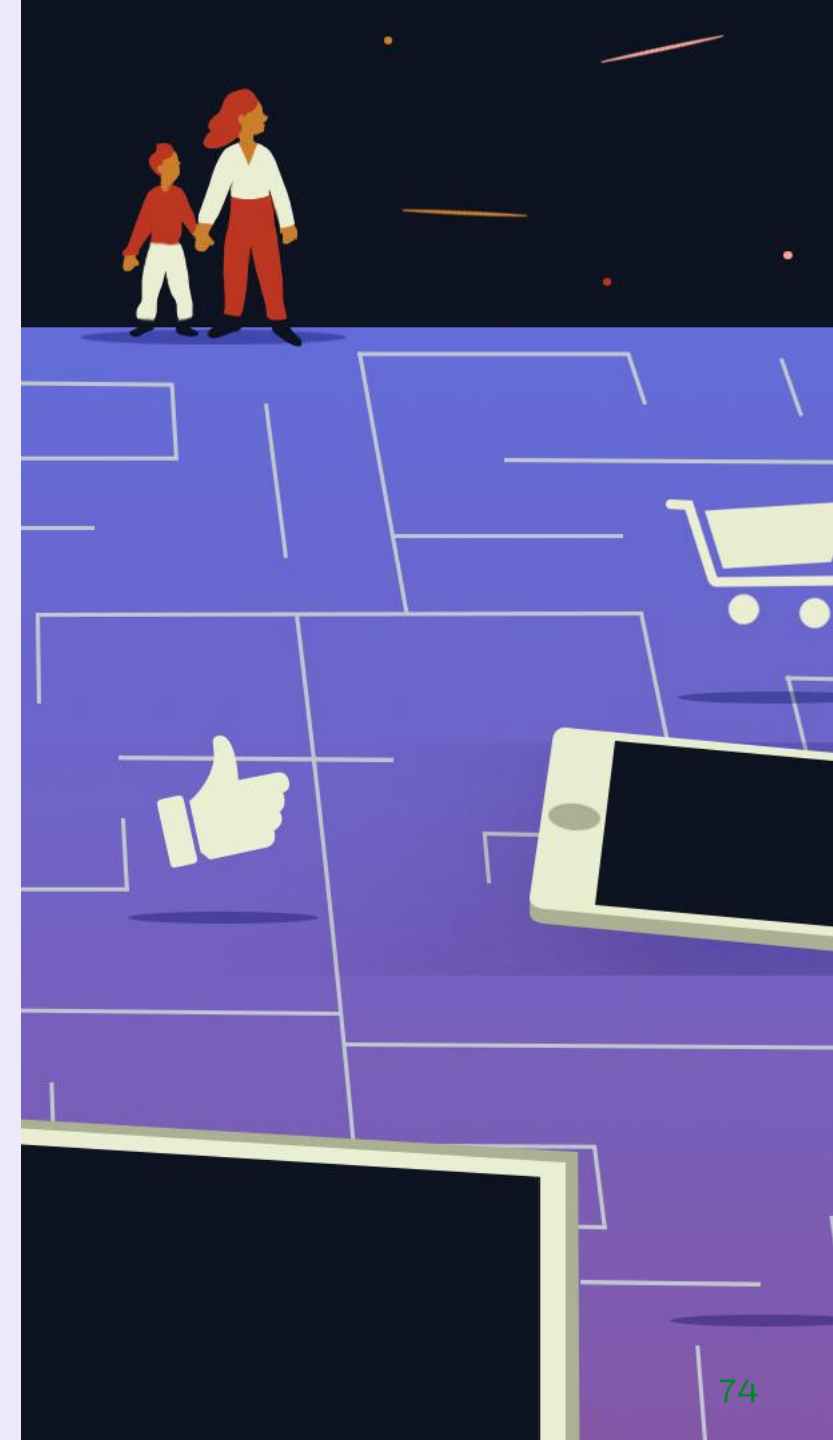
- ❑ Fund raisings increased to £173M for the combined three years 2021-3, vs £99M for the preceding 2018-20 period
- ❑ Public sector safety technology procurement spend grew to £70M combined for 2021-3, vs £15m over 2018-20.

*"The sector has experienced an impressive period of continuous growth driven by UK innovators committed to making our online environments safer."*

**UK Parliamentary Under-Secretary of State for the Future Digital Economy and Online Safety**



# Capturing Opportunity: Practical actions for companies





Why don't  
the companies  
act now?!"



NSPCC Young Ambassador

# Every business that contributes can benefit

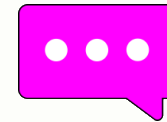
**Every business** in scope of online safety regulation must comply.

**Every business** can contribute to making **every child** safe online and reap the benefits.

Clear child safety strategies help organisations achieve commercial goals and responsible business success. Focusing on child safety can deliver value by:

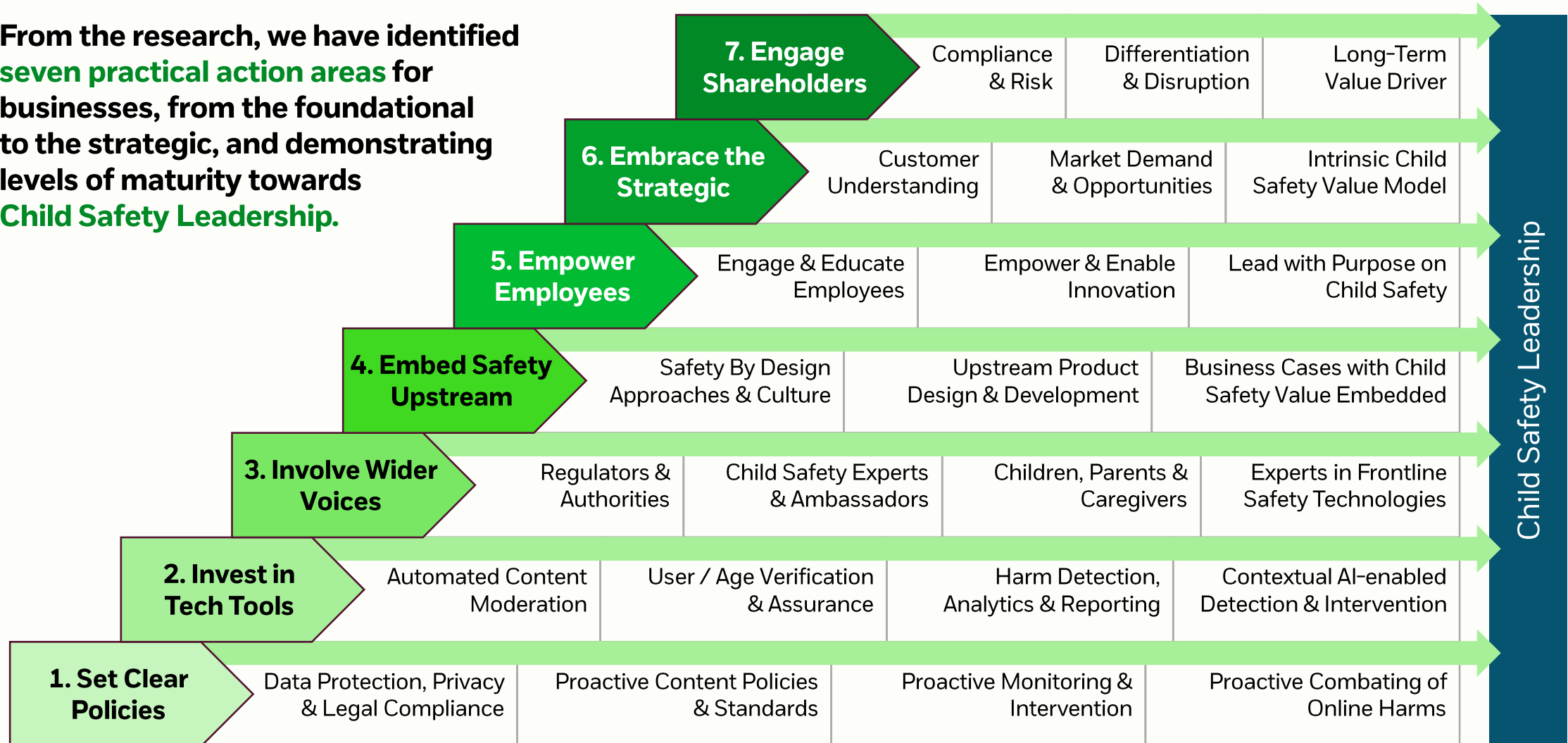
- ❑ Helping young people to thrive with safe, healthy online experiences.
- ❑ Giving adults the knowledge and tools to play their part and to shape what they want from new products and features.
- ❑ Prioritising children's safety within a company's strategic decisions, customer insights, product design work and in its digital operations.
- ❑ Safeguarding trust and making sure there is effective detection, responses and support to instances of online harm.

**Societal awareness and expectations are growing. Relying only on reactive or compliance approaches can pose a risk to revenues, performance and trust.**



# Every business can act – aiming to lead beyond compliance

From the research, we have identified **seven practical action areas** for businesses, from the foundational to the strategic, and demonstrating levels of maturity towards **Child Safety Leadership**.

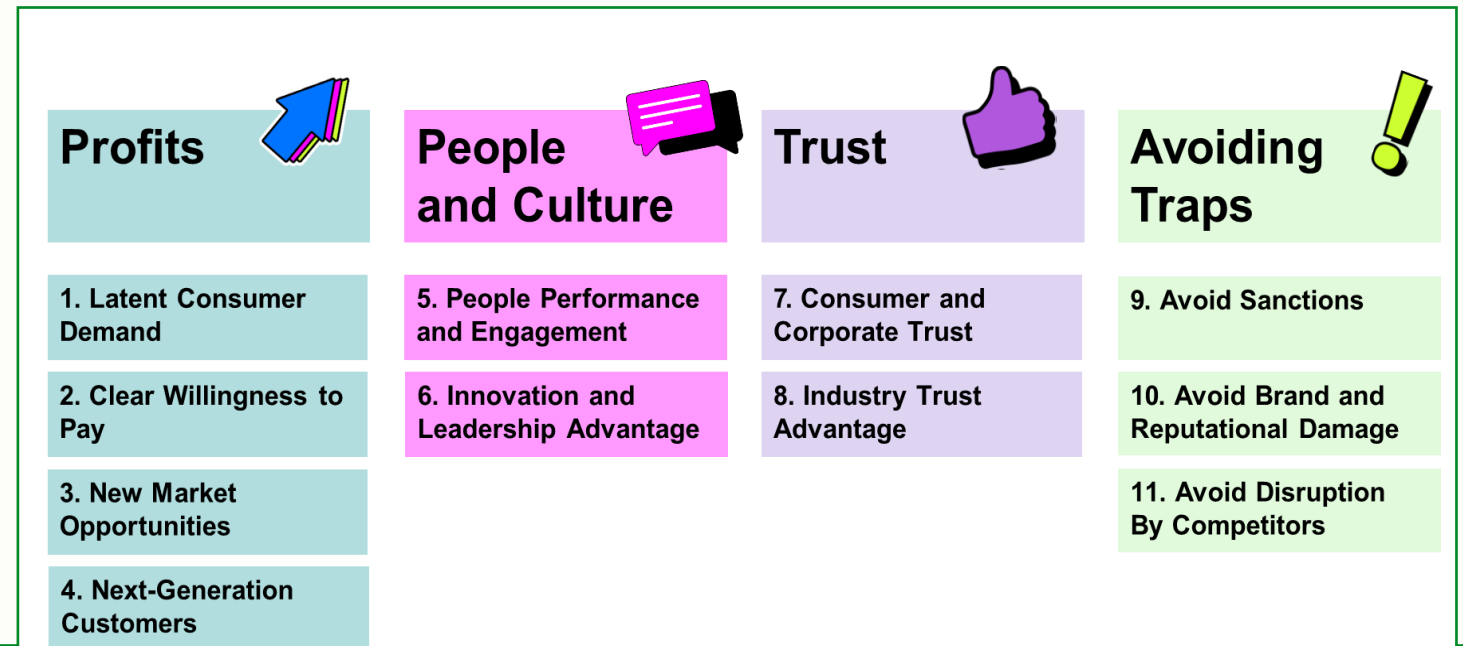




# Every business can adapt and adopt the Child Safety Online Value Model

Every business can assess and enact their opportunities with the **Eleven Value Levers**:

- ❑ Increasing profits by tapping into demand, propensities to pay, new markets and future customer opportunities.
- ❑ Unleashing the power of employee engagement, culture and innovation.
- ❑ Growing brand and consumer trust to win loyalty, recommendation and long-term value.
- ❑ Safeguarding against value destruction and competitor disruption.



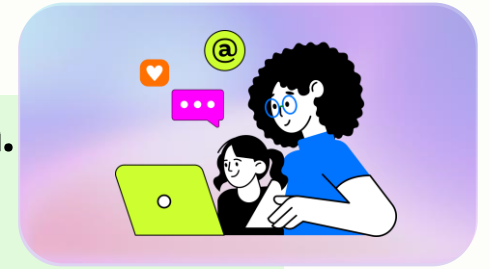
**Assess and construct a company-specific view of the value opportunity**

# NSPCC calls to all technology companies

**Investment and action are critical from those who provide online services for children.**

**Can your company rise to the following priority calls to action from the NSPCC?**

1. Invest in and use existing technologies that detect abusive material and grooming patterns, especially in private encrypted messages.
2. Use systems to identify and flag risky adult accounts to disrupt and stop harmful perpetrator behaviour.
3. Strengthen age assurance and age verification measures. Enforce minimum age limits and prevent adults creating accounts posing as children.
4. Use automated tools to moderate and protect children from harmful content.
5. Work with children and child safety experts when designing safety solutions for children.
6. Share NSPCC's pioneering safety tools like Childline, Report Remove and more for all ages.



# Every business can get on the bus with the NSPCC!

Partnership with the NSPCC

Together we can make a pioneering impact for children, society, businesses and shareholders



## Strategic Partnerships

- ❑ **Income generation** (*incl. corporate donations; workforce, consumer and product activations*).
- ❑ **Collaboration** to tackle a strategic challenge or unlock opportunities.
- ❑ NSPCC's **safeguarding and advisory** services helping your business needs.



## People Engagement

- ❑ Impactful **employee engagement**.
- ❑ Pro-bono **projects** to unlock business challenges and leverage expertise.
- ❑ **CSR** volunteering, campaigning and event opportunities across NSPCC's and your corporate programmes.



## Value Impact

- ❑ NSPCC's **safeguarding** training and tools available for your business.
- ❑ Apply the **Child Safety Value Model** to your business and strategies.
- ❑ NSPCC's pioneering **insight and resources** e.g. Childline, Online Safety and Parenting hubs, Report Remove.

Please get in touch: [michael.mcgrath@nspcc.org.uk](mailto:michael.mcgrath@nspcc.org.uk) / Search: NSPCC CSO Taskforce



**If you don't listen to us, how  
will you know you're getting it  
right?**

NSPCC Young Ambassador



# Research inputs

Proprietary survey data, research, executive interviews and case studies.

## Proprietary research



- ❑ Developed by NSPCC and Baringa
- ❑ Nationally representative UK survey of 3,011 people, Sept. 2024
  - ❑ Young adults (18-24)
  - ❑ Parents/carers of young people (ages 5-7, 8-11, 12-17)
  - ❑ Grandparents of children aged up to 17
  - ❑ Professionals working with young people
- ❑ Conducted by Savanta

## Young people's insight



- ❑ NSPCC sources included:
  - ❑ Young People's Board for Change
  - ❑ Voice of Online Youth
  - ❑ NSPCC's broader network of young ambassadors
  - ❑ NSPCC Learning
  - ❑ NSPCC's Child Safety Online Data Library (internal)

## Industry interviews



- ❑ Interviews included:
  - ❑ Global brands
  - ❑ Technology companies
  - ❑ Games industry: developers and participants
  - ❑ Advertising & Marketing agencies
  - ❑ Media companies
  - ❑ Child Safety technology providers and investors

## Case study development



- ❑ Examples of leading practices and thinking
- ❑ Examples of value outcomes realised
- ❑ Case studies from across multiple industries will be sourced and built into future iterations of the model





**Together, we can stop child abuse and neglect – by working with people and communities to prevent it, transforming the online world to make it safer for children, and making sure every child has a place to turn for support when they need it.**

We campaign for change. We work with schools to help children understand what abuse is and support them to speak out. Childline is here, whenever young people need us. And the NSPCC Helpline is ready to respond to adults with any worry about a child. We develop services in local communities to stop abuse before it starts and help children recover, so it doesn't shape their future.

And, above all, we work together – because everyone has a part to play in keeping children safe. Every pound you raise, every petition you sign, every minute of your time, will make a difference.

Together, we can change children's lives.

**nspcc.org.uk**

Use the QR code to find out more about the NSPCC's Child Safety Online Taskforce's work:

