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5



NEEDS TO KNOW IN THE KIDS & FAMILY SPACE

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06.04.26

Meta & Youtube found liable for kids' social media addiction

A Los Angeles jury found Instagram and YouTube liable for designing addictive platforms that harmed a young user, awarding \$6 million in a landmark case.

The ruling targets platform design rather than content, potentially setting a precedent that could reshape tech companies' legal protections and accountability.



A US room has been added to the Uncensored Library in Minecraft

Reporters Without Borders has expanded its Uncensored Library in Minecraft with a US wing to bypass restricted journalism and highlight threats to media independence. The addition underscores that press freedom erosion is increasingly emerging within established democracies, not just authoritarian states.



How brands can help Gen Z find fulfillment

Gen Z is moving from mindless scrolling to more intentional tech use, with a growing preference for meaningful in-person experiences. In response, brands like Netflix, Coach, and Hinge are creating real-world spaces to bring digital communities offline.



Indonesia starts implementing a social media ban for under 16s

Indonesia plans to restrict social media access for users under 16 to protect minors from online harms. The policy would require strict age verification via government databases, shifting responsibility from parents to platforms and the state.



Adobe & Bloomsbury Football Foundation for girls' football

Adobe and Bloomsbury Football Foundation have launched Kick & Create, girls-only football camps in London combining sport and creativity to boost participation. The initiative tackles gender gaps and cost barriers while linking to the Women's FA Cup Final through a public kit design competition.



Italy investigates brands over marketing skincare to children

The Italian Competition Authority (AGCM) is investigating **Sephora and Benefit Cosmetics**, owned by LVMH, over claims they used young influencers to **market skincare to children**.

The investigation looks into whether the brands encouraged under 10s to buy adult products – like **serums and anti-ageing creams** – potentially fuelling “**cosmeticorexia**” (culturally reinforced obsession with achieving “**flawless**” skin) and **compulsive skincare habits**. Authorities also raised concerns that product **risks for children were unclear or misleading**, with social media trends like “**Sephora kids**” amplifying the issue.

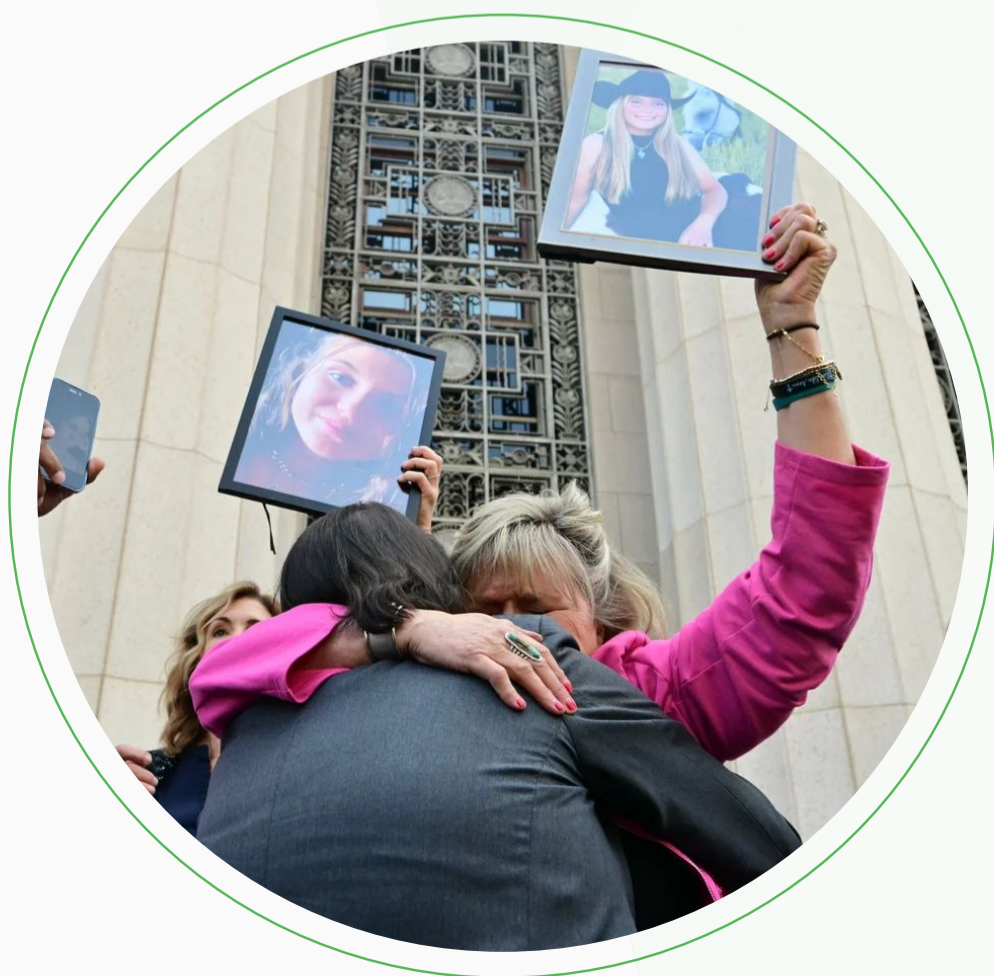


With rising scrutiny around child safeguarding, seen in recent social media bans and trials, we may start to see a ripple effect extend into skincare and other less regulated spaces targeting children.

Meta & YouTube found liable for kids' social media addiction

A Los Angeles jury has found Instagram and YouTube liable for designing their platforms in ways that contributed to **addiction and harm in a young user**, awarding \$6 million in damages. The case is the **first of its kind** to reach a jury and **could set a precedent for thousands of similar lawsuits**.

Crucially, the **ruling focuses on platform design, not user content**, potentially challenging long-standing legal protections and **reshaping how tech companies are held accountable** for harm to children.



Attention optimisation is becoming a legal consideration. Design choices driving compulsion may increasingly be treated as harmful - particularly in spaces for young people. The bar is being raised: safety and wellbeing will need to be embedded into design from the outset, not added later.

How brands can help Gen Z find fulfillment

Gen Z is renegotiating its relationship with technology, shifting from mindless scrolling to "intentionality". While they aren't giving up digital spaces, there is a **growing desire for real-world belonging**.

Research shows that **70% of Gen Z finds in-person experiences more meaningful than pre-pandemic**, leading to a rise in niche IRL rituals like run clubs and physical "cultural playgrounds".

Brands like **Netflix, Coach, and Hinge** are already responding by building physical infrastructure—not just marketing stunts to help digital communities manifest in the real world.



For the next generation, the internet is a tool for discovery, but the "reward" is real-life connection. This means the highest form of brand loyalty isn't a "like" or a "follow"; it's being the reason behind a group of people coming together in real life.

Indonesia starts implementing a social media ban for under 16s

Indonesia has announced that it plans to restrict social media access for children under the age of 16, making it the **first country in Southeast Asia** to have gone ahead with such a move.

The government's move aims at protecting minors from the documented risks of cyberbullying, online scams, and exposure to harmful content.

To enforce this, officials intend to implement **strict age-verification measures** that would require platforms to cross-reference user identities with government databases, **shifting the burden of safety** from parents directly onto the tech giants and the state.



Indonesia is the latest major player to join the "global race" to reclaim childhood from Big Tech, following the footsteps of Australia, France, and Spain. For brands, a one-size-fits-all social strategy is no longer viable; success will now depend on the brand's ability to adapt to unique "digital borders."

A US room has been added to the Uncensored Library in Minecraft

Reporters Without Borders has expanded its Uncensored Library inside Minecraft with a new US wing, using the game as a **workaround to access restricted journalism**. The space surfaces issues including **journalist arrests, removed public data** and growing pressure on **media independence**.

The US addition focuses on “subtler” threats: from restricted access to political pressure, signalling that **press freedom erosion is no longer just confined to authoritarian states**, but increasingly emerging within established democracies.



For brands and organisations trying to reach audiences in areas where information can be restricted, the Uncensored Library is a reminder that the most effective distribution strategies can sometimes be in places with no gatekeepers or systems designed to control visibility.

Adobe & Bloomsbury Football Foundation for girls' football

Adobe and Bloomsbury Football Foundation have launched **Kick & Create**, a series of **girls only football camps in London** combining **coaching with creative workshops**.

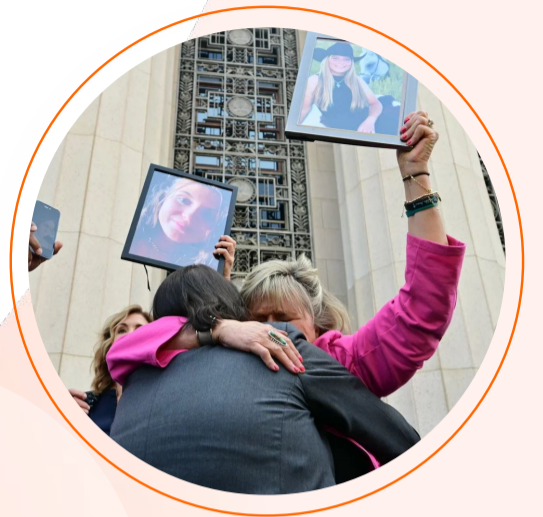
The initiative addresses a persistent gap, with 65% of parents willing to enrol sons vs 47% daughters, by **reframing football as both physical and creative, an approach that triples girls' interest**.

Alongside subsidised access (amid **cost pressures felt by 88% of UK parents**), the programme **links to the Women's FA Cup Final through a public kit design competition**, expanding both participation and how girls see their role within the game.



Participation doesn't come just from access, but also from reframing. By meeting girls in what already interests them, brands can use familiarity as a gateway into spaces they might not yet see themselves in, making those environments feel more relevant, accessible, and for them.

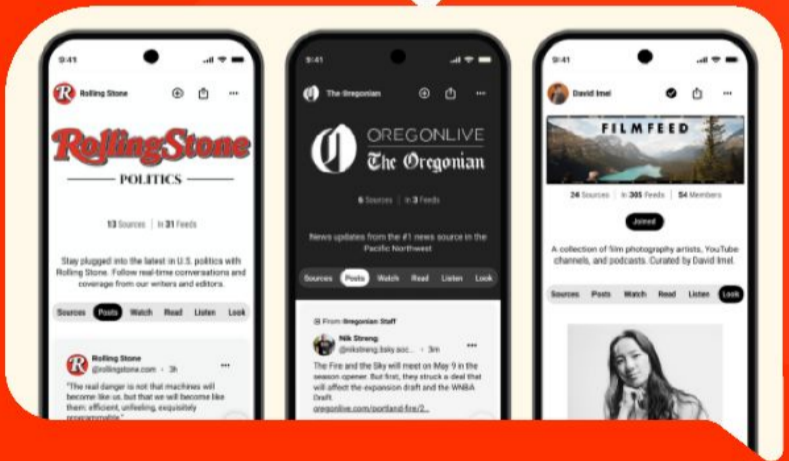
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13.04.26

An IShowSpeed anime series is in the works



Big Shot Pictures is developing an anime series based on YouTuber IShowSpeed, with *One Piece* showrunner Matt Owens set to write and produce. The project aims to bridge the creator economy and global animation by turning the digital personality into a character-led franchise.



Moonbug x UCLA CSS: The science of quality screen time

Moonbug Entertainment has partnered with UCLA's CSS to integrate child development research into its preschool programming through four core learning principles. This collaboration aims to transform YouTube-native content into a research-backed tool for social-emotional and cognitive development.

As YouTube grows on TV, it eyes more interactive video across formats

YouTube is enhancing its TV experience with new interactive tools like the AI chatbot "Ask" and "TV Companion" features for real-time shopping and engagement. These updates aim to transform the living room from a passive viewing space into an immersive, multi-functional hub for commerce and community.



A new, free gaming app for kids: Netflix Playground

Netflix has launched Netflix Playground, a free standalone gaming app for children aged eight and under featuring popular characters like Peppa Pig. The ad-free, kid-safe platform is debuting in the US before a planned global rollout.



Flipboard's new 'social websites' help creators escape walled gardens

Flipboard's new Surf app allows creators to launch "social websites" that aggregate content from decentralized platforms like Mastodon, Threads, and YouTube into a single destination. This tool enables publishers to move away from "walled gardens" and build independent communities they fully own and control.



KI SPOTLIGHT 1

An IShowSpeed anime series is in the works

An **anime series based on YouTuber IShowSpeed** is in development at Big Shot Pictures, with One Piece showrunner Matt Owens attached to write and produce.

The project brings together the **creator economy, anime and family friendly programming**, turning a global digital personality into a **character-led IP** designed to travel across platforms and audiences. **Anime adds scale and international portability**, while **creators bring authenticity and fan intensity** that studios increasingly want to tap.



Studios are starting to treat creators as franchise starters, not just marketing partners. For kids' content, that opens a future where digital-native personalities, highly engaged fandoms and globally legible formats like anime become a more common route to IP building.

A new, free gaming app for kids: Netflix Playground

Netflix has launched Netflix Playground, a **standalone gaming app for children eight and under**, which is **available for free** to subscribers.

The app marks a **shift beyond streaming**, offering a library of **interactive games** featuring familiar IPs like Peppa Pig and Sesame Street. It is designed to be fully child safe – with **no ads, no in-app purchases and offline play**. The app will launch in the US first before a global rollout.



As platforms like Netflix build curated, ad-free environments, slower, low stimulation content can thrive alongside “revivals” of previously overlooked, high quality IP. This could signal a shift away from constant newness towards rediscovery and emotional durability as drivers of value in kids’ content.

NETFLIX
playground

Flipboard's new 'social websites' help creators escape walled gardens

Flipboard's new Surf app has launched "social websites", a tool that allows creators and publishers to move away from the "walled gardens" of traditional social media. It **aggregates content from across the open social web**, including Mastodon, Bluesky, Threads, YouTube, and RSS into **a single, customisable destination**.

This **helps creators build independent communities** they can actually own and control. Early adopters like The Verge and Wired are using these hubs to unite their journalists, podcasts, and community discussions into a single searchable website, allowing them to dictate the experience rather than being driven by platform-driven feeds.



As conversations fragment across the "open social web", it is no longer enough for researchers to monitor one or two major platforms. The future of strategic insight lies in the ability to see the full picture, capturing the nuances of a trend as it moves across various social nodes rather than just looking at isolated data points.

Moonbug x UCLA CSS: The science of quality screen time

Moonbug Entertainment has partnered with UCLA's Center for Scholars & Storytellers (CSS) to bring academic rigour to its digital-first content.

The collaboration focuses on **integrating child development research directly into the creative process** for preschool programming. Together, they have developed **four core learning principles** designed to guide writers and producers in creating content that is developmentally appropriate for toddlers.

Moonbug aims to move beyond simple entertainment and prove that YouTube-native content can be a **legitimate, research-backed tool** for social-emotional and cognitive learning.

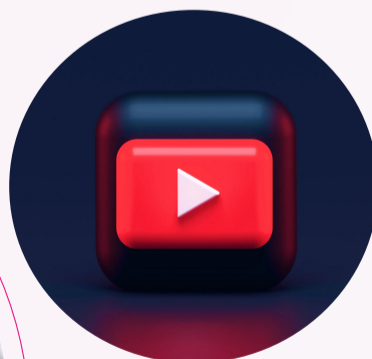


This signals a shift where simply capturing a child's attention isn't enough; to earn long-term trust, digital content must now prove it is actively supporting a child's development.

As YouTube grows on TV, it eyes more interactive video across formats

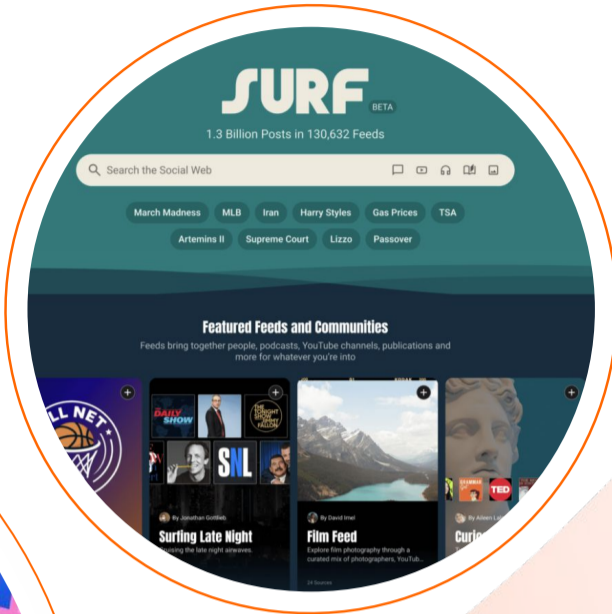
As the television becomes YouTube's fastest-growing screen, the platform is doubling down on making the living room experience more interactive. According to recent job postings and product updates, YouTube is developing tools for **interactive broadcasts and real-time immersive experiences** specifically for TV. This includes features like **"Ask"**, a TV-specific AI chatbot, and **"TV Companion"** tools that allow viewers to interact with comments or shop directly from their screens.

The goal is to evolve YouTube on TV from a passive viewing experience into a sticky, interactive hub that blends live streaming, creator engagement, and e-commerce.



immersive, and interactive experiences are no longer restricted to cinemas or physical brand installations; they are officially moving into the home. The challenge for the future will be designing experiences that feel as "premium" as a trip to the cinema but are tailored for the intimate, multitasking environment of a family couch.

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20.04.26

LEGO: Celebrate the Magic of Football



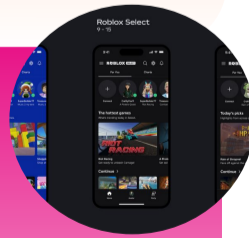
LEGO has partnered with top football stars to launch LEGO Editions, a premium collectible line turning them into minifigures with hidden career-inspired details. The campaign also includes interactive fan zones where kids can design jerseys and play games ahead of the 2026 World Cup.

Teen Vogue: “We need real etiquette when reporting on fandom”



Crystal Bell explores tensions between fandom and journalism as fan creations and discourse are increasingly pulled into mainstream coverage without consent. She argues that growing visibility risks eroding trust and the semi-private, community-led nature of fandom spaces.

Roblox introduces new age-based accounts and parental controls



Roblox is introducing age-based accounts with default safety settings, including restricted communication and curated content for younger users. It is also adopting global age ratings and adding stronger parental controls over game access.

Youtube’s Culture & Trends Report: Animation New Wave



YouTube finds independent animators are rivaling studios, as audiences embrace creator-led content, lo-fi formats, and fan-driven growth.

The New Yorker: The Scandal of the Sharenting Economy



Jessica Winter examines the “sharenting economy,” where family life is monetised online, often exposing children’s private moments for engagement and raising concerns around safety and consent. Despite emerging protections, weak enforcement leaves many kidfluencers vulnerable to long-term consequences.

YouTube's Culture & Trends Report: Animations New Wave

YouTube's newest Culture & Trends report explores how **independent online animators are reshaping entertainment**, based on research with **global online audiences aged 14–49**.

- **61% of 14–24s like creator-made animation** as much as or more than studio content;
- **Original IP is being built outside the studio system**, with creators developing worlds and audiences in parallel;
- 66% watch animation memes and 57% watch animatics weekly, signalling **demand for faster, lo-fi formats**;
- **Fan participation drives both distribution and production**, with “EPIC: The Musical” generating 1.3B+ views through fan-made content;
- Creators are **funding and scaling series through crowdfunding, memberships and merch** from day one;
- **61% feel as connected to virtual creators** ones, expanding what “talent” can look like.

Development is shifting from executive led to “audience validated”, with ideas tested and scaled in public, and fandom playing a structural role in shaping the IP, not just promoting it. This creates a more iterative, participatory model that’s closer to gaming and creator culture than traditional TV commissioning.



Teen Vogue: “We need real etiquette when reporting on fandom”

In an article for Teen Vogue, Crystal Bell examines the **growing tension between fandom communities and journalism**, as fan fiction, art and community discourse are increasingly **pulled into mainstream coverage without consent**. She argues that while fandom has become a central force in shaping culture, it still operates as a **semi-private, community-led space** where creative work is shared within a “gift economy”, not for external exposure.

As these boundaries blur, **fans are pushing back against being treated as content**, highlighting how increased **visibility can erode trust, flatten nuance and disrupt the sense of safety** that has historically defined fandom spaces.



As fandom becomes more visible, brands must consider how to uplift and engage these communities without making their sacred fandom spaces feel “exposed”. The opportunity lies in supporting from within, amplifying on fans’ terms, and designing participation that respects boundaries.

The New Yorker: The scandal of the sharenting economy

For The New Yorker, Jessica Winter examines the **contradictions and risks within the “sharenting economy”**, where family life is turned into monetised content – often exposing **children’s most private moments for engagement**. She highlights how algorithmic incentives **reward more extreme or emotional content**, while audiences range from benign viewers to more concerning groups – raising questions around safety, consent and exploitation.

Although new legislation aims to protect child earnings and rights, it **remains limited and difficult to enforce**, leaving **many kidfluencers vulnerable** as they grow up and reckon with the long term impact of having their childhoods made public.



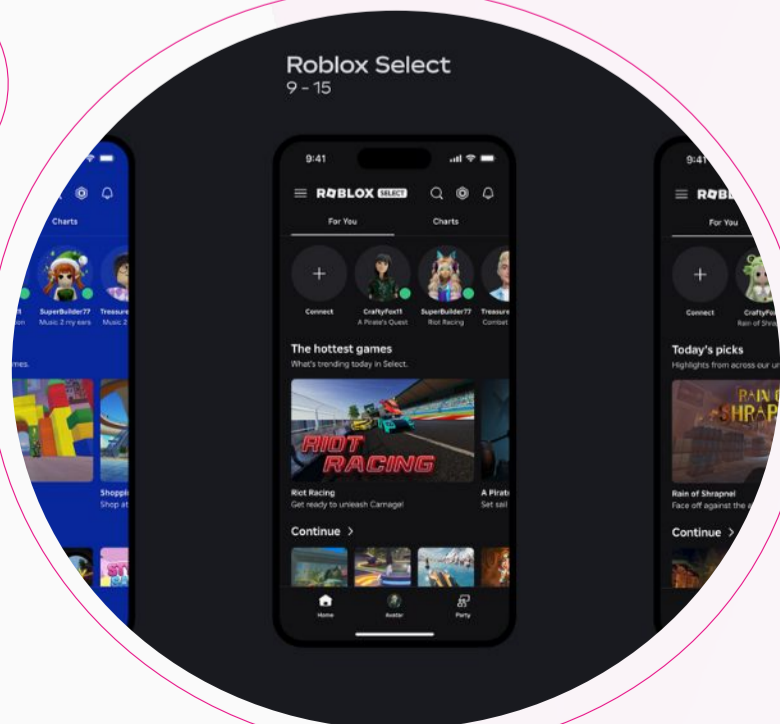
As scrutiny around sharenting grows, brands and creators need to rethink how they show up in this space: if you are sharing family life, the value should come from being a resource to others, not entertainment built on children’s experiences.

Roblox introduces new age-based accounts and parental controls

Roblox is launching two new age-based account types: **Roblox Kids (ages 5–8)** and **Roblox Select (ages 9–15)**. Launching in June 2026, these accounts feature "**safety-by-default**" settings.

Roblox Kids accounts will have all communication disabled and access restricted to a curated catalogue of "**Minimal**" and "**Mild**" content. Roblox Select accounts allow for "Moderate" content but maintain restricted default communication.

Crucially, Roblox is **moving toward the global IARC or International Age Rating Coalition, rating system**, ensuring games are rated based on local cultural norms. **Parents also gain granular control**, including the ability to block or approve specific games until their child turns 16.



Immersive digital spaces are no longer "open worlds" but tiered environments that must be earned through age verification. For brands, this changes the game: you can no longer build a single experience and hope it reaches everyone. You now have to choose your "safety tier" from the very beginning.

LEGO: Celebrate the Magic of Football

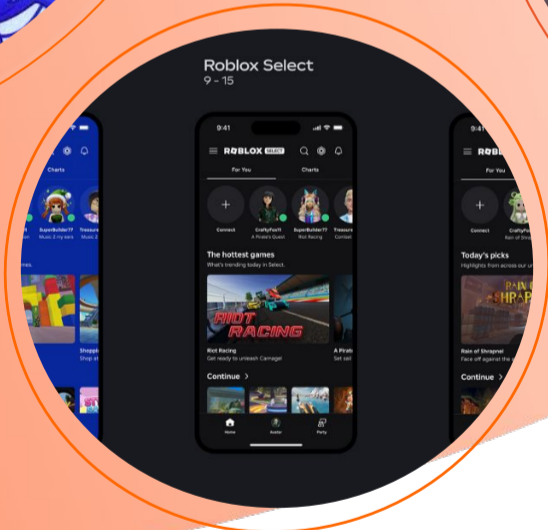
LEGO has **teamed up with football icons** Cristiano Ronaldo, Kylian Mbappé, Lionel Messi, and Vini Jr. for a new campaign. This marks the launch of LEGO Editions, **a premium line of collectible sets** that transform these global superstars into minifigures for the first time. Each set is designed with **hidden "easter eggs"** that tell the story of the player's career and personality.

Beyond the bricks, LEGO is setting up **physical "fan zones"** where kids can design their own jerseys and play digital-wall games, blending the world of toys with the high-energy fever of the 2026 World Cup.



By turning world-class athletes into LEGO sets, it proves that while viral clips are fleeting, the most powerful way for kids to connect with their heroes is still through the tangible magic of physical play.

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