



# Under-16 Social Media Ban: Global Policy Landscape and the Case for Structured Youth Platforms





# Executive Summary

This presentation provides a neutral, evidence based overview of global regulatory developments regarding under-16 access to social media, associated risk indicators, and the emerging need for structured, youth-focused digital ecosystems such as Zootom.

 [www.zootom.com](http://www.zootom.com)



# Global Regulatory Developments

01

## Australia

Australia enacted legislation banning social media accounts for users under 16. Platforms may face fines up to AUD 49.5 million for non-compliance.

03

## Spain, Denmark, Ireland

These countries have proposed or announced plans to restrict access for minors under 15–16.

02

## France

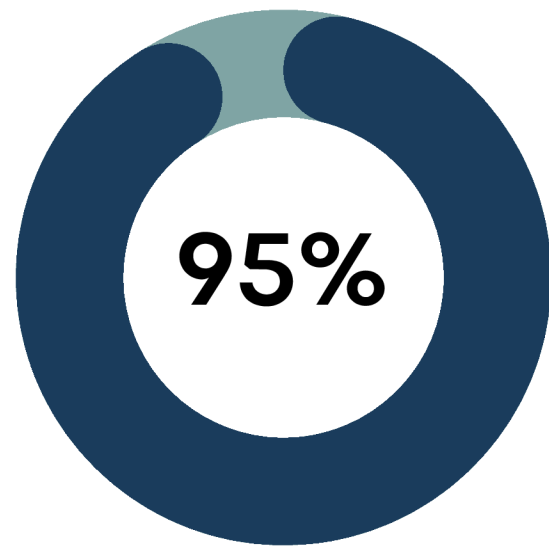
France passed legislation restricting social media access for users under 15, requiring parental consent mechanisms.

04

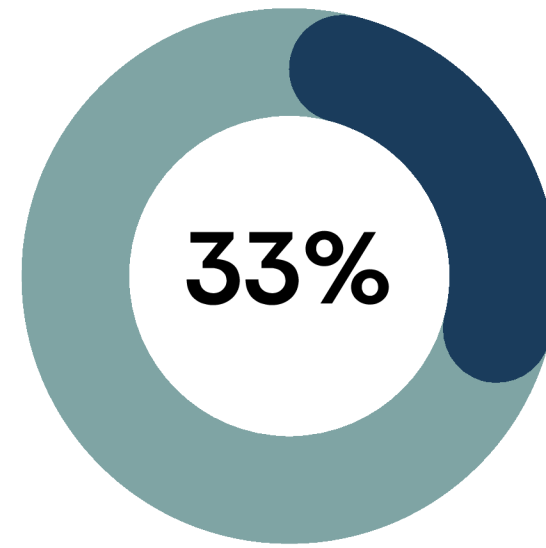
## United Kingdom & European Union

Consultations and proposals are underway for harmonized age restrictions and safer digital design.

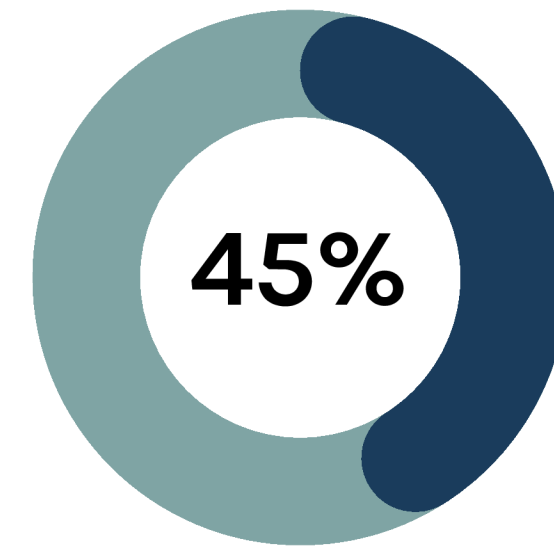
# Youth Social Media Usage Statistics



Teens (13–17) use  
social media



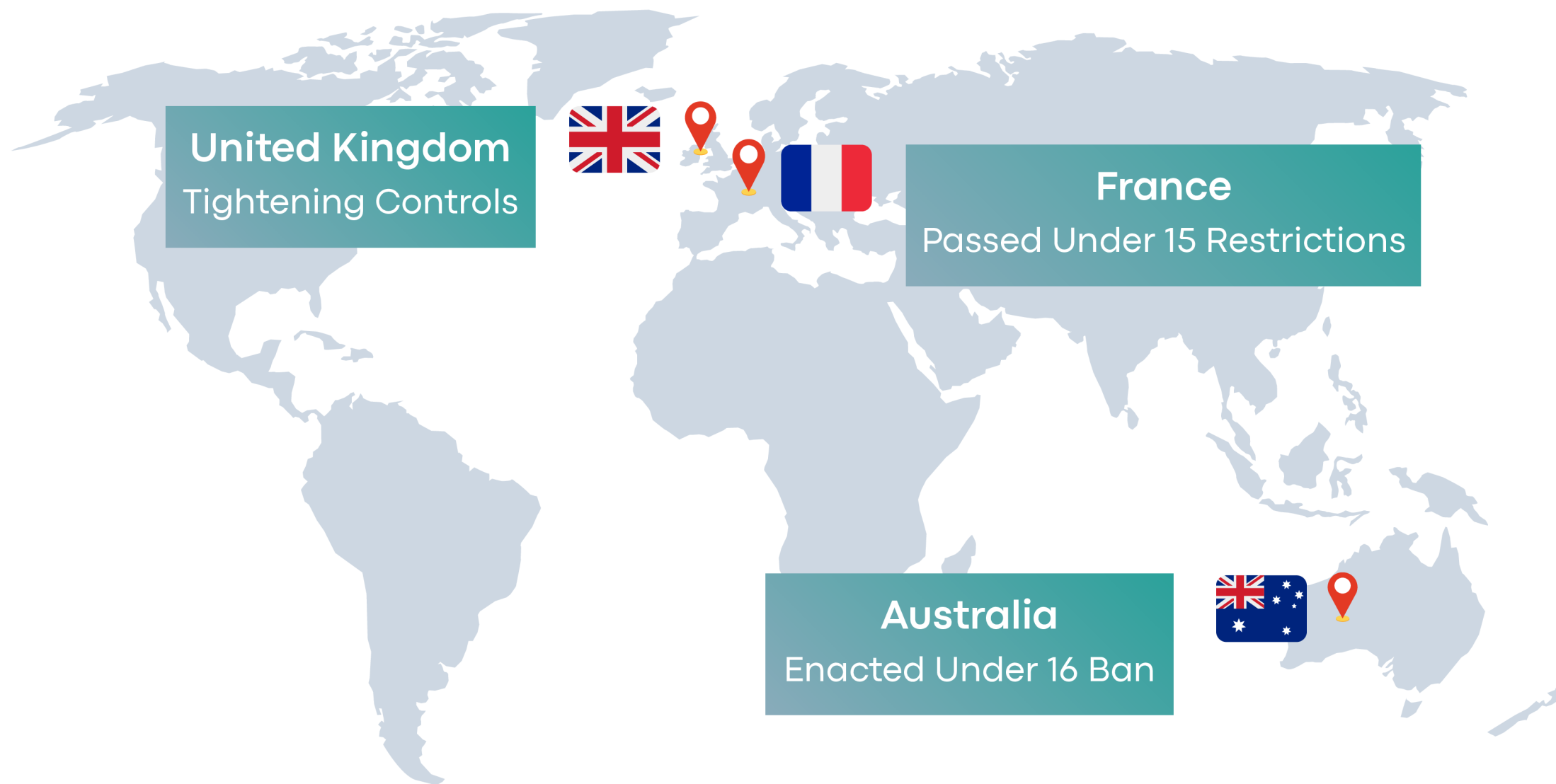
Being online  
almost constantly



Spend too much time  
on social media

**This is not a marginal issue - It affects nearly all adolescents.**

# Scale of Exposure



## The Issue

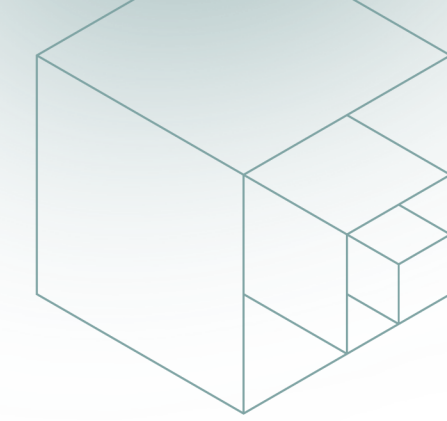
Governments are tightening regulations on youth social media access.

## Regulatory Momentum

**Australia** enacted a national under16 ban (effective 2025, significant platform penalties)

**French National Assembly** is pushing for enforcement by the start of the 2026 school year (September). Platforms must establish effective age-verification mechanisms or face significant fines.

**United Kingdom** is considering an Australia-style ban on social media for children under 16, following a January 2026 consultation announcement.

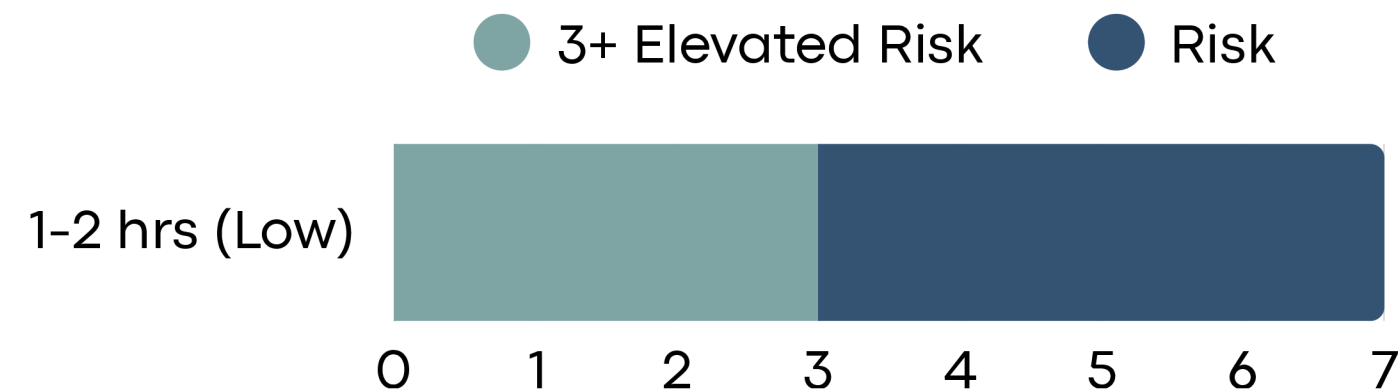


# Mental Health and Risk Indicators

## Time Spent Risk

**> 3 Hours / Day**

Higher Risk of Anxiety & Depression



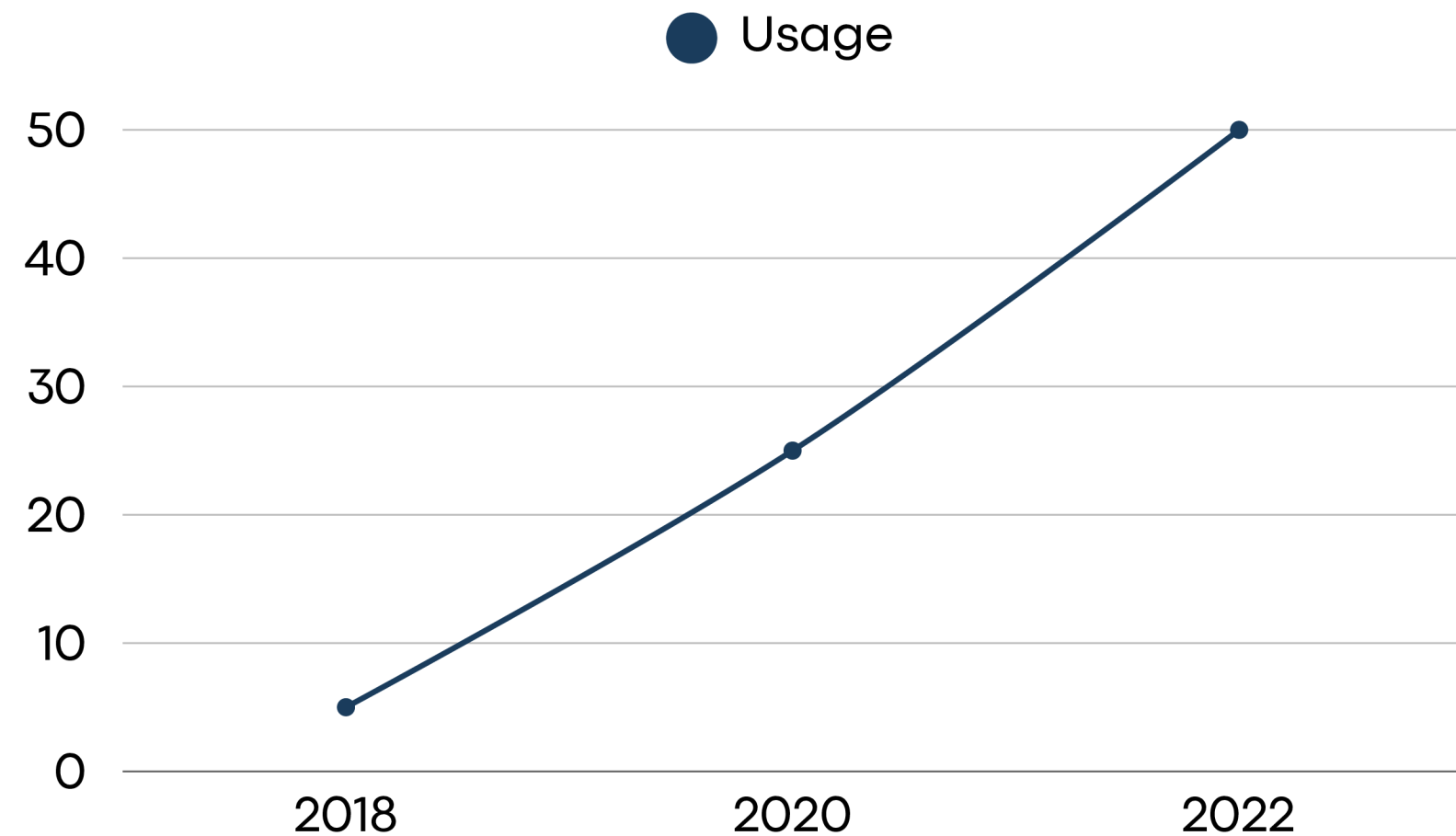
Extended daily usage correlated with elevated mental health risk indicators.



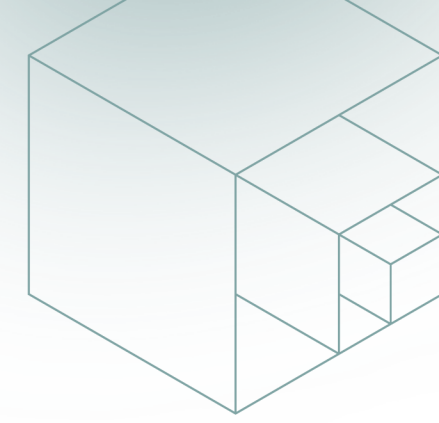
# Mental Health and Risk Indicators

## Problematic Usage Trend

**7% → 11%**  
2018-2022



**Problematic use increased ~57% over four years**

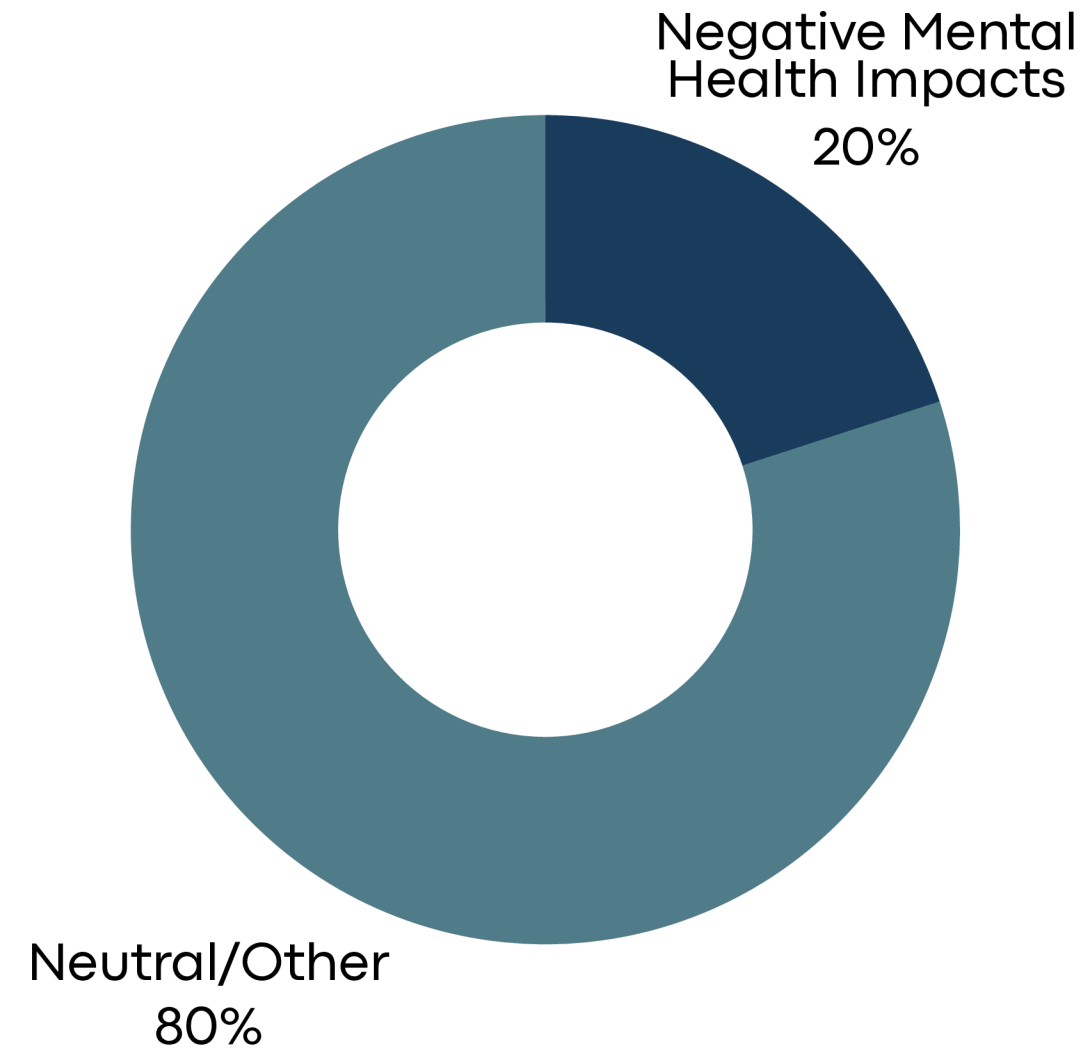


# Mental Health and Risk Indicators

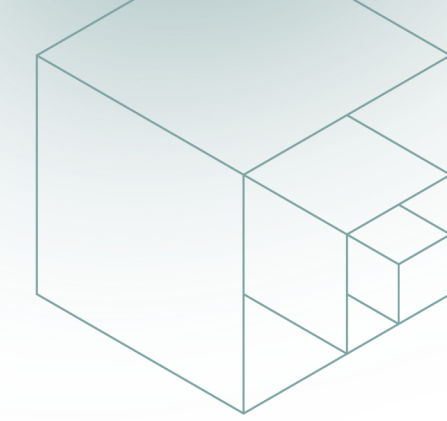
## Self-Reported Mental Impact

**19% of Teens**

Report Negative Mental Health Effects



Nearly 1 in 5 adolescents report direct psychology strain.

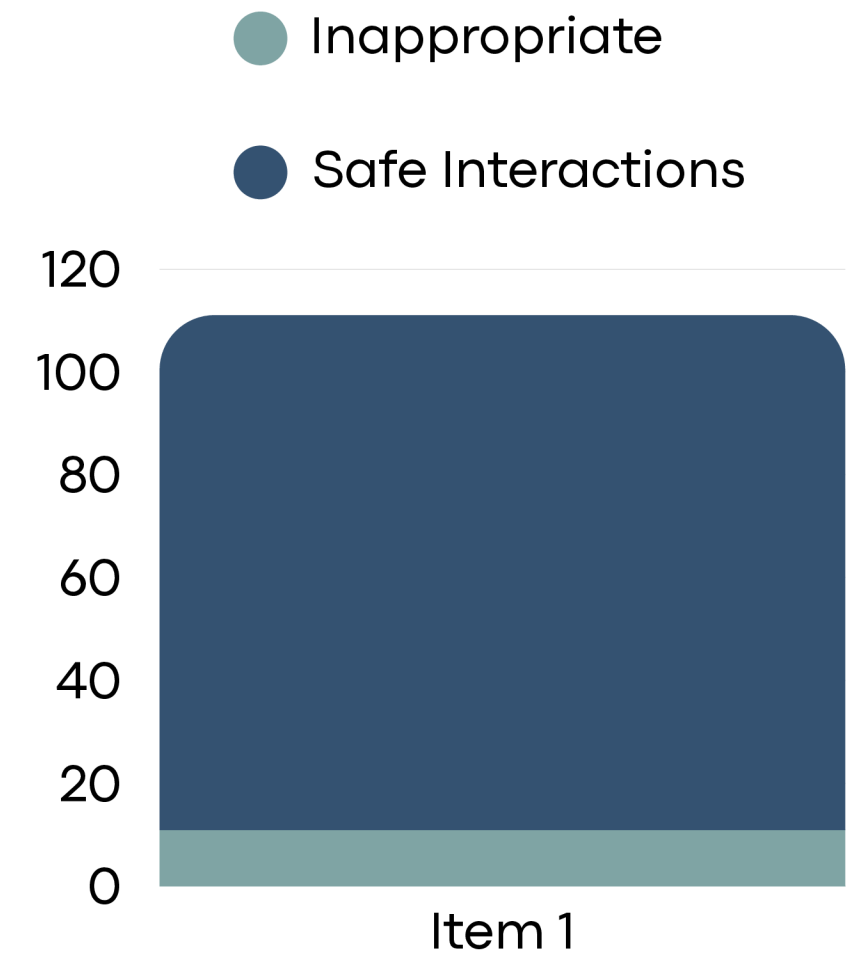


# Mental Health and Risk Indicators

## Toxic Exposure

**~11% of Youth Interactions**

Contain Toxic/ Inappropriate Content



**Content moderation gaps remain material.**

# The Policy Dilemma

## Addressing Youth Digital Safety



### Full Prohibition (Bans)

- **Strategy:** Strict age-gating or total platform bans for under 16's.
- **Pros:** Maximum risk reduction; enforcement for school.
- **Cons:** High privacy risk. Can drive users to dark web.

### Managed Access (Hybrid)

- **Strategy:** Mandated parental dashboards and time-limit default.
- **Pros:** Empowers time-limit defaults.
- **Cons:** Variable parent engagement; bypasable via "burners.

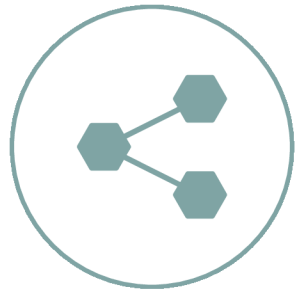
### Regulated Innovation

- **Strategy:** Safe by standards bars.
- **Pros:** Long term scalability with safe regulated youth platform.
- **Cons:** Takes time to implement.



# Identified Gaps in Current Platforms

## Addressing Youth Digital Safety



**Engagement-first algorithms**



**Insufficient educational integration**



**Limited parental oversight**



**Monetization driven by targeted advertising models**

# Introducing Zootom

Zootom is designed as a safety-first digital ecosystem for children, integrating parental transparency, AI-powered monitoring, educational tools, and age-appropriate content design.



## Zootom

### Where Kids Create & Connect

Share photos, stories and make friends safely

Preparing your creative space...

- AI-powered harmful content filtering and behavioral detection.
- Advanced parental control dashboards and usage analytics.
- Curated, age-appropriate content feeds.
- Educational integration including e-books, audiobooks, quizzes, and gamified tools.
- Responsible, child-friendly advertising model (PPC-based).

# A Safe, Structured Digital Ecosystem for Ages 6–17



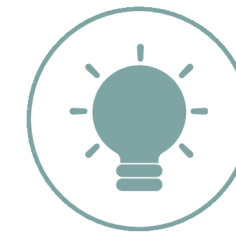
## Safety-First Architecture

- Mandatory parent video verification for all child accounts (6 - 12)
- Manual + AI-based profile and content verification
- 24/7 monitoring and advanced moderation systems
- Separate environments for kids (6 - 12) and teens (13 - 17). No cross-interaction



## Structured Digital Experience

- Educational materials & interactive learning
- E-books & audiobooks
- Gamified learning modules
- Safe social interactions within age groups
- Media sharing in monitored environment



## Engagement with Purpose

- Digital diary for daily updates
- Safe multiplayer games
- Creative content tools
- Community-driven engagement



# Business Model

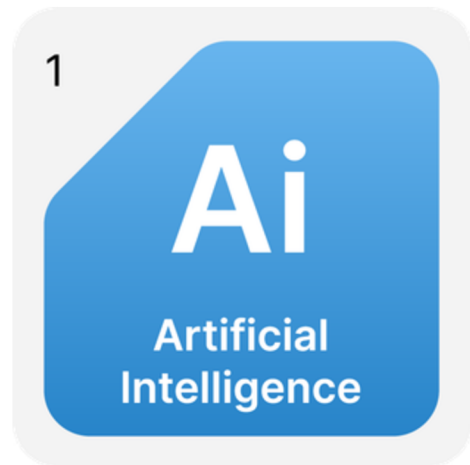
## Freemium

Delivering kids friendly ads within the platforms.

## Premium

No ads, advanced learning content, expanded games, enhanced features, digital diary.

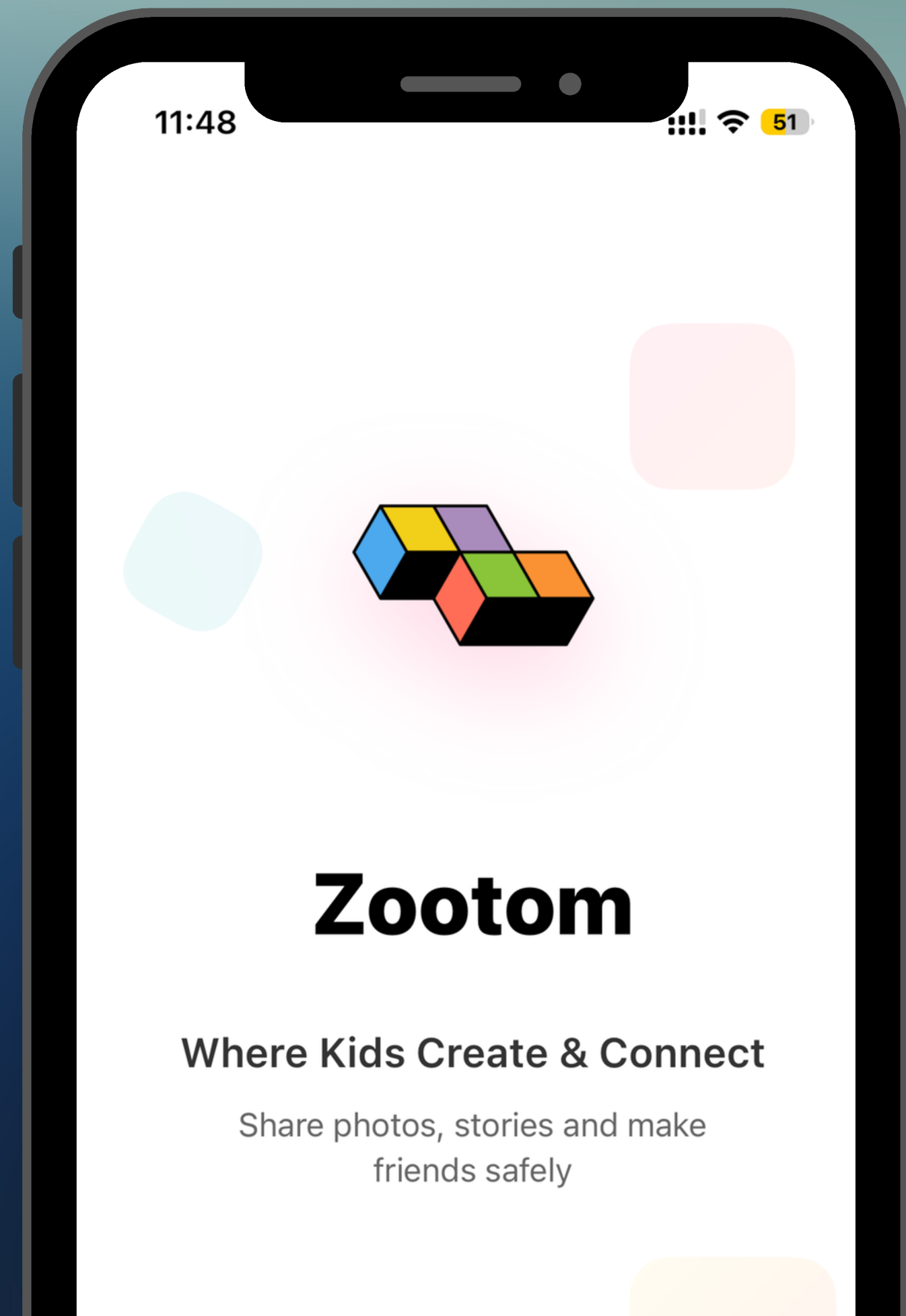
# Our Ecosystem





# Q & A Session

Building the Future of Safe Digital Childhood



## Zootom

Where Kids Create & Connect

Share photos, stories and make  
friends safely





# Thank You!



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