

YouTube's Top Kids' Influencers Announce Participation in SuperAwesome's SafeFam Program

Voluntary Program Enables Content Producers to Create Videos Safe for Kids and Empowers Parents to Assess Good Content

New York, New York -- February 12, 2018 - 1:30pm ET -- Today, at Kidscreen Summit 2018, over thirty YouTubers and five agencies announced participation in SuperAwesome's SafeFam (www.superawesome.tv/safefam) initiative. SafeFam's content certification is designed for young YouTubers and their parents to better understand and navigate the digital safety and privacy requirements of the under-13 audience on YouTube. Creators who have already signed up include DenisDaily and the rest of The Pals, SuperHeroKids, Gabe and Garrett, Grace's World, Annie Rose, Hope Marie, The Daya Daily, The Fizz Family, The Crafty Girls, Millie and Chloe, Daniela Golubeva, BananaJamana and many more.

SuperAwesome is the leading 'kidtech' company, whose technology, services and certification standards are widely used by the global kids digital media market.

The SafeFam program creates a set of standards and best practices for YouTubers who are engaged with creating content viewed by a younger audience. This program has been designed to empower content creators, and in many cases their parents as well, to better understand the digital safety and privacy requirements of the U-13 audience. SafeFam comprises three elements:

- Training on what it means to be brand-safe, kid-safe and the repercussions of not adhering to these principles.
- Content is reviewed for brand safety and appropriateness, as well as kid safety, employment laws and parental control.
- Access to SafeFam Support to help with any additional questions and updates for additional guidelines and best practices as they emerge.

If the content creators are under 16, SafeFam also educates their parents on best practices, such as filming time guidelines (maximum session time, no night-time recording etc). SafeFam is as much about protecting the influencers themselves as it is about setting a standard for the content they produce for their young audiences.

Mother of well-known YouTuber **Hope Marie and SuperHeroKids** said, "Being the parent of influencers is stressful - there's hardly any guidance on what they should be doing, or what might be seen badly by others. The guidance from SafeFam makes me confident that they are going to be safe producing content for YouTube, and not going to end up as the subject of a crazy scandal. It gives me peace of mind."

Parents of YouTuber, **The Daya Daily** stated that, “A program like SafeFam helps us make the internet safer for kids. We love that SafeFam is aimed at keeping kids safe and we love that brands that work with SuperAwesome value that too, it's important for us to know that our kids are exposed to safe content on the internet and SafeFam is guiding us to produce this type of content.”

Jamie Jo, of popular art-focused channel **BananaJamana** commented, “I've always strived to make my channel kid-friendly because I want to ensure my content is responsible and can be viewed by all ages. I'm very happy that SafeFam recognises my channel as a safe place parents and brands can trust. I will always put the safety of my younger audience first.”

Mitch Smiley Marketing Director for Wildworks (developer of the huge kids hit, **Animal Jam**) stated: “At WildWorks, we're lucky to work with many influencers who use Animal Jam for their content. With the recent news, we think it's vital that content creators have guidelines on how to make kid-appropriate videos on YouTube. That's why we've encouraged the influencers we work with to join SafeFam. SafeFam reassures us that the creators we work with understand the requirements of the kids digital ecosystem and that they continue making great kid-appropriate content.”

Lillian LeBron, Partner at Beacon Media, the largest kids media-buying agency in the US commented: "SafeFam is a fantastic initiative and one that is really needed across the YouTube ecosystem. As a platform which wasn't originally built for kids, it's critical that we establish clear content and safety guidelines for kids YouTube content. SafeFam adds integrity, brand safety and much-needed guidelines for YouTubers"

Britt Bagnall, founder of YouTube talent agency Cherry Pick Talent stated, "There are so many role models on YouTube whose young audience idolise them! We wanted to offer a program like SafeFam to teach these influencers how to consciously create safe content for their audience and be one of the good guys so parents know when their kids are spending time on their channel, they will not be subject to anything inappropriate or unsafe"

“At SuperAwesome, we are wholly committed to building kidtech that supports the growth of the digital media ecosystem for children,” said **Dylan Collins, CEO SuperAwesome**. “YouTube is a large player in that ecosystem so it is important that we create tools for the influencers of all ages, young influencers’ parents and brands who wish to engage with children on that platform. While YouTube has created the Intelligence Desk to spot inappropriate content earlier, there remains a lack of content guidance for YouTubers creating wholesome, kid-friendly content. SafeFam has two very clear goals: a) establishing clear content policies for kids content creators on YouTube and b) increasing brand safety so that these YouTubers have more revenue opportunities ”

To learn more about SafeFam certification, please visit: www.superawesome.tv/safefam.

About SuperAwesome

SuperAwesome powers the kids' digital media ecosystem.

SuperAwesome's technology is used by hundreds of brands and content-owners to safely engage with over 500M kids every month. The company has pioneered the 'kidtech' market: technology which delivers digital media functionality with a 'zero-data' design to ensure total safety for kids.

SuperAwesome was recently named the 8th fastest growing private technology company in Britain ([The Sunday Times Tech Track 100 2017](#)) as well as one of Europe's fastest growing companies ([Financial Times 1000: Europe's fastest growing companies](#)). The company was awarded a [Breakthrough Technology Award](#) at the Campaign Creative Tech Awards 2017 for REX, the world's first kid-safe programmatic ad filter.

Led by serial tech investor and entrepreneur CEO [Dylan Collins](#), the company's rapidly growing global team is headquartered in London with offices in New York, Los Angeles, Singapore and Sydney. For more information, please visit us on the [web](#), our [blog](#), [Twitter](#) or [LinkedIn](#).

Media Contact

Lacy Gallagher

Blast PR on behalf of SuperAwesome

lacy@blastpr.com

