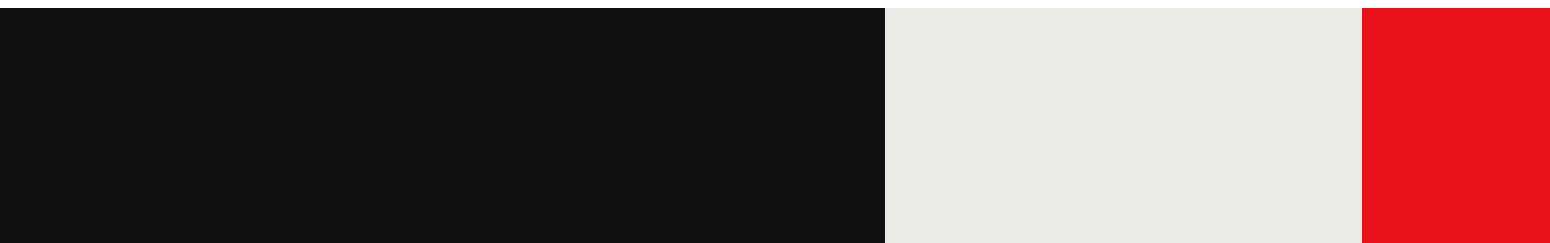# Roblox's child safety challenge: Protecting millions at scale

Article

The news: **Roblox** faces fresh scrutiny over child safety after a BBC investigation bypassed its protections even after revising its child safety protocols in November, indicating that while it has ramped up efforts, there's still more work to do. in November, indicating that while it has ramped up efforts, there's still more work to do.

The BBC successfully created fake accounts for a 15-year-old and 27-year-old and steered conversations toward off-platform, adult-focused games. Directing users out of the platform is a violation of Roblox's rules.

When asked about worried parents' concerns about the platform, Roblox CEO **David Baszucki** said, "If you're not comfortable, don't let your kids be on Roblox," per the BBC. He added that he would "trust parents to make their own decisions," which could be challenging given Roblox's immense popularity with kids.

Why it's worth watching: Roblox has come under fire for reports of its platform exposing minors to harmful content, bullying, and grooming.

Baszucki said that Roblox's safety tools, which the company is continuously updating, are capable of protecting users but noted that constant parental supervision is still necessary.

- Last month, Roblox, **Google**, **OpenAI**, and **Discord** launched **Robust Open Online Safety Tools (ROOST)**, a nonprofit focused on building free, open-source tools to fight online child exploitation.

- **Children younger than 13 are no longer able to send direct messages** (DMs) in platform chat.

- **Parents can also access their children's accounts from their own devices**, rather than from their children's devices, boosting their ability to limit screen time and monitor safety.

Growing out of proportion: Roblox might have tools and rules in place, but its immense size could make it difficult to enable protection at scale. Its active user base isn't just growing, but also getting younger.
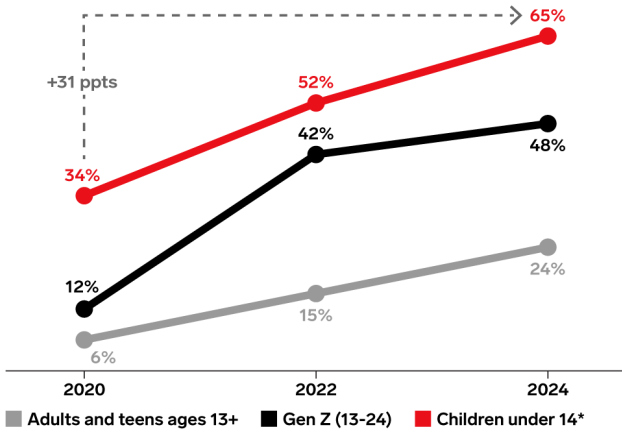
Children under 14 made up 65% of Roblox players in 2024, per CivicScience, and users skewing younger adds to the complexity of securing the over 40 million games and experiences on the gaming platform.

Our take: Roblox's evolving safety measures present a test case for trust in digital ecosystems as regulators and governments aggressively pursue child safety.

Brands should weigh the risks before joining youth-focused platforms. Having clear safety policies and actively monitoring and addressing user concerns can build trust with consumers.

Roblox Shows Strong Growth Among Children Below Age 14

Roblox player % of US population, by age, 2020-2024

+31 ppts

- **■** Adults and teens ages 13+
- **■** Gen Z (13-24)
- **■** Children under 14*

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