

Creating a Safe and Civil Metaverse

ROBLOX

Laura Higgins, Director of Community Safety and Digital Civility

Agenda

- What Is Roblox? Metaverse?
- Safety Principles on Roblox
- Future of Online Gaming

What is Roblox?

Our mission is to build a human co-experience platform that enables shared experiences among billions of users.



Roblox Metaverse



Key Metrics*

43 Million

daily active users

8+ Million*

active developers

Developers to earn
\$500 Million

in 2021

30+ Billion*

hours engaged

Millions

of experiences
on Roblox

*as of Q2 2021

ROBLOX

“A Lifeline” During Physical Distancing

Families report using Roblox as a way to stay connected with each other and to provide social experiences for kids and teens



Safety and Civility on Roblox

Behavior Pillar Highlights



Automated Chat Filter, Rules and AI-based (NLP)



Additional Privacy Chat Restrictions for Under 13 Users



Reporting System for Players



User Ability to Block Other Players



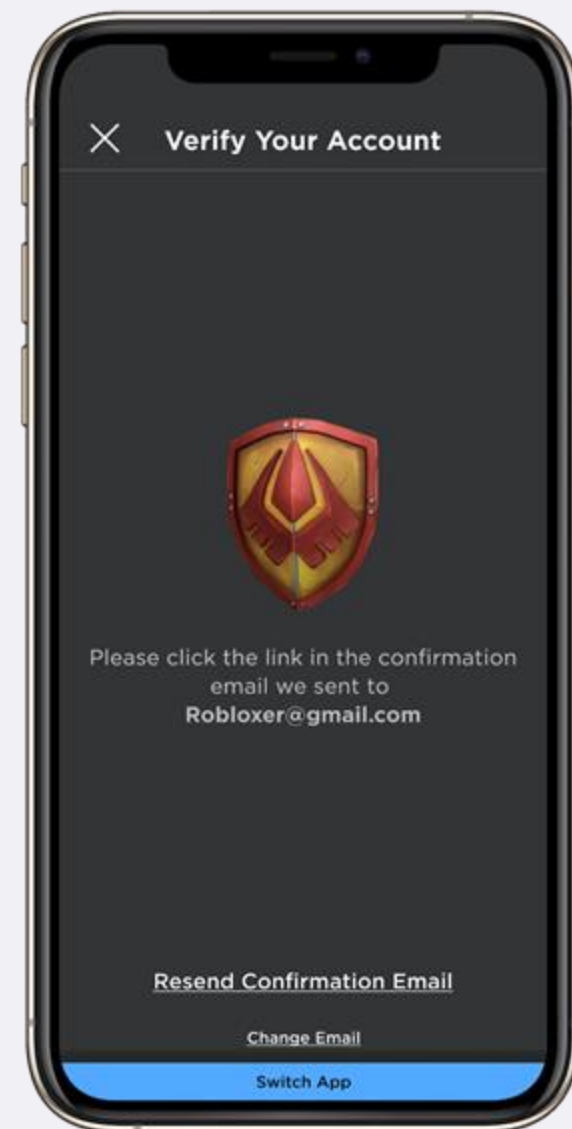
Content Pillar Highlights



- Multi-layered approach to content safety at both the asset-level (image, video, etc) and published experiences
- Automated review utilizes AI and rules-based labeling
- Human Moderator Review of Every Image, Video, Audio, 3D meshes at upload – over 3,000 trust & safety agents

Account Integrity Pillar Highlights

- Ensure that all actions taken are done by real, verified users
- Parental Controls
- Email and Phone Verification for accounts
- Safety measures to prevent unauthorized purchases (i.e. not storing billing info, warnings displayed)



Digital Civility Initiative

- Launched in **2019**
- Led by a safety expert with over two decades of experience in online safety and safeguarding
- **Mission:** Empowering kids, teens, parents, and caregivers with the skills and confidence to create positive, healthy shared online experiences



Research: Demystifying Teens Online Interactions

- Today: New research shared in partnership with *Internet Matters* to help support parents and carers and ensure young people have a safe and fulfilling experience online.
- **Key Findings** (19 teens interviewed across several days this August)
 - The internet has allowed them to become '*a completely new person*' and to create '*strong friendships*' which '*bring out the best*' in them
 - Teen gamers feel most confident and free to express themselves; they feel gaming communities provide a space for them 'to be themselves', as they could identify others with similar interests
 - Teens are reassuringly very cautious about unwanted contact and of people who don't 'appear genuine'
 - Want their parents to be more involved and understand their online lives
 - Fear of judgement can be a barrier to creativity
 - Challenge includes setting time limits and finding balance

Safety Partnerships

Compliance (Privacy)

kidSAFE - COPPA privacy auditing of how we work

Broad Based Organizations

Family Online Safety Institute (FOSI)¹

Fair Play Alliance (FPA) - Sharing our best practice esp. with young audiences

WePROTECT Global Alliance

Industry

Technology Coalition²

Internet Watch Foundation (IWF)

Safety

U.K. Safer Internet Centre

Net Aware / NSPCC - Coordinate Safety activity in the U.K

ConnectSafely.org - Digital safety, privacy, and security education

E-Enfance & Net Ecoute – France Safety Partner

Unterhaltungssoftware Selbstkontrolle (USK) – Germany Safety Partner

Government & Law Enforcement

Five Country Ministerial (FCM) Voluntary Safety principles (U.S., U.K., Canada, Australia, New Zealand)

Australian eSafety Commission - Registered as a Tier 1 vendor (48-hour SLA on abuse reports)

U.S. National Center for Missing and Exploited Children (NCMEC)

National Law Enforcement - **DOJ, FBI, NCA**

Reporting to safety agencies and law enforcement



¹ Tami Bhaumik – Board Member

² Remy Malan – Vice President 2019-2020, Chair of Board 2021-

THANK YOU!

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