



PROTECTION OF MINORS

Keeping them safe from digital harms

EPRA Conference
16 October 2026, Dublin

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European Audiovisual Observatory



FROM TRADITIONAL...

TV

VOD

...TO DIGITAL INTERACTIVE SERVICES

VSPs

Social
media

AI

Video
games

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...TO DIGITAL INTERACTIVE SERVICES

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REGULATION

EU legislation

AVMSD: TV, VOD, VSPs



DSA: platforms, VLOPs



AI Act: GPAI, generative models



GDPR: data, privacy



UCPD: commercial practices,
protection of minors



Self-regulation

PEGI: video games



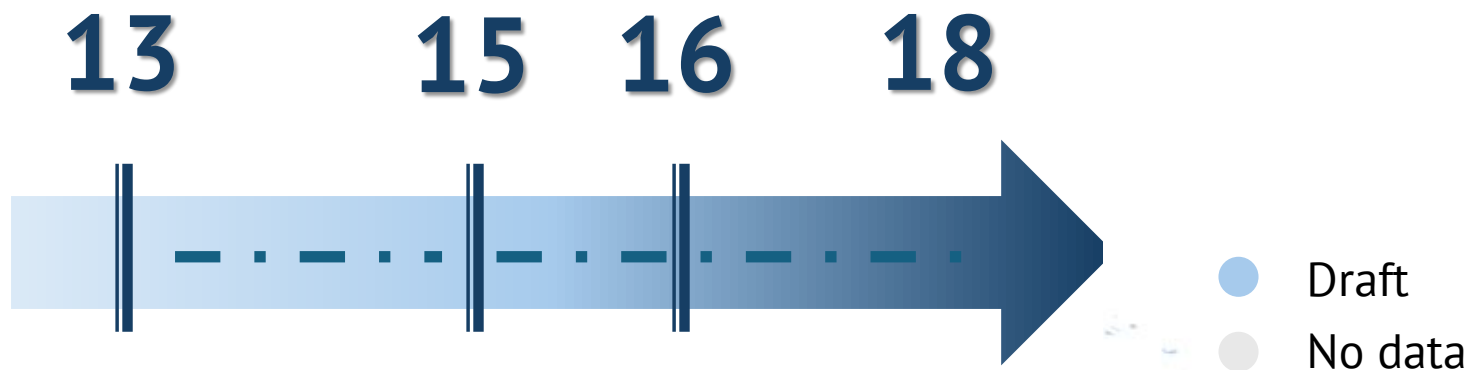
Advertising SROs: ACCs



REGULATING SOCIAL MEDIA at national level

In the **EU**, proposed measures span from **13** to **16 years old**.

Outside the EU, proposals go up to **18 years old**.



AUSTRALIA

First country to impose a ban on social media services for minors.



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Timeline

Online safety amendment act passed at the end of 2024 but 1 year before it went into effect in December 2025

Rule

Mandatory minimum age of 16 for accounts on certain social media platforms. Parental consent does not override the restriction

Exclusions

Standalone messaging apps, online gaming, educational tools and mental health services

FRANCE

After its adoption, the French proposal was rejected by the Constitutional Council.

National law

Adoption of a law imposing a broad ban on all social network services online provided by a platform

European Commission

Formal opinion from the European Commission, stating that it overlapped with the DSA

Constitutional Council

Referral to the Constitutional Council by more than sixty Members of Parliament



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UNITED KINGDOM

*The UK government will ban social media for **under-16s**, with further restrictions of certain harmful features for under 18s.*

Targets

Major user-to-user social platforms with algorithmic recommendations (e.g. TikTok, Instagram, Facebook, Snapchat, YouTube, X)

Exclusions

Pure messaging services (e.g. WhatsApp, Signal) and dedicated educational or news platforms

Video games

Explicitly exempted from an outright ban, but gaming platforms will be subject to strict feature restrictions

Timeline

Planned implementation for Spring 2027



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REGULATING SOCIAL MEDIA at EU level

July 2026

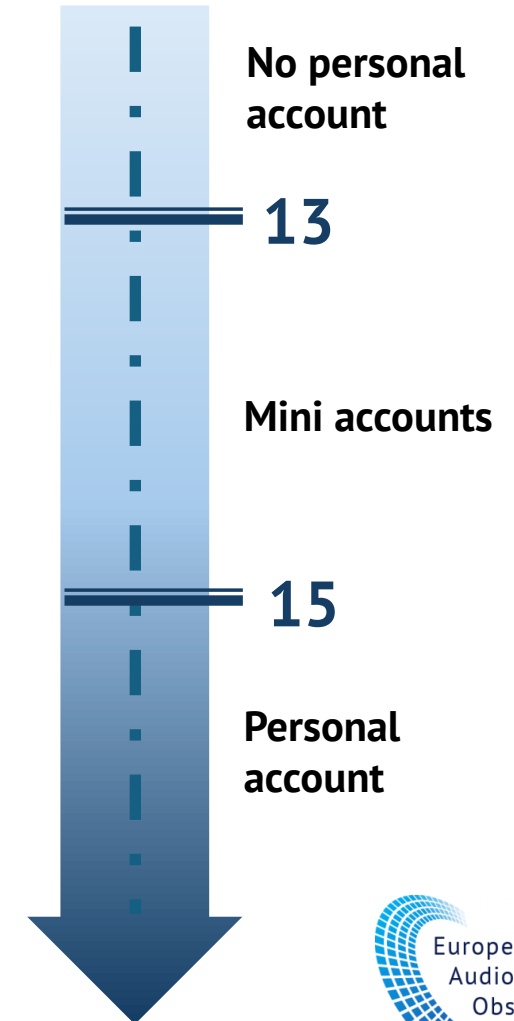
Special Panel on Child Safety Online Report

September 2026

EU KIDS Act Proposal

Scope

Social media, online gaming, AI chatbots
and companions



TOOLBOX

A holistic approach

Funding
media literacy
initiatives

Resources

Platform
responsibili-
-ty

Safety
by design

Age
verification

Privacy

PROTECTING
MINORS



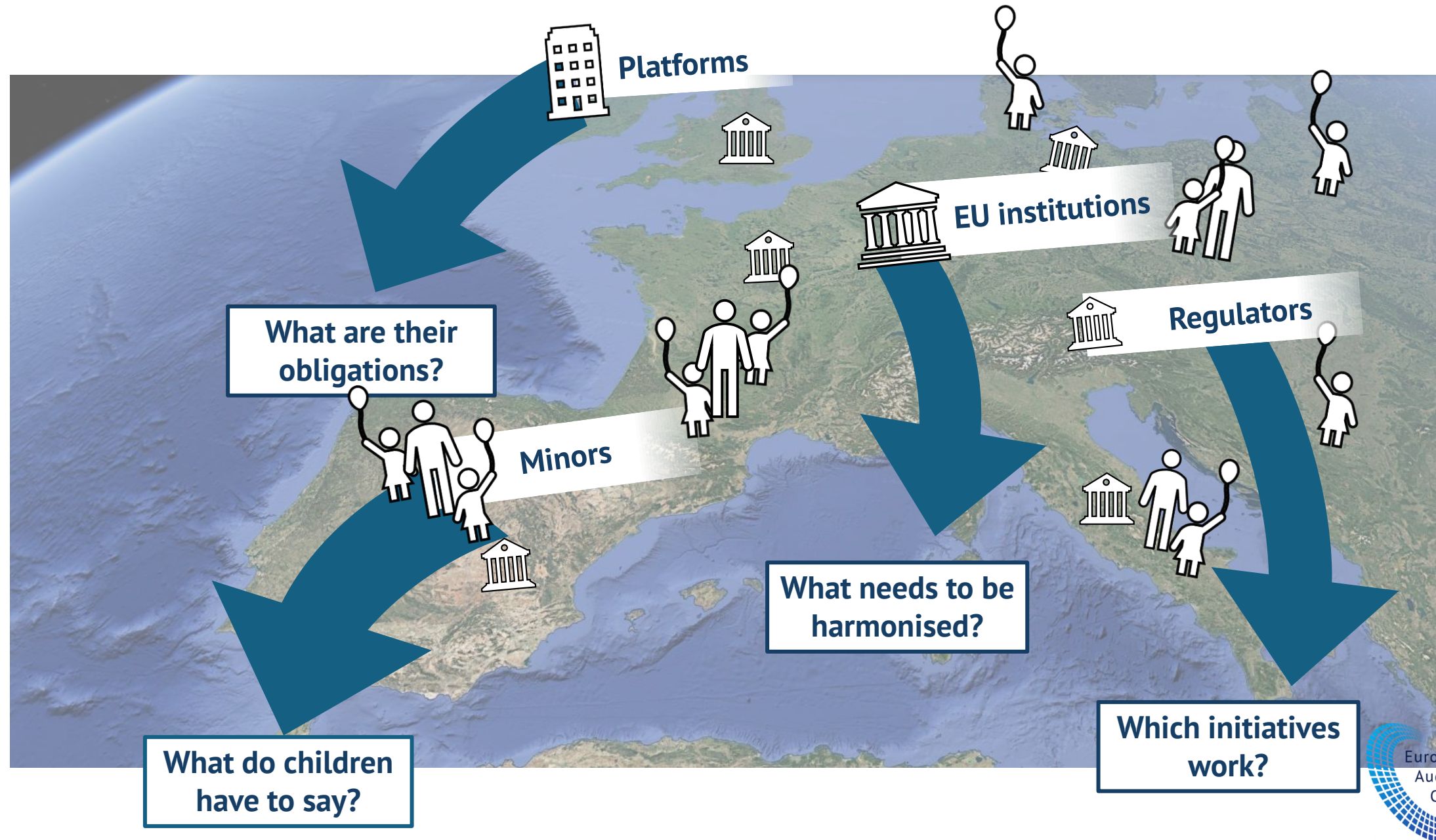
Media
literacy for
parents/
guardians

Support
and guidance

Media
literacy for
minors

Protection and
preparation







Thank you!

Questions at:
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