FamiSafe 2024 Report

Challenges and Responses to Digital Security:
FamiSafe Annual Review and Outlook

10,000+users' interview, reflect the wisdom of parents worldwide and provide our outlook on the future of digital education.
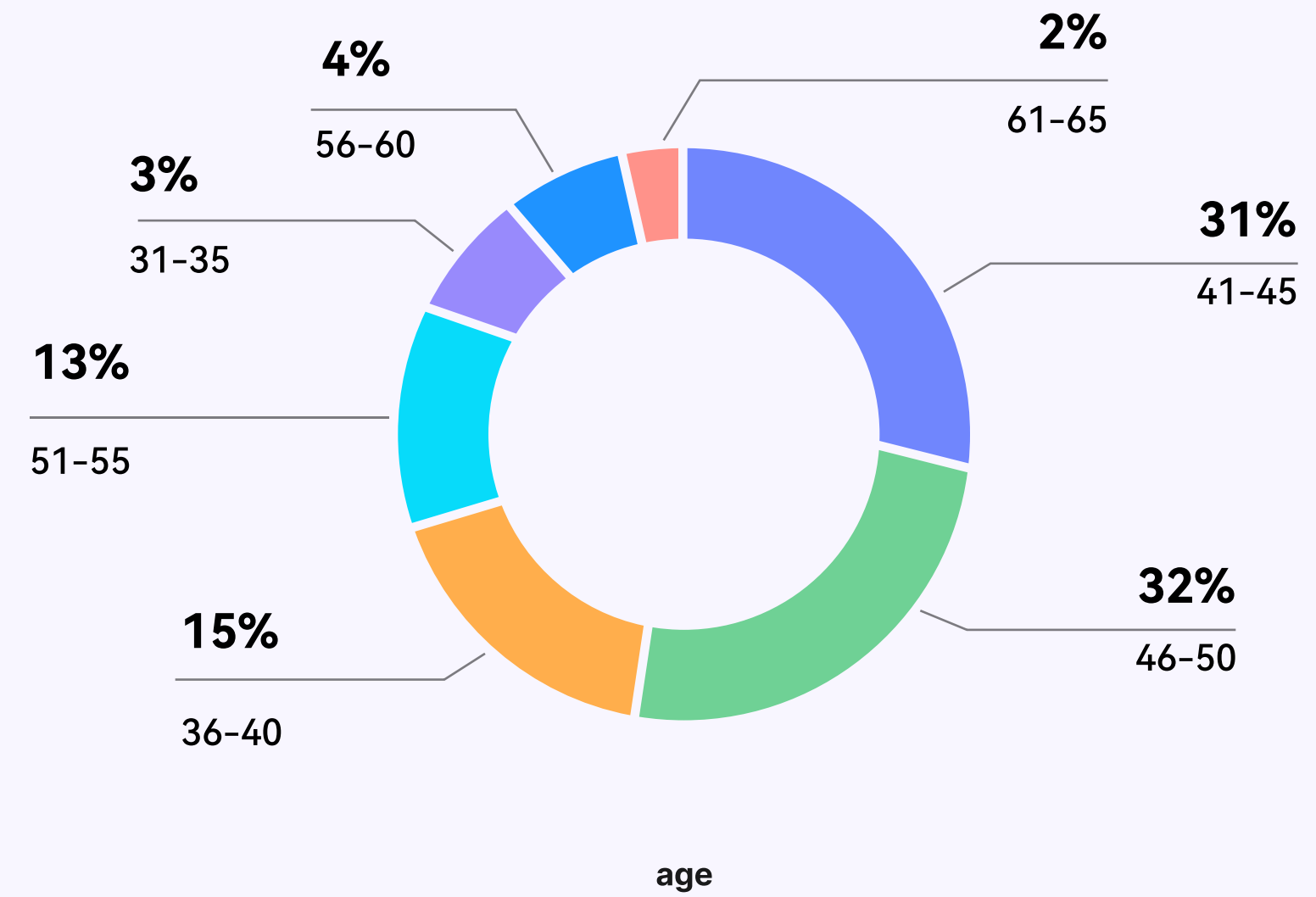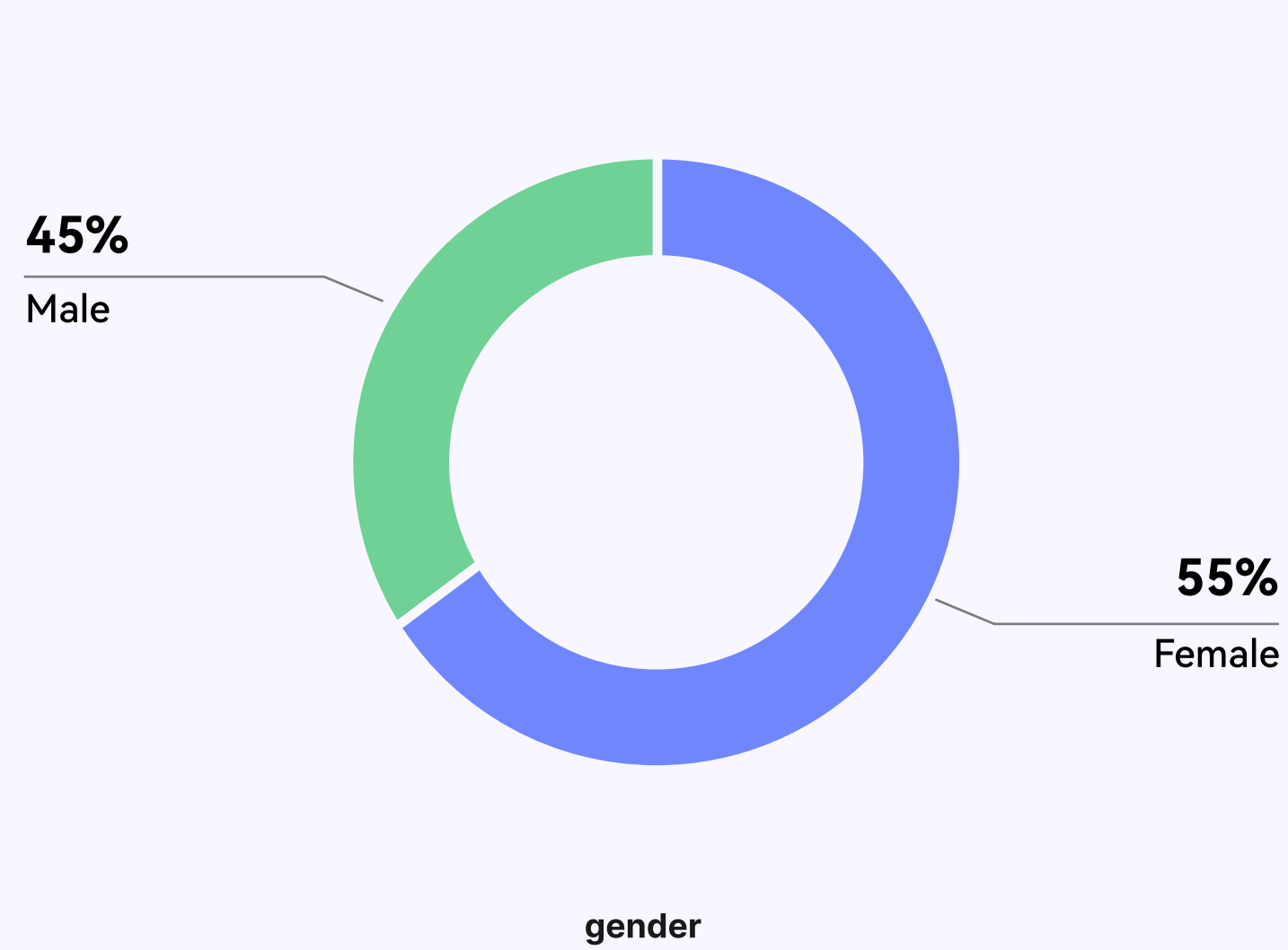
In this report

Introduction

  This is our first precious meeting with you in the last six years and marks the release of our first report. To achieve this, **we have invited over 10,000 FamiSafe users and their children worldwide for in-depth interviews during this summer vacation.** This report provides insights into children's current behavior habits and brings together our anxieties, educational thoughts, and valuable suggestions. Finally, we have obtained a helpful guide on how families can use technology to support education in this digital age. **Actively using monitoring tools is an efficient way to protect children from potential dangers in the digital world. However, parental care and companionship are the most effective ways to safeguard children's healthy growth.**

  The report is divided into four parts: the first chapter is an introduction to the current digital world and the background of this report. The second report summarizes common concerns among parents, including contentious battles over screen time, sexually explicit content, and cyberbullying; the third chapter is an actual usage data report for parents and children, reflecting the wisdom of parents worldwide; and the four chapter is a conclusion, providing our outlook on the future of digital education.

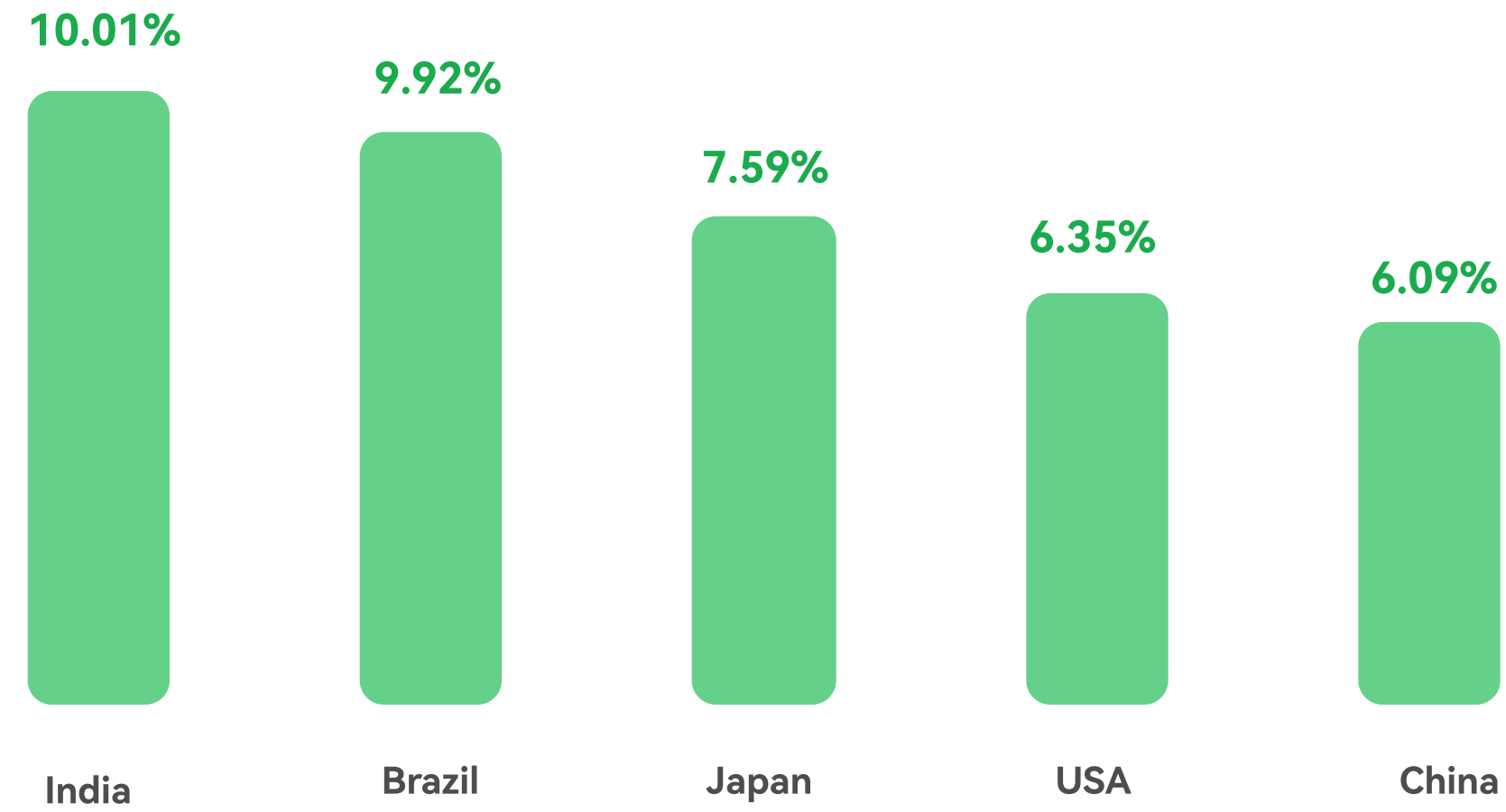# the User Profile of FamiSafe's Parental Control App by 2024.

45%
Male

55%
Female

gender

4%
56-60

2%
61-65

3%
31-35

31%
41-45

13%
51-55

32%
46-50

15%
36-40

age

From Birth to Integration

Generative AI in 2024

The digital world is constantly evolving and is nothing short of exhilarating. With the ever-growing popularity and advancements in artificial intelligence technology, the era of interconnectivity has finally arrived.

In the first half of 2024, artificial intelligence experienced explosive growth in technology, with generative AI technology remaining highly sought after, providing various services to online users. **In 2023 alone, the top 50 AI tools globally generated over 24 billion visits, with an average of 2 billion monthly visits. ChatGPT had the highest usage and popularity, contributing 14.6 billion trips, accounting for over 60% of the total.** (Source: Writerbuddy) It is ubiquitous in enterprises, education, and personal learning and life. At the same time, more and more AI virtual technology, AI creation, AI image beautification tools, and text-to-image technology are gaining attention. **The growth of AI tools is expected to increase by nearly 40% annually from 2023 to 2030. It can be said that those who do not use AI technology will be eliminated by the times.**

Chatgpt's Traffic Share by Top Five Countries （Source：SimilarWeb)

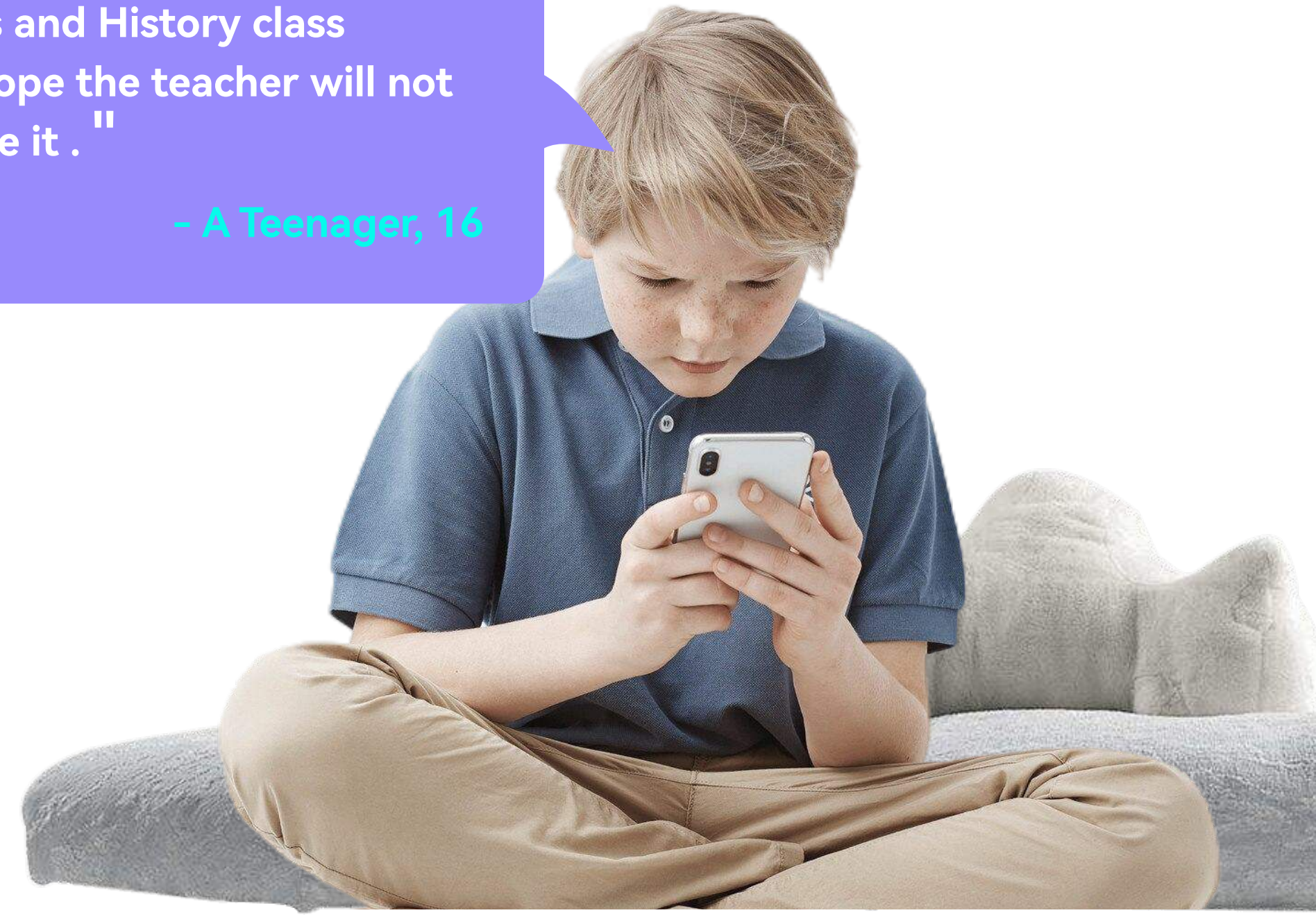| Country	Share
India	10.01%
Brazil	9.92%
Japan	7.59%
USA	6.35%
China	6.09%

The Top 5 Most Popular AI Software Globally in the First Half of 2024
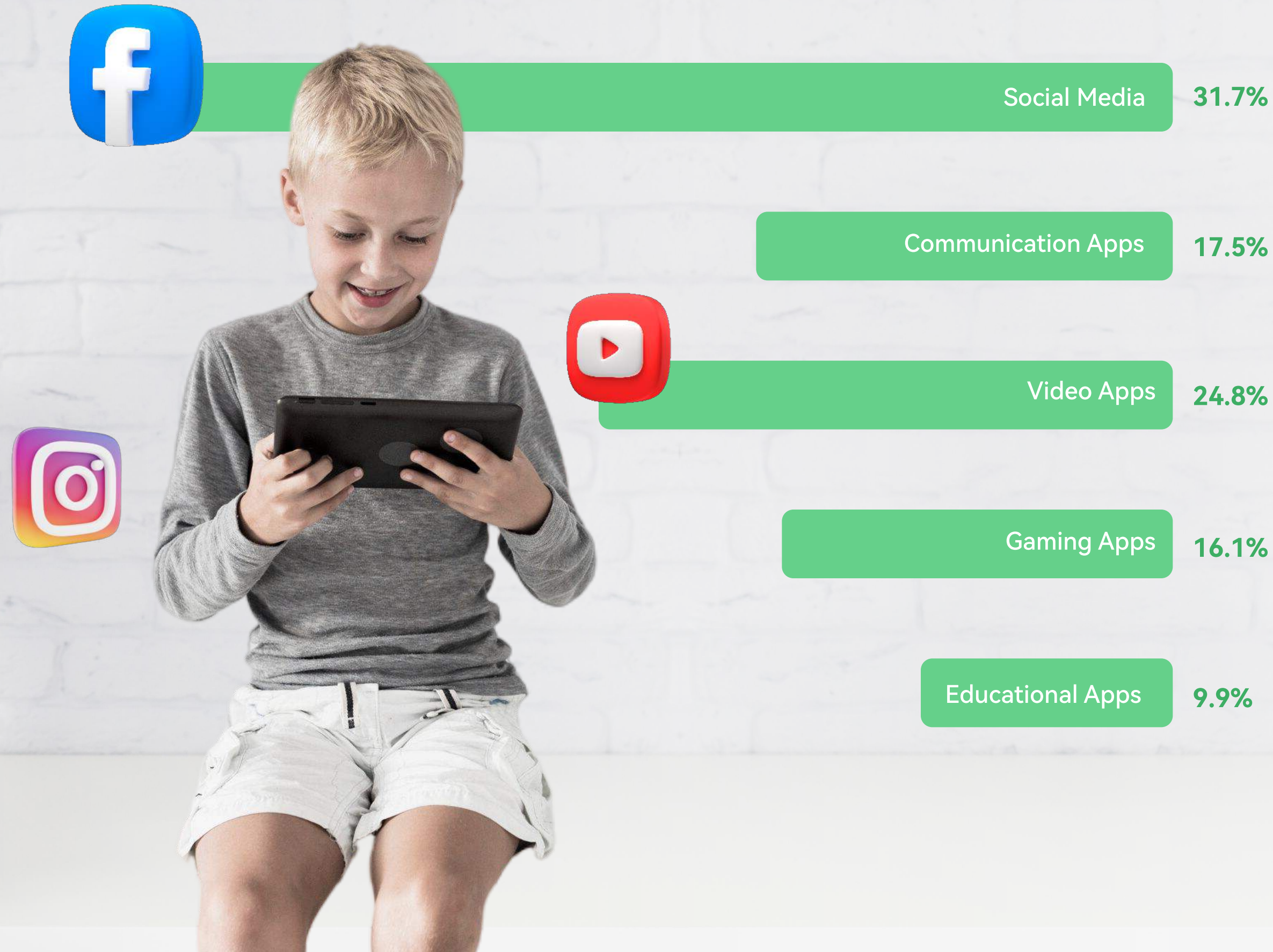
" I love to use ChatGpt, especially in Language Arts and History class homework, I hope the teacher will not forbid us to use it . "

– A Teenager, 16

Global Children's Mobile App Usage Type Distribution Chart.

Social Media — **31.7%**

Communication Apps — **17.5%**

Video Apps — **24.8%**

Gaming Apps — **16.1%**

Educational Apps — **9.9%**

Online and Offline Connection

Today, online and offline connections are inseparable as a gateway to opportunities and an unseen abyss. **The millennial generation's children are born into the era of the internet explosion, being the "natives" of the mobile internet age**. Tablet computers are also commonly found in households, **with at least one dedicated for children's use in 75% of European and American families**. Stanford Medicine's research reveals that 25% of children own their first smartphone by the average age of 10.7.
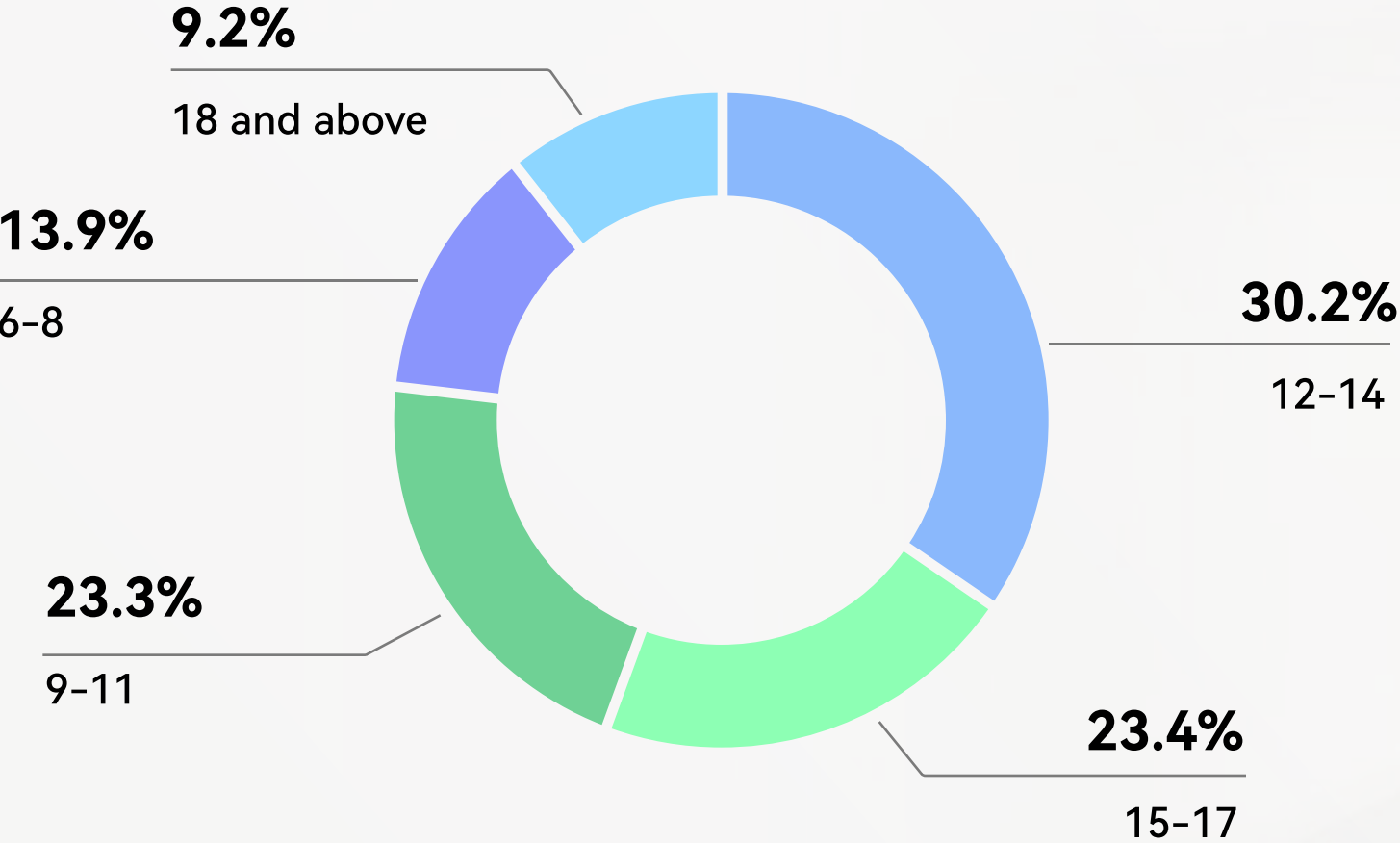
Consequently, **the average screen time for smart devices among global children reaches 4-5 hour per day, a staggering figure.** Children's internet use frequency is nearly as high as that of adults, and it is hard to fathom the amount of information they are exposed to daily.

The First Smartphone and Tech Free

> " I think kids deserve to have their own smartphones in today's society, but we can't just leave them to it. Even adults struggle to control themselves, so how can we expect kids to do it? "
>
> — A 45-year-old parent

At what age do you think a child can get their first smartphone?

- **9.2%** 18 and above
- **13.9%** 6–8
- **30.2%** 12–14
- **23.3%** 9–11
- **23.4%** 15–17

In our survey, **30.2% parents believe that a child could get a smartphone from the age of 12, and only 9.2% believe that they can get a phone after the age of 18. Giving children their own personal devices is in line with the trend of the times**. Before giving children their own smartphone, it is important to discuss the following questions with them:

Why do you need a smartphone and how do you plan to use it?	What are the rules for phone usage at school and how do you plan to use your phone there?
How much time will you spend on your phone each day?	What activities did you enjoy before having a phone and how will you continue to enjoy them?
Will you have designated phone-free time?	What consequences do you anticipate if your phone is lost?

To help Keep your kids online safe, have you ever done the following for them ?

81% Removed devices before bed time

42% Check your kid's website browsing history

34% Followed your kid's Social Media

19% Regular Science Programs Focused on Internet Risks
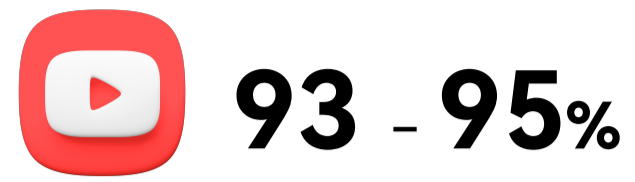
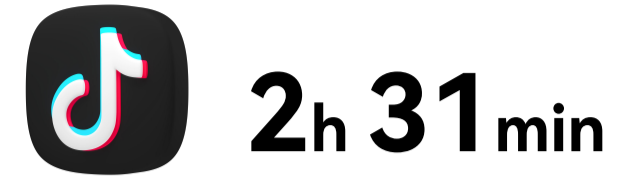**7%** Regular Discussions with Children about their Online Experiences
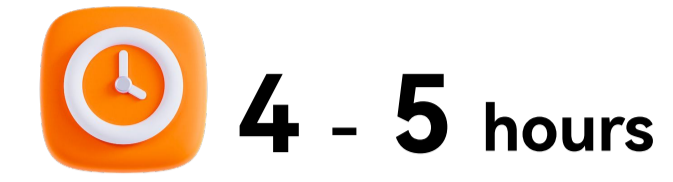
Apps Use in 2024

This annual report summarizes the mobile software usage data among children worldwide during July,2023-July,2024, including the types of software on personal devices and the top five most popular software.(Source : "Teens, Social Media and Technology 2023 " , FamiSafe)
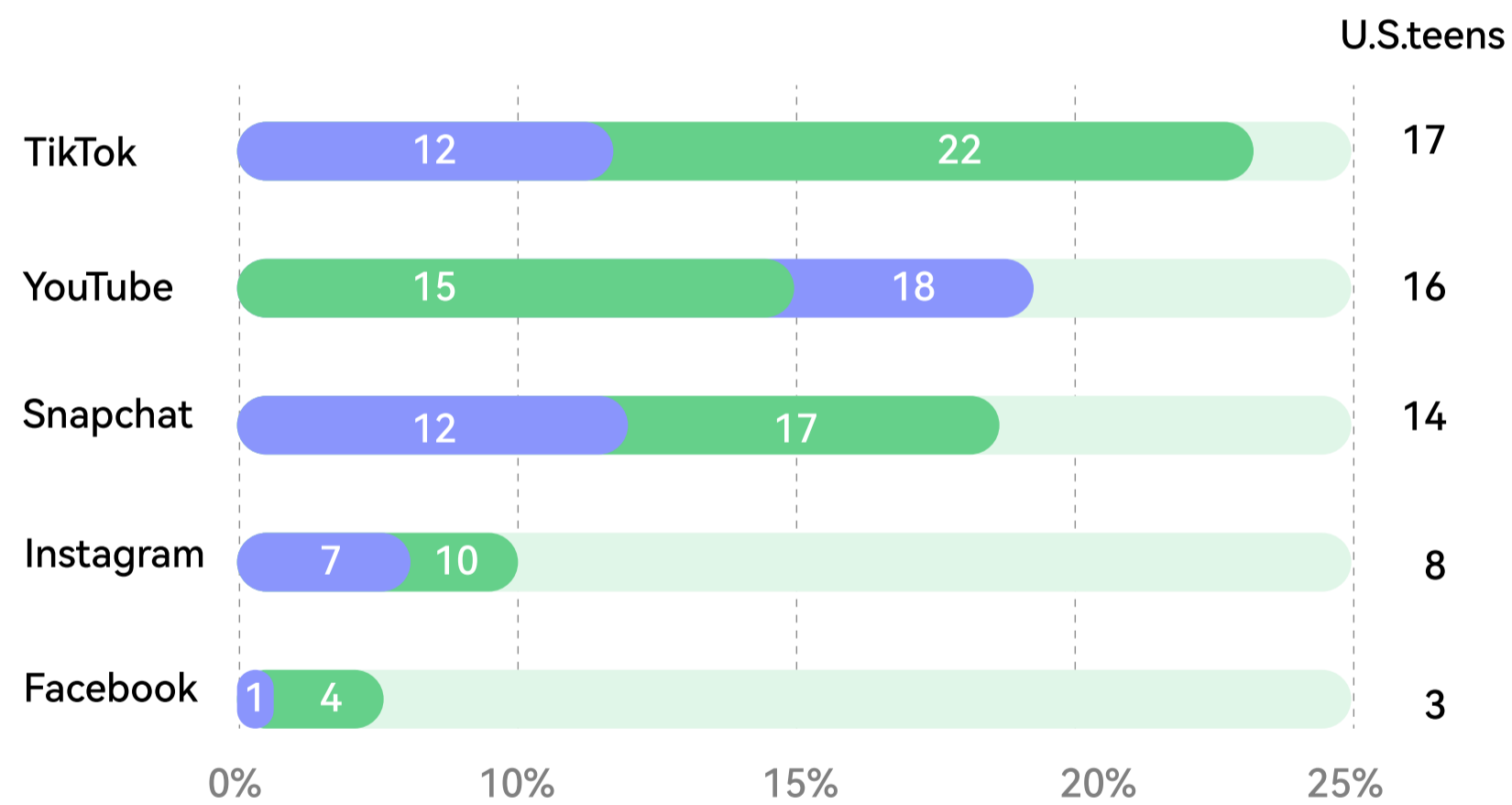
93 - 95%

the Top Five favorite apps among teens worldwide :**YouTube、TikTok、Instagram、Snapchat、Facebook. At least 93-95% have used YouTube**.
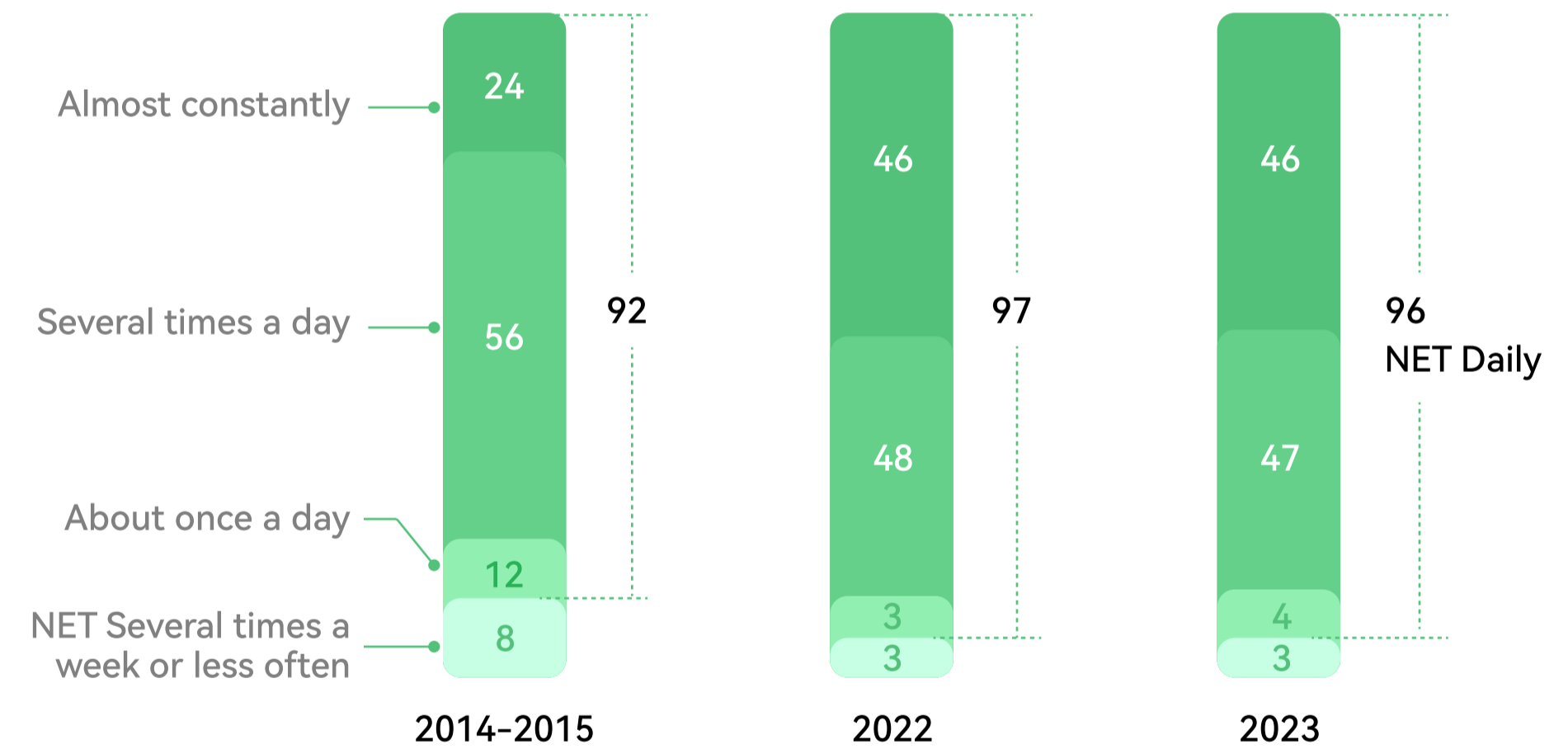
2h 31min

TikTok quickly took over the teen market, ranking first among social media apps with an average usage time of 2h 31 minutes, followed by YouTube

4 - 5 hours

Screen time for smart devices among global children reaches 4-5 hour per day.

U.S.teens

TikTok	12 / 22	17
YouTube	15 / 18	16
Snapchat	12 / 17	14
Instagram	7 / 10	8
Facebook	1 / 4	3

0%   10%   15%   20%   25%

Teen girls spend more time on TikTok than teen boys, while boys spend more time on YouTube.

Almost constantly — 24 / 46 / 46

Several times a day — 56 / 48 / 47 — 92 / 97 / 96 NET Daily

About once a day — 12 / 3 / 4

NET Several times a week or less often — 8 / 3 / 3

2014-2015   2022   2023

The share of teenagers who claim to be online 'almost constantly' has roughly doubled since 2014-2015.Consequently, their online risks are unimaginable for our generation.

The Digital Dilemma and Freedom

Parents' Common Concerns

Behind parents' vital control needs, there is anxiety about children developing bad habits, helplessness towards the complex online environment, and concerns about offline safety risks for their children.

" As an adult, I know how harmful smartphones can be, and I dare say that adults are easily addicted to them, let alone children"
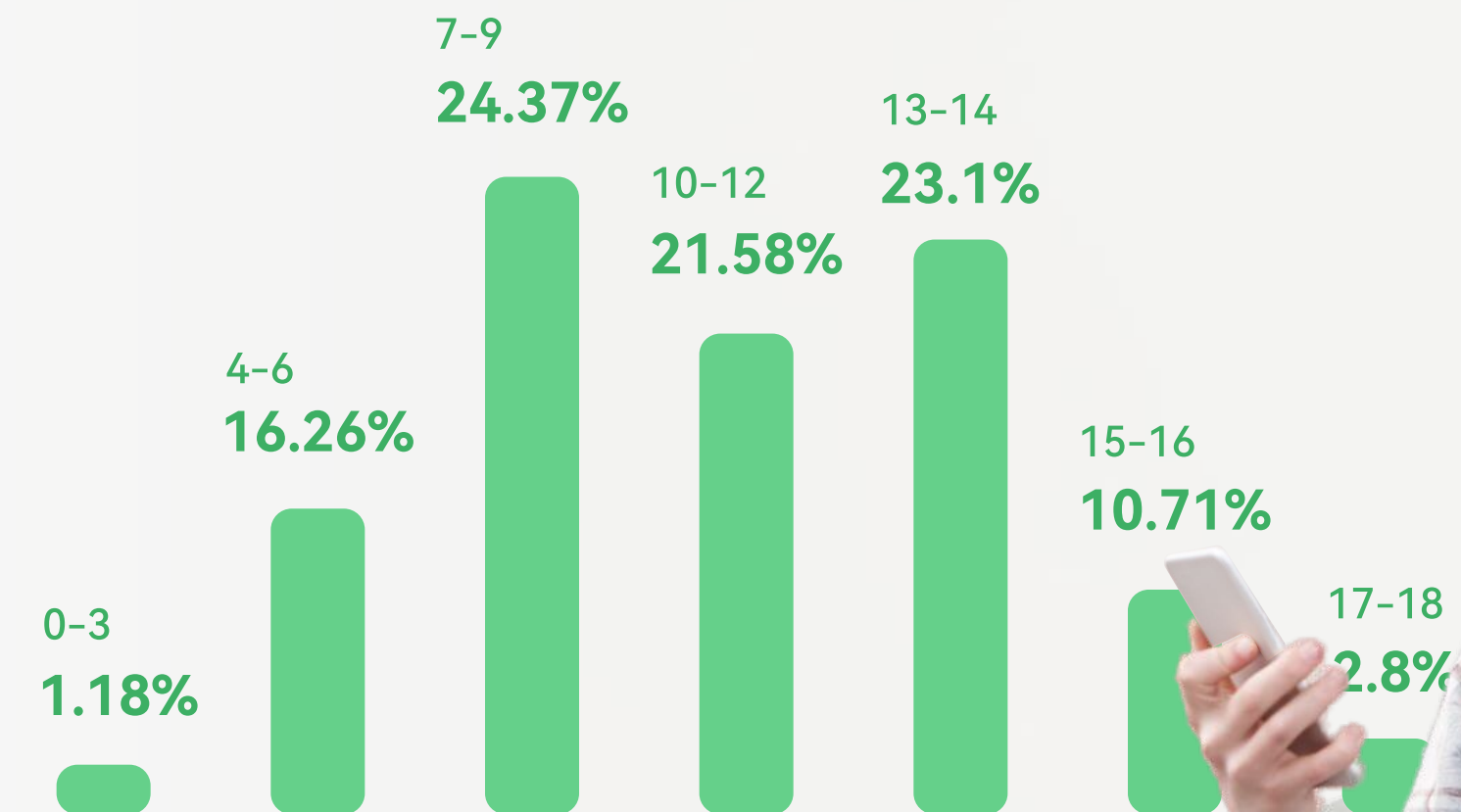
– A 45-year-old parent, France

" I fight with my parents every day! Because they won't let me play on my phone. It's not fair! They get to use their phones every day, so why can't I? "

– A 13-year-old teenager，America

Among the dangers posed by online networks, early exposure to pornography is the primary concern for parents, followed by the adverse effects of excessive internet use, such as cyberbullying, internet addiction, vision deterioration, and poor sleep. According to surveys, **51% of American teenagers claim to have a high likelihood of encountering pornography while online**. In the UK, **approximately 21.5% of 10-year-old children are addicted to social media for at least 1.5 hour every night**, equivalent to one sleepless night per week. Research from the American Journal of Psychiatry indicates that **teenagers who spend more than 3 hour browsing social media platforms daily are more prone to mental health issues such as depression, anxiety, aggression, and antisocial behavior**.

At what age do you think parents should start using children's device control products?

Age	Percentage
0–3	1.18%
4–6	16.26%
7–9	24.37%
10–12	21.58%
13–14	23.1%
15–16	10.71%
17–18	2.8%

Most participants believe that parents should start using children's device control products when their children are between the ages of 7–9, with a percentage of 24.37%. The next highest age group is 10–12 years old, with a rate of 21.58%.
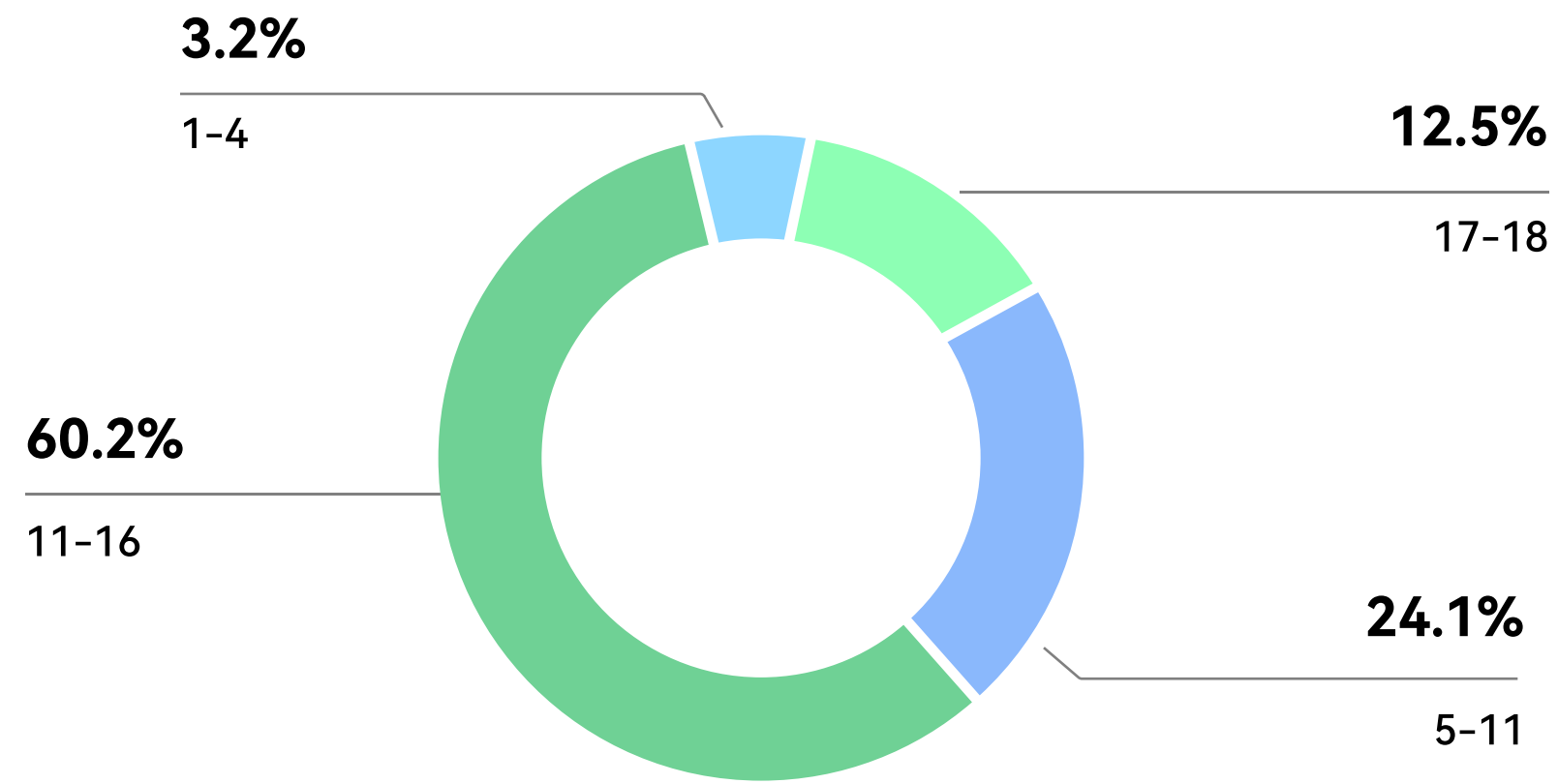
A Click Away: Access to Obscenity

Just a simple click on a link can stumble upon inappropriate pornography. In this highly digitalized era, accessing pornography has become easy to hide. A decade ago, we could only sneak a peek at pornographic magazines hidden under the bed or secretly play DVDs when our parents were not at home. Nowadays, children only need to swipe their phone screens to access inappropriate content easily.

According to a survey in the UK, **1 in 4 teenagers aged 16-21 have been exposed to pornography since primary school, and by the age of 13, 60% of children have encountered pornographic content. Among them, 38% of children said they accidentally stumbled upon pornographic content.** For example, Joanne Schneider's son accidentally entered a pornographic website when he was eight years old after searching for a dirty word he heard at school on a search engine. Meanwhile, **a survey of over 1,300 American teenagers aged 13 to 17 showed that the average age of exposure to online pornography in the US is 12 years old**. Even when parents see these alarming statistics, many still stubbornly believe it has nothing to do with their children.

At What Age do Children Begin to Be Exposed to Pornography ?

3.2%
1–4

12.5%
17–18

60.2%
11–16

24.1%
5–11

Close to Home: The Menace of Cyberbullying

The digital world is like a rabbit hole, which may lead to either light or darkness. A child's innocent online browsing may expose them to cyberbullying, privacy breaches, fake news, online crimes, and more. To address this issue, **in the first half of 2024, we launched an online campaign called "Say N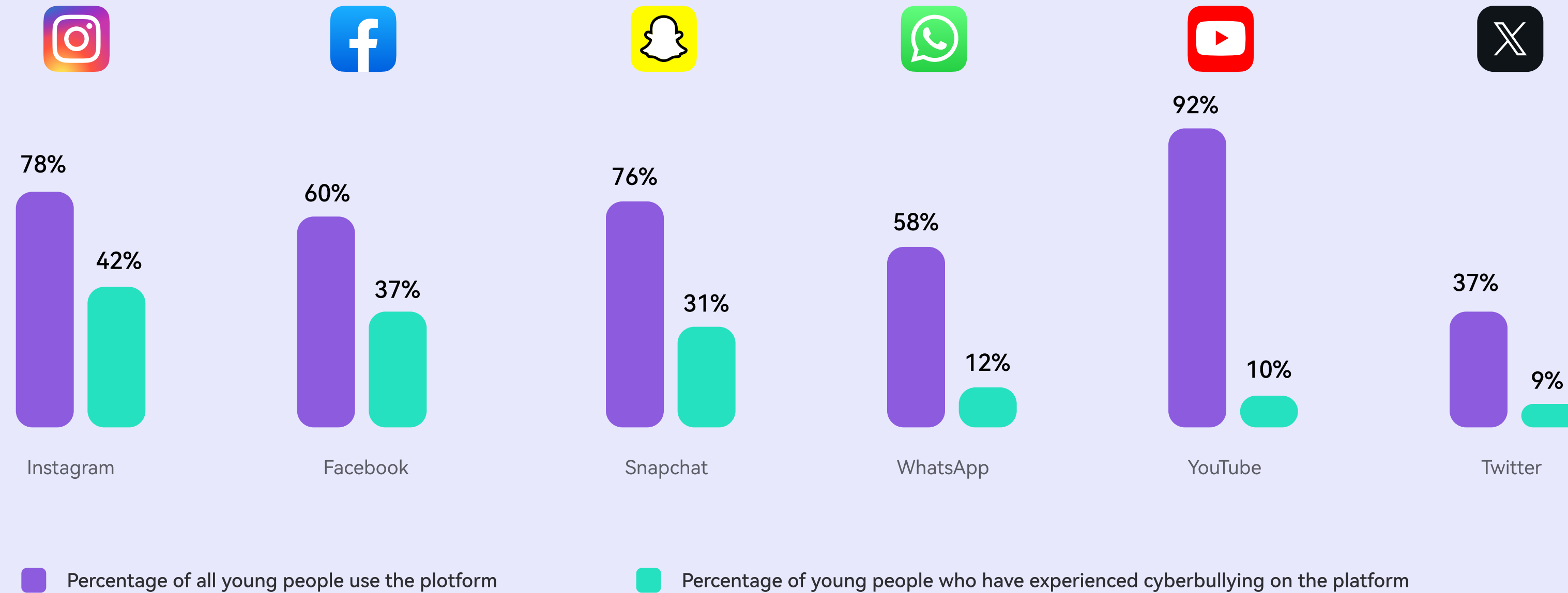o to Cyberbullying" at the FamiSafe Website.** According to a survey from the Internet, **at least 59% of children worldwide have experienced cyberbullying, but only 10% of them seek help from their parents.**

Survey of " Have you ever experienced cyberbullying? "

59% yes

41% No

Cyberbullying by Social Media

78%	**60%**	**76%**	**58%**	**92%**	**37%**
42%	37%	31%	12%	10%	9%
Instagram	Facebook	Snapchat	WhatsApp	YouTube	Twitter

■ Percentage of all young people use the plotform

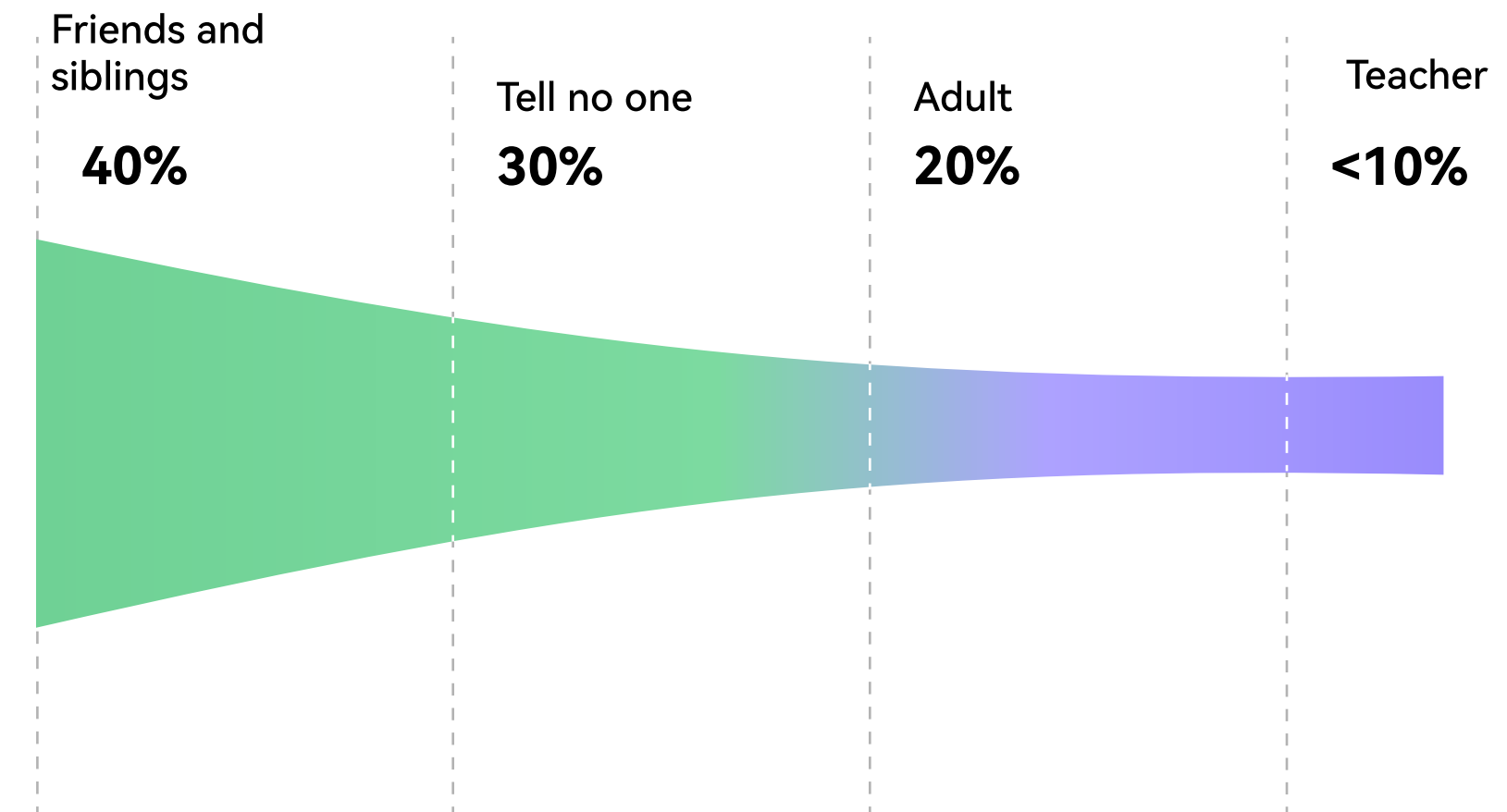■ Percentage of young people who have experienced cyberbullying on the platform

Source: Ditch the Label

As a result, major websites and social media platforms have provided ways to protect children and adults from cyberbullying. However, when we delve into the question of whether social networks have taken sufficient measures to prevent cyberbullying, **71% of people believe that current efforts are still inadequate. Social media has become a breeding ground for cyberbullying, with the potential to target anyone at any time.**

Unmasking the Shadows: Offline Risk

 Even though we hope to provide children with a safe environment through our best efforts, we must also face the potential dangers in life, such as getting lost, contacting bad people, human trafficking, sexual predators, school bullying, traffic accidents, and so on. Children and teenagers spend two-thirds of their day in school, a breeding ground for many adverse events. According to data surveys, **when children are bullied, 30% of victims say they have not told anyone about their experience, and the reason they choose to hide it from their parents is mainly due to fear of retaliation.** Children who are victims of cyberbullying express concern that they may lose the opportunity to use their phones and computers.

Who do children tell when they are bullied?

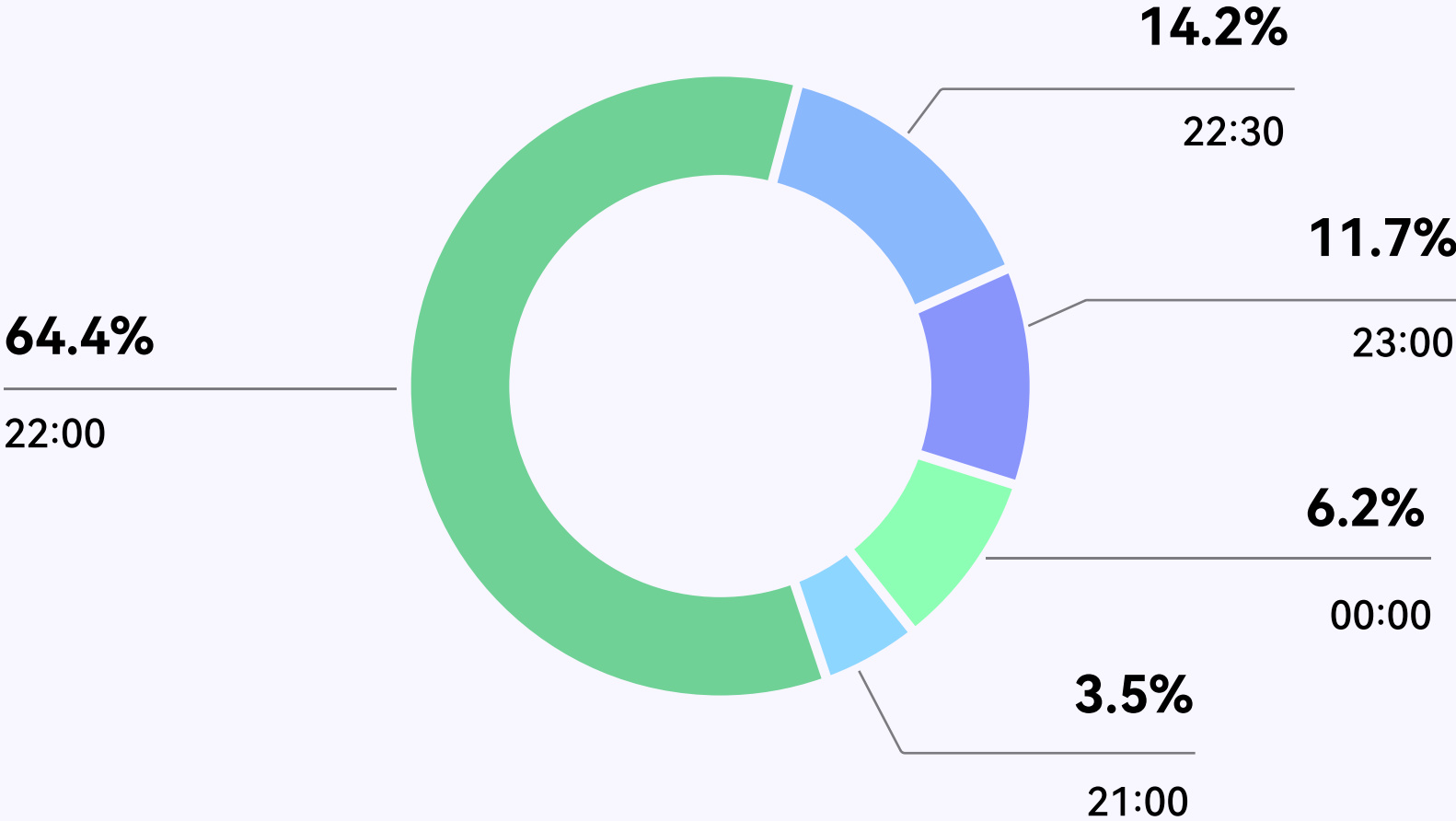| Friends and siblings	Tell no one	Adult	Teacher
40%	**30%**	**20%**	**<10%**

Annual Real User Report

   This report studied the actual mobile phone usage habits of children and their parents from June 2023 to June 2024. We have summarized the data and conclusions in five dimensions: device management, AI monitoring, social media, location tracking, and offline protection.

Device Management

   Over the past year, the average daily screen time limit set by parents using FamiSafe for their children's devices was **3.14 hour**, significantly **lower than the global average of 67% for children's mobile device usage（4.3 hour）**. The United States kids in FamiSafe had the highest screen time of all countries with **3.85 hour**.

   Approximately 64.4% of parents set the bedtime lock time for their children's devices at 22:00. Among various softwares, parents blocked online video apps such as YouTube for the most extended duration.

Global Bedtime Lock Time for Children's Mobile Devices

- 14.2% — 22:30
- 11.7% — 23:00
- 6.2% — 00:00
- 3.5% — 21:00
- 64.4% — 22:00

Average Weekly Screen Time Changes Set by Parents for Children （Hour）

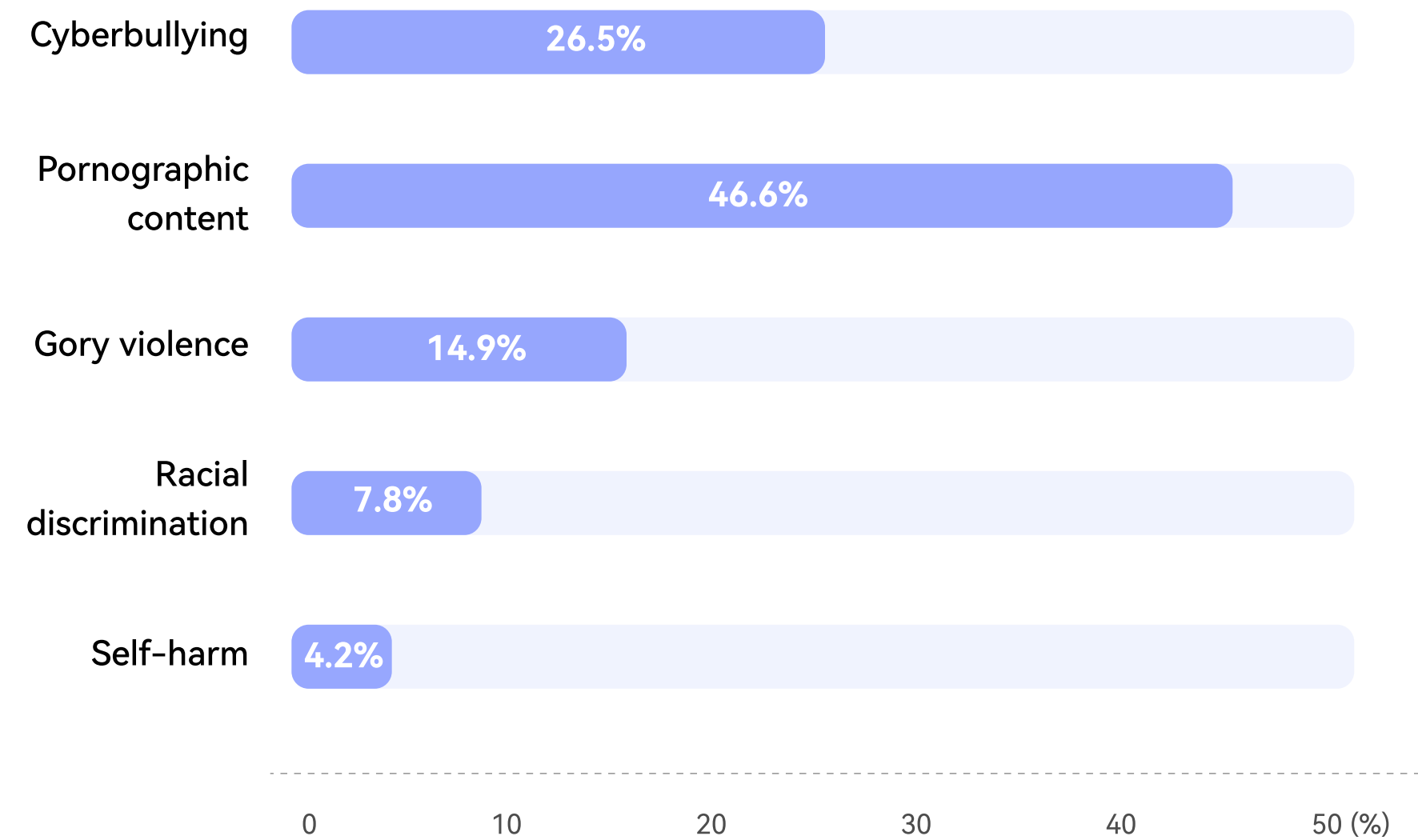|	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Australia	2.07	2.51	2.49	2.14	2.35	3.11	2.74
Brazil	3.46	3.27	3.26	3.16	3.98	3.98	3.73
India	3.98	3.06	3.06	2.96	3.27	3.29	3.30
USA	3.89	3.85	3.83	3.81	4.01	3.81	3.75
France	2.66	2.67	2.56	2.61	2.79	2.77	2.70

AI Monitoring

Over the past year, FamiSafe intercepted **158,000+ harmful website**s for children and blocked **364,000+ suspicious images** while ensuring compliance with privacy policies and legal regulations in various countries. It is evident that the greatest risk to children is **exposure to explicit content, accounting for 46.6%.**

"One time, I accidentally clicked on a pop-up window on a webpage, and it suddenly redirected me to an extremely violent website. I was really taken aback by it."
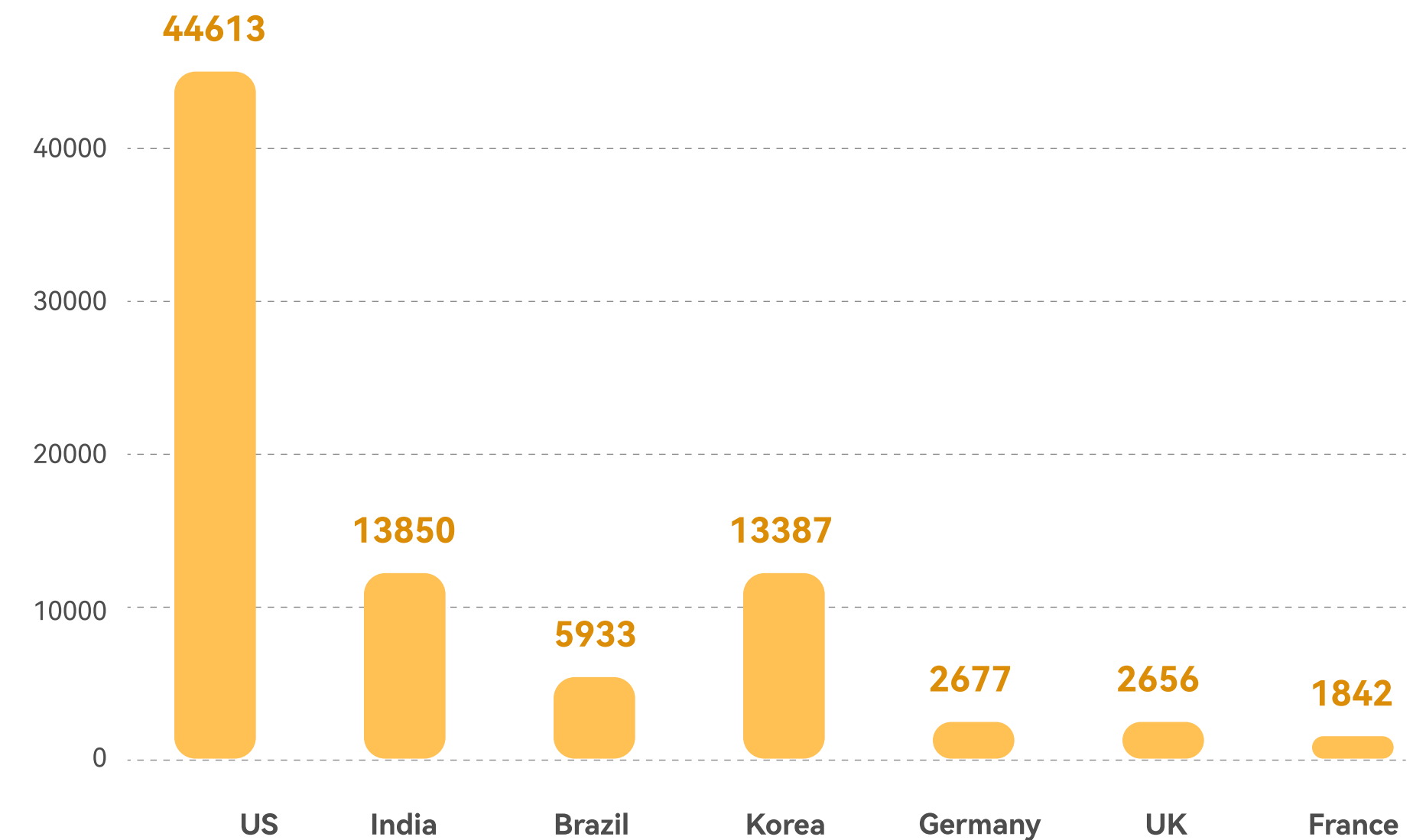
- a Teenager, 16

The Screen Viewer , which allows parents to capture screenshots of their children's devices remotely, is a powerful monitoring tool to address extreme behavior in children, such as preventing suicide, depression, drug use, and other issues. According to data**, parents in the United States use this feature the most frequently, with an average of 44,613 remote screenshots taken per day**, **followed by India and South Korea**. This indicates that parents place great importance on protecting the online safety of their children. However, it is essential to note that this feature should be used in appropriate circumstances and with open communication with the children to strike a balance between monitoring and privacy rights.

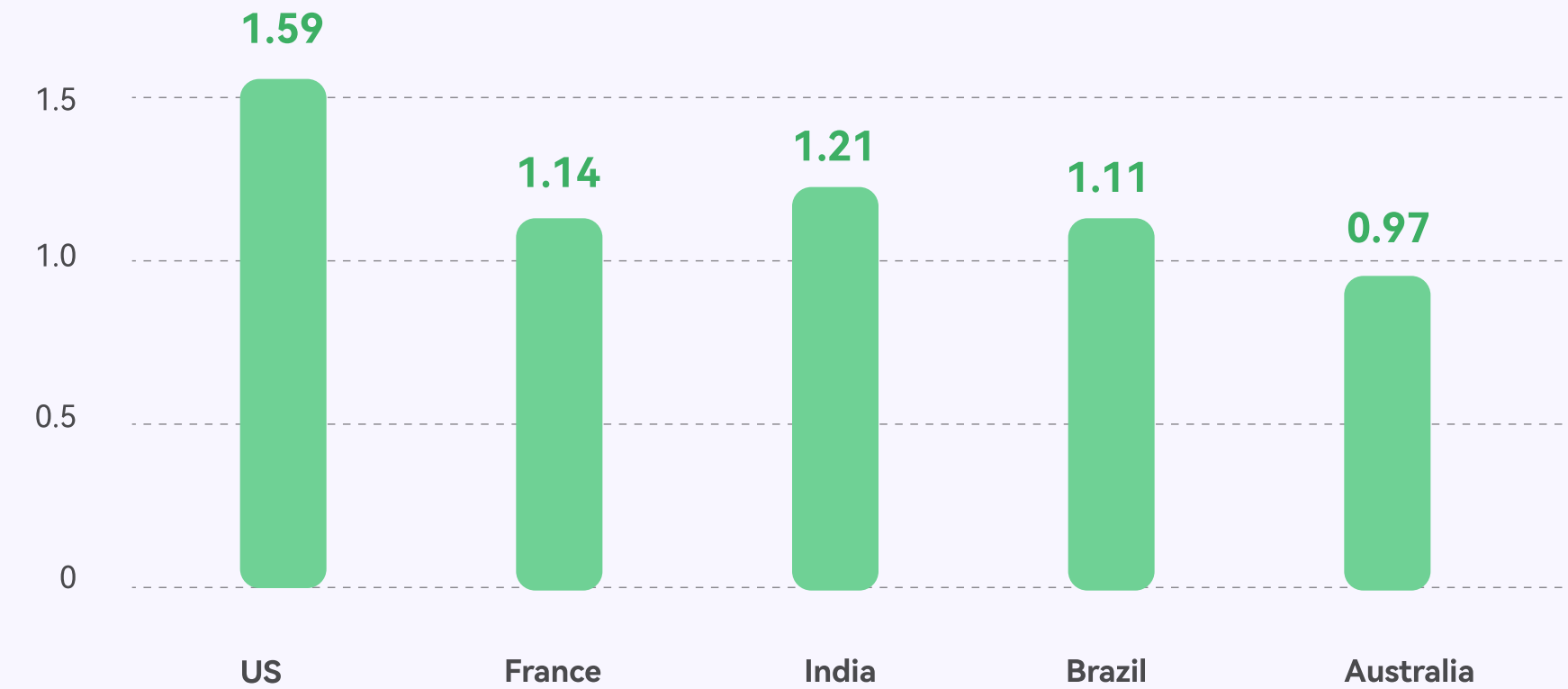**Pie chart of the types of bad websites detected by FamiSafe**

Category	Percentage
Cyberbullying	26.5%
Pornographic content	46.6%
Gory violence	14.9%
Racial discrimination	7.8%
Self-harm	4.2%

Average daily usage of the Screen Viewer for representative countries

Country	Value
US	44613
India	13850
Brazil	5933
Korea	13387
Germany	2677
UK	2656
France	1842

Social Media

As of now, the most popular social media among FamiSafe users is TikTok, followed by YouTube. T**he average daily usage time for YouTube and TikTok is 1.3 hour**, accounting for **41.4%** of total screen time.Among them, American children use the softwares for **the highest time, reaching 1.59**. Teen girls spend more time on TikTok than teen boy, while boys spend more time on YouTube.
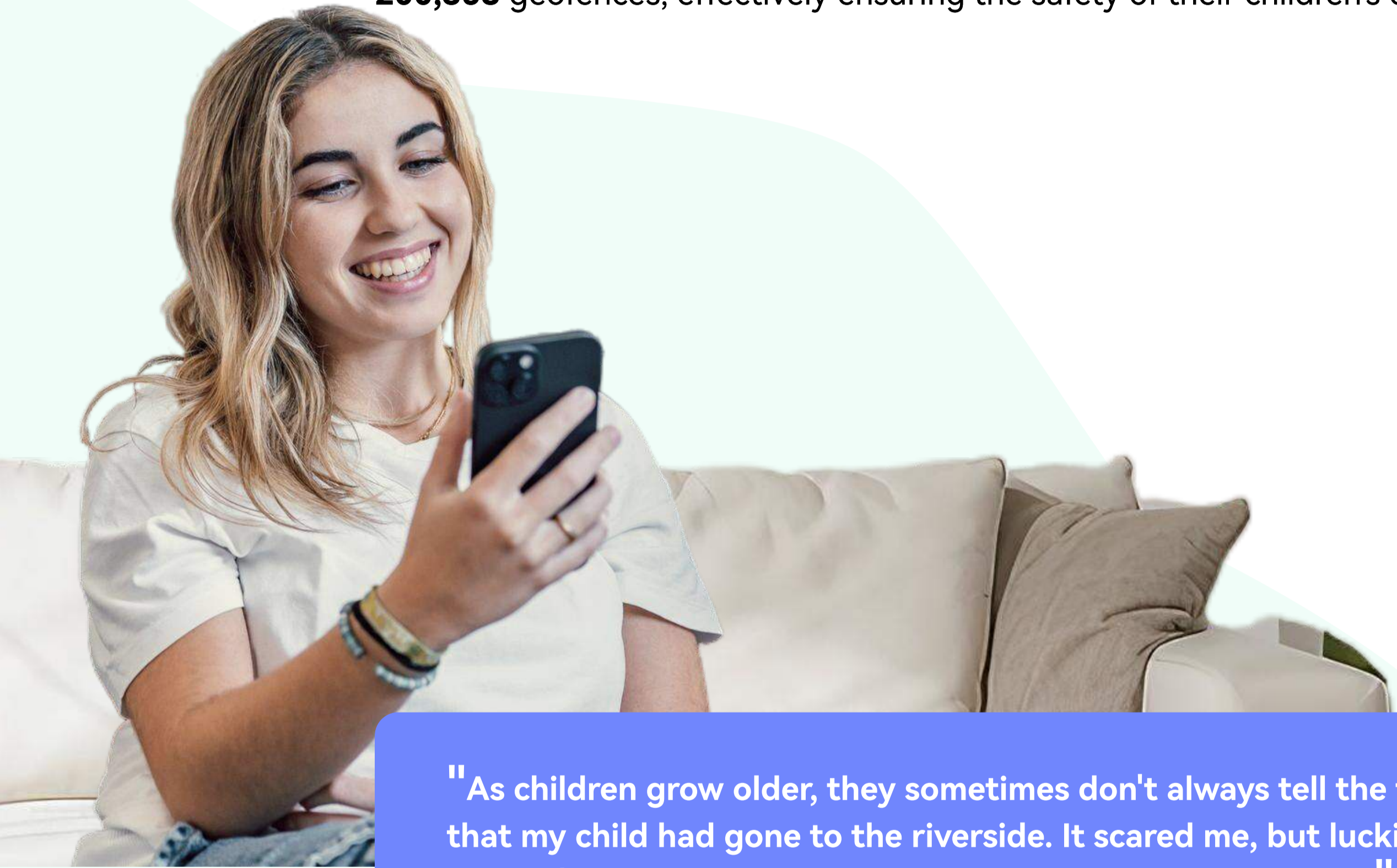
Daily YouTube and TikTok Screen Time Set by Parents for Children in FamiSafe (Hour)

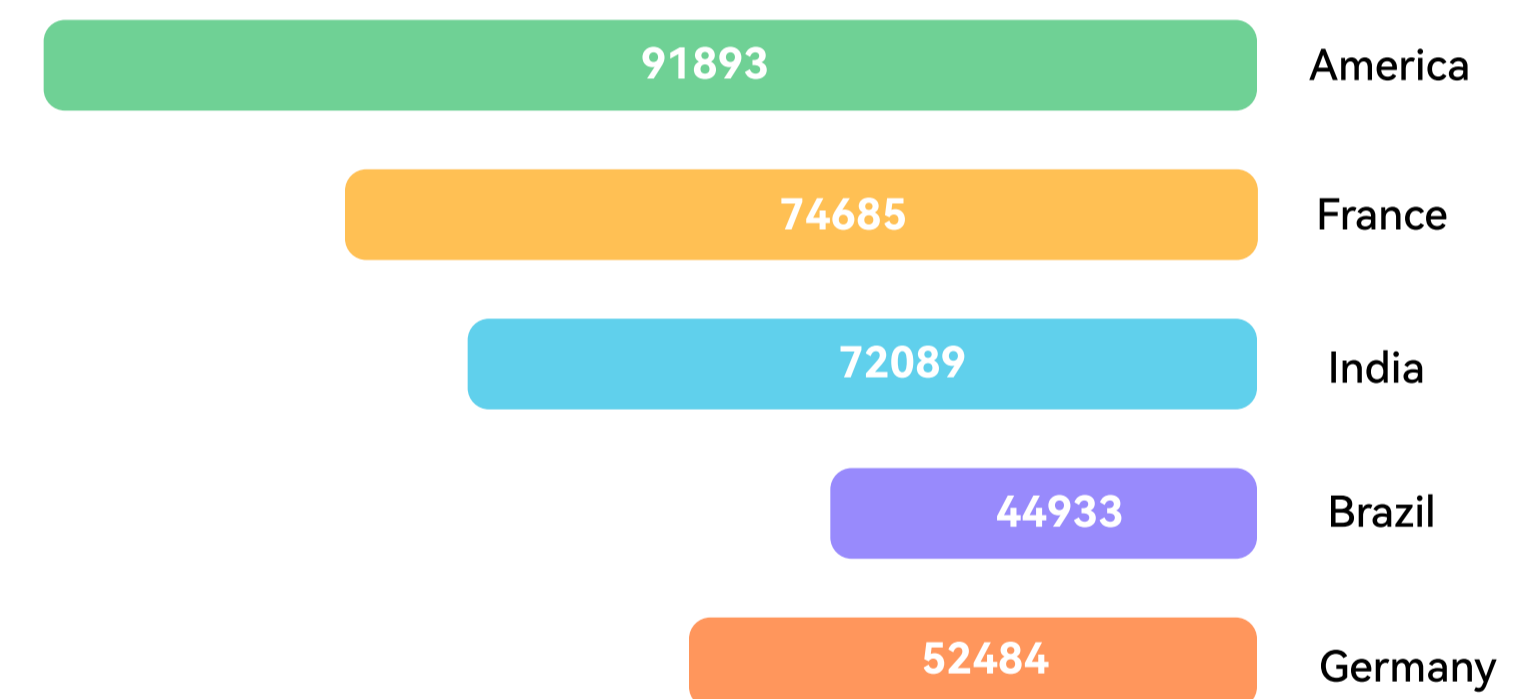| Country	Hours
US	1.59
France	1.14
India	1.21
Brazil	1.11
Australia	0.97

Location Tracking

    As children grow up, their curiosity and desire to explore the world will strengthen.We suggest parents train children as early as possible how to distinguish traffic rules and use transportation tools and **give children more independent space under the condition of ensuring safety**

    Since the launch of the location-sharing feature, it has been widely loved by parents and children. Parents have used the child location function **124 million** times, and parents and children have completed around **687,377** location-sharing sessions. Parents have set up **200,358** geofences, effectively ensuring the safety of their children's offline travel.

Top Five Countries with the Most Use of Location Sharing (Unit:Times)

Country	Times
America	91893
France	74685
India	72089
Brazil	44933
Germany	52484

"As children grow older, they sometimes don't always tell the truth to us. Last time, I received an alert and realized that my child had gone to the riverside. It scared me, but luckily, I had set up a geofence in FamiSafe. Otherwise, I wouldn't have known that they went to the riverside to play."

– A Mother from Brazil

"My mom told me that she can always know my location, and I can also send out a distress signal, so I feel less scared now."
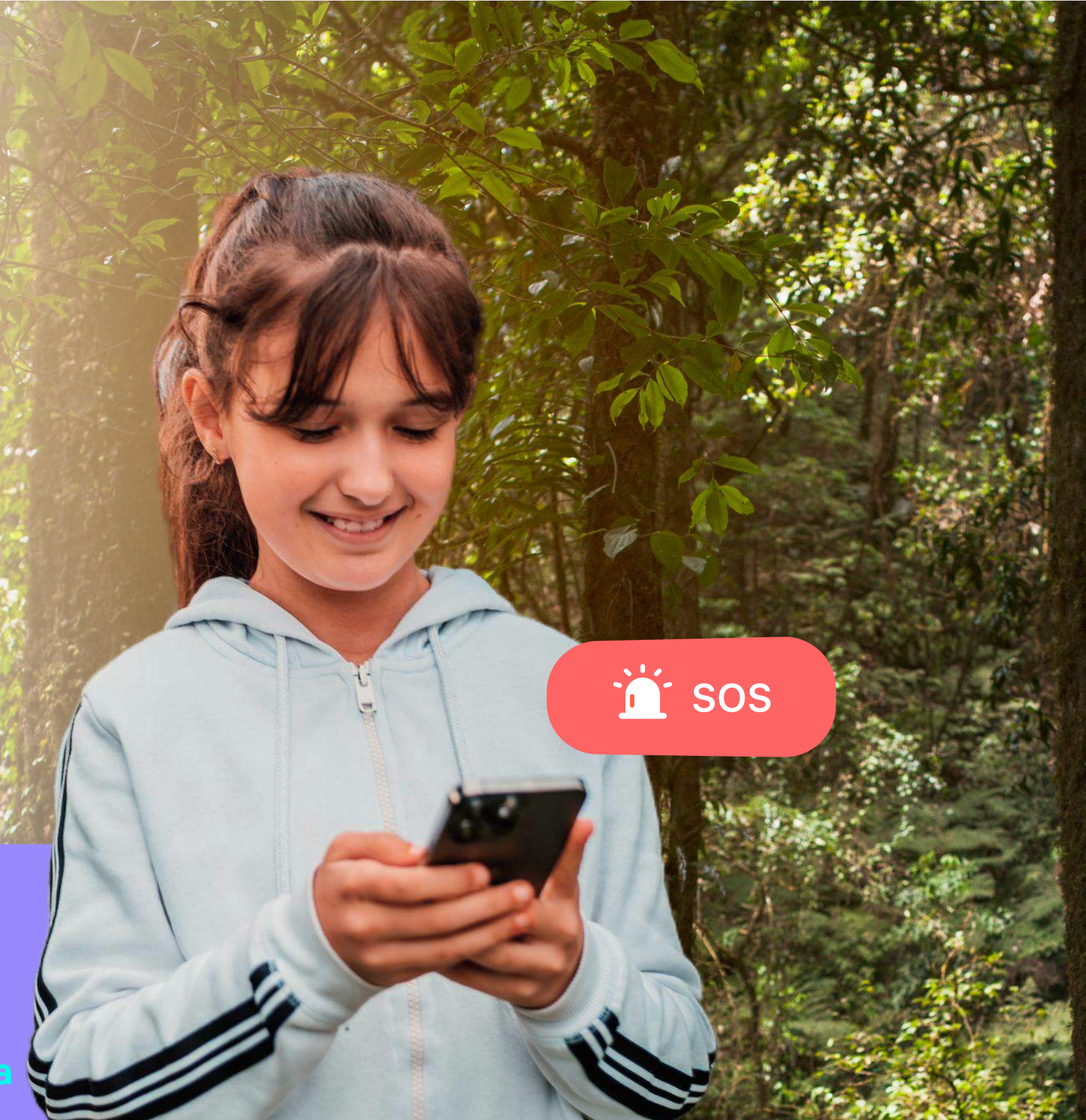
8-year-old child from Germany

Offline Protection

 To better safeguard the offline safety of children, we launched the SOS alerts at the end of May. As of the end of July, within **72 days**, children worldwide have used this feature a total of **17,295 times**. This means that approximately **240 children per day** have initiated emergency calls to their parents in real life. Among them, children from India and Brazil have the highest frequency of using this feature.Children's offline travel safety can not be ignored.
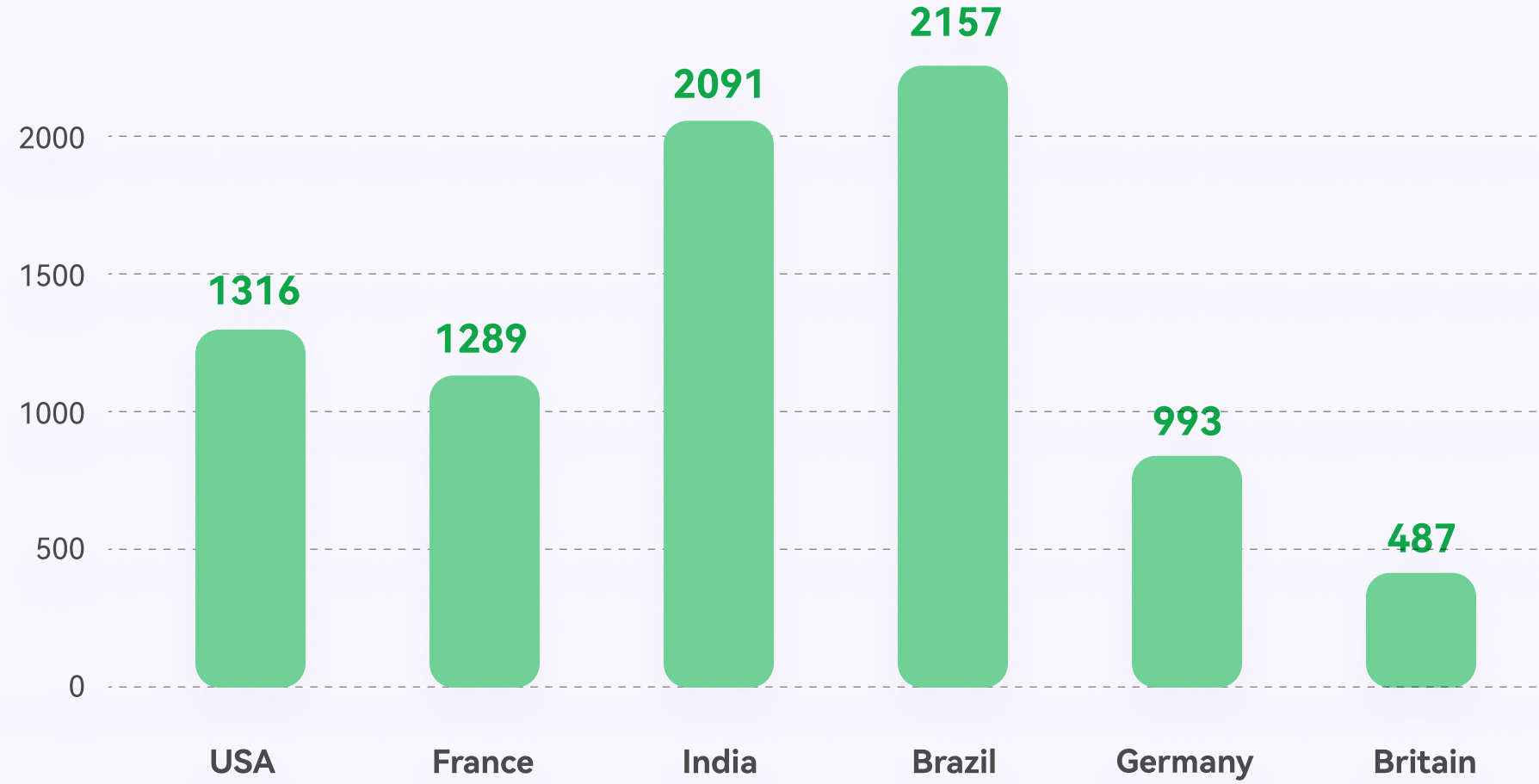
 We suggest that parents cultivate kids' safety awareness as soon as possible, understand risk factors in the surrounding environment, and clearly know how to call for help as soon as possible

🔔 SOS

"One time, my phone was on silent, and my partner and child couldn't reach me. They were very worried, so my child activated the SOS function. Thanks to FamiSafe, the alert went off immediately."
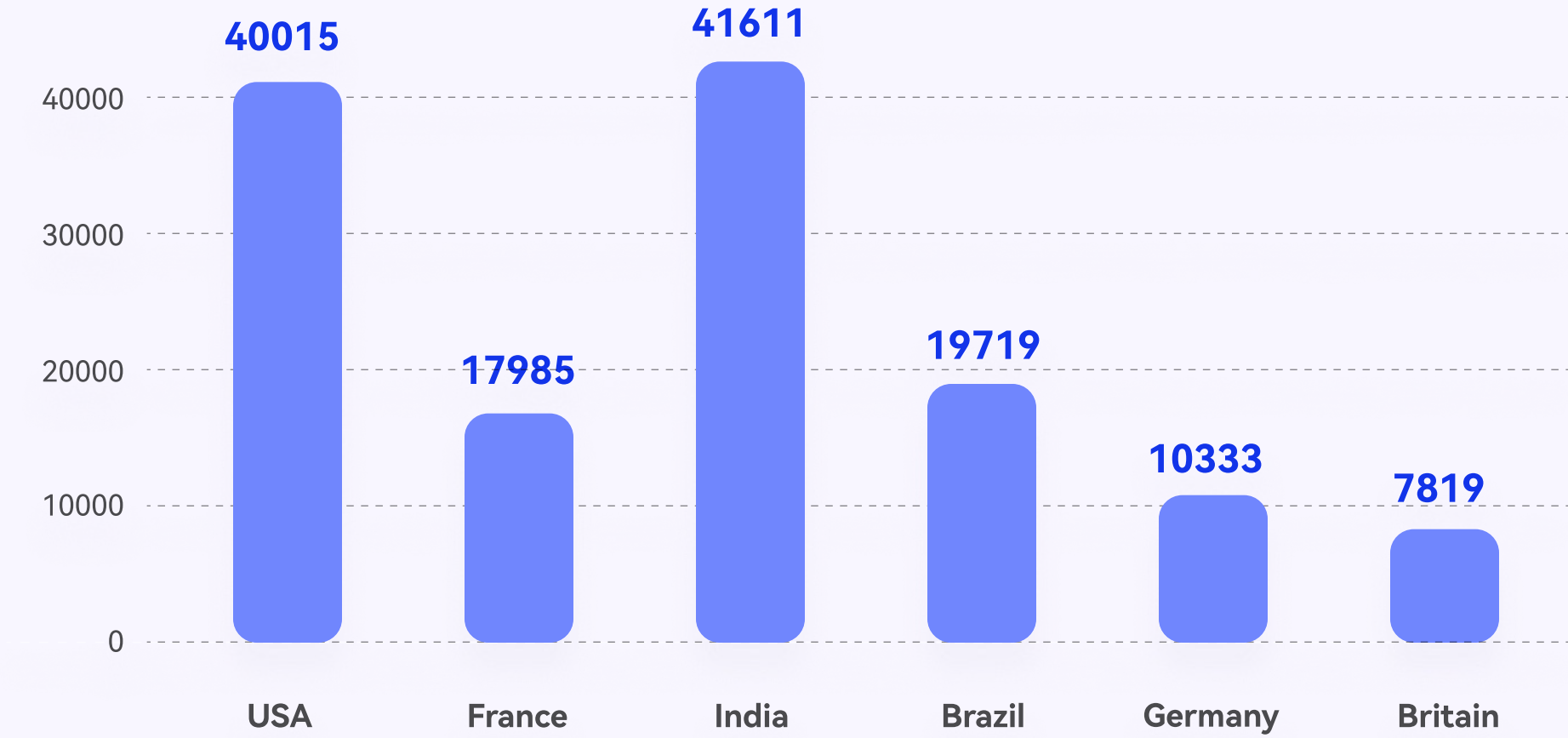
- a Mother from America

Annual Total SOS Function Usage in Representative Countries (Unit: Times)

Country	Times
USA	1316
France	1289
India	2091
Brazil	2157
Germany	993
Britain	487

Total Environmental Sound Monitoring Function Usage in in Representative Countries within two Months (Unit：Times)

Country	Times
USA	40015
France	17985
India	41611
Brazil	19719
Germany	10333
Britain	7819

Conclusion

A Reliable SafeKeeper

 In 2024, FamiSafe began to donate to UNICEF to contribute its effort. With more parents joining the FamiSafe family, over 790,000 global users were added in the first half of 2024. On average, FamiSafe's parental app is used 8 times a week averagely, focusing on the weekends. **FamiSafe is dedicated to helping parents alleviate their anxieties about education and lack of companionship, and safeguarding children's online and offline safety remains its essential mission in the past, present, and future.**

 From a babbling three-year-old to an independent-thinking teenager, children may encounter countless challenges and obstacles along the way. **How to lend a helping hand at each stage of their growth and effectively assist both children and parents is a matter of genuine concern.**

 Therefore, **focusing on early childhood education for ages 3-8**, we concentrate on helping children resist the temptations of the digital world and avoid potential online risks. We have introduced features such as screen time management, app locking, and time scheduling to cultivate healthy device usage habits.

 For teenagers aged 9-14, we address the changes during adolescence and the high frequency of social and communication media usage. We have introduced features such as suspicious image detection, supervision and blocking of inappropriate words, filtering of illegal websites, traceable internet usage records, monitoring of social media apps, and supervision of text messages and phone calls to prevent children from encountering cyberbullying and exposure to harmful online content at an early age.

 For teenagers aged 15-18, **considering their desire for independence and intense curiosity about the outside world**, we have introduced features such as real-time location sharing, historical location tracking, geofencing, SOS emergency assistance, one-way environmental audio monitoring, and teenager driving reports. These features give parents complete control over their children's offline safety.

Three Major Issues

This is an irreversible trend of the times resulting from going with the flow. We are pleased and honored that FamiSafe has been involved in this transformation, providing parents with a practical digital tool. **How to guide children in the scientific use of smart devices, how to navigate the digital world, and how to accompany them in safe travels are the three most important issues for FamiSafe. We sincerely thank all parents and children worldwide for their trust and support, especially the 10,000 families participating in this in-depth interview.** Every piece of data and conclusion in this report not only reflects parental concerns but also embodies parents' educational experiences worldwide.

Listening to More Voices

  We are well aware that the risks and challenges of the digital world are constantly increasing. **Therefore, we will continue to listen to the voices of parents and children worldwide, continuously improve and upgrade FamiSafe's features, and meet the needs of parents for their children's safety and healthy growth. Our future vision is to become a leading global parental control software, providing parents with comprehensive, professional, and convenient digital solutions and advice.**
  Finally, we thank you for your support and trust in FamiSafe. We will continue to work hard to ensure children's safety and healthy growth. With our joint efforts, children's future in the digital world will be bright and brilliant!

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