

RDC
.17

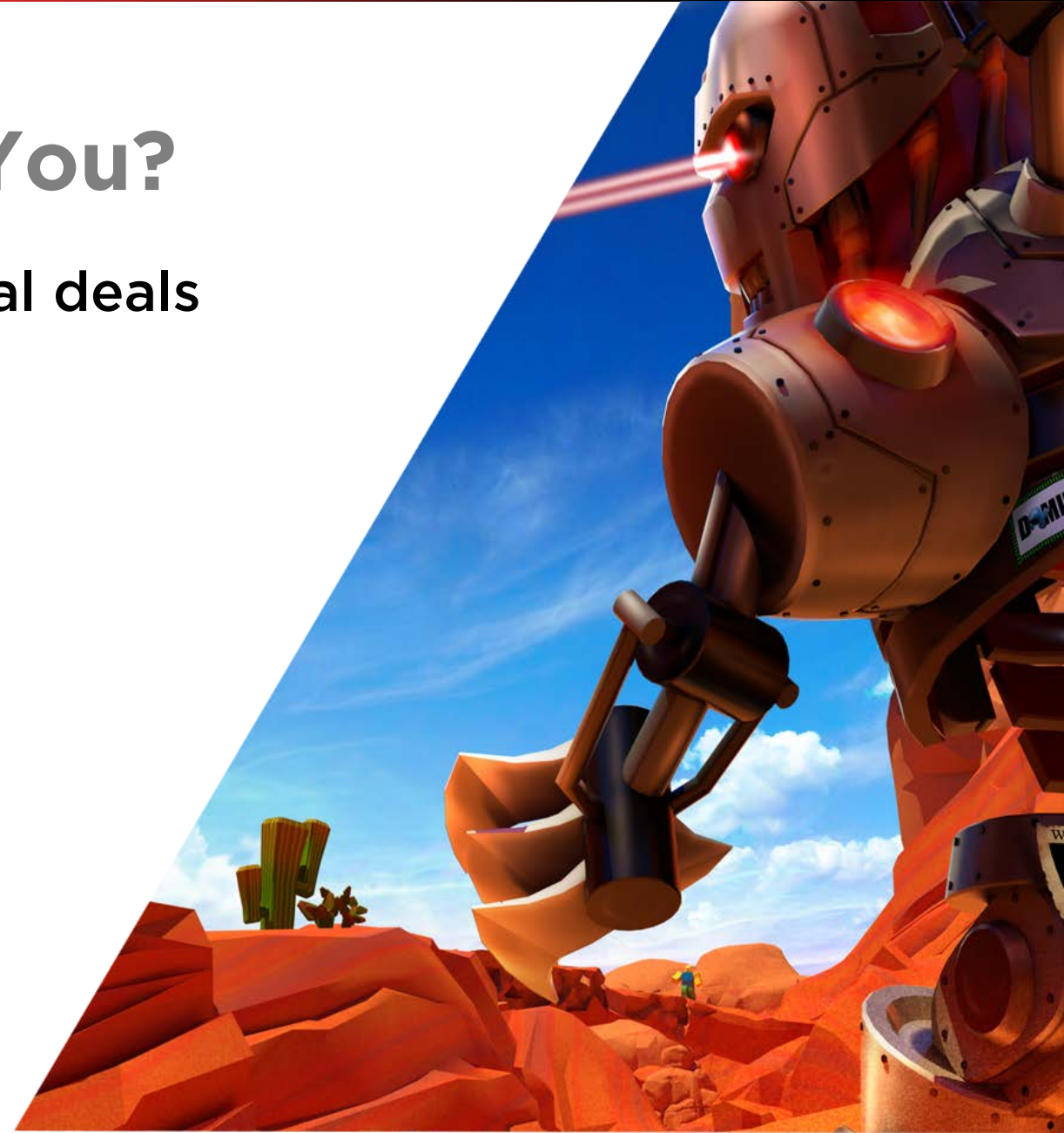
ROBLOX DEVELOPERS CONFERENCE

Making Kid-Friendly Games

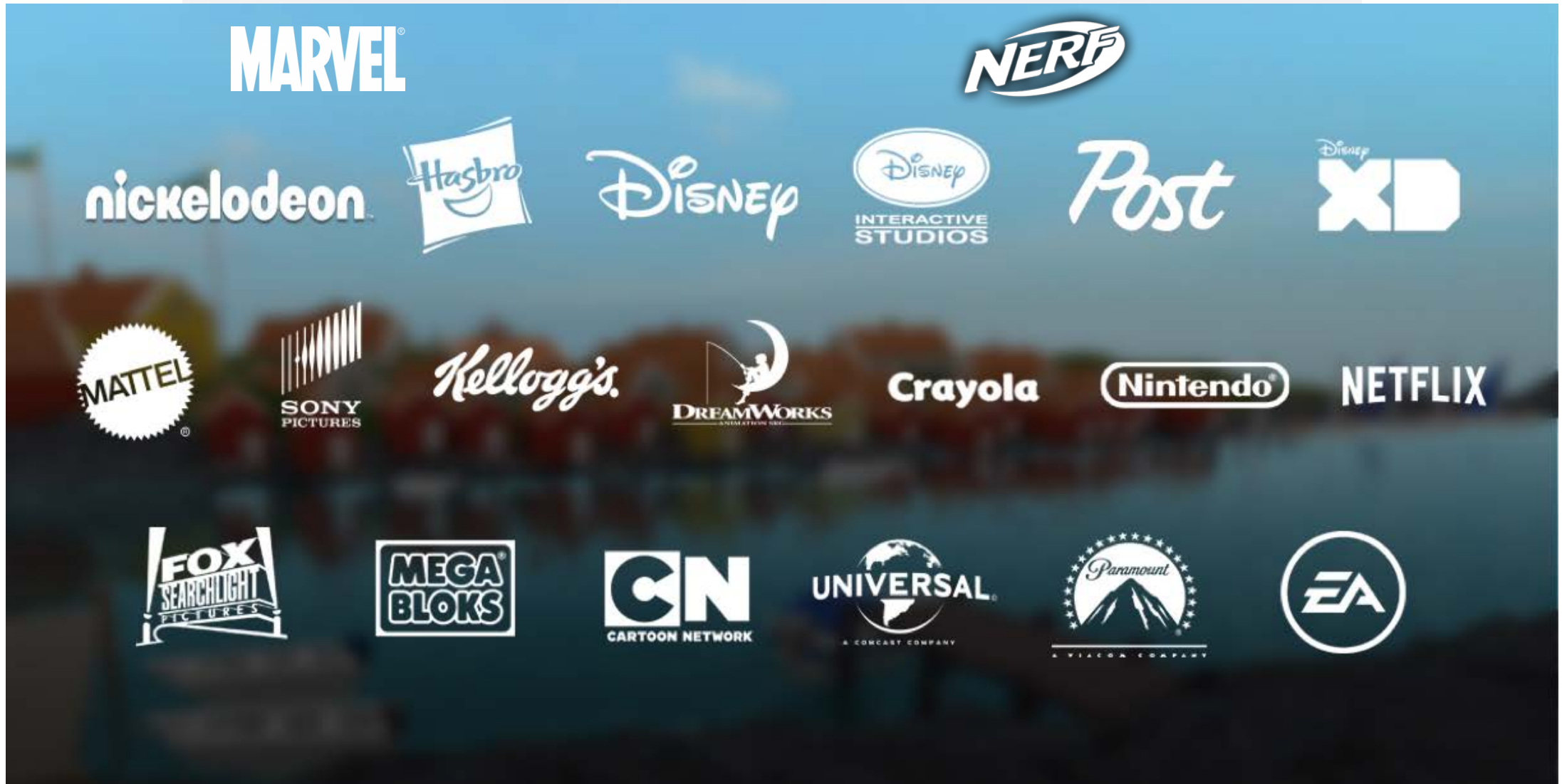
Laker Sparks

Why Is It Important To You?

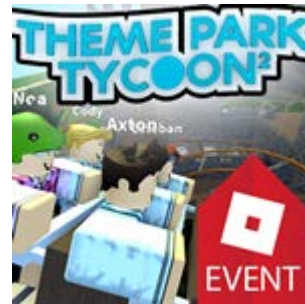
- Curated sorts, features, promotional deals
- Large player base
- Highest retention cohort
- Good monetization



Sponsorships



Sponsored Games

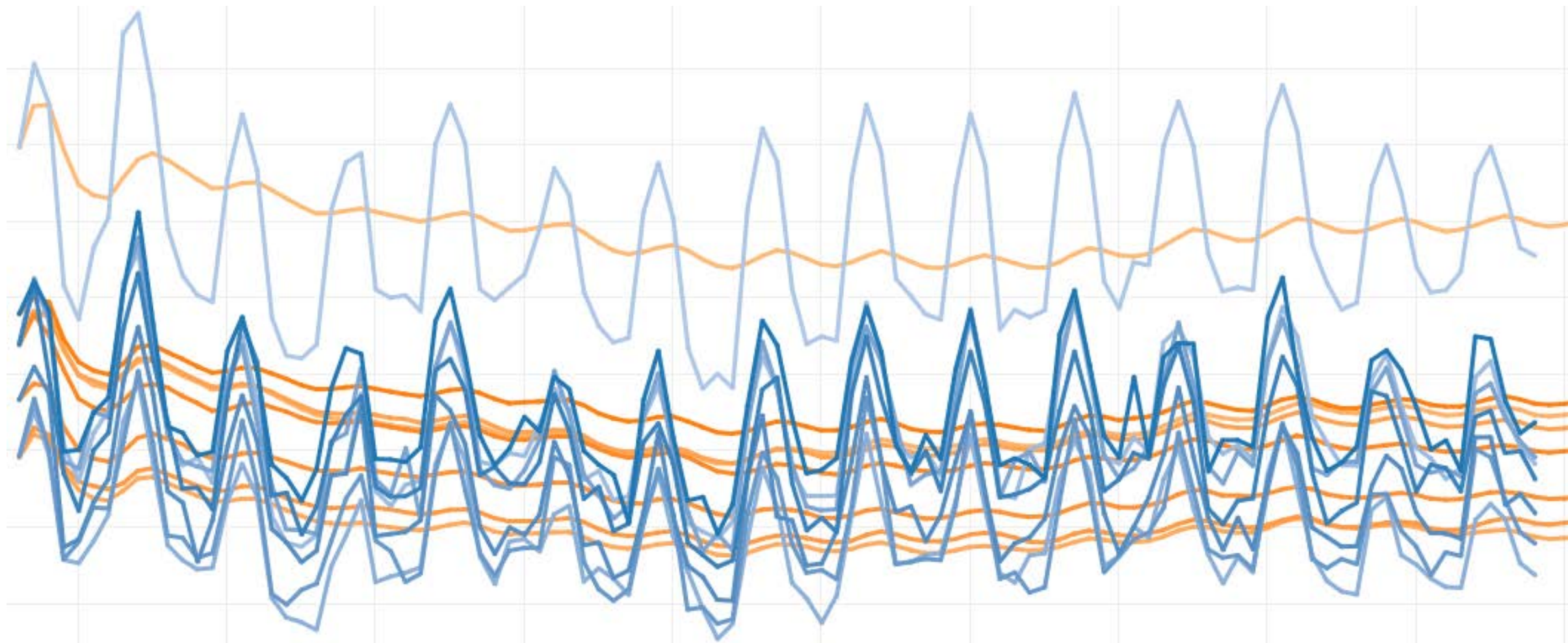


Number of Players

- May 2016: 47.5% of all players were under 13
- May 2017: 53.5% of all players were under 13
- 113% YoY increase

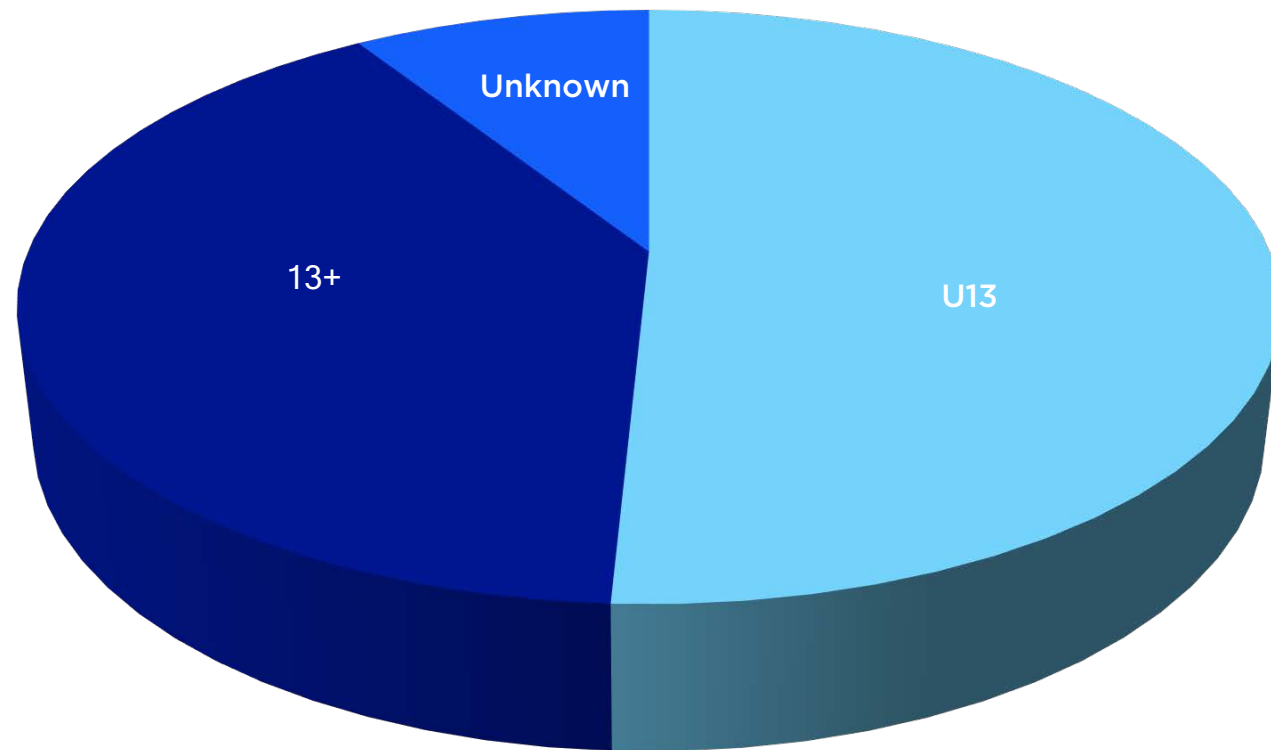


Day 14 Retention



Monetization

>50% spent Robux comes from U13



■ U13 ■ 13+ ■ Unknown

*Data from 1/1/16 – 5/1/17

Content and Tech

Content

- No alcohol / tobacco / drug references or usage
- No nudity / sexual / provocative references
- No realistic physical conflict or realistic weapons
- No blood / gore



Experimental Mode

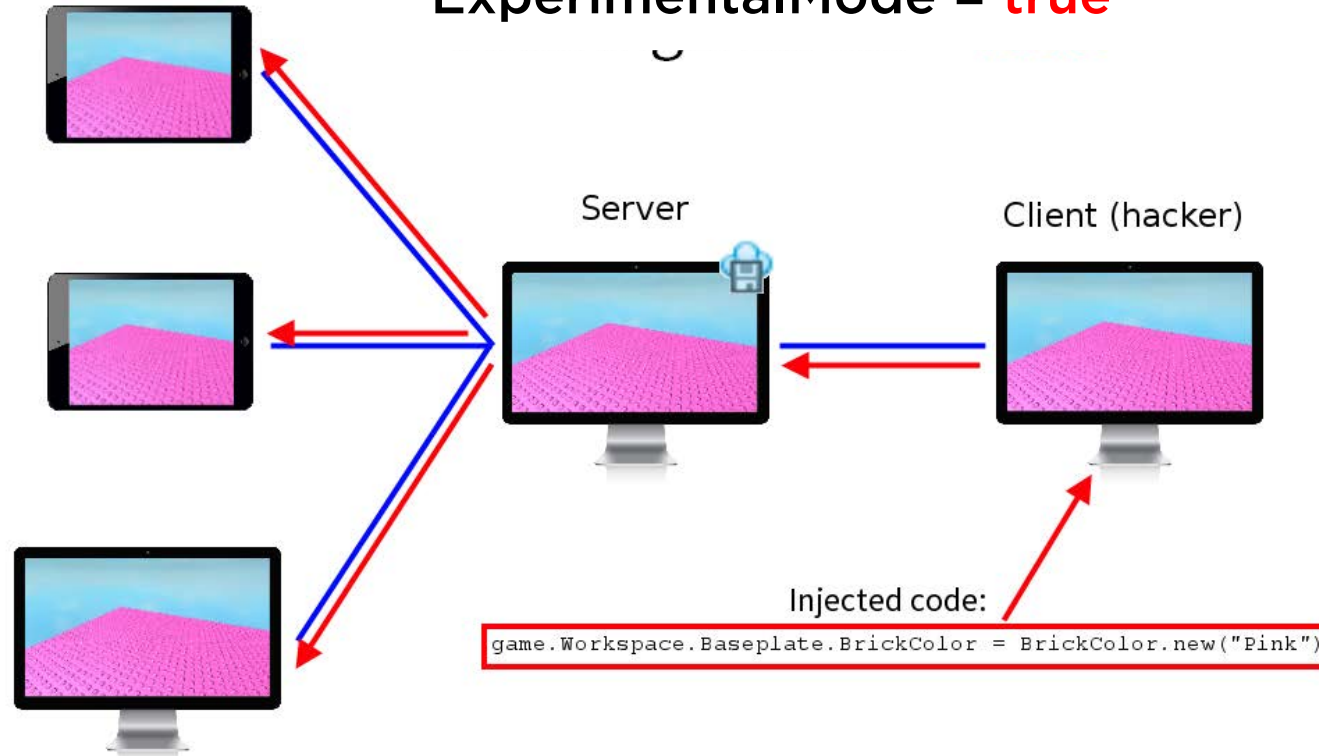
- Formerly known as Filtering Enabled.
- Ensures server is authoritative
- Prevents client exploits from replicating



Client makes change with Experimental Mode on

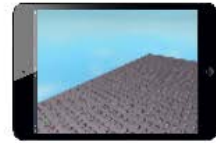
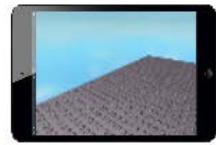
Regular Clients

ExperimentalMode = **true**



Client Makes Change With Experimental Mode Off

Regular Clients



ExperimentalMode = **false**

Server



Client (hacker)



Injected code:

```
game.Workspace.Baseplate.BrickColor = BrickColor.new("Pink")
```

How Will It Help Your Game?

- Better security
- Better architecture
- Local effects



Experimental Mode Discoverability

The screenshot displays the Roblox Experimental Mode interface, showing a grid of game cards. The cards are organized into three main sections: a top row of featured games, a 'Top Earning' section, and a 'Top Rated' section. Each card includes a game thumbnail, a title, a subtitle, and the number of players.

Section	Game Title	Subtitle	Players
Featured Games	Jailbreak (Beta)	Jailbreak (Beta)	23,237
	Robloxian Highschool	Robloxian Highsch...	9,487
	THE FLOOR IS LAVA!	UPDATES! The floo...	9,317
	[New Map] Murder ...	[New Map] Murder ...	7,733
	[Arcade] Pokemon ...	[Arcade] Pokemon ...	7,447
	Phantom Forces	[New map!] Phant...	7,060
	Work at a Pizza Place	Work at a Pizza Place	6,638
	Prison Life	Prison Life v2.0.2	6,305
Top Earning	Jailbreak (Beta)	Jailbreak (Beta)	23,237
	Welcome to Bloxburg	Welcome to Bloxb...	3,270
	[UPD] Assassin!	[UPD] Assassin!	3,828
	[New Map] Murder ...	[New Map] Murder ...	7,733
	Vehicle Simulator	Vehicle Simulator [...]	4,591
	Robloxian Highschool	Robloxian Highsch...	9,487
	[Arcade] Pokemon ...	[Arcade] Pokemon ...	7,447
	ROBLOX High School	ROBLOX High School	5,139
Top Rated	Restaurant Tycoon	Restaurant Tycoon...	589
	[TEST MOVED] Blo...	[TEST MOVED] Blo...	1
	TreeLands Beta	TreeLands Beta	365
	[100M] Zombie Rush	[100M] Zombie Rush	2,779
	Welcome to Bloxburg	Welcome to Bloxb...	3,270
	Natural Disaster Survival	Natural Disaster Su...	3,182
	Audio Visualizer	Audio Visualizer	113
	Arcade Tycoon	Arcade Tycoon	1,923

Rollout Plan

No experimental games on games page

- U6 (7/20)
- 7-8 (7/25)
- 9-10 (7/31)
- 11-12 (8/7)

Indicate experimental games in game search

- U6 (7/27)
- 7-8 (8/3)
- 9-10 (8/9)
- 11-12 (8/14)

U13 user cannot join experimental games

- U6 (8/21)
- 7-8 (8/28)
- 9-10 (9/1)
- 11-12 (9/7)

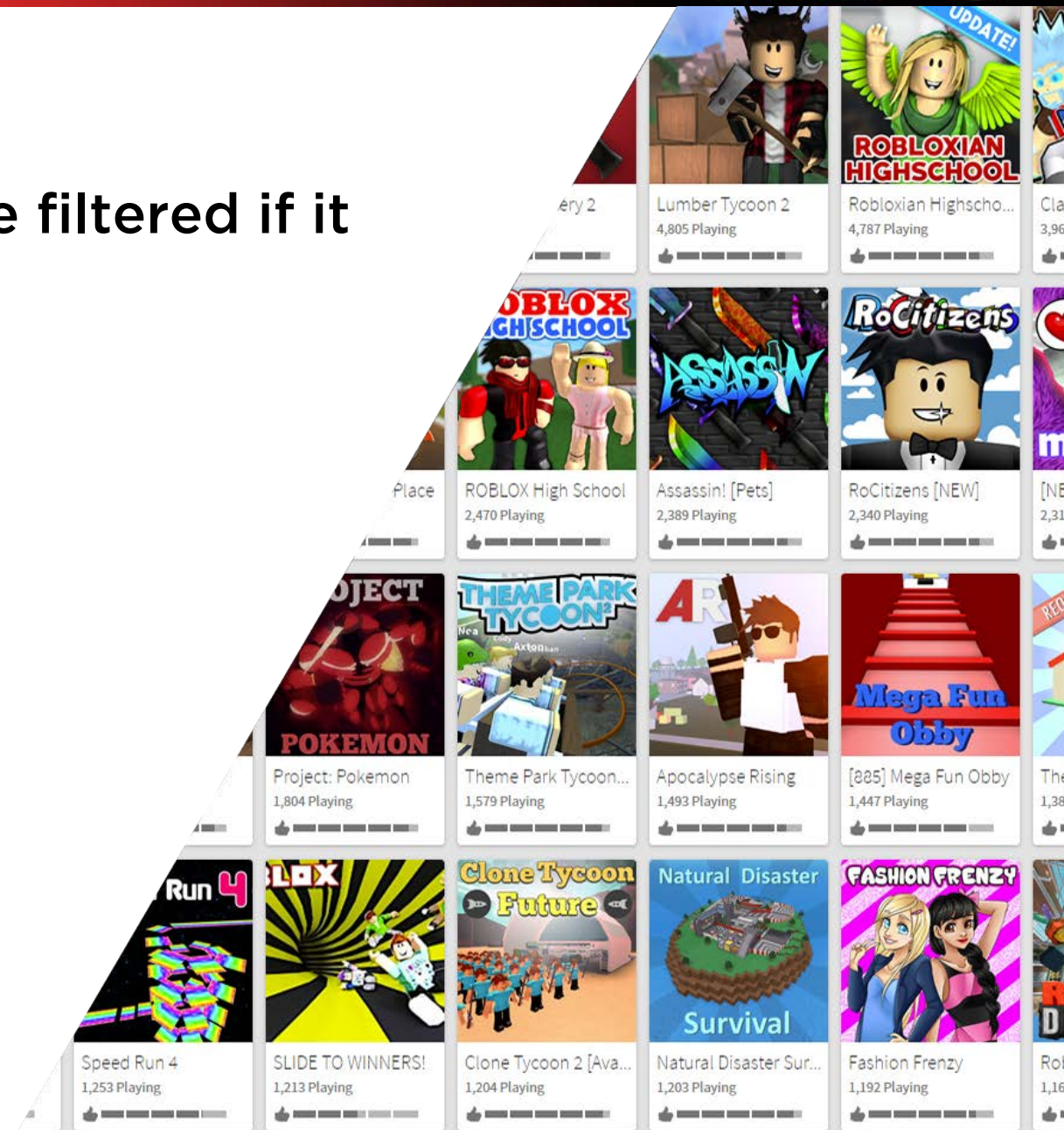
No party join to experimental games for U13 (9/15)



Text Filtering

All text outside of your control must be filtered if it is displayed

text → #####



You need to filter text when any of the below is displayed

- Player generated text
- Randomly generated words
- Text from external sources (e.g. HTTP)
- Stored text of any of the above



Player Input

WHAT DO YOU WANT TO NAME YOUR PET? - - - - -

A	B	C	D	E	F	G	H	I
J	K	L	M	N	O	P	Q	R
S	T	U	V	W	X	Y	Z	

Player Input



Custom Displays



Custom Displays



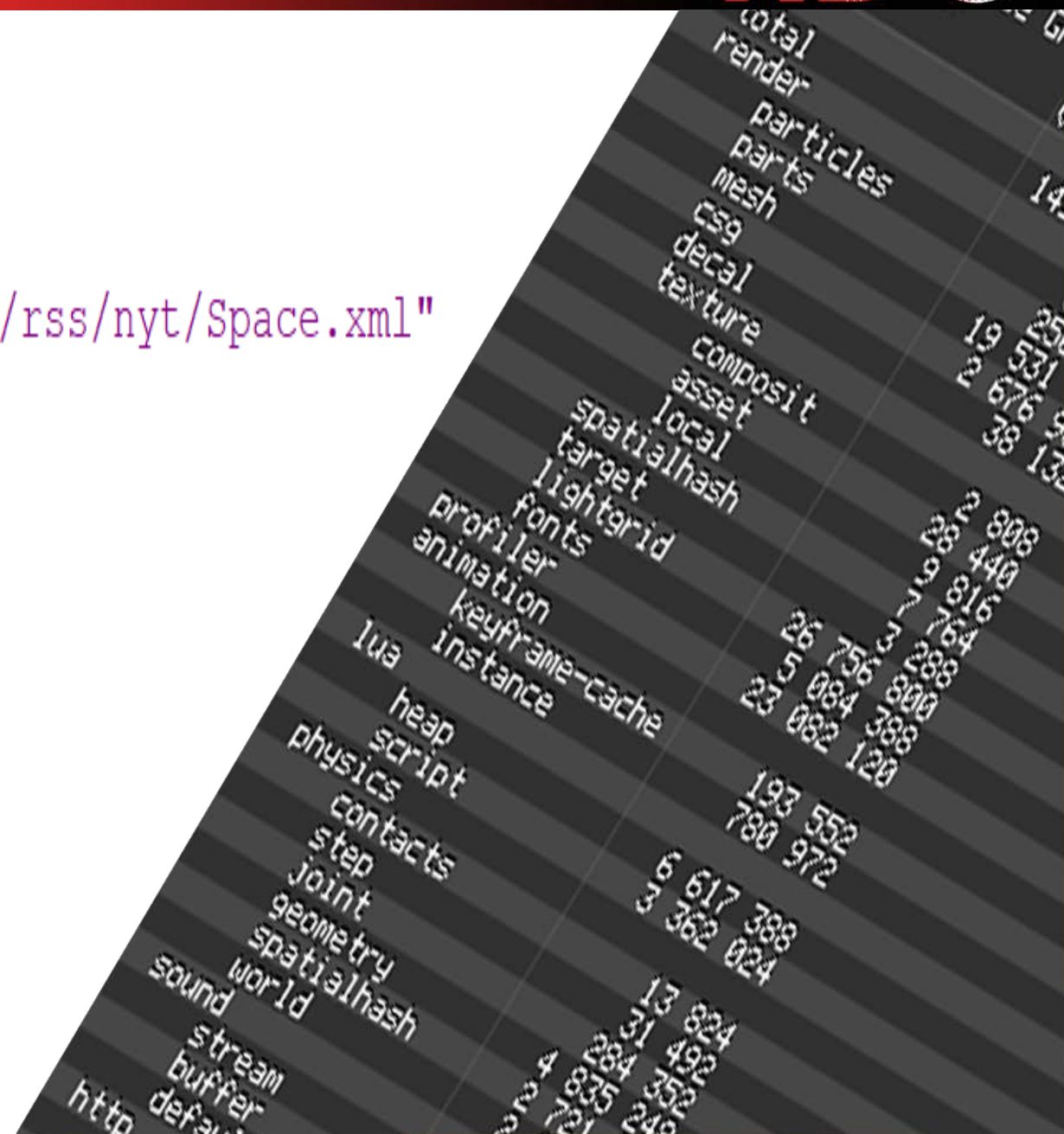
Random Words

fdwluzlbbayraeuwzekd
kfuguvxwkhekswixnsrl
bzarrzlythjfywrcfrqf
elan **badword** afknies
flhakopdgyfbenlnpdwm
issasatteosjtdvhlfnl
zslcylufprdpwakglbnr
yyflvrndeumhnhobwhlz

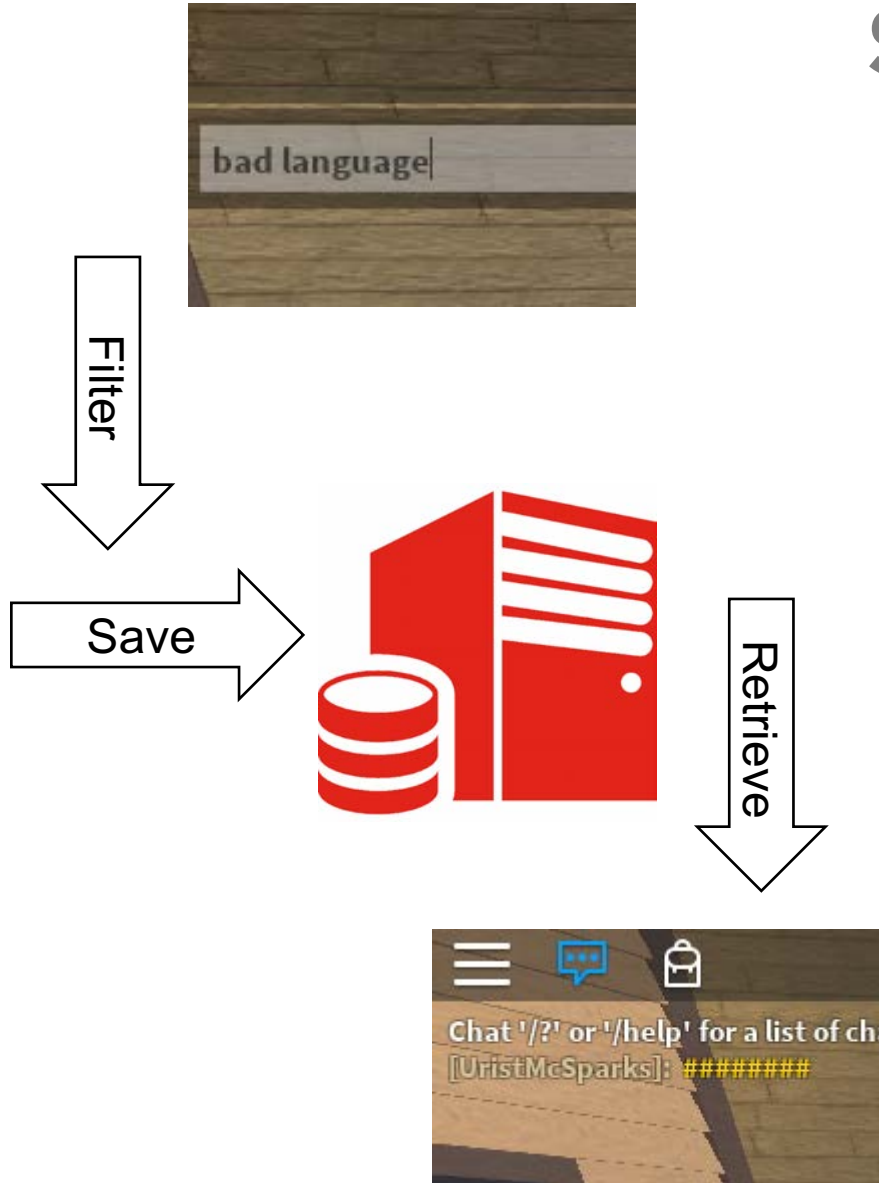


External Text

```
local url = "http://rss.nytimes.com/services/xml/rss/nyt/Space.xml"  
local spaceNews = game.HttpService.GetAsync(url)
```



Stored Text



Exceptions

- Non-displayed text
- Developer text
- Text a player wrote themselves



How to filter

- `FilterStringAsync(text, fromPlayer, toPlayer)`
- `FilterStringForBroadcast(text, fromPlayer)`
- Both must be wrapped with `pcalls`



Chat Privacy

Player-Player communication must be managed by individually configured privacy settings.



The screenshot shows a user interface for 'My Settings' with a 'Privacy' tab selected. The 'Privacy Settings' section is highlighted with a red border and contains the following items:

- Contact Settings** (with a help icon): A dropdown menu showing 'Custom'.
- Who can message me?** (with a help icon): A dropdown menu showing 'No one'.
- Who can chat with me in app?** (with a help icon): A dropdown menu showing 'No one'.
- Who can chat with me in game?** (with a help icon): A dropdown menu showing 'No one'.

At the top right of the settings page, there is a 'Time Remaining' indicator showing '4 min 52 sec' and a lock icon.

Privacy Settings

- Chat with anyone
- Chat with friends
- Chat with no-one
- More to come?



When Are These Settings Relevant?

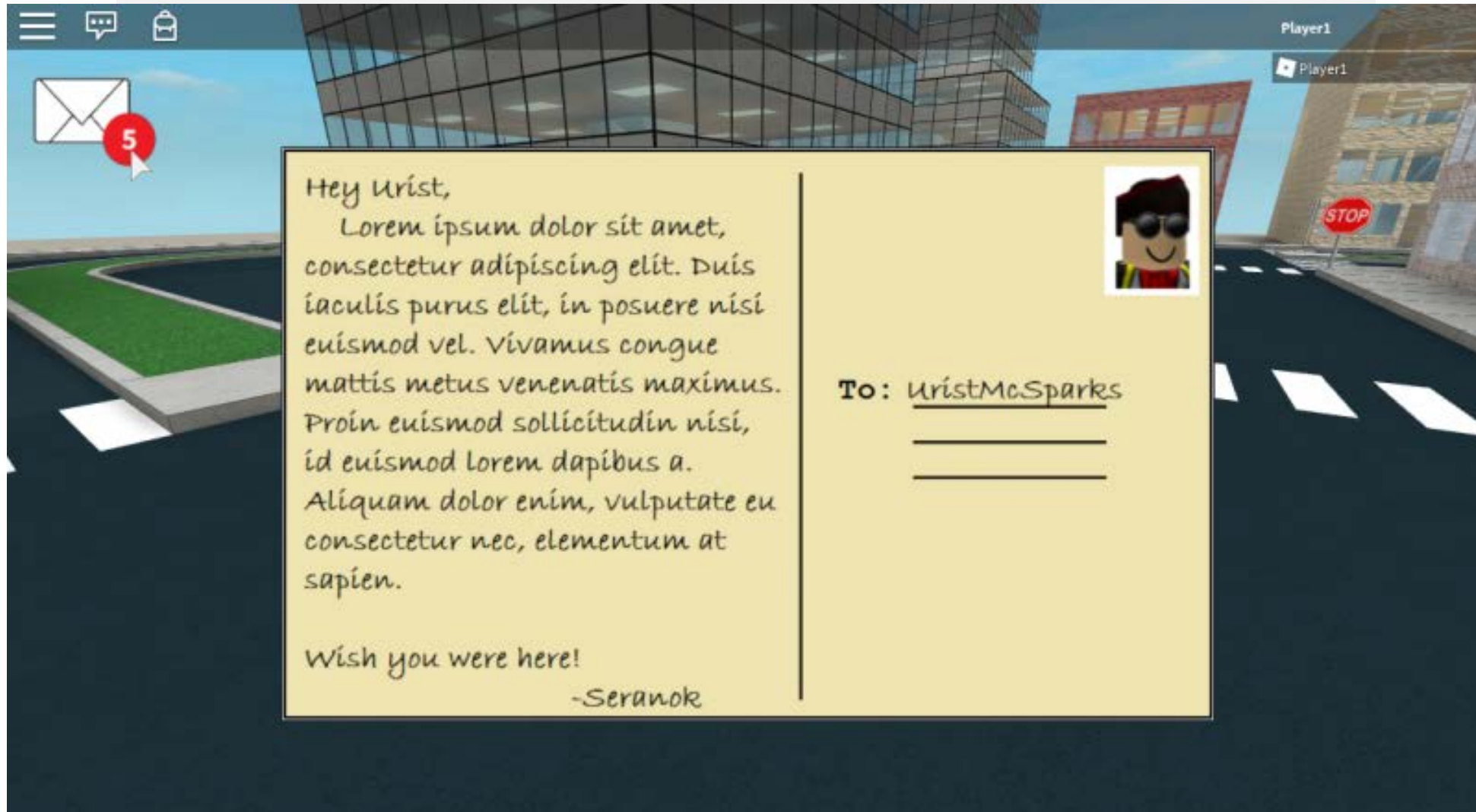
- Need to limit messages intended for communication
 - Custom chat
 - Messaging systems
- Features that don't need to check
 - Public labels (e.g. names of pets, npcs, or shops)
 - Emotes



Custom Chat



Messaging Systems



Pet Names (does not need to check privacy)



Emotes (does not need to check privacy)



Chat Functions

- `CanUserChatAsync(userId)`
- `CanUsersChatAsync(userIdA, userIdB)`
- Both must be wrapped with `pcalls`



Roblox and Kid-Safe

Why Is It Important For Us?

- Family brand
- COPPA compliance
- kidSAFE certification
- Age certification on various platforms



COPPA

Ensures that Personally Identifiable Information (PII) of under 13 users is not shared.



kidSAFE

Independent safety certification service and seal-of-approval program designed exclusively for children-friendly websites and technologies.



Age Certification



[View in iTunes](#)

+ This app is designed for both iPhone and iPad

Free

Category: [Games](#)

Updated: Jun 15, 2017

Version: 2.295.128490

Size: 117 MB

Language: English

Seller: Roblox Corporation

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Rated 12+ for the following:

Infrequent/Mild Realistic

Violence

Infrequent/Mild Cartoon or

Fantasy Violence



ROBLOX

ROBLOX Corporation Adventure Action & Adventure

Everyone 10+

Contains ads · Offers in-app purchases

This app is compatible with all of your devices.



XBOX LIVE

ROBLOX

ROBLOX

★★★★★ (21K)

Free ⁺

[Get it now](#)

⁺Contains in-app purchases



Everyone 10+

Online Interactions

Not Rated by the

ESRB

Fantasy Violence

Takeaways

Takeaways

- Under 13 users are valuable players
- Great for sponsorships
- Control the content of your game
- Use the security and safety tech we provide
- Guarantee all your player will have a fun experience



Thank you!