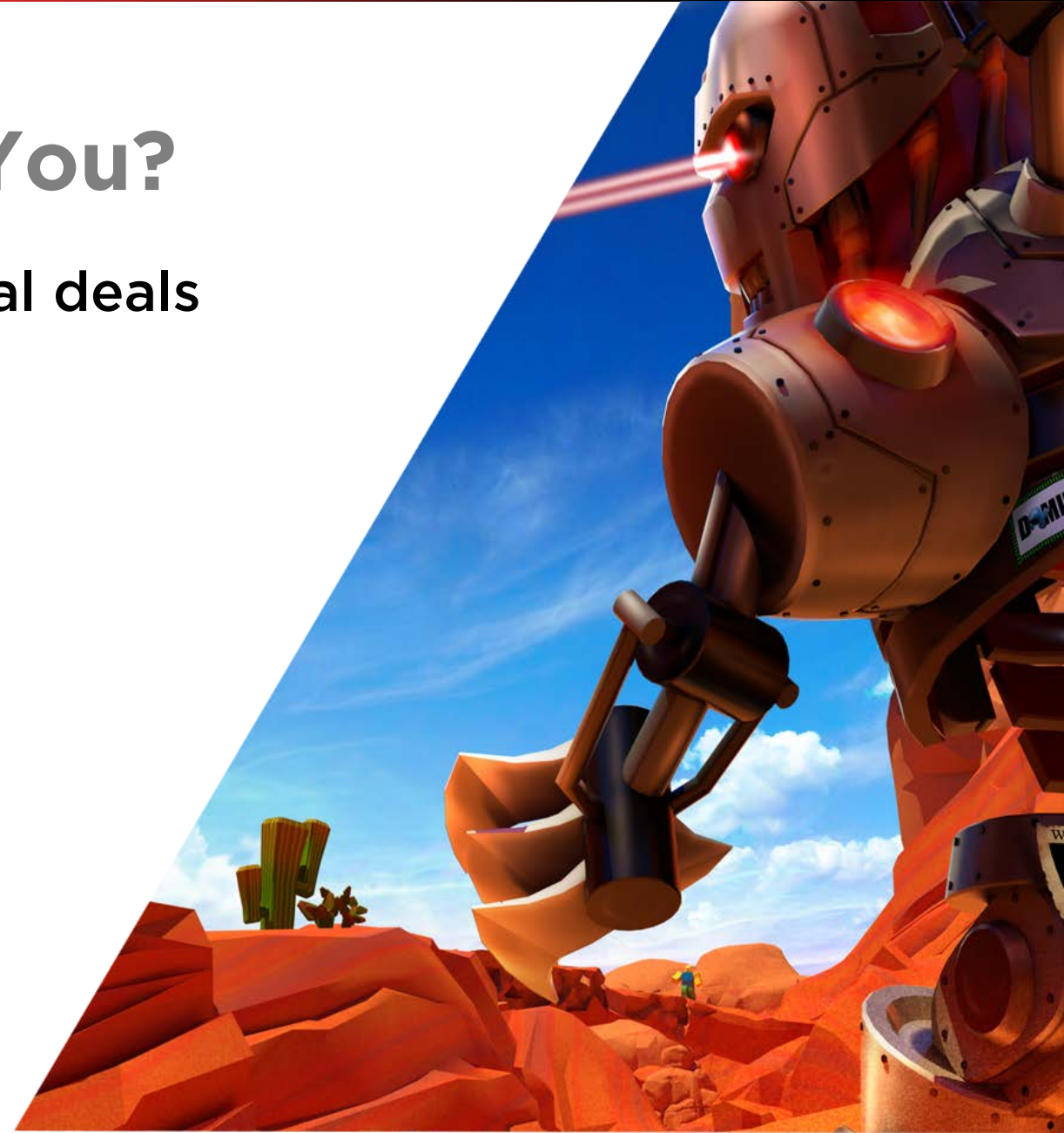# RDC.17
ROBLOX DEVELOPERS CONFERENCE
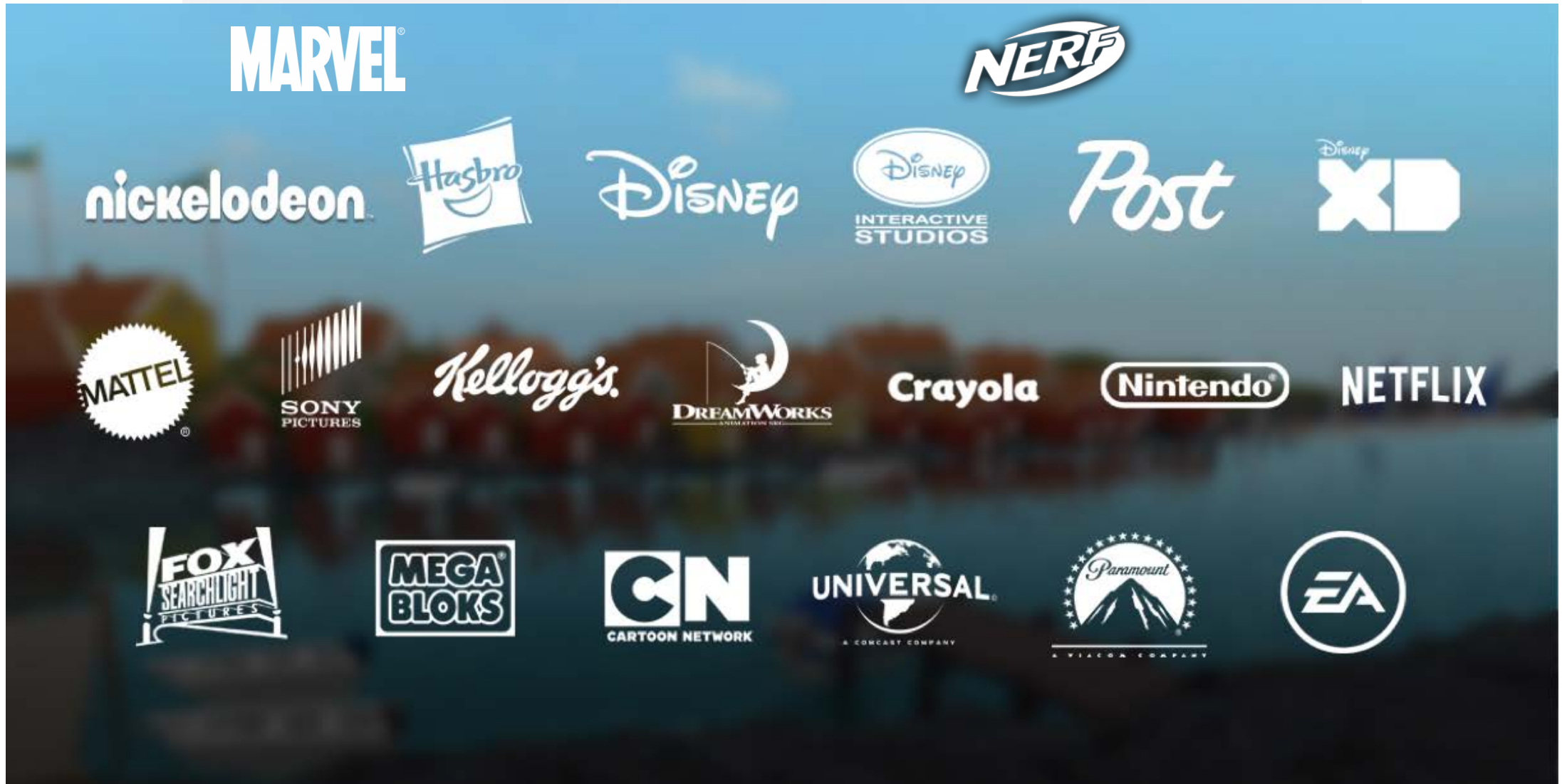
Making Kid-Friendly Games

Laker Sparks

Why Is It Important To You?
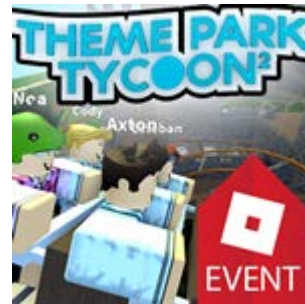
- Curated sorts, features, promotional deals

- Large player base

- Highest retention cohort

- Good monetization

Sponsorships

MARVEL

NERF

nickelodeon

Hasbro

Disney

Disney INTERACTIVE STUDIOS

Post

Disney XD

MATTEL

SONY PICTURES

Kellogg's

DreamWorks ANIMATION SKG

Crayola

Nintendo

NETFLIX

FOX SEARCHLIGHT PICTURES

MEGA BLOKS

CN CARTOON NETWORK

UNIVERSAL A COMCAST COMPANY
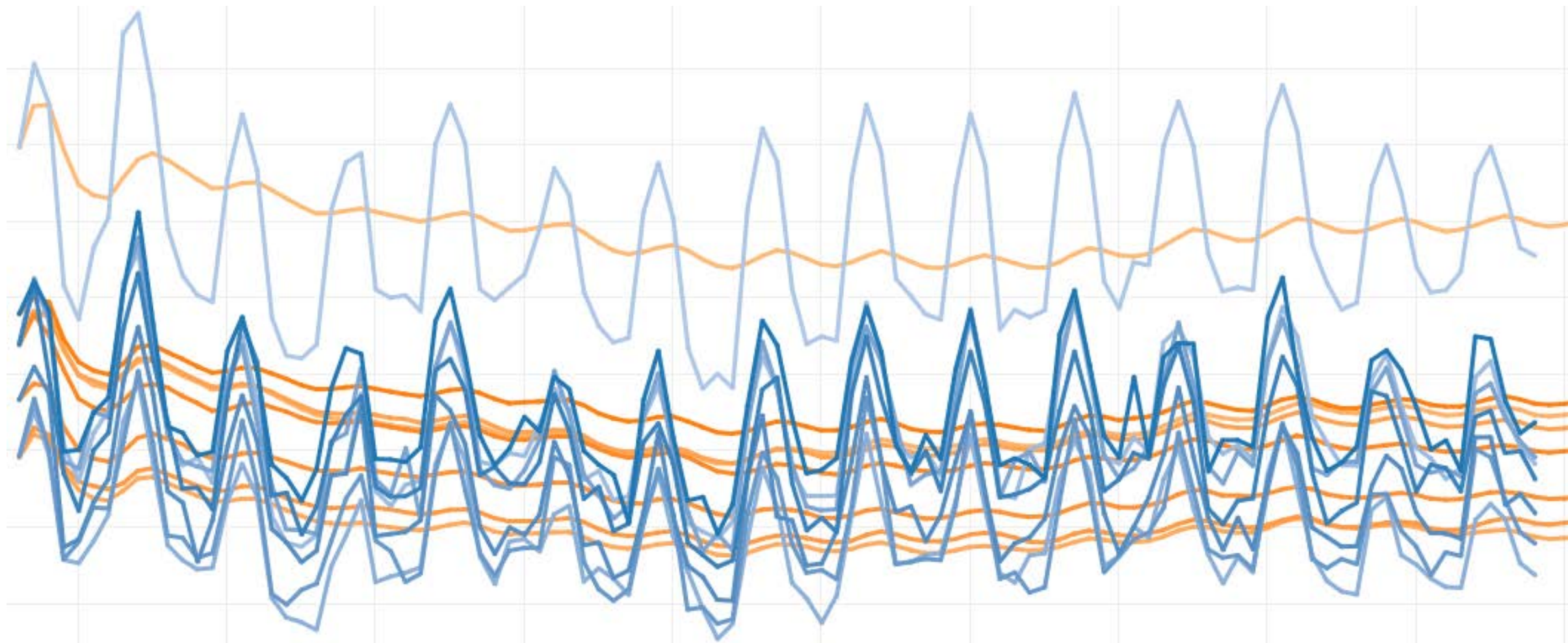
Paramount A VIACOM COMPANY

EA

Sponsored Games

Number of Players

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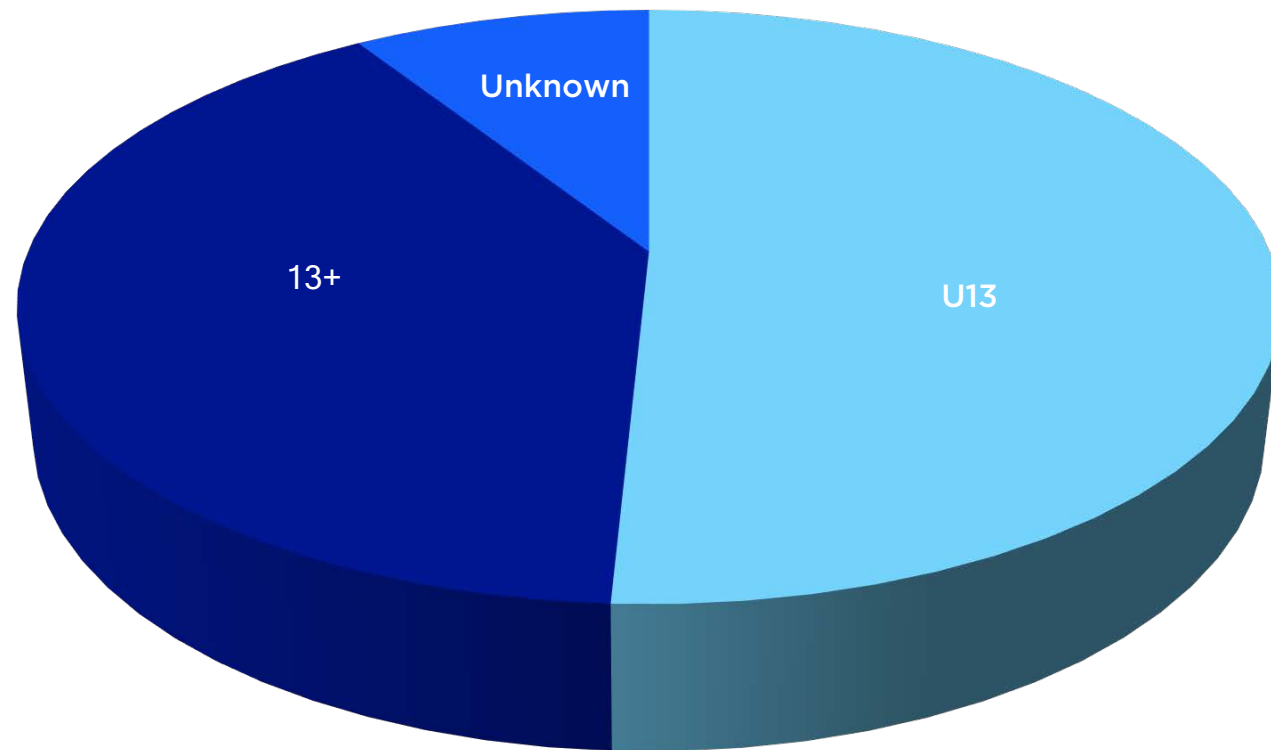- May 2017: 53.5% of all players were under 13
- 113% YoY increase

Day 14 Retention

Monetization

>50% spent Robux comes from U13

U13
13+
Unknown

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
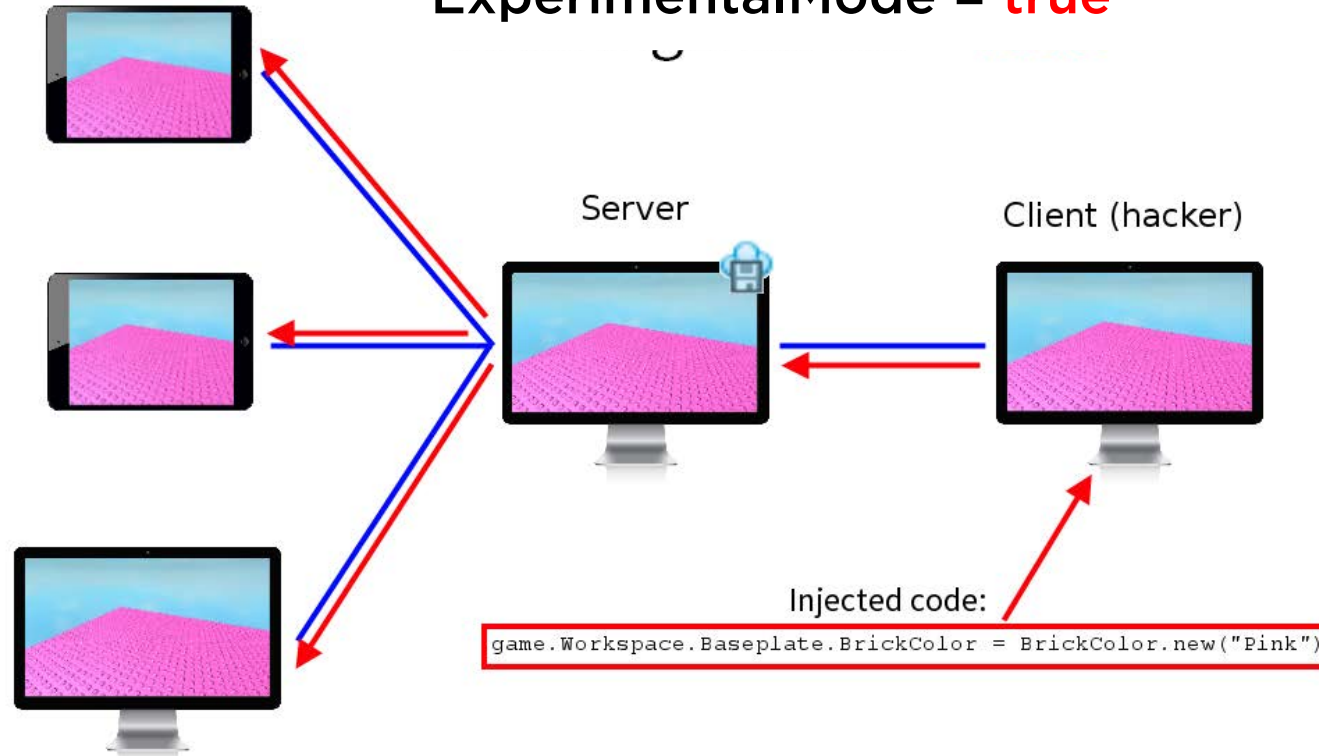- No blood / gore

Experimental Mode

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

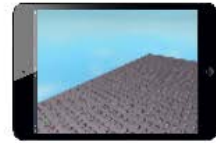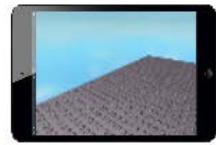# Client makes change with Experimental Mode on

ExperimentalMode = true

Regular Clients

Server

Client (hacker)

Injected code:

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

Client Makes Change With Experimental Mode Off

Regular Clients

ExperimentalMode = false

Server

Client (hacker)

STOP

Injected code:

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

How Will It Help Your Game?

- Better security
- Better architecture
- Local effects

Experimental Mode Discoverability

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)
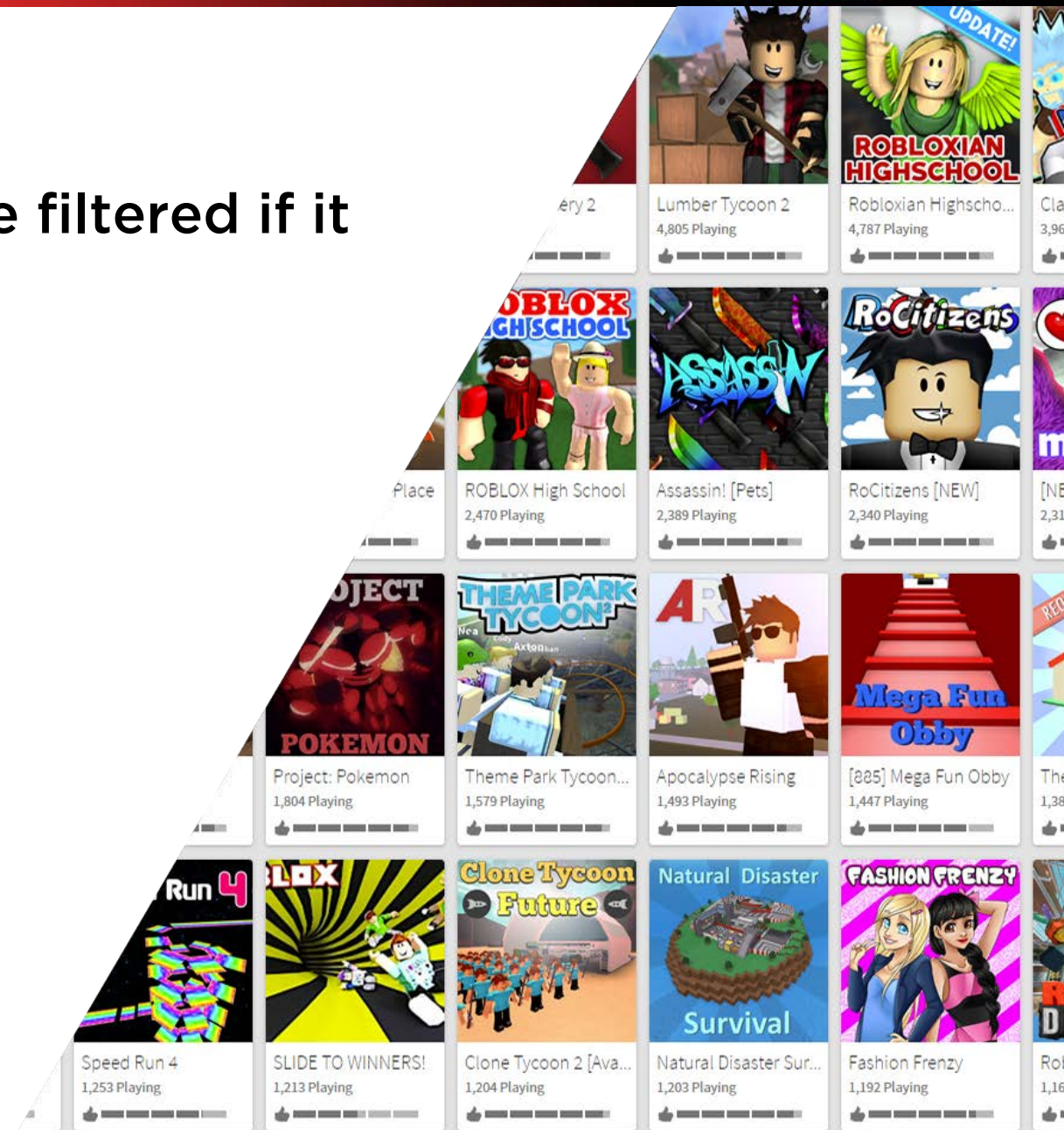- 9-10 (9/1)
- 11-12 (9/7)

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

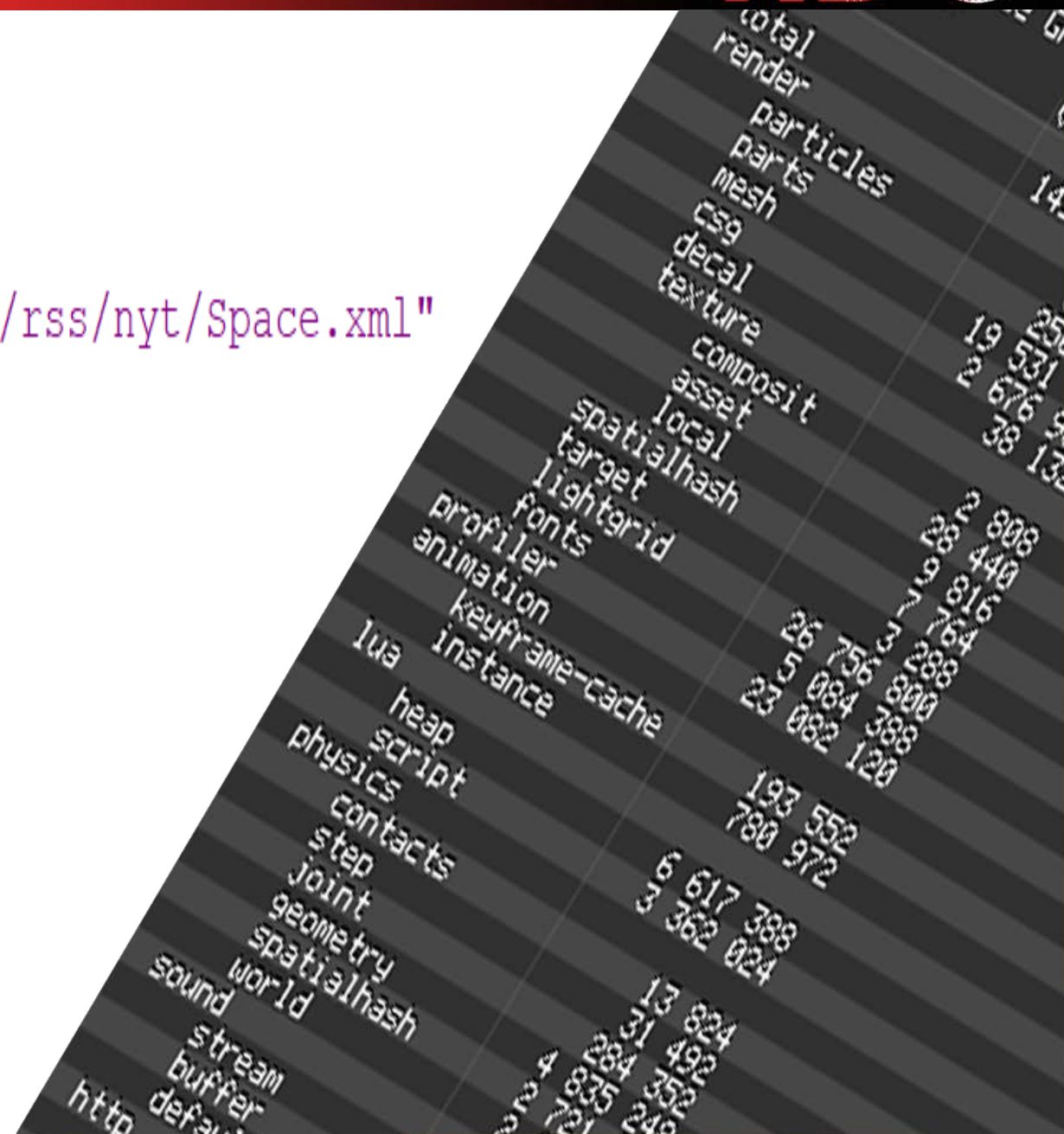# Player Input

Custom Displays

Custom Displays

Random Words

fdwluzlbbayraeuwzekd

kfuguvxwkhekswixnsrl

bzarrzlythjfyrwcfrqf

elan badword afknies

flhakopdgyfbenlnpdwm

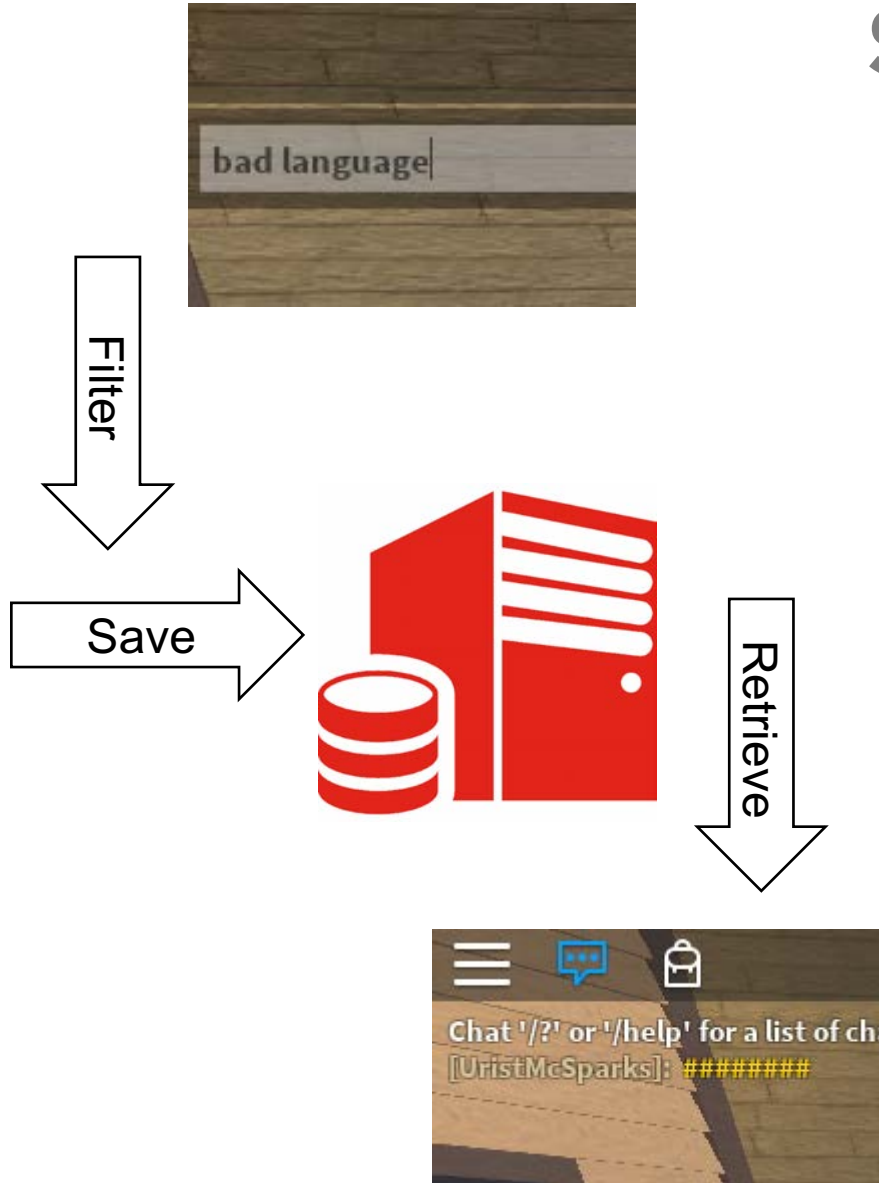issasatteosjtdvhlfnl

zslcylufprdpwakglbnr

yyflvrndeumhnhobwhlz

External Text

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

Stored Text

Filter

Save

Retrieve

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.

RDC .17

Privacy Settings

- Chat with anyone
- Chat with friends
- Chat with no-one
- More to come?
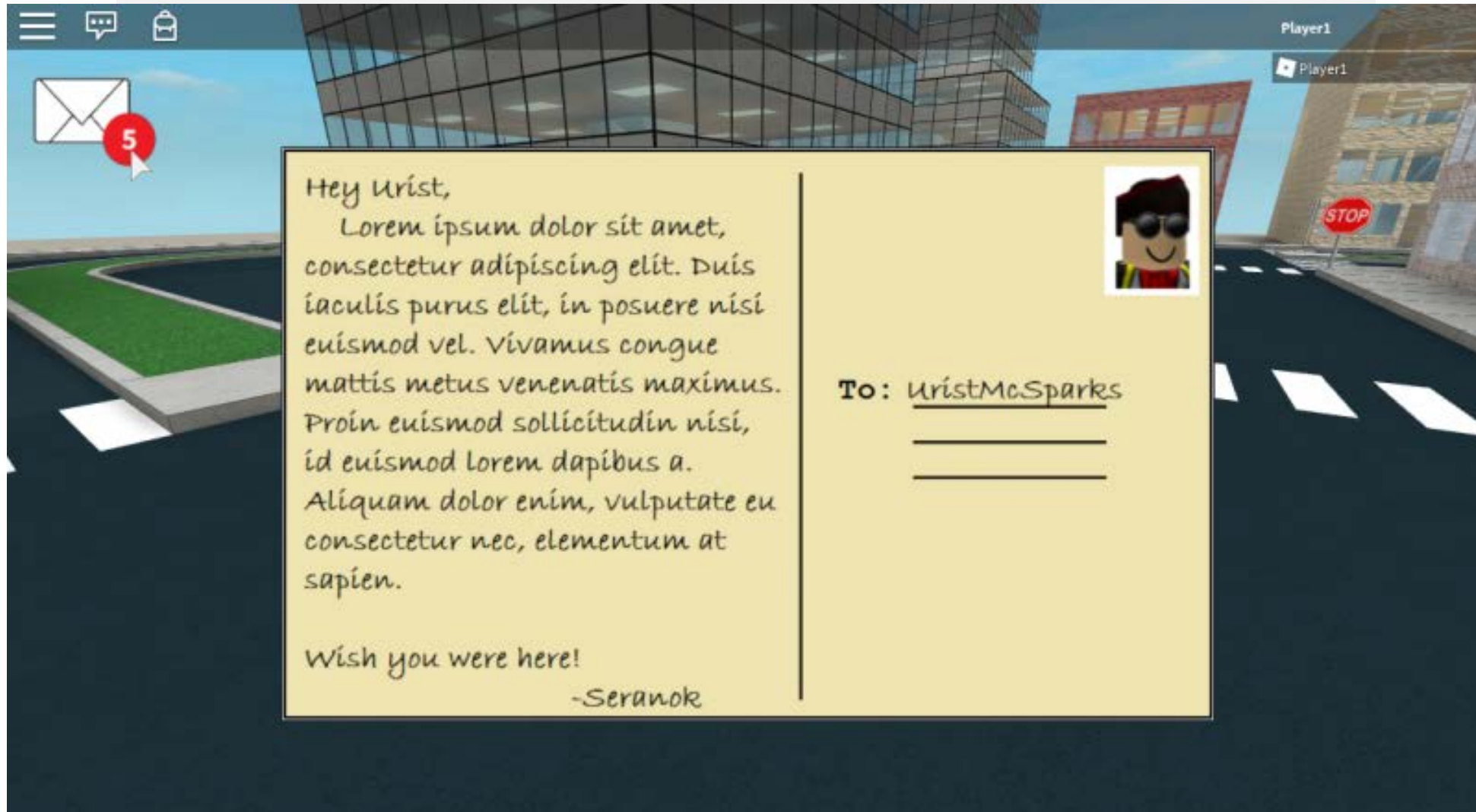
When Are These Settings Relevant?

- 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

RDC .17

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

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!