



FIPP
Connecting
Global Media

INITIATIVE FOR
KIDS
TRUSTED MEDIA

A FIPP / WAN-IFRA INITIATIVE
FOUNDING COHORT · 2026

Setting the standard for a generation *raised by algorithms.*

Worldwide, one in three internet users is a child (UNICEF), and children now average two hours a day on TikTok alone (Qustodio, 2024), most of it algorithmic and unvetted. Reliance on AI compounds the cost: early research links heavy use of generative tools to cognitive offloading and measurably lower brain engagement (MIT Media Lab, 2025). Social psychologist Jonathan Haidt has traced how this rewiring of childhood tracks rising anxiety and falling attention, and only a third of children read for pleasure, a habit that rarely forms after age ten (National Literacy Trust). The Kids Trusted Media Initiative is our response: an evidence-based standard for children's media, anchored in the quality of magazine media and set by the publishers the world trusts. **Founding publishers write that standard.**

FIPP and WAN-IFRA put this trust mark in front of millions of families and give your titles the world's biggest stages

THE VALUE OF FOUNDING, IN EIGHT DIMENSIONS

AUTHORITY

01

Founders establish the Gold Standard - benchmark for human-made, verified, child-safe media. The rules put forward guiding principles, benefits to kids, successful formats, economics and editorial imperatives - not terms imposed by platforms.

ACCESS

02

The Trust Contract is a ready-made agreement a school or library signs to adopt certified by Gold Standard titles, so reaching classrooms becomes a repeatable, scalable route instead of a slow deal negotiated title by title, adapted to each market.

MONETISATION

03

A shared playbook of commercial best practices for kids content: subscriptions, licensing, sponsorship, events and IP, which sometime transcend publishing.

STANDING & VISIBILITY

04

A defined seat for magazines in the wider kids-industry conversation, alongside toys, edtech and entertainment, on stages like Bologna. Magazines as a category with its own standard.

INTELLIGENCE

05

Founders share pooled data on how Gen Alpha and Gen Beta engage and trust content. Contribute one proof point, receive the insight of the full cohort.

COMMERCIAL VALUE

06

The standard and its shared evidence strengthen every case for grants, sponsors, and partners. Certified titles carry a recognised trust mark.

THE LONG GAME

07

By collectively showing parents and caregivers why quality kids content matters, founders build the audience of the future. Win that trust now, and today's child reader becomes tomorrow's paying subscriber.

PEER NETWORK

08

Founders join a live network of the world's most trusted kids publishers: people to call, compare notes with, and run shared initiatives with, the way book publishers do.

ROADMAP TO LAUNCH

Q3 2026

Founding cohort confirmed, working groups formed

Q4 2026

Gold Standard drafted for consultation

Q1 2027

Trust Contract piloted, credential opens

Q2 2027

Launch at FIPP World Congress

What founders commit

NOMINATE

Put forward one kids or family title for the founding cohort.

CONTRIBUTE A PERSON

One senior lead on a working group. One call a month.

SHARE EVIDENCE

One proof point for the report: a metric, a school result, a parent insight.

One title. One person. One proof point.

The readers we raise now are the audience all of us publishers inherit

NOMINATIONS CLOSE **30 September 2026**