

# HB0645 - FAV

## Introduction

My name is Brad Davis, testifying individually in favor of HB0645. Since 2014, I have held a variety of professional roles in the space of social media marketing, specifically as it relates to compensating influencers (A.K.A “vloggers”) for their promotion of certain brands and products within their content. As such, I’m familiar with the working conditions of said influencers, the scale of monetary compensation they have accessible to them, and the role that minors play in the production of associated content.

## Context

This is my first written testimony, so bear with me if the format is not preferred.

It is important to understand that the world of online content creation, sometimes referred to as the “Creator Economy”, is well-documented in its large size and expected growth. As an example, [Goldman Sachs Research](#) expects the **50 million global creators** to grow at a 10-20% compound annual growth rate during the next five years. While obviously not all of these creators feature minors in their content (which content can earn sizable amounts of money via brand endorsement deals, share of social platform advertising revenue, merchandise, etc.), there’s still vast categories of content and creators that do.

In such arrangements, like families who document their daily activity in “vlog” format, children of any age are often on camera, every day, for various durations - ***independent of their own cognitive understanding of the corresponding privacy and safety implications, cognitive consent, and just simply if they are having a bad day.*** In some cases, even traumatic events such as injuries, school conflicts, car accidents, etc. are specifically exploited by the creators on the sensationalized premise that they can draw in increased viewership, and subsequently increased money. Children’s coping process with these events unfolds with a camera in their face, and broadcast to hundreds, thousands, even millions of people they do not know.

HB0645 *begins* efforts to protect the rights of these minor individuals, by offering them increased access to privacy measures (Section 19-004) as well as offering them specific, reserved compensation for the profits of content they are featured in.

## Closing

Social media offers incredible opportunities for creative expression and human connection, manifest by the growing amount of people creating and sharing online. We need to take stronger steps to ensure the rights and privacy of children are preserved while we, in real time, increase our societal understanding of the pros and cons of such technology.

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