

Scene-level behavioural data for children's video

Kidoio codes what children's videos model and reward, second by second, against established child-development frameworks. Each video gets scores on nine developmental dimensions, a recommended age band, and timestamped moments with a description of what happens on screen.

1,158

videos analysed

148 h

of video (median 6.8 min)

14,563

timestamped moments

10,811

whole-video scores

Figures as of 24 October 2026. Lengths known for 1,111 of 1,158 videos; every timestamp is checked against the video's length.

What each video carries

DIMENSION	WHAT IS CODED	FRAMEWORK	MOMENTS
Concerning moments	Ads interrupting content, scary imagery, unsafe or mature material, with the youngest ages affected	AAP / WHO screen-time guidance	3,682
Empathy	A feeling or need noticed, acknowledged or rewarded	RULER (Brackett), Gottman	3,474
Aggression	Force or intimidation, and whether it works	Bandura social learning, Tremblay	2,796
Adult voice	How adults speak to children: authoritative, authoritarian, permissive	Baumrind parenting styles	2,785
Self-regulation	Strategies modelled for waiting, frustration or fear	Gottman emotion coaching	1,672
Body autonomy	Consent, privacy and personal space	AAP guidance	154
Cooperation, conflict resolution, reward framing, cognitive engagement	Scored for the whole video	Bandura, Vygotsky	—

Age bands (videos)

RECOMMENDED BAND	VIDEOS
Preschool (3–6 yr)	478
Early school (6–9 yr)	525
Late childhood (9–12 yr)	123
Early adolescence (12–15 yr)	22
Late adolescence (15–18 yr)	8
Baby and toddler (0–3 yr)	2

Example rows

Where Is This Wild Leopard Cub's Mom? | Dodo Kids

empathy · acknowledged · 27–32 s · ruler_brackett

The cub cries for its mom, expressing distress.

Ellie's Mix-Up Adventure on the Superheroes Plane

aggression · successful · 9–14 s · bandura_social_learning

Thor bumps the girl's luggage with his own, causing it to fall.

Products

PRODUCT	WHAT YOU GET	FOR	PRICE
Evaluation licence	A cohort of videos and moments to test and benchmark kids-suitability or safety classifiers. 1 year, not exclusive. A human-reviewed gold set of 500 videos is in preparation.	Platform trust & safety, AI labs, ad-tech data science	\$40 per video (\$80 reviewed), from \$5,000
Scores feed	Whole-video scores and timestamped moments for any YouTube ID; new videos analysed within 24 hours.	Parental-control apps, kids platforms	from \$2,500 a month
Ad-suitability segments	Lists of channels and videos that meet set rules (e.g. no rewarded aggression, no ad interruptions, ages 3–5).	Kids ad platforms, channel networks	\$0.02–0.05 per 1,000 impressions
Library audit	Kidoio's analysis of your own catalogue, with a summary report.	Studios, channel networks, toy brands	\$150–300 per hour of video
Research licence	Any cohort for research and publication, one lab, 2 years.	Universities, foundations	Free for academics; \$2,500 otherwise

Delivery

JSONL or CSV, one row per moment or per video score, with a methodology manifest and ML Commons Croissant metadata (Hugging Face ready). Rows carry the YouTube ID, start and end second, a link that opens the video at that second, dimension, label, description, framework, age bands and review status. Datasets are versioned and frozen at publication.

How the data is made

Videos are publicly available (mostly YouTube), chosen by parents in Kidoio's apps and by Kidoio's team. A multimodal AI pipeline watches and listens to each video and codes every scene against the frameworks above, under Kidoio's methodology (kidoio-v1.0), developed with child-development researchers. Each label carries a review status; the current corpus is model output, and a two-reviewer gold set with published agreement figures is in progress.

Rights and privacy

Kidoio licenses its annotations only: video IDs, timestamps, labels and descriptions. It does not distribute footage, frames or thumbnails. The data contains no personal data of children or app users. Kidoio's privacy policy: kidoio.com/privacy. Operated by Kidoio Ltd, registered in England and Wales (company no. 17286748).

Sample files

kidoio_sample_timestamped_moments.csv: 65 moments across 6 dimensions from 35 videos.

kidoio_sample_video_scores.csv: whole-video scores for 10 videos. **kidoio_data_dictionary.csv**: every field, type and allowed value.