APP STORE AGE VERIFICATION BILLS

THE HUGE COSTS FOR SMALL BUSINESSES

A national patchwork of laws on online age verification, like those in Texas and Utah, require app stores such as those operated by Apple, Google, and others to verify the age of their users, shifting the burden from content providers to app stores and app developers, including small businesses that do not host age-inappropriate content. This creates a huge burden with no economic or child safety benefits.

90%
of the apps on the Apple App Store were developed by small businesses

1.7M | **1.8M**

apps developed by small businesses on each platform, assuming Google has a similar rate of small businesses

THAT MEANS

3.5M
small businesses will need to update their apps to comply with new laws

FOR MOST OF THESE BUSINESSES, THEY'LL HAVE TO HIRE EXPERTS TO HELP COMPLY, AND THE COSTS CAN ADD UP QUICKLY.

Mobile Developer + maintence costs and updates	**$10K**
Legal Expert	**$10K**
Total per small business	ON AVERAGE AT LEAST **$20K**

But if everyone needs to updates apps at once, there could be a shortage of both app developers and compliance professionals – leading to higher costs for everyone. Using higher estimates, it could cost up to:

$30K
to update an app

+

$50K
for compliance

=

$80K
total per small business

IF ACTUAL COSTS ARE ON THE HIGHER SIDE, IT COULD COST AMERICAN SMALL BUSINESSES UP TO:

$280 BILLION TOTAL