



PRESS RELEASE

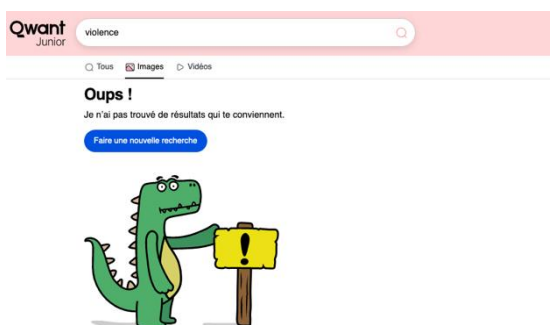
PARIS, 2023, MARCH 28th

Qwant launches a new version of Qwant Junior and announce a partnership with BayaM application, to offer edutainment content for 6-12 years old

- [Qwant Junior](#) is the first secure and fun search engine that allows 6-12 years old to explore the Internet while learning, without inappropriate content. Qwant Junior allows users to discover the Internet without collecting personal data and without advertising.
- [Qwant Junior](#) is a free service that is all the more essential for the serenity of parents as children spend an average of more than 9 hours on the Internet each week*. As a digital player, vigilance is essential concerning services for children.
- [Qwant](#) and BayaM, the application designed by the two publishers [Bayard Jeunesse](#) and Milan, are now joining forces to enhance Qwant Junior's offering. The search engine for children now includes a selection of documentaries, stories, games, podcasts and activities offered by [BayaM](#) application.

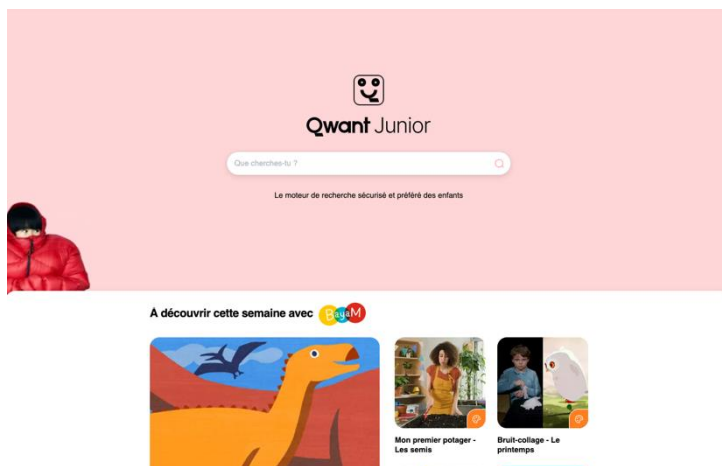
Qwant and BayaM join forces to accelerate the development of Qwant Junior and enrich it with edutainment content.

Launched in 2015, [Qwant Junior](#) is the fun and secure solution for young people to search the web, without inappropriate content, without collecting personal data and without advertising.



Today, the search engine dedicated to children offers an age-appropriate gateway to the Internet, as the engine enforces the blocking of all inappropriate content such as violence, pornography, drug use etc. Sites unsuitable for children are placed on a regularly updated blacklist: they do not appear in the search results and cannot be accessed by typing the URL of the site in the search bar: an illustration of a dinosaur is then displayed to help the child understand that this search is not suitable for his age.

Qwant Junior also ensures the same promise as its elder brother : in [Qwant Junior](#) there is no collection of personal data. Children's search history is not kept and no third party can access it. The child also navigates in an ad-free environment, a security feature that reassures parents concerned about exposing their children to intrusive content.



To enrich the experience of children, Qwant Junior and [BayaM](#), the [Bayard Jeunesse and Milan](#) app that nurtures children's curiosity, have joined forces to offer a selection of free edutainment content updated every week on the search engine's home page.

Parents and children will find on the homepage of the site a selection of documentaries, games, quizzes, stories and activities related to the highlights of the year, as well as the universes of the characters and magazines of Bayard Jeunesse and Milan (Ariol, Anatole Latuile,

Tom-Tom and Nana, but also the stories of J'aime Lire, Mes Petits Docs or 1jour1actu).

[Qwant](#) and BayaM are driven by the same desire to offer a fun and secure digital experience that makes the child an actor and puts his development and well-being at the heart of the experience. BayaM application has no advertising and features parental controls and a stopwatch to control screen time and the content seen by the child. Qwant Junior blocks inappropriate content, does not display ads, and does not collect any personal data.

Qwant Junior is available on <https://www.qwantjunior.com/> and on [iOS](#) and [Android](#) application.

Earlier and earlier access to digital tools requires increased vigilance from all actors.

The presence and time spent online by children has increased dramatically in recent years, posing a major challenge for parents to control access to content and ensure the safety of a generation that has grown up with the Internet and social networks.

A study by the National Union of Family Associations (Unaf) published in February 2022¹ shows that 57% of 3-6 years old and 85% of 7-10 years old already use the Internet. These are very high figures, which must be taken into account, in addition to the time spent on the Internet: children aged 1 to 6 surf the Internet for more than 6 hours a week, a figure that rises to 9 hours for 7-12 years old, and which has practically tripled in the last ten years, according to an Ipsos study in March 2022². In this context, more than 63% of parents attest that their children need supervision on the Internet, according to a February study conducted for Internet Without Fear, the new digital awareness program for youth, in February 2023³.

Faced with this major societal challenge, Qwant has been working for several years alongside the public authorities to help create a trusted Internet, in which children can browse peacefully, without risk. In this context, in 2021 Qwant joined the government initiative jeprotegeomonenfant.gouv.fr, which aims to prevent the exposure of minors to screens and pornography. Since November 2022, Qwant has also been part of the [Children online protection lab](#), an initiative launched by the President of the Republic to develop good practices to protect children more effectively when they surf the web.

To Raphael Auphan, CEO and Corinne Lejbowicz, Chairman of Qwant : « *As a search engine, Qwant is a gateway to the world, and it is clear that children are starting to use digital technology at a very young age. As a tool for discovering the digital world on a daily basis, it is up to us to offer children an appropriate site, without advertising and, of course, without collecting personal data. We are delighted to enhance Qwant Junior*

¹ <https://www.unaf.fr/ressources/enfance-et-numerique-les-parents-ont-besoin-daccompagnement/>

² <https://www.ipsos.com/fr-fr/malgre-un-temps-croissant-passe-sur-les-ecrans-les-jeunes-lisent-toujours-autant>

³ [OpinionWay pour Internet Sans Crainte - Perceptions et pratiques d'Internet au sein de la famille en 2023 - Janvier 2023 \(tralalere.com\)](https://www.tralalere.com/OpinionWay-pour-Internet-Sans-Crainte-Perceptions-et-pratiques-d-Internet-au-sein-de-la-famille-en-2023-Janvier-2023)

with edutainment content offered by publishers Bayard Presse and Milan, via their BayaM platform, and all for free. We believe that this partnership will develop to offer the most suitable formula for children as well as parents and teachers ».

Damien Giard, Numeric Director of Bayard Jeunesse, adds : « *At BayaM, we approach digital creation with the same high standards and the same concern to be adjusted to the age of children as we do in our magazines and books. With BayaM, we offer children an environment where they can explore, have fun and feed their curiosity in complete confidence. Our partnership with Qwant illustrates our desire to offer children tools adapted to accompany them in their first use of screens in a reasoned, responsible and discovery-friendly way. »*

PRESS CONTACTS

AGENCE CLE
Théo Vidal
qwantpress@agencecle.fr

QWANT
Adélaïde Mauger
press@qwant.com

About Qwant

Developed in France and leader in Europe, Qwant is the search engine that respects the privacy of its users by not collecting any personal data.

Qwant develops its own web indexing technology, designed to provide unbiased, exhaustive and unprofiled search results. Qwant provides a search service with zero search tracking, zero advertising tracking and zero sale of personal data.

In addition to [Qwant Search](#), [Qwant Maps](#), a mapping service, and [Qwant Junior](#), a search engine dedicated to 6-12 years old, Qwant offers [Qwant VIPrivacy](#), a browser extension that allows users to browse the web without being subject to ad tracking.

Qwant is available on web : www.qwant.com, or thanks to browser extensions. The browser Qwantis available on iOS and Android mobile applications.

Qwant has 6 million monthly users.

Qwant, the search engine that knows nothing about you. www.qwant.com



About BayaM :

The BayaM application, developed by the teams of Bayard jeunesse and Milan, is a clever and intelligent digital application that makes the child an active participant and puts his or her development and well-being at the heart of its proposal. It offers children aged 3 to 10 a unique experience of play and discovery. Children can find their favorite heroes (Petit Ours Brun, SamSam, Zouk, Ariol, Anatole Latuile...) and parents can find ideas to keep the whole family busy (movies, gardening, cooking, crafts, etc.)! Guaranteed ad-free, the BayaM application, equipped with a stopwatch and a parental lock, helps children to learn how to use screens intelligently for the first time. More info on www.bayam.tv