

SENATE  
STATE OF MINNESOTA  
NINETY-THIRD SESSION

S.F. No. 3496

(SENATE AUTHORS: MAYE QUADE and Kupec)			
DATE	D-PG		OFFICIAL STATUS
02/12/2024	11547	Introduction and first reading	
		Referred to Labor	
02/19/2024	11660	Author added Kupec	

1.1

A bill for an act

1.2

relating to labor; providing compensation for minors appearing in Internet content

1.3

creation; amending Minnesota Statutes 2022, sections 181A.03, by adding

1.4

subdivisions; 181A.07, subdivision 2; proposing coding for new law in Minnesota

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Statutes, chapter 181A.

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BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF MINNESOTA:

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Section 1. Minnesota Statutes 2022, section 181A.03, is amended by adding a subdivision

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to read:

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Subd. 5a. **Online platform.** "Online platform" means any public-facing website, web

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application, or digital application, including a mobile application. Online platform includes

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a social network, advertising network, mobile operating system, search engine, email service,

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monetization platform to sell digital services, streaming service, paid subscription, or Internet

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access service.

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Sec. 2. Minnesota Statutes 2022, section 181A.03, is amended by adding a subdivision to

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read:

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Subd. 7a. **Content creation.** "Content creation" means content shared on an online

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platform in exchange for compensation.

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Sec. 3. Minnesota Statutes 2022, section 181A.03, is amended by adding a subdivision to

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read:

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Subd. 7b. **Content creator.** "Content creator" means an individual or individuals 18

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years of age or older, including family members, who create video content performed in

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Minnesota in exchange for compensation, and includes any proprietorship, partnership,

company, or other corporate entity assuming the name or identity of a particular individual or individuals, or family members, for the purposes of that content creator. Content creator does not include a person under the age of 18 who produces their own video content.

Sec. 4. Minnesota Statutes 2022, section 181A.07, subdivision 2, is amended to read:

Subd. 2. **Entertainers and models.** Any minor employed as an actor, model, or performer ~~shall be~~, or a minor compensated under section 181A.117, is exempt from the minimum age provisions of section 181A.04, subdivision 1.

Sec. 5. **[181A.117] COMPENSATION FOR INTERNET CONTENT CREATION.**

Subdivision 1. **Minors featured in content creation.** A minor is considered engaged in the work of content creation when the following criteria are met at any time during the previous 12-month period:

(1) at least 30 percent of the content creator's compensated video content produced within a 30-day period included the likeness, name, or photograph of the minor. Content percentage is measured by the percentage of time the likeness, name, or photograph of the minor visually appears or is the subject of an oral narrative in a video segment as compared to the total length of the segment; and

(2) the number of views received per video segment on any online platform met the online platform's threshold for generating compensation or the content creator received actual compensation for video content equal to or greater than \$0.10 per view.

Subd. 2. **Records required.** (a) All video content creators whose content features a minor engaged in the work of content creation shall maintain the following records and retain the records until the minor reaches the age of 21:

(1) the name and documentary proof of the age of the minor engaged in the work of content creation;

(2) the amount of content creation that generated compensation as described in subdivision 1 during the reporting period;

(3) the total number of minutes of content creation for which the content creator received compensation during the reporting period;

(4) the total number of minutes a minor was featured in content creation during the reporting period;

(5) the total compensation generated from content creation featuring a minor during the reporting period; and

(6) the amount deposited into the trust account for the benefit of the minor engaged in the work of content creation as required by subdivision 3.

(b) The records required by this subdivision must be readily accessible to the minor for review. The content creator shall provide notice to the minor of the existence of the records.

Subd. 3. **Trust required.** (a) A minor who is engaged in the work of content creation consistent with this section must be compensated by the content creator. The content creator must set aside gross earnings on the video content that includes the likeness, name, or photograph of the minor in a trust account to be preserved for the benefit of the minor until the minor reaches the age of majority, according to the following distribution:

(1) if only one minor meets the content threshold described in subdivision 1, the percentage of total gross earnings on any video segment, including the likeness, name, or photograph of the minor that is equal to or greater than half of the content percentage that includes the minor as described in subdivision 1; or

(2) if more than one minor meets the content threshold described in subdivision 1 and a video segment includes more than one of those minors, the percentage described in clause (1) for all minors in any segment must be equally divided between the minors regardless of differences in percentage of content provided by the individual minors.

(b) A trust account required under this section must, at a minimum, provide that:

(1) the money in the account is available only to the minor engaged in the work of content creation;

(2) the account is held by a bank, corporate fiduciary, or trust company, as those terms are defined in chapter 48A;

(3) the money in the account becomes available to the minor engaged in the work of content creation upon the minor attaining the age of 18 years or upon a declaration that the minor is emancipated; and

(4) that the account meets the requirements of chapter 527, the Uniform Transfers to Minors Act.

(c) If a content creator knowingly or recklessly violates this section, a minor satisfying the criteria described in subdivision 1 may commence a civil action to enforce the provisions

4.1 of this section regarding the trust account. In any action brought in accordance with this  
4.2 section, the court may award the following damages:

4.3 (1) actual damages;

4.4 (2) punitive damages; and

4.5 (3) the costs of the action, including attorney fees and litigation costs.

4.6 (d) This section does not affect a right or remedy available under any other law of the  
4.7 state.

4.8 (e) Nothing in this section shall be interpreted to have any effect on a party that is neither  
4.9 the content creator nor the minor who engaged in the work of content creation.

4.10 Subd. 4. **Civil cause of action; violations.** If a content creator whose content features  
4.11 minors engaged in the work of content creation fails to maintain the records as provided in  
4.12 subdivision 2, the minor may commence a civil action against the content creator for damages  
4.13 and to enforce this section.

4.14 **EFFECTIVE DATE.** This section is effective July 1, 2025.