

Momentum

Iniciativa de Jornalismo & Tecnologia

Autorship: Bruno Fiaschetti

Proofreading: Ester Borges

Approval of the “Digital ECA” in the Chamber of Deputies and Brazil’s Latest Moves in Platform Regulation

On the evening of last Wednesday (August 20), Brazil’s Chamber of Deputies fast-tracked and approved Bill No. 2628/22, which establishes rules aimed at increasing the protection of children and adolescents using social media, games, and digital applications. The bill introduces new obligations for digital platforms to prevent children from being exposed to vulnerabilities related to, for example, pedophilia, gambling, and narcotics.

Initially introduced in the Senate in 2022 and passed by that Chamber in late 2024, the bill gained significant traction in public debate and political circles in recent weeks following a [video](#) posted by popular Brazilian influencer “Felca.” The video, which has surpassed 47 million views on YouTube, exposes the production and dissemination of sexualized content featuring children and adolescents. It criticizes adults who boost this content in pursuit of greater engagement on social media, and raises concerns that platform algorithms may be fostering networks of cybercrime.

The attention around Bill 2628/22 prompted the submission of over 30 new bills from lawmakers proposing platform regulation — some directly related to child protection, others not. The Executive Branch has also indicated it will soon send two new proposals to Congress: one, developed by the Ministry of Justice and the Secretariat for Social Communication (Secom), introduces new content regulation rules targeting platforms with over 3 million users and aims to regulate content moderation procedures. The other, from the Ministry of Finance, focuses on the economic regulation of tech companies to curb unfair competition practices. These include a lack of transparency in search engines, abusive fees charged by app stores to smaller tech companies, bundling of services, and biased payment systems, among others.

All of this is unfolding at a time when platform regulation is at the forefront of national debate. Beyond the momentum built around Bill 2628/22, the issue is being widely discussed across all three branches of government and within civil society spaces, opening a historic window for this conversation — one that will undoubtedly impact journalism. Seeking to contribute to the maturation of these discussions, the **Momentum – News & Tech Task Force** has prepared this brief report summarizing the main innovations of Bill 2628/22 and outlining how the debate is taking shape institutionally in Brazil.

The Innovations Proposed by Bill No. 2628/22

Bill 2628/22 has been nicknamed the “Digital ECA,” in reference to the Child and Adolescent Statute (ECA) — a federal law passed in 1990 to protect the rights of individuals under 18. The nickname reflects the bill’s intent to update the rights and protections of this group in response to the new challenges arising from widespread use of social media, digital apps, and online games.

In this context, the bill approved by the Chamber requires companies that own internet applications, IT services, child-monitoring technologies, and social networks to take “reasonable measures” in their operations to prevent and mitigate young users’ access and exposure to sensitive content. This includes sexual exploitation and abuse, incitement to physical and psychological violence, addictive substance use, gambling, and predatory advertising practices. Reasonable measures include algorithm adjustments to limit such content, more effective monitoring and removal mechanisms, better age-verification systems, and improved parental control tools.

Another key provision of the bill is the prohibition of monetization and promotion of content that portrays children and adolescents in eroticized, sexually suggestive, or adult-themed contexts. In line with Brazil’s current legal framework — shaped by a recent Supreme Court ruling — platforms are required to remove such content immediately upon being notified of its offensive nature, regardless of a court order.

The bill also introduces stronger protections for children’s and adolescents’ personal data. Apps must provide underage users with the most privacy-protective default settings available. Companies would also be barred from using profiling techniques — data processing methods used to assess online behavior — to target advertising to users under 18.

With regard to journalism, the bill states that providers with editorial control (such as media outlets) and those operating under licensed copyright are exempt from these obligations, provided they comply with specific Executive Branch regulations. These include offering content rating information, technical tools for parental mediation, and accessible channels for reporting violations.

To become law, the bill must now pass another vote in the Senate and be reviewed by the Executive Branch, which may veto specific provisions. If enacted, its requirements would take effect one year after publication.

Bill 2628/22, the “State of the Art” in Brazil’s Regulatory Debate, and Its Impacts on Journalism

The approval of Bill 2628/22 in the Chamber is yet another sign of a historic window opening in Brazil for political discussion on platform regulation. The three branches of government — Executive, Legislative, and Judiciary — are actively promoting initiatives and driving debates to reshape the role of tech companies in the country. Although initially centered around child and adolescent protection, these moves could significantly impact journalism, both positively and negatively.

In addition to announcing plans to submit bills on content moderation and economic regulation of platforms, the Brazilian government, aligning itself with the ambitions of other Global South nations, has consistently expressed a desire for a stronger voice in global discussions about digital sovereignty and the development and governance of emerging technologies. This was evident, for example, in Brazil’s statement on information integrity at the 2024 G20 Digital Economy Working Group meeting, and more recently, in the BRICS declaration following the July 2025 summit in Rio de Janeiro, which placed artificial intelligence (AI) at the forefront of the bloc’s agenda.

Although the government’s bills and public statements do not directly address journalism, the Executive’s engagement with regulatory efforts could create a more favorable environment for debate within civil society and among political decision-makers. In this context, the journalism sector can participate more effectively and in a more organized manner in shaping the key debates that will define its future.

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