



FACTSHEET ON OSAR FOR D-ADSs

- The Online Safety Assessment Report (OSAR) 2026 for Designated App Distribution Services¹ (D-ADSs) sets out IMDA's first assessment of the five D-ADSs' online safety measures under the Code of Practice for Online Safety - App Distribution Services (ADS Code). The OSAR covers the reporting period from 1 April 2025 to 31 December 2025.
- IMDA assessed whether the D-ADSs' measures were Present, Comprehensive, and Effective, using information from D-ADSs' annual online safety reports to IMDA, together with IMDA's own mystery shopper testing, direct testing, and operational data. This assessment focused on the D-ADSs':
 1. Effectiveness of age assurance measures and enhanced protections for children;
 2. Effectiveness of safety measures to remove egregious and harmful apps;
 3. Effectiveness of data measures to protect or delete personal data.

IMDA has 65 objectionable apps pulled from app stores in first audit on 24 October

Description

IMDA found 65 objectionable apps across five app stores in its first audit, including nudification tools and gambling-style games. IMDA published the findings in its [first Online Safety Assessment Report](#) on Saturday (24 October). All 65 apps have since been removed.



- default watermark
- Designated App Distribution Services have age as largely in place, but IMDA finds weaknesses in app accuracy of app age-ratings.
 - Strong public support for proposed tiered social m
 - IMDA partners pre-schools to teach online safety

IMDA's release on its first app store safety report. Photo: IMDA

What the audit found

IMDA reviewed 7,000 apps between April and December 2025 on the Apple App Store, Google Play Store, Huawei AppGallery, Samsung Galaxy Store and Microsoft Store.

Besides the 65 objectionable apps, 24 apps were not rated 18+ under the stores' own rules. They carried sexually suggestive material, crime and drug use, or firearms in a school setting. The stores have corrected the ratings. IMDA did not name the apps.



FACTSHEET ON OSAR FOR

- The Online Safety Assessment Report (OSAR) 2024 for Distribution Services¹ (D-ADSs) sets out IMDA's first assessment of measures under the Code of Practice for Online Safety for App Distribution Services (Code). The OSAR covers the reporting period from 1 April to 31 December 2024.
- IMDA assessed whether the D-ADSs' measures were Effective, using information from D-ADSs' annual reports, together with IMDA's own mystery shopper testing, and other relevant information. This assessment focused on the D-ADSs':

1. Effectiveness of age assurance measures and
2. Effectiveness of safety measures to remove e-
3. Effectiveness of safety measures to assist on

IMDA's factsheet on its first app store safety assessment, covering April to December 2024. Photo: IMDA

Age checks

Age checks became mandatory a year after IMDA's Code of Practice for Online Safety for App Distribution Services took effect in March 2025. Stores now verify age through identity documents or

credit cards, face scans or usage patterns.

IMDA found the age checks largely well implemented, with exceptions. A small share of Huawei users on certain AppGallery versions could bypass age checks, and some under-18 users on Huawei and Microsoft stores could download 18+ apps. Huawei has fixed its issue, and Microsoft has an interim fix in place.

Reporting gaps

All stores let users flag harmful apps, but they were inconsistent in telling users the outcome, or did not tell them at all. Google Play and Samsung Galaxy Store did not notify users within six months when an app they had downloaded was removed. Google and Samsung have agreed to improve.

Social media rules next

MDDI spoke to more than 2,000 parents and young people from June to August. Most backed age-appropriate access with safeguards over an outright ban. The government expects to table legislation in early 2027 requiring age checks, with default limits on screen time, infinite scroll, autoplay and messages from strangers under consideration.

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