

Empowering Creators, Protecting Communities

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Google



1ST IN INDUSTRY



YouTube is the first platform to earn a content-level brand safety accreditation from the MRC.

The YouTube video in-stream accreditation was renewed from MRC in April 2024

The Media Rating Council accreditation certifies that YouTube in-stream video ads and the Advertiser Safety Error Rate metric adhere to the industry standards for content level brand safety processes and controls. This applies to YouTube in-stream video inventory purchased through Google Ads, Display & Video 360, and YouTube Reserve services.

The Media Rating Council

Validating Our Commitment to Brand Safety



Accredited by
Media
Rating Council®

HISTORY

The almost 60 year-old U.S.-based nonprofit manages accreditation for media research and rating. Today it is **one of the industry's foremost authority on measurement issues.**

MEMBERS

It's approx. 165 members span advertisers, ad agencies, television, and digital media companies, including: **Disney, BET Networks, Procter & Gamble and WPP.**

ACCREDITATIONS

We earned the industry's first content-level brand safety accreditations followed an extensive audit by its partner E&Y. **YouTube was the first digital platform with this distinction.**

The YouTube video in-stream accreditation was renewed from MRC in April 2024

Collaboration with ecosystem and SROs

Collaboration with ecosystem

At YouTube, we are, as always, **in dialogue with all stakeholders** (Gov, SROs, creators, partners, etc.), with the common ambition of creating a sustainable system for content creators while protecting users.

. **Google is an official member of the European Advertising Standards Alliance (from Jan 2021).** We decided to join this network of industry advertising regulators as we believe it plays a vital role in maintaining a responsible and safe advertising ecosystem. EASA's members organizations have been proactive in their approach to learning as much as possible from Google (and each other), as they look to digitize their systems to manage advertising standards and to monitor large-scale online ads starting with the biggest source of consumer complaints right now: social media influencer marketing and sensitive verticals.

. Google is a proud supporter of advertising self-regulation at local level as well.

. **Dialogue and collaboration with institutions and trade associations** (WFA, IAB EU and local chapters, EACA, etc.)

Our mission is to give everyone a voice
and show them the world.



OUR #1 PRIORITY



YouTube's #1 priority
is our responsibility
to protect our viewers,
creators & advertisers



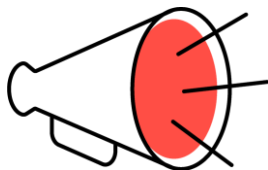
YouTube's **#1 priority** is our responsibility to protect our viewers, creators and advertisers while preserving the openness of our platform.

OUR 4RS OF RESPONSIBILITY



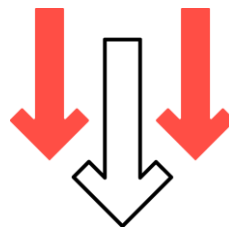
REMOVE

Content violative of
our community
guidelines



RAISE UP

Authoritative voices on
our platform



REDUCE

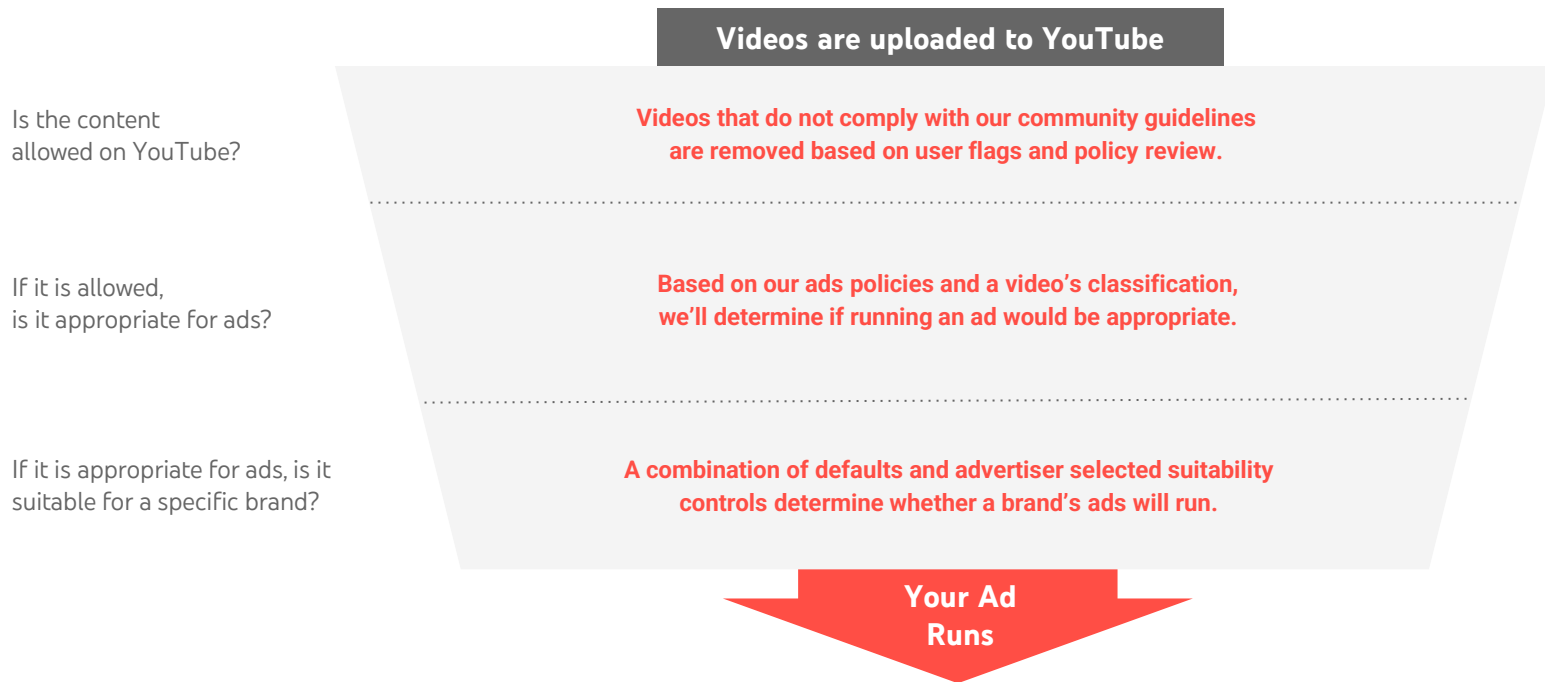
The spread of
borderline content



REWARD

Content that meets
our even higher
monetization
standards

THE JOURNEY OF A VIDEO ON YOUTUBE



REMOVE

8+

million

**Videos
Removed
in Q1 2024**

1.4+

million

**Comments
Removed
in Q1 2024**

15+

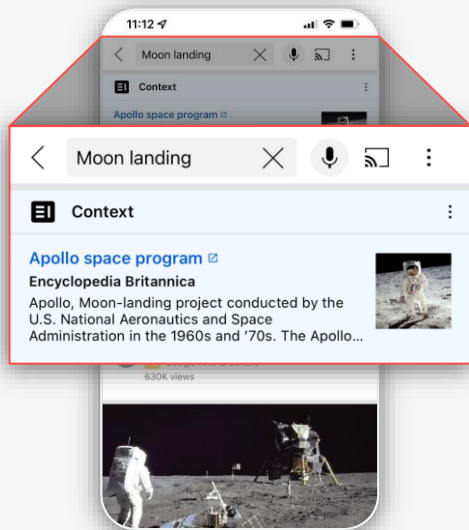
million

**Channels
Removed
in Q1 2024**

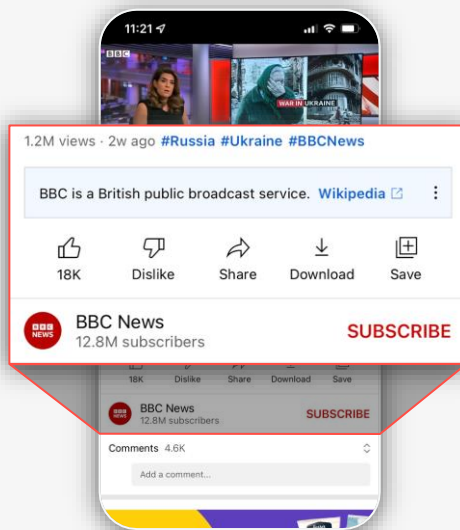
REMOVING VIOLATIVE CONTENT

Our Transparency Report shares the Community Guidelines enforcement to protect users.

RAISE



**AUTHORITATIVE
SOURCES**



**INFORMATION
PANELS**

RAISING AUTHORITATIVE SOURCES

Providing trustworthy and reliable information across YouTube

REDUCE



CATCHING MISINFO BEFORE IT GOES VIRAL

Training our systems on new data to help make us faster and more accurate at catching emerging viral misinformation



ADDRESSING CROSS-PLATFORM SHARING

Exploring how to make sure that harmful misinformation isn't spread through direct links on other platforms and websites



RAMPING UP EFFORTS GLOBALLY

Growing teams to account for how guidelines could be interpreted differently across the 100+ countries and languages in which we operate

REDUCING MISINFORMATION

In line with GARM standards, to prevent the spread of false or willfully misleading content

REWARD



REWARDING CREATORS WITH MONETIZATION

YouTube is at the heart of the creator economy, driving real impact

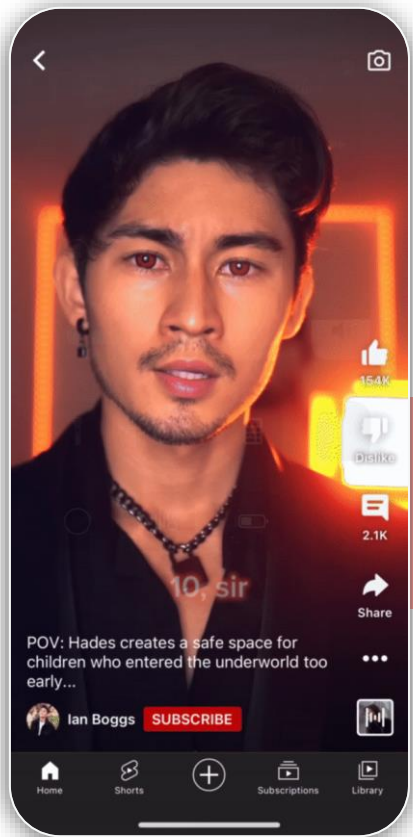
YouTube Partner Program members support Brand Safety and Suitability through:

- Advertiser Friendly Content Guidelines
- Self-Certification
- Checks process

BRAND SAFETY



YouTube advertising meets 99% effectiveness for brand safety across in-stream, livestream, Shorts, and Watch Next & Home feed content as determined by GARM Brand Safety Floor.



EXPANDING BRAND SAFETY ACROSS FORMATS

SHORTS

We are committed to keeping advertisers safe by scaling Brand Safety and Suitability universally across YouTube

Protecting advertisers with our industry-leading Brand Safety and Suitability



YouTube's 4Rs of Responsibility: Remove, Raise, Reduce and Reward

Our 4Rs anchor our work in protecting our viewers, creators and advertisers across all content on YouTube-- including Shorts



YouTube advertising meets **99% effectiveness for brand safety across Shorts**, in-stream, livestream, and Watch Next & Home feed content as determined by GARM brand safety standards.*



Our **Brand Suitability Controls**, work on top of our Brand Safety policies to help advertisers calibrate the types of content their ads will run near. Our **Inventory Modes** are in full alignment with GARM's Brand Suitability Framework.

YouTube Policy

POLICIES ARE A JOINT RESPONSIBILITY



Community Guidelines



Advertiser Friendly
Content Guidelines



Google Ads Policies

YOUTUBE CONTENT
Creator is in charge

YOUTUBE ADS
Advertiser is in charge

Community Guidelines

Content we do and don't allow on YouTube

Spam & deceptive practices

- Fake Engagement
- Impersonation
- External links
- Spam, deceptive practices & scams
- Playlists
- Additional policies

Sensitive content

- Child safety
- Thumbnails
- Nudity and sexual content
- Suicide and self-harm
- Vulgar language

Violent or dangerous content

- Harassment and cyberbullying
- Harmful or dangerous content
- Hate speech
- Violent criminal organizations
- Violent or graphic content

Regulated goods

- Firearms
- Sale of illegal or regulated goods or services

Misinformation

- Misinformation
- Elections misinformation
- COVID-19 medical misinformation
- Vaccine misinformation

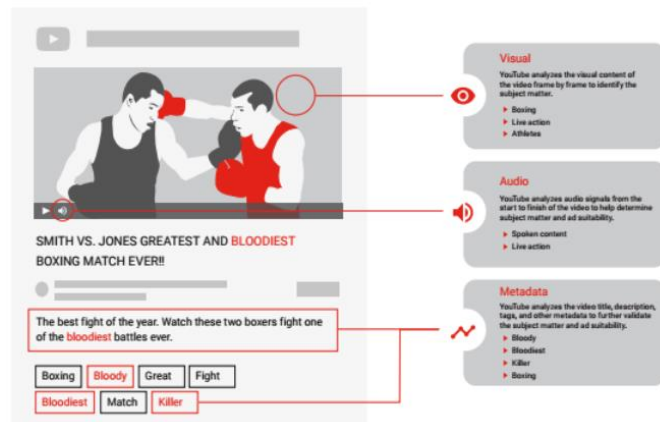
Monetization Policies: Advertiser-Friendly Content Guidelines

Topics that are NOT Advertiser-friendly

- Inappropriate language
- Violence
- Adult content
- Shocking content
- Harmful or dangerous acts
- Hateful & derogatory content
- Recreational drugs and drug-related content
- Firearms-related content
- Controversial issues
- Sensitive events
- Enabling dishonest behavior
- Inappropriate content for kids and families
- Incendiary and demeaning
- Tobacco-related content

Our policies apply to all portions of the content:

- Video or live stream
- Thumbnail
- Title
- Description
- Tags







Google Ads Policy

Promoting a positive experience for users, advertisers, and creators

Google Ads policies are designed to ensure a safe and positive experience for our users. This means we may prohibit content that we believe to be harmful to users and the overall advertising ecosystem.

Our policies fall into four broad areas

	Definition	Examples
Prohibited content	Content that cannot be advertised on the Google Ads network.	 <ul style="list-style-type: none">• Counterfeit products• Products or services that enable dishonest behavior• Dangerous products and services• Offensive or inappropriate content
Prohibited practices	Advertisers can't take certain actions or advertise in certain ways if they want to advertise with Google.	 <ul style="list-style-type: none">• Abuse of the ad network• Irresponsible data collection and use• Misrepresentation of self, product, or service
Restricted content	Certain content can be advertised on the Google Ads network, with limitations and certifications, depending on policy topic and local legal regulation.	 <ul style="list-style-type: none">• Alcoholic beverages• Copyrighted content• Gambling-related content• Healthcare and medicines• Political content• Trademarks
Editorial and technical requirements	Google requires that all ads, extensions, and destinations meet high professional and editorial standards. To help us keep ads clear and functional, advertisers must meet certain technical requirements.	 <ul style="list-style-type: none">• Editorial and professional standards• Technical requirements

Paid Promotions

What about Paid Promotions?

The screenshot shows the YouTube Studio interface for a video titled "Your video" by Master Fritz Group M. The "Video details" section is active, showing the "Audience" settings. The video is set to "Not made for kids". Below this, there is a "Paid promotion" section with a checkbox for "My video contains paid promotion like a product placement, sponsorship, or endorsement" which is currently unchecked. The interface also includes a search bar at the top, a navigation menu on the left, and a video thumbnail at the top left of the details panel.

All paid promotions need to follow our [Ad Policies](#) and [Community Guidelines](#). Creators and brands are responsible for understanding and complying with their local and legal obligations to disclose Paid Promotion in their content.

More information on paid promotions [here](#)



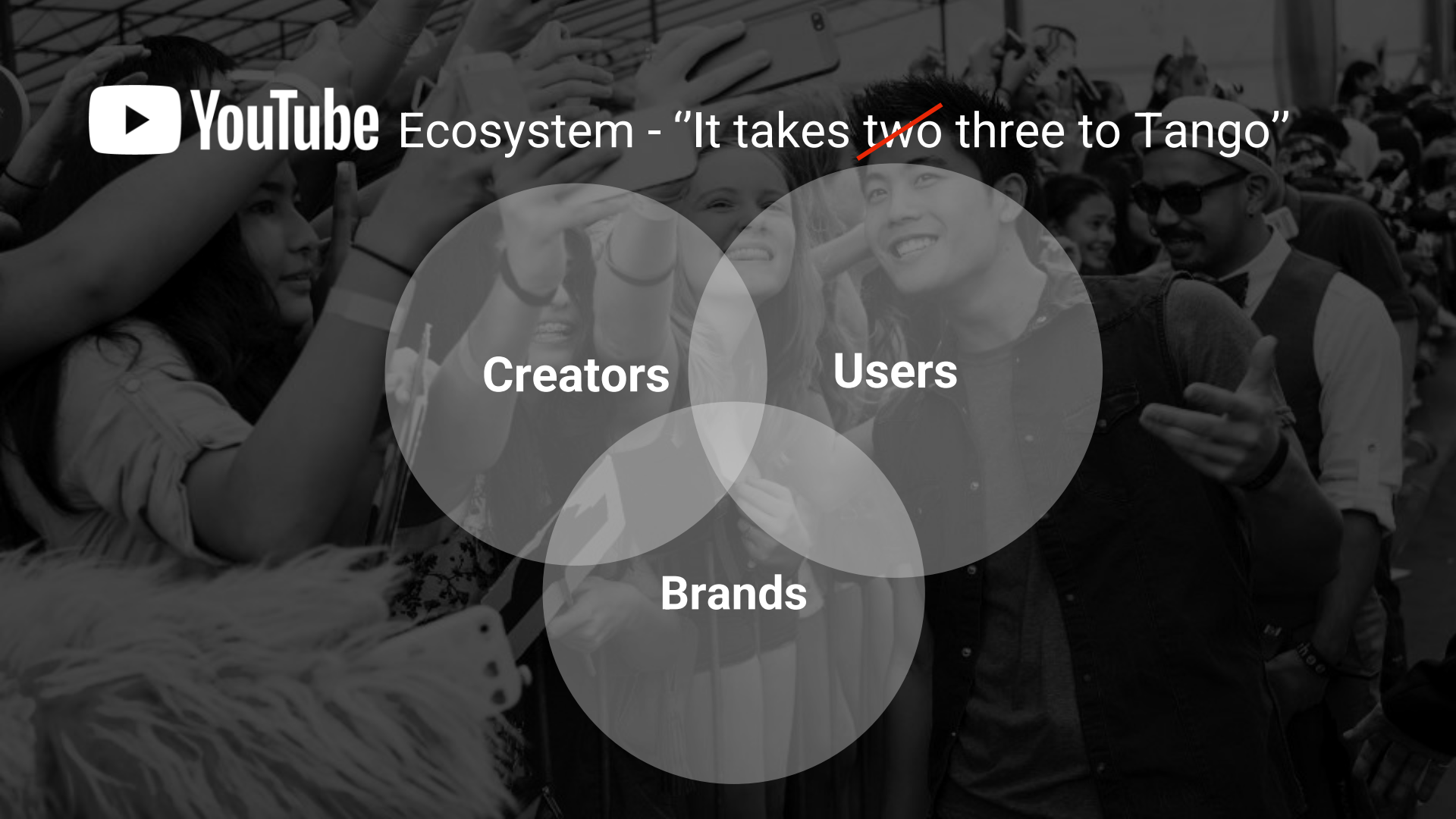
Ricetta senza Lattosio: Spiedini di fragole con cubetti di yogurt | Marco Bianchi
2,245 views • May 28, 2018

Content declaration

- This video contains paid promotion such as paid product placement, sponsorships or endorsement
- Help me inform viewers of paid promotion by adding a disclosure to this video. Additional disclosures for this video may be required under applicable laws



#adv #justdance2018
Anima & Sabri SCHERZI sulla gente! Just Dance attack!
30,025 views • Dec 17, 2018



YouTube Ecosystem - "It takes ~~two~~ three to Tango"

Creators

Users

Brands



Thank you



Confidential & Proprietary