

Publicity & Press

As stated in your agreement with Google, YouTube has the ultimate control over the publicity and press plans, including the timing and nature of any announcements, press releases, and any information about the production for all licensed content. Publicity and press will have different requirements and deadlines based on each project.

As such, it is important that your production personnel understand that they may not release or post information relating to the original content, including any personal photos, personal videos, launch dates, location or cast information, or premiere dates, without first consulting YouTube. Under no circumstance, should any personnel (this applies to staff, talent and crew) discuss any aspect of the production with any member of the press without prior approval from YouTube. Neither cast nor crew may perform interviews pertaining to the production without YouTube's prior approval. This includes the release of any such information on social networking sites.

Please review the [Staff & Crew](#) article for more information on the confidentiality agreement with YouTube.

If a vendor or venue wants to issue a press release about their use in one of our productions, or include information about YouTube on their website, they must get prior approval from YouTube.