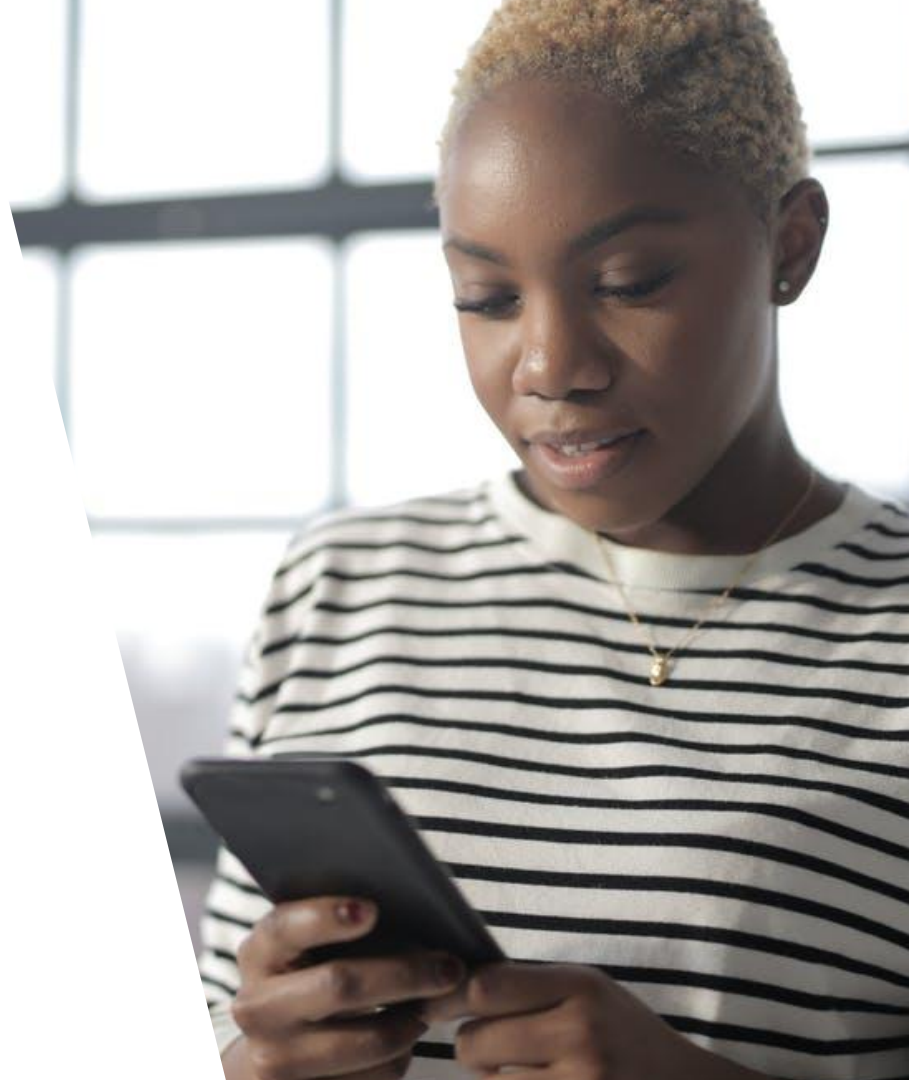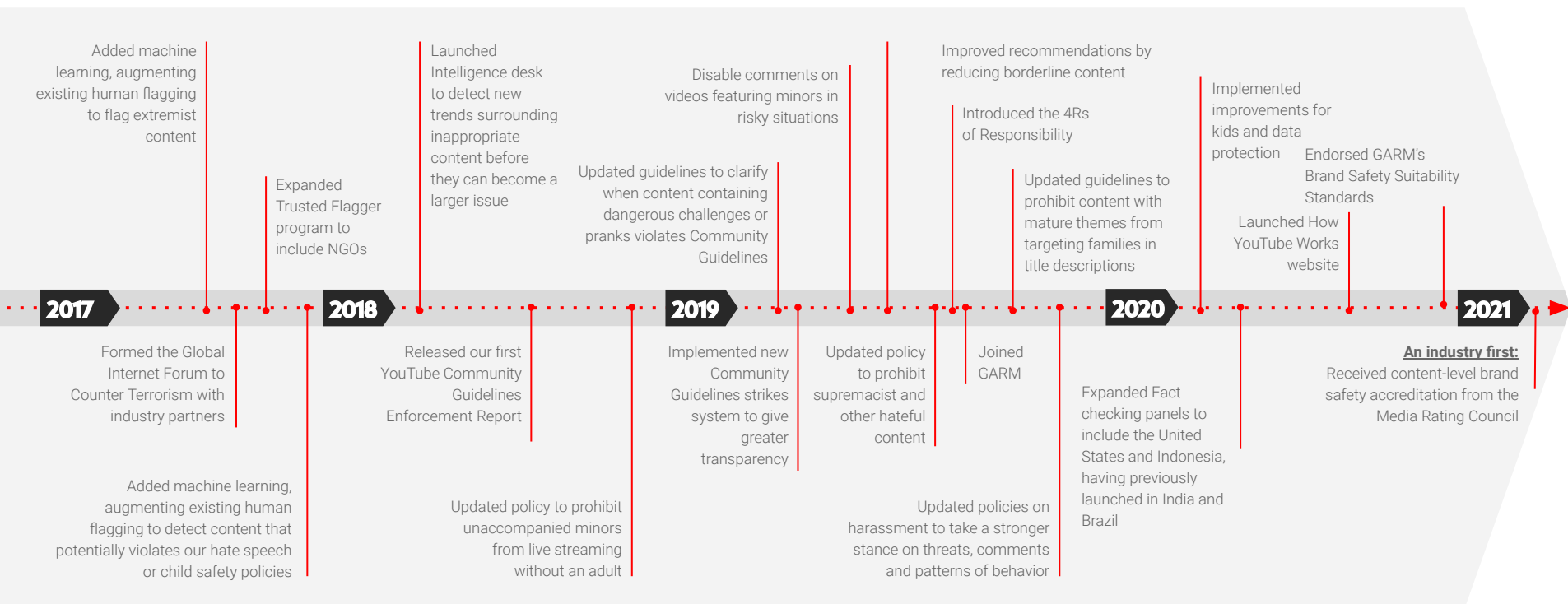YouTube's **#1 priority** is our responsibility to protect our viewers, creators and advertisers while preserving the openness of our platform.

YouTube

Responsibility is an ongoing journey

Our products and policies work to make sure that YouTube is safer today and will be safer tomorrow

2017

Added machine learning, augmenting existing human flagging to flag extremist content

Formed the Global Internet Forum to Counter Terrorism with industry partners

Added machine learning, augmenting existing human flagging to detect content that potentially violates our hate speech or child safety policies

2018

Expanded Trusted Flagger program to include NGOs

Launched Intelligence desk to detect new trends surrounding inappropriate content before they can become a larger issue

Released our first YouTube Community Guidelines Enforcement Report

Updated policy to prohibit unaccompanied minors from live streaming without an adult

2019

Disable comments on videos featuring minors in risky situations

Updated guidelines to clarify when content containing dangerous challenges or pranks violates Community Guidelines

Implemented new Community Guidelines strikes system to give greater transparency

Updated policy to prohibit supremacist and other hateful content

2020

Improved recommendations by reducing borderline content

Introduced the 4Rs of Responsibility

Updated guidelines to prohibit content with mature themes from targeting families in title descriptions

Joined GARM

Updated policies on harassment to take a stronger stance on threats, comments and patterns of behavior

Expanded Fact checking panels to include the United States and Indonesia, having previously launched in India and Brazil

Implemented improvements for kids and data protection

Endorsed GARM's Brand Safety Suitability Standards

Launched How YouTube Works website

2021

__An industry first:__ Received content-level brand safety accreditation from the Media Rating Council

▶ YouTube

An Industry First: YouTube's MRC Accreditation

Following an extensive audit process, the Media Rating Council (MRC) has given YouTube the digital industry's first content level Brand Safety Accreditation. This third-party accreditation cements our multi-year efforts in Responsibility and Brand Safety.

The MRC accreditation pertains specifically to the measurement and reporting of our digital in-stream video ad impressions and the related viewability metrics across desktop, mobile web and mobile apps. It also covers potentially brand unsafe content across Google Ads, Display & Video 360, and YouTube Reserve services[1].

This industry effort builds upon our ongoing work including with the WFA's Global Alliance for Responsible Media, which released its Brand Safety Floor and Brand Suitability Framework in 2020.

"YouTube is the first service we've accredited against MRC's Enhanced Content Level Context and Brand Safety Guidelines. When we issued those guidelines in 2018, we recognized we had set a high bar for brand safety protection, and YouTube has now met that bar thanks to its years of dedication to brand safety and to the MRC audit process. This ongoing commitment presents a much needed path for other digital platforms and the rest of the industry to follow."

George Ivie, CEO and Executive Director of the MRC.

"This accreditation milestone is testament to YouTube's sustained commitment and investment to enable brands to advertise in safe environments on their platform. We hope this experience inspires others to do the same, and that progress continues towards a responsible media supply chain."

Marc S. Pritchard, Chief Brand Officer, Procter & Gamble.

1 - The following are excluded from the accreditation: All non-YouTube and Google video partners inventory; Over-the-top devices (for example, connected TVs); Non-in-stream ads (for example, Masthead and Discovery ad formats); Live stream inventory; Performance optimization targeting tools (for example, topic classifiers, geolocation, keywords, or audiences); Specific YouTube channel targeting (or exclusion)

Our 4Rs of Responsibility drive our investments and help to track our progress

Remove

content that violates our community guidelines and identify problematic content

Raise up

authoritative voices on our platform

Reduce

spread of borderline content

Reward

content that meets our even higher standards, as monetization is a privilege

And we bring this to life for our customers by

Preserving the **Positive Power of Our Open Platform** and protecting our advertising partners with **Brand Safety** policies and enforcement, and providing **Brand Suitability** controls to help advertisers maximize their reach.

YouTube

Removing violating content and providing Brand Safety

Our Transparency Report shares the enforcement of our Community Guidelines to protect users

Removed content by the numbers

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⚠️ **9.6M+**

violative videos were removed in Q1.
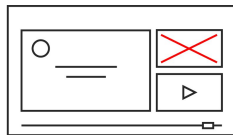
▶️ **1B+**

violative comments removed in Q1
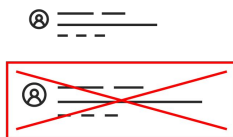
Helping creators avoid violations

Our Community and Ad-Friendly Guidelines, with a clear and consistent strikes systems, hold our creators responsible for their channels. In Q1, **2.2M+ channels were removed**, with the top reason being spam.

Violative View Rate

In April 2021, we introduced Violative View Rate (VVR) to illustrate what percentage of views on YouTube comes from content that violates our Community Guidelines. With our continued investments in people and technology, we have seen VVR fall. **VVR for Q1 2021 remains at 0.16-0.18%, that's down by >60% when compared to the same quarter of 2018.**

Violative View Rate

▶️ YouTube
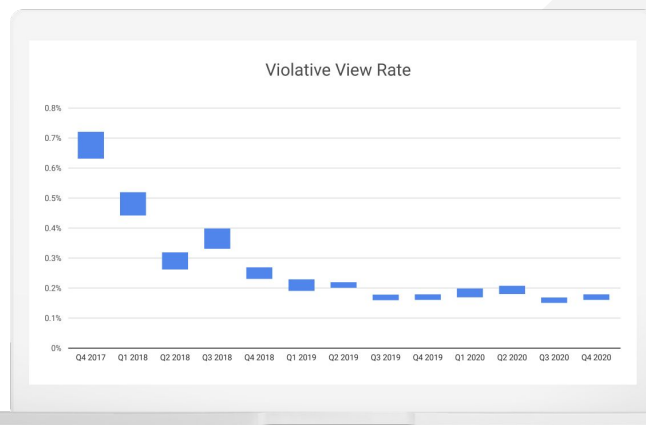
Raising authoritative sources and reducing misinformation

Our policies work to connect users with authoritative voices and to elevate information that works to benefit society
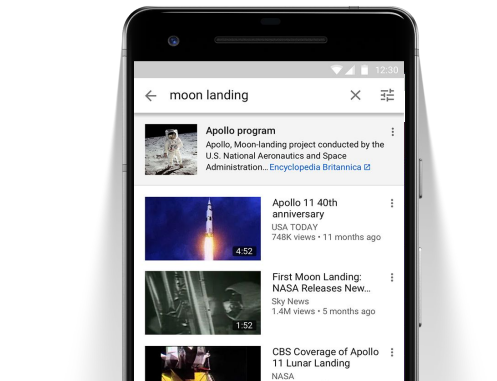
Providing third-party information

We give users context from **third-party sources with information panels** in search results to help them make informed decisions on the news. This includes topics like *COVID-19, voting by mail and the moon landing.*

Our **top and breaking news shelves** - available in *40 countries and 30+ languages* - contributed to an increase of 75% increase in global watchtime on authoritative news content in the first three months of 2020
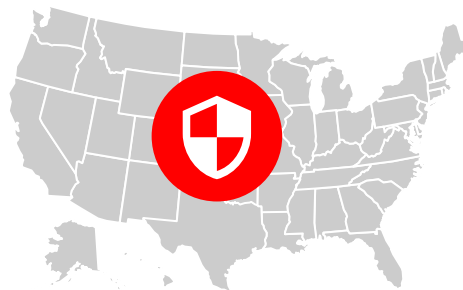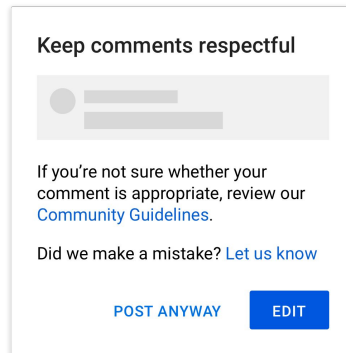
Improving Recommendations

To reduce the fraction of 1% of content that brushes up against our policies, we have improved our recommendations system to limit its sharing. This has resulted in a **70% average drop in watch time** of this content coming from non-subscribed recommendations in the U.S. We are continuing to expand this in to more countries around the world.

YouTube

Supporting and protecting viewers and creators
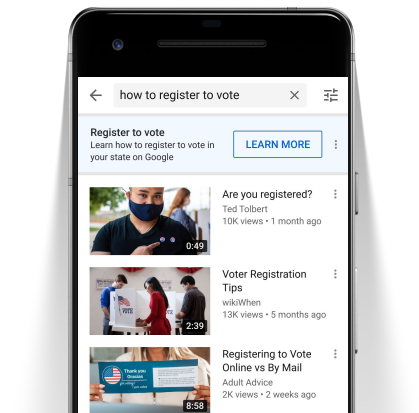
Removing violative election-related content

Along with connecting citizens to reliable information to fuel civic engagement, combating bad actors and removing misinformation, we also take action to remove content that violates our community guidelines. This includes removing any piece of content that misleads people by alleging that widespread fraud or errors changed the outcome of the 2020 U.S. Presidential election.

Improving comment moderation

Comments are vital in connecting viewers with creators on YouTube. And as part of our approach to Responsibility, we want to ensure that the comments remain in line with our guidelines to protect our ecosystem. That is why we have tools to help these efforts, including:

- A filter that will hold potentially inappropriate or hurtful comments for automatic review before creators see them.
- A feature that will warn users when their comment may be a offensive so that they can reflect before posting.

▶ YouTube

Providing advertisers control and guidance

Each brand has unique experience when it comes to Brand Suitability, which is why we offer controls to help our advertisers find the right solution to maximize reach while always maintaining our 99% effectiveness for Brand Safety

Inventory Modes

RECOMMENDED

EXPANDED MODE

Offers **maximum access to full breadth of ad-enabled videos.**

Intended for <u>some advertisers</u> who want to ensure maximum reach on any video eligible for an ad.

STANDARD MODE

Offers access to **ad-enabled videos that meet a higher standard for brand sensitivity per our Advertiser Friendly Guidelines. This mode also maps to the GARM Safety floor.**

Intended for <u>most advertisers</u> who want to balance reach with a stricter bar for brand sensitivity.

LIMITED MODE

Offers access to **reduced corpus of ad enabled content**.

Intended for <u>some advertisers</u> who prefer to sacrifice reach for the strictest guidelines around profanity and sexual suggestiveness.

YouTube/Video Global Solutions

BRAND SUITABILITY BEST PRACTICES

Our Brand Suitability Best Practices playbook provides an overview and guidance on how to best apply our controls, including our inventory modes, and if you may need to leverage additional controls to ensure that ad placements fall in line with your brand and business.

<u>**Our Video Ad Safety Promise**</u>: *Ads will be excluded from egregious content no matter which tier advertisers select.*

YouTube