

# Important Note Regarding AVMS & YouTube Originals

Since it is the intention that you distribute YouTube Originals content globally, it is subjected, either directly or indirectly, to international regulations and rules regarding product placement, brand integrations, commercial references, sponsorships, and other integrations. In particular, we require compliance with the European Audiovisual Media Services Directive (AVMS) rules applicable to on-demand programme services, which are more stringent than product placement, brand integration and sponsorship rules in the U.S. If Producer's Production Counsel is not experienced in AVMS content regulation, YouTube strongly suggests consultation with a specialist.

- All product placement, claims regarding (non-fictional) products or services, trade outs, brand integrations, and sponsorships must be approved in advance. Approval must be requested using the [Trade Out Request Form](#) provided by YouTube.
- Any formal or informal agreement to exchange free or discounted services, products, or locations for either non-guaranteed or guaranteed exposure is subject to YouTube's prior approval and no agreement may be finalized until approved. Contact YouTube Clearance for approval.
- Review the [product placement and AVMS](#) article for more information on this topic.