

# Kids Programming - Content Standards

## GENERAL CRITERIA FOR YOUTUBE KIDS PROGRAM CONTENT

Because we want to ensure we meet the needs of kids programming on YouTube, we have distinct guidelines for Producers of kids content; it is our practice to work with each Producer to develop ways for that particular program to meet our overall standards. Please keep in mind that the following summarizes the most common areas of concern and should not be considered to be all inclusive of S&P guidelines. These issues may appear as story elements, dialogue or visual references. This list is not all-inclusive and does not serve as a substitute for YouTube Creative and YouTube S&P review.

Productions should take into account the intellectual and emotional maturity of the intended audience. Productions do not derive entertainment value from negative attitudes.

1. **Product Placement**

(Depiction or mention of real “products”). The use, mention, or display of any real world brand, product, trademark or trade dress is not permitted in kids programming that intends to be a good candidate for YouTube Kids (regardless if that depiction is paid for or not).

2. **Commercial Content**

Content that is primarily intended to promote a product or service is not permitted, unless the content has sufficient independent creative value and the commercial reference in the content is sufficiently diluted. For example, a video about the adventures of Thomas the Tank Engine may also be considered a promotional piece for the merchandising business behind Thomas. However, the video series has sufficient independent creative value apart from the promotional aspect of the piece. So a video of the adventures of Thomas might be OK, if the commercial aspect is diluted (for example, having a call to action on the video promoting the toys is NOT diluting the commercial aspect).

3. **Productions must not present excessive/gratuitous violence.**

Productions must not depict graphic violence. In kids programming realistic acts of aggression must be softened. We encourage mitigating violence by depicting fantasy acts and weapons. Characters should not be killed, and children should not be placed in extreme jeopardy. Gratuitous physical and psychological violence is not permitted in kids' content.

4. **Productions must not present children/adults in unsafe, unhealthy or dangerous acts/environments.**

Productions must not present glamorization of harmful or illegal behaviors and potentially instructive presentation of dangerous or illegal behaviors that could be easily copied by a minor is avoided. Risky actions, such as playing with fire, jumping through a glass window or door, or using dangerous items to which a child may have access will not be acceptable. Avoid demonstration or instructional displays of dangerous conduct that may encourage imitation by children. Smoking, alcoholic beverages, or drug use in kids' programming must be avoided in all circumstances.

5. **Potentially dangerous situations will be depicted with appropriate safety gear.**

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The use of appropriate safety equipment, such as helmets for skateboarding and bike riding, and the wearing of seatbelts in cars for everyone, not just the younger characters, is required.

6. **Productions must not present negative stereotypes – includes age, race, religious and ethnic groups, etc.**

While we encourage the inclusion of diversity, we avoid images and dialogue that mock or stereotype people based on their race, religion, ethnicity, age, gender, sexual orientation, or social class. Antisocial behavior such as bullying, vandalism, and criminal acts should be portrayed as unglamorous and unacceptable and consequences for such behaviors should be clearly depicted.

7. **Serious issues (e.g., illness, adoption, death, divorce, sexuality) are treated with sensitivity.**

Portrayal of sexuality or romantic love must be age-appropriate. Issues of death and dying must be handled responsibly and with caution. Language regarding death will be reviewed in context. Use of words like “die” and “dead” are discouraged.

8. **Productions must not present derogatory or offensive language or gratuitous grossness.**

Song lyrics must be appropriate and acceptable. All dialogue must be appropriate for our target audience. Obscene and vulgar words or gestures must not be used or implied.