

Commercial References and Props

References to products, services and trademarks must be editorially justifiable and should never give the impression Producer or YouTube is endorsing or promoting any product, service or company.

- **Product Claims:**

- Producer and its Production Counsel must ensure that any claims made regarding products or services comply with applicable advertising laws and regulations. In particular, Producer will not include any claim regarding a product or service provided for free or at a discount, or in which Producer or YouTube has a financial interest, unless that claim has been substantiated by a reliable, objective, scientific study or other compelling source.

- **Prop Placement:**

- Products may be supplied or sourced for inclusion in productions without specific advance approval by YouTube (but subject to YouTube's contractual review and approval rights) as long as **no money changes hands or any other valuable consideration is given, editorial integrity** is maintained and **undue prominence** is avoided. Your Production Counsel must carefully review any opportunities for free prop supply. See additional terms for Product Placement linked on this production guidelines site.