

# Content Guidelines

Taking into account the [YouTube Community Guidelines](#), the following guidelines represent “general bucketing guidance” to serve as a starting point for Producer to review. The Producer and its Production Counsel are responsible for vetting the following guidelines for accuracy and for flagging any other legal requirements (in any territory, whether domestic or international) that Producer as content producer and YouTube as the global exhibitor of the content should be aware of. That may include prohibited content in addition to what is already included in the YouTube Community Guidelines, as well as general guidance on what type of content is permissible at the various ratings levels.

## **General Audience**

- Content is generally suitable for all viewers and all family co-viewers and contains no language, nudity, sexual situations, violence, or drug use and would not impair children.

## **Guidance Suggested**

- Content intended for all viewers except the youngest co-viewers and may contain mild violence and language, suggestive sexual situations without nudity, and very limited drug use and/or reference.

## **Teen**

- Content may be unsuitable for younger viewers. Parental Guidance suggested and may contain coarse language, violence, some sexual situations, underage drinking in context, and mild drug use.

## **Mature**

- Content is intended for mature viewers with caution to younger viewers and may contain explicit language, sexual dialogue and situations, some nudity, graphic violence, and drug use. Please keep in mind that Mature content may receive additional restrictions or considerations to ensure appropriate content is delivered to the appropriate audience.

## **What is restricted?**

- Artistic (non-sexual) nudity; case by case
- Sexually explicit language and excessive, aggressive profanity
- Graphic violence
- Graphic sexual content
- Graphic imagery

## **What may get restricted depending on context and territory?**

- Partial, blurred, pixelated, obscured nudity
- Imitable/dangerous content
- Crude/vulgar content
- Adult content and/or themes
- Drug/alcohol use
- Horror
- Blasphemy

## **Controversial (politics, religion, causes, etc.) content:**

# Content Guidelines

These subject areas must be treated with special care, and context is very important. For example, hate speech is unacceptable, while comedic content and thoughtful discussions about these subjects may be acceptable and **must be escalated to YouTube S&P** as they are determined on a case by case basis.

## **Y (Content is created for kids and is designed to be suitable for all children):**

- no violence
- no strong or coarse language (everyday language)
- no sexual dialogue/situations (friendships and familial affection okay)
- no sexual imagery, not even mild
  - Wardrobe should be adequate and acceptable for young children
  - Exaggeration of sexual characteristics are not permitted
- no mature themes
- no drug use or discussion
- no alcohol/tobacco use or discussion

## **Y7 (Created for kids and is designed to be suitable for children 7 years and older):**

- Violence
  - Some cartoon humor/slapstick okay, but no violence that could lead to death or serious injury
  - Should not present violence as solution to problems and consequences should be shown
  - Content should not contain fantasy violence including monsters, creatures, villains where gory or bloody images are depicted.
- Sexuality
  - Wardrobe should be adequate and acceptable.
  - Exaggeration of sexual characteristics should be avoided.
  - Romance/sexuality should be avoided and should only take the form of friendship. Some mild, silly romantic “love and marriage” is okay.
- Gross Humor
  - Some gross humor is acceptable but should be limited.
  - Gross humor shouldn’t be dangerous, replicable, or clearly unhygienic and should never cross the line to gratuitously gross.
  - Gross humor is contextual and should never be insulting or degrading to characters.
- Language
  - There should be no curse words

## **Y7FV (Content is created for kids and is designed to be suitable for children 7 years and older but contains Fantasy Violence):**

- Violence
  - Fantasy Violence including super-hero battles, “Looney Tunes” cartoon violence are acceptable

# Content Guidelines

- Sexuality
  - Sexuality must be handled with sensitivity
  - Romance between characters is acceptable
- Gross Humor
  - Slapstick, gross humor\*, and insults (or put-down) are appropriate as long as the humor is not related to negative attitudes regarding race, gender, or religion (\*gross humor should not be related to scatological images)
  - Humor should not be used to ostracize, embarrass or bully others
- Language
  - no curse words
  - The following language can be present in moderation
    - Stupid, Butt, Dumb, Idiot, etc.
  - Special note should be taken of “death” words and phrases in content. These can be present in moderation with context:
    - Kill, Dead, Death, Murder, Die
- Serious issues
  - Serious issues may be present in moderation. These issues must be handled with sensitivity.
- Imitable behavior and safety
  - Depictions of imitable acts should be shown with proper adult supervision and all appropriate safety considerations
  - The use of appropriate safety equipment, such as helmets for skateboarding and bike riding, and the wearing of seatbelts in cars for everyone

## **G (General Audience)**

- Content is considered suitable for most and contains:
  - Little or no violence (themes may include mild fantasy violence or comedic violence)
  - No strong or coarse language (everyday language)
  - Little or no sexual dialogue/situations (romantic love, affection)
  - No sexual imagery, not even mild (lingerie, bikini shots)
  - No mature themes
  - No drug use
  - Little or no alcohol use (non encouraging/non condoning)
  - No tobacco use

## **PG (Guidance Suggested)**

- Content is considered suitable for most (caution for younger viewers) and may contain:
  - Mild coarse language
    - Generally, ass (but not asshole), bitch/bastard/son of a bitch, damn/dammit, hell, slut, douche, balls - referential and as expletives, not aggressive use and very limited usage throughout the show
  - Mild violence

# Content Guidelines

- minor everyday fighting, coming of age, comedy and fantasy violence (e.g., a non-graphic fight between kids at school, siblings, cops vs. perp)
- violence at this level should not be pervasive, realistic, domestic, sexual, nor should it contain strong elements of threat/horror
- Some suggestive dialogue/situations (mostly innuendo)
- Mild suggestive sexual content (non-provocative, no nudity)
  - content at this level should not include any sex scenes, more so kissing, leading up to and post sex
- Young adult themes/coming of age
- Very limited alcohol use (adults) or references (non encouraging/non condoning)
- Tobacco/vaping generally not permissible unless justifiable by context

## **TV 14 (Teen)**

- Content is considered suitable for teens 13/14 and older (caution for younger viewers) and may contain:
  - Moderate coarse language
    - PG + shit, bullshit, pussy/dick as an insult, anatomically is case-by-case and sexually is prohibited, jesus christ, god dammit, as expletives (kind of rare)
    - Fuck, motherfucker, cunt are prohibited
  - Moderate violence
    - Can be graphic, but limited
    - Should not be pervasive
    - Can include some infliction of pain and injury but should not be dwelled upon
    - Mild or isolated incidents of realistic violence
    - Sexual violence should be inferred, or briefly implied, not graphic
    - Stylized violence, even when somewhat realistic
  - Suggestive dialogue/situations
    - Implied sex acts, not simulated with graphic detail
    - Inferred (positioning, movement) masturbation/oral, but not graphic
    - Various stages of undress, but no nudity
  - Young adult themes
    - coming of age, sex, drugs (with consequence/dialogue, responsibly handled)
  - Limited alcohol, drug and/or references
    - Non encouraging/non condoning
    - Underage use must have consequence, non-encouraging
    - Use by adults should not be glorified or excessive without consequence
  - Tobacco/Vaping
    - Tobacco/vaping generally not permissible unless justifiable by context

## **TV MA (Adult 17/18+)**

- Content is considered suitable for mature audiences (caution for younger viewers) and may contain:
  - Strong language and/or excessive profanity

# Content Guidelines

- Vulgar/crude dialogue
- Graphic violence
  - Inherently violent
  - Realistic violence
  - Sexual violence
  - Blood/gore
- Sexual situations/dialogue
  - No genital nudity
  - Explicit sexual activity
- Drug/alcohol use and abuse
- Criminal activity
- Adult themes