

Production Counsel Requirements

You are required to engage the services of an experienced production attorney (“**Production Counsel**”) to assist you in the implementation of these Guidelines and in abiding by all Laws and your contractual obligations to deliver content that is suitable for worldwide exploitation by YouTube or its designees without infringing or violating any person’s or entity’s rights. Any questions about clearances, your legal responsibilities, or interpreting these Guidelines should be referred to your Production Counsel.

Once you have identified a Production Counsel, please provide their contact information to YouTube Legal for an introductory call.

Legal Expectations. The following are some of YouTube’s specific legal expectations for Production Counsel:

- **Familiarity and Compliance with the Agreement and Guidelines**
Production Counsel must be familiar with Producer’s obligations in the Agreement and ensure compliance with the Agreement. They also need to be familiar with the expectations in these Guidelines.
- **Active Oversight of Production by Production Counsel**
YouTube expects the Production Counsel to play a hands-on, proactive role to ensure that all elements of production are handled in a manner that appropriately manages risk and exposure associated with the program, including but not limited to all of the areas covered by these Guidelines.
- **Use of Appropriate Forms and Agreements**
Production Counsel must review all forms and agreements to ensure compliance with the Agreement. Without limiting the foregoing, any agreement that would restrict YouTube’s right to fully exploit any part of the production, including any restrictions on the use of footage and/or talent for publicity or promotional purposes of the program or YouTube, must be communicated to and approved in advance by YouTube Clearance, YouTube Production, YouTube Business Affairs, and YouTube Marketing.
- **Production Exigencies**
Production Counsel must be actively involved in the management of any sensitive matters that may arise despite careful planning. In the event of any crisis or emergency, YouTube Production and YouTube Legal must be notified as soon as possible. For further information, please refer to the [Incident Procedure Process](#) section of the [Production Paperwork article](#).
- **Escalation to YouTube**
Production Counsel and/or UPM/Line Producer must promptly notify YouTube Production and YouTube Legal if any of the following occurs in connection with the production:
 - any proposed product placement, sponsorship, branded integration, or trade-out is considered;

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- any proposed contests or sweepstakes conducted on or in connection with the program;
- any allegation or suspicion of illegal conduct on the part of any on-camera participants, crew member or third party on or near set (including any incident involving law enforcement);
- any allegation of cheating or unfairness in connection with any competition program;
- any injury or illness requiring medical attention beyond first aid;
- any incident of violence, intimidation or threats among participants;
- any proposed appearance of or interaction with politicians/elected officials/government (federal, state, or local) employees;
- any diplomatic or international crisis involving any on-camera participant or crew member (e.g., visa issues, travel emergencies or production issues with a foreign government)
- any proposed agreement with a government entity;
- any participant or talent who appears on-camera without a signed agreement;
- any use of hidden cameras or surreptitious recordings;
- any claim or potential legal claim or investigation arises in connection with the program;
- any public crisis having a direct impact on production (e.g., natural disasters, terrorist activity, airborne pathogens); or
- any other event (or planned event) that may pose a legal or reputational risk to Producer or YouTube/YouTube.