

# Expanding YouTube's Efforts on Child Safety

Child safety has been and remains our #1 priority at YouTube.

Over the last 18 months, we have taken significant steps to enforce tougher protections for minors on YouTube. We've been more rigorous with controversial content, raised the threshold for where ads appear, and improved tools and support for partners. **These changes have resulted in the removal of 4.3 million videos and 3.7 million comments to date for child safety violations.** But there's more work to be done.

## Immediate Actions This Week

*As of the end of the day on February 20th, 2019, we will have completed the following:*



### Comments

Suspended comments on tens of millions of videos that—similar to those escalated—are likely innocent but could be subject to predatory comments.



### Discovery

Reduced the discoverability of videos similar to those flagged in an effort to make it harder for innocent content to attract bad actors.



### Advertising

Restricted ads on millions of videos as we further refine our ads policies and improve enforcement around violative comments. Now, campaigns that use our default Standard Mode or Limited Mode will not run ads on these videos.



### Partnership

Terminated and reported accounts that belonged to bad actors and escalated to law enforcement and the National Center for Missing and Exploited Children (NCMEC) where appropriate. Our work here remains ongoing.

## Looking Ahead: What's on the roadmap?

- ❑ **Find Violative Comments Faster:** Our engineering teams are working on a new version of a predatory comment classifier this quarter, set to go out later this month.
- ❑ **Increase Creator Accountability:** While the burden of addressing controversial comments remains on us, monetization is a privilege for creators that keep YouTube's ecosystem thriving and healthy. We're looking at ways (e.g. auto-moderation tools) we can hold monetizing channel owners to a higher standard with regards to moderating their comments.
- ❑ **Further Reduce Discovery:** The team is also looking at ways to address discoverability of the kinds of videos discussed in this escalation. It'll take some time for us to get this right, but we are committed to protecting minors on YouTube.
- ❑ **Refine Ad Policies and Controls:** We've also heard from you that there's more we need to do to fine-tune how ads are placed on channels—even innocent ones—that primarily feature minors and could attract bad actors. So our teams are urgently working on this now, reviewing our existing advertising guidelines and controls.
- ❑ **Address Recidivism:** We are working on solutions that make it harder for predators to open new accounts once we've shut them down.