

Our Responsibility Journey

Our #1 priority of Responsibility is an ongoing journey to protect our community of viewers, creators and advertisers while preserving the openness of our platform

2017

- Improved content review with Machine Learning
- Formed Global Internet Forum to Counter Terrorism with partners

2018

- First Transparency Report
- Introduced Brand Suitability Inventory Modes
- Launch of YouTube Partner Program

2019

- Joined GARM
- Introduced the 4Rs of Responsibility
- Furthered our policies against hate speech and harassment

2020

- Endorsed GARM standards of brand safety to support industry-wide alignment.
- Launched How YouTube Works website

2021

- Received Content Level Brand Safety Accreditation from the Media Rating Council
- Announcement of VVR

We proactively focus on our 4Rs of Responsibility ...

Remove

content that violates our community guidelines and identify problematic content

Raise up

authoritative voices and resources on our platform

Reduce

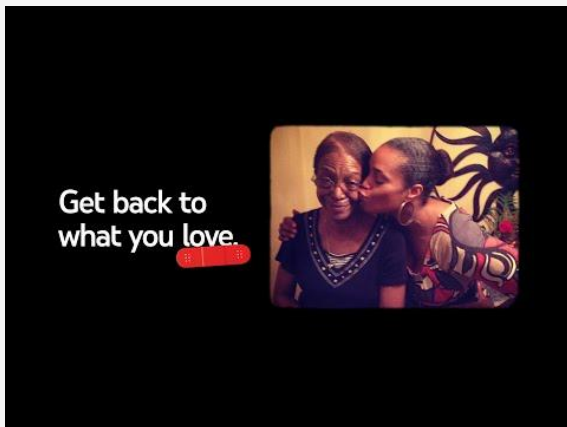
the spread of borderline content with improved recommendations

Reward

content that meets our highest standards with the privilege of monetization

... to support the positive power of our open platform ...

The 4Rs safeguard our platform to allow the positive power of our open platform to thrive. And our diverse creators around the world are able to share their passions and engage with communities while growing their businesses and earning revenue to support themselves, their families and their communities.



We are committed to leveraging our platform's reach and the diversity of YouTube creators, to raise authoritative information and combat misinformation to provide people around the world information on COVID-19.

We are facilitating content between creators and trusted public health experts to create compelling videos that address topics related to COVID-19. This content reaches the unique audiences of our creators and to **date, more than 60+ of these collaboration videos have been shared, which have received more than 65M views.**

... while providing Brand Safety and Brand Suitability controls for our advertisers.

Brand Safety efforts considers the needs of our advertisers in how we remove content that does not align with our Community and Advertiser Friendly Guidelines.

In 2021, YouTube earned the **industry's first content level Brand Safety Accreditation from the Media Rating Council**, cementing our multi-year commitment to ensuring brand safety for our advertisers.

Our Brand Suitability controls give our advertisers the ability to tailor the placement of their ads across YouTube.

Our three inventory modes help advertisers balance the percentage of inventory they access with

1. **Expanded Mode** gives advertisers maximum reach
2. **Standard Mode** has stricter guidelines around sexually suggestive content and profanity
3. **Limited Mode** applies our most conservative standards with a reduced inventory of content.