



How YouTube's quality content principles help creators nurture kids' creativity and curiosity

Today's kids go online to learn, socialize, and explore their identities. With screen time now part of their daily lives, parents, guardians, and YouTube want to make this time as engaging and inspiring as possible, allowing for age-appropriate curiosity and exploration.

That's why in 2021 we introduced our kids and family quality content principles, which offer guidance on kids content creation for creators on YouTube. The quality principles together with our recommendation system are part of our approach to providing safer and more enriching experiences for kids and teens on YouTube.

Defining “high-quality” and “low-quality” content

Developed in collaboration with [experts](#) in fields like child development, emerging media, and digital wellbeing, the principles cover high-quality content, which generally promotes child development and wellbeing, and low-quality content, which reflects themes that should be avoided in content creation.

In short, high-quality “made for kids” content should be age-appropriate, enriching, engaging, and inspiring—i.e., aligned with our [best practices](#) to promote content on these topics:

High Quality Content Principles



Being a good person



Learning and inspiring curiosity



Creativity, play, and a sense of imagination



Interaction with real-world issues



Diversity, equity, and inclusion

Low-quality “made for kids” content, according to the principles, is:

Low Quality Content Principles

Heavily commercial or promotional

Encouraging negative behaviors or attitudes

Deceptively educational

Hindering comprehension

Sensational or misleading

Including strange use of children’s characters

Anne Collier, founder and executive director of The Net Safety Collaborative, is [one of the experts](#) who helped YouTube develop the quality principles. The process of creating the principles, Collier says, was to define what's enriching and educational for kids—as well as outlining what's unacceptable or inappropriate.

“The principles help parents optimize kids' social-emotional wellbeing and development everywhere—online and offline. They're about kids' quality of life, not just content consumption or creation. They're about children growing up, full stop.”

Anne Collier

Founder and executive director,
The Net Safety Collaborative

Driving high-quality kids and family content

Since launching and enforcing our quality principles for kids and family content in 2021, viewership of content that reflects our high quality principles increased by over 45% in the YouTube Kids app, as of September 2023.

“YouTube is setting an example for the industry in its level of commitment to working through the challenges of supporting kids and families,” says Jessica Piotrowski, PhD, Professor in the Amsterdam School of Communication Research in the University of Amsterdam and a member of YouTube’s [Youth and Families Advisory Committee](#). “Collaborating with experts in young people’s experience with digital media and integrating key insights into the products they build is an effective approach to addressing the unique needs of young people.”

Putting children at the heart of our principles has inspired many creators to improve the quality of their content. YouTube offers workshops and town halls to support creation of high-quality short-form content for kids and families, and shares resources like the [best-practices tip sheet](#) from the UCLA Center for Scholars & Storytellers, founded by Yalda T. Uhls, a member of YouTube’s Youth and Families Advisory Committee.

[Ryan’s World](#), originally a kids’ toys and games review channel, used the quality principles developed with YouTube’s experts and evolved its videos to showcase more science experiments and other educational content.

“As our audience grew, we realized that we wanted to do more with the channel and offer fun, educational content for kids,” explains Shion Kaji, producer of Ryan’s World. “Through partnership with YouTube and the introduction of their quality principles, we began to shift our focus to creating imaginative skits, science experiments, and learning activities for kids. Our audience has continued to grow even with this evolution, and we’re proud to provide enriching content to our over 33 million subscribers.”



As YouTube connects creators with insights from experts, creators are reimagining their opportunities to benefit kids. For example, [TotoyKids](#) shifted to original, narrative-driven animation, partnering with UNICEF and winning international awards for the channel's content. TotoyKids has also distributed its content on other platforms and movie theaters, helping the channel grow in a sustainable way. Its programming has become [one of the top 10 most watched kids shows on Netflix](#).



Our commitment to kids and families

It's not enough to just keep kids safe: We want kids and family experiences on YouTube to be filled with growth, learning, exploration, and enrichment, with fun and uplifting content from our community of creators. We'll keep finding new ways to lift up high-quality content, build on our quality principles, and collaborate with creators and families.