

Content & Brand Safety

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An Intro to Content & Brand Safety

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YouTube has been more vocal about its algorithm and guidelines around advertiser-friendly content this year in order to continue to support a healthy platform now and in the future. But the new guidelines are not only to help advertisers, they also emphasize safety for both the creator community and the audiences that tune in. As a result of the changes that come along with this focus from the platform, many creators are seeing an impact on video monetization in the short term.

This series of articles provides a thorough look into content safety to help ensure that your videos are meeting the criteria of healthy content for the platform. Gain in depth knowledge of what unsafe content looks like, and what types of content fall into these categories, however likely or unlikely they might seem.

The above article reflects BBTV's understanding of YouTube's various content policies as of the date of this article's publication. Due to the fact that YouTube may, and does, update its policies from time to time, the above article is provided for information only, and does not constitute, nor should be taken as, any form of legal or business advice. All recommendations should be considered at your discretion, and BBTV disclaims any and all responsibility with respect to any acts or omissions you take based on the above article.

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