

# UK Good Practice Principles certificate



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Business/Brands verified:	YouTube
Service provided:	Media Owner
Month of verification:	January 2018

## Findings

Good Practice Principles	Description of compliance with the Principles
<p><b>1</b> The Buyers and Sellers of digital display advertising shall ensure that the transaction is one pursuant to either (a) a Primary Agreement or (b) the specific terms and policies within an agreed or signed contract.</p>	<p><b>Sellers</b></p> <p>All YouTube Partners (sellers) are required to adhere to the YouTube Terms of Service, Partner Program Policies, Monetization Basics and Policies and Community Guidelines, which can be found here</p> <p>YouTube’s Terms of Service:  <a href="https://www.youtube.com/t/terms">https://www.youtube.com/t/terms</a></p> <p>Partner Program Policies:  <a href="https://support.google.com/youtube/answer/1311392">https://support.google.com/youtube/answer/1311392</a></p> <p>Community Guidelines:  <a href="https://www.youtube.com/yt/policyandsafety/communityguidelines.html">https://www.youtube.com/yt/policyandsafety/communityguidelines.html</a></p> <p>Monetization Basics and Policies:  <a href="https://support.google.com/youtube/topic/1115890">https://support.google.com/youtube/topic/1115890</a></p> <p>In addition, all YouTube Partners (sellers) must agree to the AdSense Terms and Conditions and the Ad Sense Program Policies, which can be found here:</p> <p>AdSense Terms and Conditions  <a href="https://www.google.com/adsense/new/localized-terms">https://www.google.com/adsense/new/localized-terms</a></p> <p>AdSense Program Policies:  <a href="https://support.google.com/adsense/answer/48182">https://support.google.com/adsense/answer/48182</a></p>

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	<p><b>Buyers</b></p> <p>Buyers are required to adhere to the AdWords Terms and Conditions and the AdWords Policies and/or the DoubleClick Bid Manager (DBM) Terms and Conditions and Policies, depending which platform they use to purchase advertisements.</p> <p>AdWords Terms and Conditions  <a href="https://support.google.com/adwordspolicy/answer/54818?hl=en">https://support.google.com/adwordspolicy/answer/54818?hl=en</a></p> <p>AdWords Policies  <a href="https://support.google.com/adwordspolicy/answer/6008942?hl=en">https://support.google.com/adwordspolicy/answer/6008942?hl=en</a></p> <p>DBM is bound by the <a href="#">DoubleClick Platforms Policies</a></p>
<p><b>2</b> A Primary Agreement, or the specific terms and policies within an agreed or signed contract, should include the Buyers and Sellers’ intention as to where the advertising should (or should not) appear.</p> <p>The Buyers and Sellers should select from one or both of the following means to minimise ad misplacement:</p> <p>A. Independently-certified (to JICWEBS standards) Content Verification (CV) tool (criteria agreed between the Buyer and Seller pre-delivery); or</p> <p>B. Appropriate / Inappropriate Schedules (criteria agreed between the Buyer and Seller pre-delivery).</p>	<p>Advertisers have multiple tools to manage ad placement, including targeting and exclusions.</p> <p>Targeting: Available targeting methods for video ads include:</p> <p><b>Audience targeting</b> methods allow advertisers to define who they want to reach. These include:</p> <ul style="list-style-type: none"> <li>• Demographic groups: Choose the age, gender, parental status, or household income of the audience.</li> <li>• Interests: Pick from available audience categories to reach people interested in certain topics.</li> <li>• Affinity audiences: Reach people who already have a strong interest in relevant topics.</li> <li>• Custom affinity audiences: Create audiences that are more tailored to the advertiser’s brands.</li> <li>• Life events: Reach potential customers when purchase behavior shifts and brand preferences change during life milestones like moving, graduating from college, or getting married.</li> <li>• In-market audiences: Find customers who are researching products and actively considering buying a service or product.</li> <li>• Video remarketing: Reach viewers based on their past interactions with your videos.</li> </ul> <p><b>Content targeting</b> methods let advertisers define where they want their ads to show. These include:</p> <ul style="list-style-type: none"> <li>• Placements: Target channels, videos, apps, websites, or placements within websites. Placements can include:           <ul style="list-style-type: none"> <li>• YouTube channels</li> <li>• YouTube videos</li> </ul> </li> </ul>

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	<p><b>Topic targeting:</b> Target video ads to specific topics on the YouTube Network. Topic targeting lets advertisers reach a broad range of videos, channels, and websites related to the topics selected.</p> <p><b>Keyword targeting:</b> Depending on the video ad format, advertisers can show video ads based on words or phrases (keywords) related to a YouTube video, YouTube channel, or type of website.</p> <p>In addition to targeting, YouTube provides advertisers with multiple tools to restrict the placement of ads, including:</p> <p><u>Content Exclusions</u></p> <p>Standard content filter</p> <p>This filter is the primary tool for excluding content. It filters out the most inappropriate or graphic content from all the content categories, and is recommended for most advertisers. It's automatically enabled when a campaign is created.</p> <p>The other content categories listed below exclude additional content on top of what is already excluded by the filter:</p> <p>Sensitive social issues: Discrimination and identity relations, scandals and investigations, reproductive rights, firearms and weapons, and more</p> <p>Tragedy and conflict: Obituaries, bereavement services, violence, war, missing persons, and more</p> <p>Profanity and rough language (beta): Moderate or heavy use of profane language and curse words</p> <p>Sexually suggestive content (beta): Provocative pictures, text, and more</p> <p>Sensational and shocking (beta): Content that creates shock value, including sensational, gross, and crude content</p> <p><u>Placement Exclusions</u></p> <p>Advertisers can exclude at the following levels:</p> <ul style="list-style-type: none"> <li>• Top-level domain name</li> <li>• First-level sub domain</li> <li>• Single directory name</li> <li>• Second directory name</li> <li>• Multi-level sub domains</li> <li>• Individual page</li> <li>• YouTube channels</li> <li>• YouTube videos</li> </ul> <p><u>Topic Exclusions</u></p> <p>Advertisers can exclude video ads from specific topics on the YouTube Network.</p>

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	<p><u>Keyword Exclusions</u></p> <p>Negative keyword exclusions allow advertisers to exclude search terms from campaigns.</p> <p><b>YouTube Digital content labels</b></p> <p><b>DL-G:</b> Content suitable for general audiences. Content suitable for families</p> <p><b>DL-PG:</b> Content suitable for most audiences with parental guidance</p> <p><b>DL-T:</b> Content suitable for teen and older audiences</p> <p><b>DL-MA:</b> Content suitable only for mature audiences</p> <p><b>Not yet labeled:</b> Content that has not been labeled yet by our system</p> <p>Full targeting and exclusion policies can be found here:  <a href="https://www.youtube.com/yt/advertise/brand-control/">https://www.youtube.com/yt/advertise/brand-control/</a>  <a href="https://static.googleusercontent.com/media/www.youtube.com/en//yt/advertise/brand-safety/media/pdfs/yt-ads-brand-care-playbook-march-2017-ec0bda851ef6fcb1608a987da58cf9e4.pdf">https://static.googleusercontent.com/media/www.youtube.com/en//yt/advertise/brand-safety/media/pdfs/yt-ads-brand-care-playbook-march-2017-ec0bda851ef6fcb1608a987da58cf9e4.pdf</a></p> <p>Partners (sellers) - YouTube classifies every video, and these signals are honed continuously based on human review/inputs and machine learning algorithms.</p> <p>Included in the Community Guidelines for Partners, which is an element of the primary agreement, are policies for metadata. Metadata is information about the video, such as the video title, description, tags, and annotations. Metadata helps users find your video when they search for something on YouTube.</p> <p><b>Don't use misleading metadata</b></p> <p>Do not include metadata in your video that is not directly related to your video. If your metadata includes names or words unrelated to your video, you may receive a strike and your video will be removed.</p> <p><b>Don't put tags in descriptions (tag-stuffing)</b></p> <p>Tags are single words or short phrases meant to help categorize your video. Thoughtful use of tags can help users find your video through SEO (search engine optimization). YouTube gives you an opportunity to include these in the tags section of your upload. This is the only place you should put them. Tags are not meant to be placed in the description. Placing tags in your description is called tag-stuffing and this may cause your video to be removed.</p>

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	<p><b>Use metadata to provide context</b></p> <p>It is a good idea to tell your viewers why your video is important to watch, especially if the content is difficult to watch or controversial. Be sure to include who, what, when, where, and why the video is important to watch. This will help our users understand why your video is important and it will help our review team make the best possible decision if your video is ever flagged.</p> <p>The fully Metadata policy can be found here:  <a href="https://support.google.com/youtube/answer/7002331?hl=en&amp;ref_topic=2803176">https://support.google.com/youtube/answer/7002331?hl=en&amp;ref_topic=2803176</a></p>
<p><b>3</b> Sellers should confirm the specific provisions applied to minimise the risk of ad misplacement, irrespective of whether inventory is sourced directly or indirectly. In the absence of specific provisions, then as a minimum, a statement of reasonable endeavours is required.</p>	<p>YouTube’s Policies, Guidelines and Terms provide very thorough explanations of Partner acceptance criteria, video acceptance criteria, video targeting capabilities and tools, video exclusion capabilities and tools, violation reporting and enforcement.</p> <p>All Policies, Guidelines and Terms are public and available to buyers and sellers. Links provided in previous sections.</p> <p>Videos that do not comply with YouTube Terms, Policies and Guidelines are removed based on user flags and policy review. YouTube staff reviews videos flagged by users 24 hours a day, 7 days a week.</p>
<p><b>4</b> Sellers should be able to explain the process(es) that form the basis of specific provisions and/or the reasonable endeavours.</p>	<p>YouTube has a thorough process for reviewing and approving videos for monetization, which included human reviews and technology reviews.</p> <p><b>Monetization Eligibility</b></p> <p>On January 16, 2018, YouTube announced new eligibility requirements for the YouTube Partner Program. Previously, the requirement to join the YouTube Partner Program was 10,000 lifetime views. Now, once a channel reaches 4,000 watch hours in the previous 12 months and 1,000 subscribers it will be reviewed to join the program.</p> <p>The new requirement applies to existing channels who are currently part of the YouTube Partner Program:</p> <ul style="list-style-type: none"> <li>• If the channel meets the threshold, it will remain in the YouTube Partner Program.</li> <li>• If the channel is below the threshold, the Partner will have until February 20, 2018, before your channel is removed from the YouTube Partner Program.</li> </ul>

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	<p><b>YouTube Partner Review</b></p> <p>All new partners are checked against our recently updated eligibility criteria for our partner program (1000 subscribers, 4000 watch hours over the past 12 months). In addition YouTube classifiers work to determine content eligibility including use of systems like content ID for rights checks. Humans then verify the algorithm's output of channels' compliance with all relevant guidelines and terms and conditions such as the YouTube <a href="#">Community Guidelines</a> and the guidelines against <a href="#">Spam, deceptive practices &amp; scams</a>.</p> <p><b>Individual Video Monetization review</b></p> <ul style="list-style-type: none"> <li>• Every video that is uploaded receives a preliminary content algorithmic content rating immediately</li> <li>• As our machines learn more about the video we update the algorithmic rating every 24 hrs</li> <li>• We use human review in several workflows supporting machine learning, rating appeals and responding to content escalations</li> <li>• Our monetization policies explain where monetization is not allowed</li> </ul> <p>Videos that do not comply with YouTube Terms, Policies and Guidelines are removed based on user flags and policy review. YouTube staff reviews videos flagged by users 24 hours a day, 7 days a week.</p>
<p><b>5</b> Both Buyers and Sellers should understand any contractual consequences should they fail to monitor this process and respond appropriately to ad misplacement via take down.</p>	<p>YouTube's Terms of Service includes the following disclosures:</p> <p>"Account Termination Policy</p> <ol style="list-style-type: none"> <li>A. YouTube will terminate a user's access to the Service if, under appropriate circumstances, the user is determined to be a repeat infringer.</li> <li>B. YouTube reserves the right to decide whether Content violates these Terms of Service for reasons other than copyright infringement, such as, but not limited to, pornography, obscenity, or excessive length. YouTube may at any time, without prior notice and in its sole discretion, remove such Content and/or terminate a user's account for submitting such material in violation of these Terms of Service." <p>The Terms may be found here:  <a href="https://www.youtube.com/t/terms">https://www.youtube.com/t/terms</a></p> </li></ol>

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	<p>Ad Sense (sellers) Terms of Service include the following disclosures:</p> <p><b>“Termination</b> - ...Google may at any time terminate the Agreement, or suspend or terminate the participation of any Property in the Services for any reason. If we terminate the Agreement due to your breach or due to invalid activity, we may withhold unpaid amounts or charge back your account. If you breach the Agreement or Google suspends or terminates your Account, you (I) will not be allowed to create a new Account, and (ii) may not be permitted to monetize content on other Google products.”</p> <p>The Terms may be found here: <a href="https://www.google.com/adsense/new/localized-terms?rc=US&amp;ce=1">https://www.google.com/adsense/new/localized-terms?rc=US&amp;ce=1</a></p> <p>The Adwords and DBM (Buyers) Terms and Conditions include the following disclosures:</p> <p><b>Terminations...</b> Google may suspend Customer’s ability to participate in the Programmes at any time, for example, in the event of payment issues, suspected or actual violations of the Policies or these Terms or for legal reasons.</p> <p>The Terms may be found here: <a href="https://support.google.com/adwordspolicy/answer/54818?hl=en">https://support.google.com/adwordspolicy/answer/54818?hl=en</a></p>

**Verified by**

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<p>Statement of verification provider:</p>	<p>We have reviewed YouTube’s policies and procedures for minimising ad misplacement in accordance with the JICWEBS DTSG UK Good Practice Principles. Our examination was designed to independently confirm that the brand safety policies stated have been implemented and clearly documented where required.</p> <p>Our review did not extend to testing the effectiveness of any processes, procedures or controls for ad misplacement.</p> <p>In our opinion, at the time of our review, YouTube had established policies to minimise ad misplacement as described in the JICWEBS DTSG UK Good Practice Principles.</p>
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## About JICWEBS

JICWEBS (The Joint Industry Committee for Web Standards in the UK and Ireland) was created by the UK and Ireland media industry to ensure independent development of standards for measuring performance online and benchmarking best practice for online ad trading.

## About Digital Trading Standards Group (DTSG)

The Digital Trading Standards Group (DTSG) is an UK industry body made up of representatives from across the digital display advertising ecosystem, including the buy- and sell-side. The DTSG is comprised of representatives from advertisers, agencies, agency trading desks, demand side platforms, advertising exchanges, sales houses, advertising networks, supply side platforms and publishers.