

Dealing with illegal content - Building a safe and thriving video sharing community

Marco Pancini - EU Policy Director



# 4 values

Freedom of  
expression

Freedom of  
opportunity

Freedom to  
belong

Freedom of  
information

**We believe that everyone  
deserves to have a voice, and  
that the world is a better  
place when we listen, share  
and build a community  
through our stories.**

**>400**

Hours uploaded  
each minute

# YouTube Community Guidelines

YouTube's Community Guidelines describe what is and is not allowed on the site.  
Among others:

Nudity or sexual content



Copyright infringements



Hateful content



Violent or graphic content



Child endangerment



Harmful or dangerous content



## User **Flags**

Any user can flag content that they believe violates our community guidelines

## Legal **Removal Requests:**

[youtube.com/reportingtool/legal](https://youtube.com/reportingtool/legal)

### Removing Content From YouTube

What is the issue?

- ☐ Abuse/harassment ?
- ☐ Hate Speech ?
- ☐ Privacy ?
- ☐ Trademark infringement ?
- ☐ Copyright infringement ?
- ☐ Defamation ?
- ☐ Counterfeit ?
- ☐ Circumvention of technological measures ?
- ☐ I have an issue that is not mentioned above

# Reporting illegal content : trusted flaggers

YouTube

violent extremism

Upload date:

Anytime

Last hour

Today


This week

This month

This year

☐ Exclude previously flagged videos

☐




53:51

Dunja Mijatović on Exercising Free Expression to Counter Violent Extremism

OSCE Representative on Freedom of the Media, Dunja Mijatović gives a Keynote lecture on 23, June 2016 at VOX-Pol's Mid Project Conference: Taking Stock of Research on Violent Online Political Extremism. Dunja discusses how anti-extremist legislation and...

VOX-Pol | 11 months ago | 41 views

☐




2:19

Preventing Violent Extremism Conference at the U.N. Geneva

Co-hosted by the Government of Switzerland and the United Nations, this high level Conference on 'Preventing Violent Extremism' took place in early April here at the U.N. in Geneva.

PAX PRESS AGENCY | 1 year ago | 113 views

☐




1:13:17

Engaging local stakeholders to understand and address violent extremism in Kosovo

Violent extremism stems from diverse factors, many of which are dependent on local circumstances. FHI 360 believes that effective efforts to counter violent extremism must address its local drivers and be implemented by credible local stakeholders. In S...

FHI 360 | 1 year ago | 2,510 views

☐




38:50

Media Literacy Instructional Strategies to Reduce Violent Extremism

Professor Renee Hobbs identifies five instructional strategies useful for applying media literacy pedagogy to address the global prevention of violent extremism. United Nations Alliance of Civilizations, Academic Impact event, Thursday, February 9, 2017...

Renee Hobbs | 5 months ago | 16 views

☐

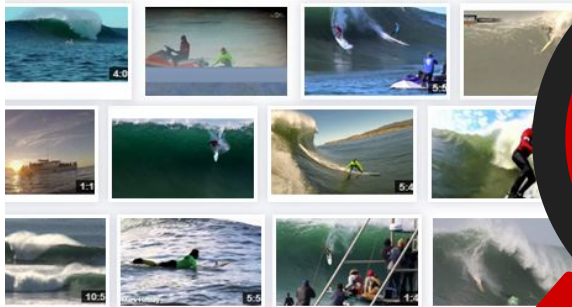


Preventing Violent Extremism (English w/subtitles)

The number of violent extremist attacks committed across the world has increased sharply in recent years. And there are more attacks

## Fan uploads

Uploaded files and live streams



## CONTENT ID

Scans for matching videos



## Your Action is taken

Based on your predefined rules

### **MONETIZE**

allows ads against matched videos and collect audience insights

### **TRACK**

allows videos to stay up and collect audience insights

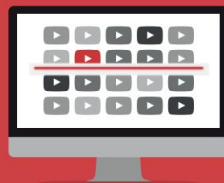
### **BLOCK**

does not allow the video to play on YouTube

# Copyrights : Content ID



Content ID matches  
video, audio and melody



Content ID automatically  
detects old and new uploaded  
copies of rightsholder work  
without further action  
needed on their side



Rightsholders fully control  
their work on YouTube

# Machine Learning and Violent Extremism

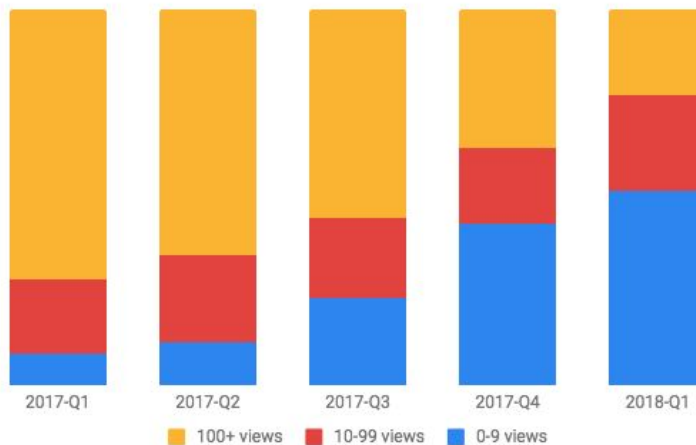
**160,000**

videos removed  
from June-Dec

**2 million**

videos manually  
reviewed by our  
team to train ML  
classifiers

% of videos taken down for Violent Extremism - by views at takedown



We introduced machine learning flagging in June 2017. Now more than half of the videos we remove for violent extremism have fewer than 10 views.

# Global Internet Forum to Counter Terrorism



## **Founding Members :**

YouTube,  
Facebook,  
Microsoft,  
Twitter

**More than  
80,000**

hashes/digital  
fingerprints

Close contact  
with the **EU**  
**Internet Forum**

**Global Summit**  
in California on  
June 8, 2018



**Thank you**



Marco Pancini, EU Policy Director