



September 22, 2015

The Honorable Bill Nelson  
Ranking Member  
Committee on Commerce, Science, and Transportation  
United States Senate  
Washington, DC 20510-6124

Dear Senator Nelson:

Thank you for your letter concerning news reports about YouTube Kids. We appreciate the opportunity to explain how this new mobile app works and YouTube's efforts to design a family-friendly experience that is enriching, educational, and entertaining.

YouTube Kids is designed to give families the benefit of YouTube's core strength: diversity of content. Today, there are scores of websites and apps offering videos with a limited range of content specifically designed for children. YouTube Kids is different by design, in that it offers access to millions of family-friendly videos with new content being uploaded all the time. This breadth of content allows parents and their children to move seamlessly from a video about Thomas the Tank Engine to a video montage of actual trains. Similarly, after watching a Paddington Bear cartoon on YouTube Kids, users can find videos to learn about real bears.

Bringing the magic of YouTube to an app for children requires an enormous technological investment. YouTube has more than one billion videos, with more than 400 hours of video uploaded to YouTube every minute. To enable the right kind of discovery, YouTube Kids makes content available by an automated process. This system is constantly learning, evolving, and improving. YouTube engineers have dedicated (and continue to dedicate) tens of thousands of hours to creating and refining the system. This automated system is used to screen all content before it becomes eligible for YouTube Kids.

Of course the content available by searching within the app is not curated by humans, and we do not pre-review the videos by hand. We have developed user flags so that parents can let us know if they discover anything in YouTube Kids that they do not want their child to watch. YouTube quickly manually reviews any videos that are flagged that have not already been manually reviewed. If the video is deemed inappropriate for YouTube Kids, it is removed from the app within hours.

Recognizing that no system to exclude videos from the entire body of YouTube is or can be perfect, YouTube also built a dynamic search query blocker for YouTube Kids that blocks certain search terms from returning any results, simply returning the message "Try searching for something else!"

Finally, for parents who want their children to have a more restricted experience, YouTube Kids gives parents the option to turn search off through a setting behind a parental lock, and a timer to limit time spent in the app.

You also asked about advertising in YouTube Kids. The YouTube Kids advertising policy, which governs paid advertisements on YouTube Kids, reflects three core principles: (1) maintain an appropriate viewing environment for children and families; (2) prohibit interest-based advertising or third-party tracking or data collection in the app; and (3) use ad formats that maintain a closed environment that YouTube controls. For more information, please see "Advertising on YouTube Kids" at <https://support.google.com/youtube/answer/6168681?hl=en>. Our ads also have audio "bumpers" to clearly distinguish them from unpaid content.

From its inception, YouTube Kids has clearly labeled all paid advertisements for the duration of those advertisements, so they are distinctive to the user, and to be clear that they are ads, not general YouTube content.

We hope this letter addresses your questions. YouTube Kids is committed to delivering enriching, educational, and entertaining content appropriate to kids. We are continually working to improve the app, refining our technology every day, and constantly improving our automated content selection system. YouTube Kids expects to roll out more changes this fall, and we would welcome the opportunity to brief you or your staff on them.

Sincerely,



Susan Molinari  
Vice President, Public Policy and Government  
Relations, Americas

cc: The Honorable John Thune, Chairman