

# YouTube SQUAD

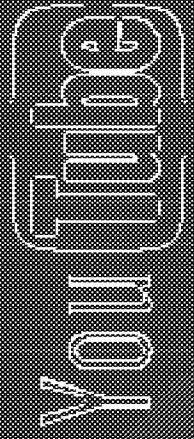
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# YouTube SQUAD

- What We Do
- Vital Stats
- How We Do It
- Looking Forward



# What We Do

- Terms of Use Enforcement
  - Content Administration
    - 24/7 review of videos, users and groups flagged as 'Inappropriate'
    - Screening 'Browse Videos' pages
    - Comment screening for PVA's and featured videos
    - Review of 'Related' videos listed on featured videos' watch pages
    - Screening of private videos
  - User Privacy and Safety
    - Maintaining community standards
    - Protecting against predatory behavior

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# What We Do

- Legal Support
  - Compliance Administration
    - Intellectual Property (e.g. copyright, trademark, trade secret)
      - Content Verification Program and Claim Your Content
      - Processing Takedowns and Counter Notices
      - User education and support
    - Evidence Production
      - Responding to civil and criminal subpoenas, search warrants, national security letters and other lawful orders to produce information.
      - Performing information retention and preservation as needed
    - Protecting Other Rights
      - Right to publicity and right to privacy
      - Defamation and libel
    - Law Enforcement
      - Working closely with the FBI and other law enforcement agencies to address instances of child exploitation, abuse, terroristic threats
    - Ensuring operational regulatory compliance
      - Electronic Communications Privacy Act (ECPA)
      - Child Online Privacy Protection Act (COPPA)
      - Preserving DMCA Safe Harbor

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# SQUAD - What We Do

- With Whom We Interface / Other Depts
  - Marketing & PR, Business Development, Sales
  - We provide Site Intelligence and Operational Support
    - Fact finding in relation to press inquiries
    - Supporting sales operations
    - Support ad campaigns with special filtering needs
    - Etc.
  - Legal
    - Gather and deliver evidence in response to subpoenas

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# SQUAD – How We Do

## -- Performance Stats --

- Content Admin  
95% of flagged videos reviewed in less than 5 minutes
- Customer Support  
~1000 emails/day
- Copyright  
50 minutes average time to remove infringing content when notified during business hours

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# SQUAD – How We Do It

- Staff – Who We Are

19 people

1 Heather  
2 Policy and Special Operations  
2 Copyright Administrators  
4 Customer Support Team  
10 Content Team

- Staff - Allocation of Tasks

Specialization for efficiency

Multiple SQUAD members trained in almost all tasks  
to allow for effective load balancing

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# SQUAD – How We Do It

- Staff - Coverage
  - Content Administration
    - 24/7 Near-Real Time Coverage
    - Multiple Content Admins live at all times
  - Copyright
    - Has been “during business hours only”
    - With recent team growth, will be moving to 24/7
  - Customer Support
    - With recent team growth, aiming for 24 hour response time to all emails

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# SQUAD – How We Do It

- **The Policies - Development**  
SQUAD develops comprehensive content policies and Terms of Use enforcement and legal compliance protocols.
  - Draft Policy Documents and Procedures Documents are developed by SQUAD
  - Finalized and formalized in conjunction with Legal
  - Responsive incorporation of advertisers' concerns
  - All policies undergo iterative review throughout their lifetime as they are practiced

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# SQUAD – How We Do It

- The Policies – Promulgation

- Policies Documents

- Public

- Terms of Use - <http://youtube.com/terms>  
Formal, legal document

- Community Guidelines - [http://youtube.com/community\\_guidelines](http://youtube.com/community_guidelines)

Less formal, more comprehensible compared to Terms of Use  
These are the most useful thing to point people to

- Web FAQs and Guides

- » Copyright Tips - [http://youtube.com/howto\\_copyright](http://youtube.com/howto_copyright)
      - » Safety Tips - <http://youtube.com/safety>
      - » Etc.

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# SQUAD – How We Do It

- The Policies – Promulgation (con't)
  - Policies Documents (con't)
    - Internal
      - SQUAD Content Policy Enforcement Guide
      - Customer Support form letters Knowledge Bank
      - DMCA Process documents
      - Legal-approved copyright form letters

## – Procedures Documents

These are all internal documents.

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# SQUAD – How We Do It

- The Policies – Implementation
  - Procedures Documents
  - Training
  - Iterative content review
    - >> Integrated constant peer review
  - Escalations
    - Hierarchy of issue competence and authority
    - Needed policy revisions are identified quickly

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# SQUAD – How We Do It

- The Policies – What they are
  - Broad brush content rules
    - Flag children
    - Pornography
    - Violence
    - Illegal Acts
    - Political OK. No biases, no favorites, take no positions.
  - Restricted/Racy Content
  - Copyright – DMCA Safeharbor
  - Law Enforcement
  - Miscellaneous other
    - Trademark, trade secret, privacy, etc.

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# SQUAD – How We Do It

- The Tools
  - Content Administrator Tools
    - Video and other Site Content Management
    - User and Groups Accounts Management
  - Customer Support Email System
    - Integrated template responses and bulk mail
  - Copyright Shared Access Email System
    - For procedure and incident tracking

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# SQUAD – Looking Forward

- Where is SQUAD headed?
  - We are moving towards furthering our relationships with law enforcement and other public and private safety organizations to improve community safety and further reduce abuse on YouTube.
  - We are working to improve communication with users to increase transparency and sense of fairness, to further encourage everyone to be productive members of the community.

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