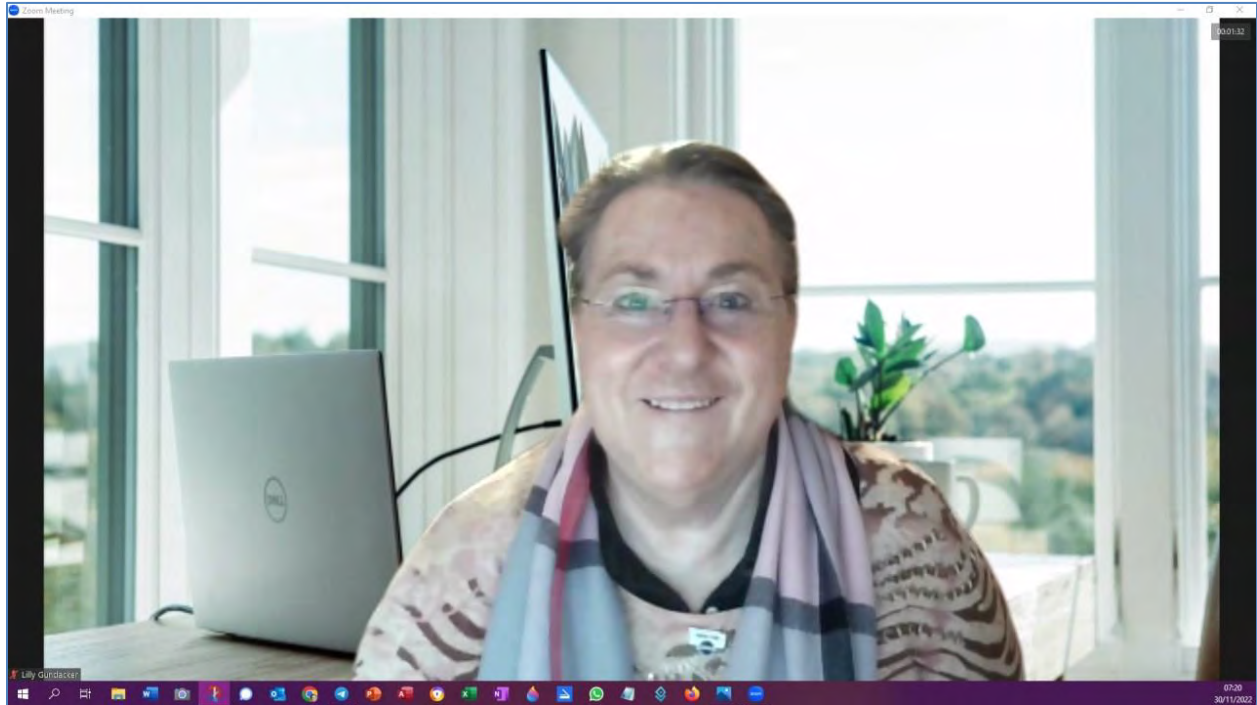


Made for Kids category of videos on YouTube

Lilly Gundacker
November 30, 2022



I've just done a bit of research into the "Made for Kids" category of videos on YouTube.

I didn't know about the million-dollar settlement of Google and YouTube in America. I make a point of NOT watching too much news and television. So, it should be no surprise that I was ignorant of this development. I am only now delving into the consequences since Google and YouTube impact me here living in Europe.

I just had to get on camera and record my research for my "[Learning by Doing](#)" group on Facebook. I figured if it affects me, it could also affect you too.

Research

So, beginning my research, I came to the conclusion first that this must be just an American thing.

Hey, I worked at the United Nations and lots of things are determined by America. They are after all, the primary [financial contributor](#).

Is that bad?

There are lots of opinions about that.

Who Pays?

You know the saying: [He who pays the piper](#) calls the tune...

As a conscientious diplomat, I recognize there is good and also not so good in almost anything.

However, I have learned to seek for, and [multiply the good](#), to make it even better.

I clicked on a lot of links in my research about the "[Made for Kids](#)" function in YouTube. I came across one legal document which seemed to question the whole issue of monetization in general, even apart from the moral aspect of targeting children.

I have thought a lot about this, and I was happy to see that that too is being addressed.

Perhaps you have never thought about it?

Capitalism

I mean, I know that so much of what we consume on the internet is sponsored by commercial interest. And there are YouTubers who make a living by posting videos.

Our world has changed so much from the times of my childhood. Does it remind you of stories about "When I was young..." from your parents?

Yesterday at the VIC Toastmasters End-of-Year-Party I was asked whether I really believe we will have a world of peace. I confidently and emphatically answered YES!

World Peace

It followed a lot of sharing and discussion about working at the United Nations, voluntary service, NGO activities, retirement from civil service. I could refer to a number of events of my NGO and my own experience as an NGO representative fifteen years ago, ten years as a UN Staff member and then again as an NGO representative. I noted the great change I perceive in the UNODC now really welcoming, encouraging, and seeking the input from Non-Government Organizations and Civil Society, compared to 15 years ago.

A whole day has passed since I began writing this. It was initially intended to address making playlists on YouTube.

It is also my daily journal, reminder to myself to focus.

Here's the [link](#) to the video. www.youtube.com/watch?v=Ge4M-E-wAKY

ORDER FROM CHAOS

Who actually funds the UN and other multilaterals?

John W. McArthur and Krista Rasmussen · Tuesday, January 9, 2018

ORDER FROM CHAOS



When the United Nations recently announced a [\\$286 million budget cut](#), a number of [eye-catching headlines generated confusion as to why this occurred](#). Making matters worse, few observers can easily describe how the U.N.’s core organizational budget relates to the larger family of U.N. organizations—like the World Food Program and the Department of Peacekeeping Operations—or how it stacks up alongside other major multilaterals like the World Bank and the Global Fund to Fight AIDS, Tuberculosis, and Malaria. To help inform such assessments, our new policy brief, [“Who funds which multilateral organizations?”](#) presents a snapshot of how all countries, plus the Bill & Melinda Gates Foundation, have recently allocated funding across 53 distinct multilateral organizations (see Box 1 at bottom for the list of organizations).

Here we describe some key results, with a focus on how much each country contributes, how important each funder is to each organization, and how funding allocations compare to objective benchmarks like share of donor country income, share of world income, and share of world population.



John W. McArthur

Director - Center for Sustainable Development , Senior Fellow - Global Economy and Development

[@mcarthur](#)



Krista Rasmussen

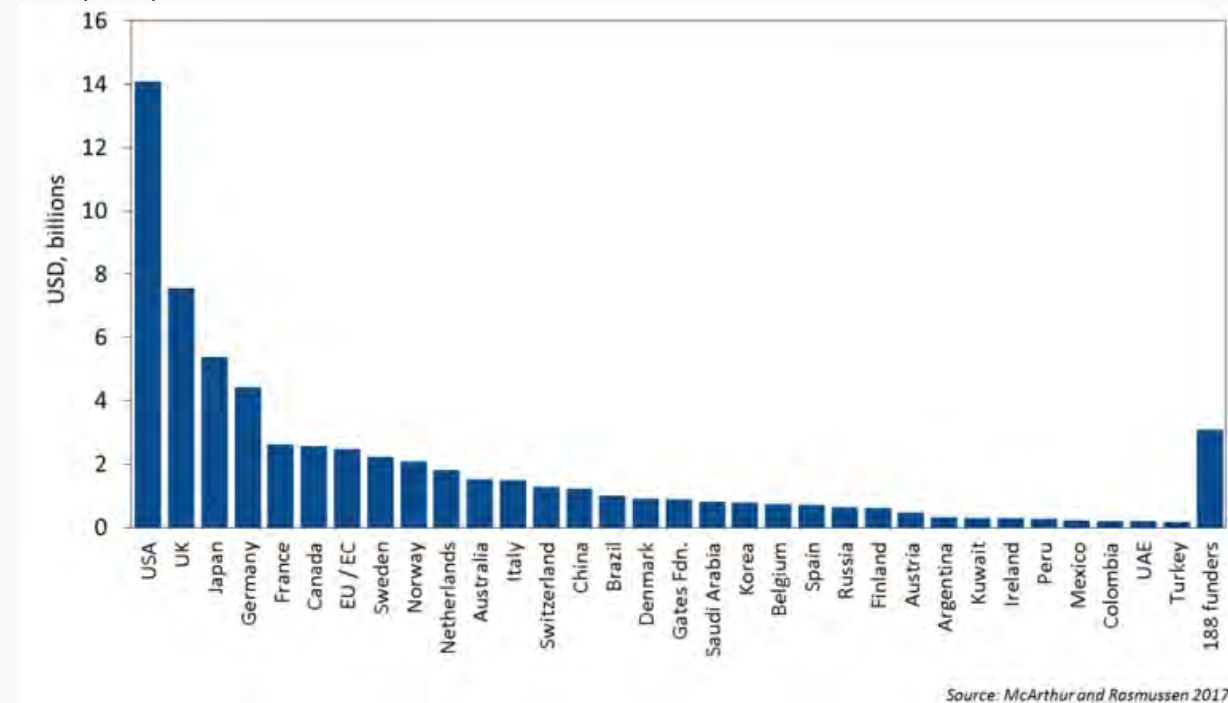
Officer of Policy and Research in Policy Planning - UN Foundation

HOW MUCH DO COUNTRIES CONTRIBUTE?

The 53 multilaterals in our sample received around \$63 billion per year in estimated direct, recurrent grant funding during the 2014-2016 period. Figure 1 shows the composition of these resources by funder. In absolute

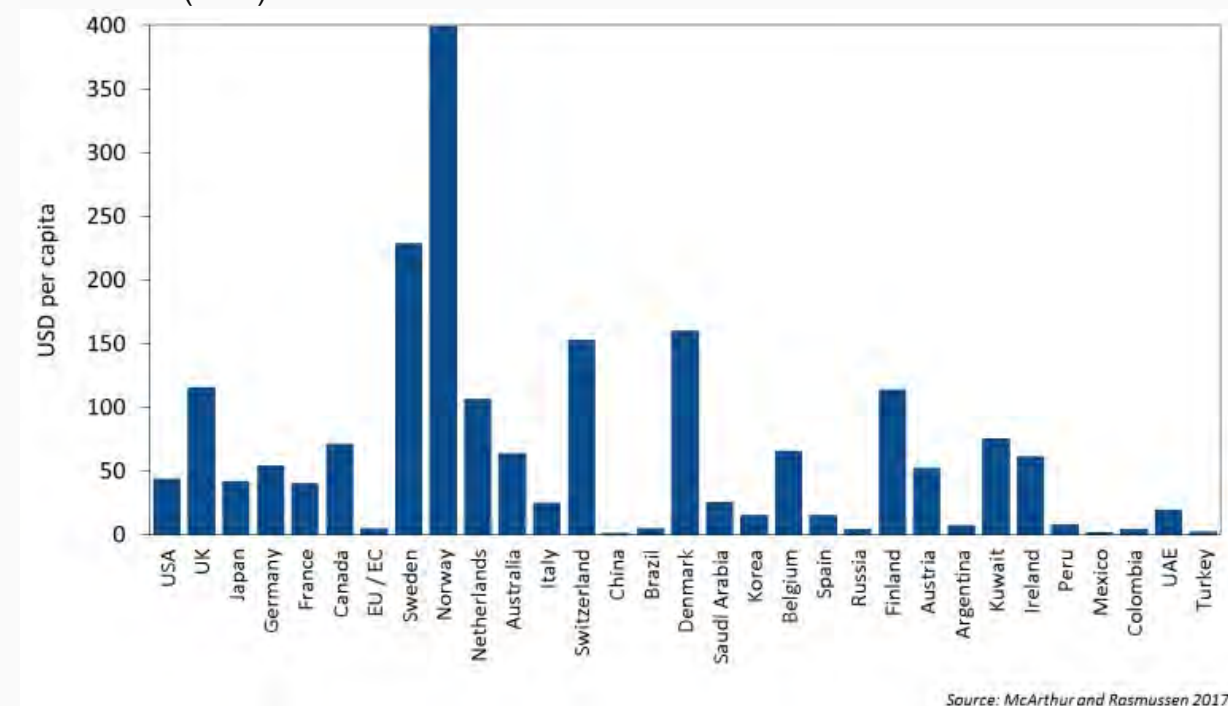
terms, the U.S. is the largest overall funder at \$14.1 billion per year, providing 22 percent of the sample's resources. The U.K. is the second-largest funder at \$7.6 billion (12 percent), followed by Japan at \$5.4 billion (9 percent) and Germany at \$4.4 billion (7 percent). These four countries contribute approximately 50 percent of the total funding, and the top 32 funders account for 95 percent. Notably, the Bill & Melinda Gates Foundation is the 17th largest funder and provides more than \$880 million per year.

Figure 1: Average total annual contributions to 53 multilaterals, 2014-16 (est.)



The funding picture looks quite different when translated into per capita terms, as in Figure 2. The graph shows that Norway contributes by far the most per person to the multilateral system, at \$399 per year, followed by Sweden at \$229 and Denmark at \$160. Among the top three absolute funders in Figure 1, the U.S. ranks 20th overall in per capita terms at \$44, the U.K., is eighth at \$116, and Japan is 21st at \$42. (Note that some smaller funders with sizeable per capita contributions are not included in the figure).

Figure 2: Average per capita annual contributions to 53 multilaterals, 2014-16 (est.)



HOW IMPORTANT IS EACH FUNDER TO EACH ORGANIZATION?

We next consider each funder's relative importance to each organization. Figure 3 maps the share of each multilateral's direct funding provided by each contributor, with a focus on the 23 largest organizations representing

90 percent of the sample's funding. Vertical columns sum to 100 percent from top to bottom, with darker shades of green indicating larger shares of organizational funding. The largest recipient is the World Bank's International Development Association (IDA), with an average of \$8.6 billion per year, followed by the U.N.'s Department of Peacekeeping Operations (DPKO), at \$8.4 billion.

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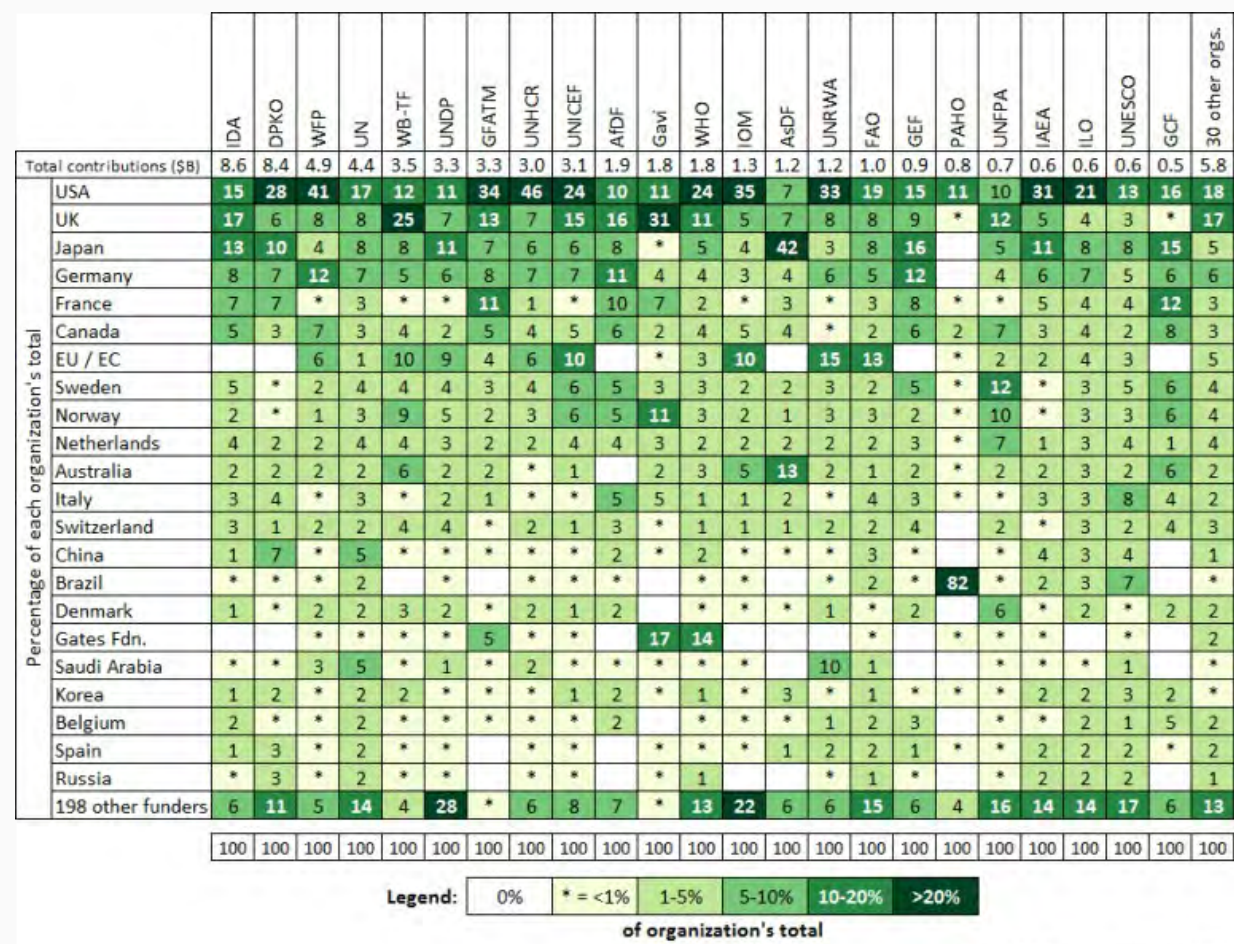
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Either the U.S., the U.K., or Japan is the largest funder for 42 organizations in the sample; the U.S. is top contributor to 24 organizations, the U.K. to nine, and Japan to nine. Other examples of largest contributors per organization include France for both the Council of Europe and La Francophonie; Sweden for the United Nations Population Fund (UNFPA) and U.N.-Women; Brazil for the Pan-American Health Organization (PAHO); Argentina for the International Civil Aviation Organization (ICAO); and Panama for the International Maritime Organization (IMO). The Bill & Melinda Gates Foundation is the second-largest funder to three organizations: Gavi, the Vaccine Alliance; the World Health Organization (WHO); and the Consultative Group for International Agricultural Research (CGIAR).

Figure 3: How important is each funder to each organization (% of grants)

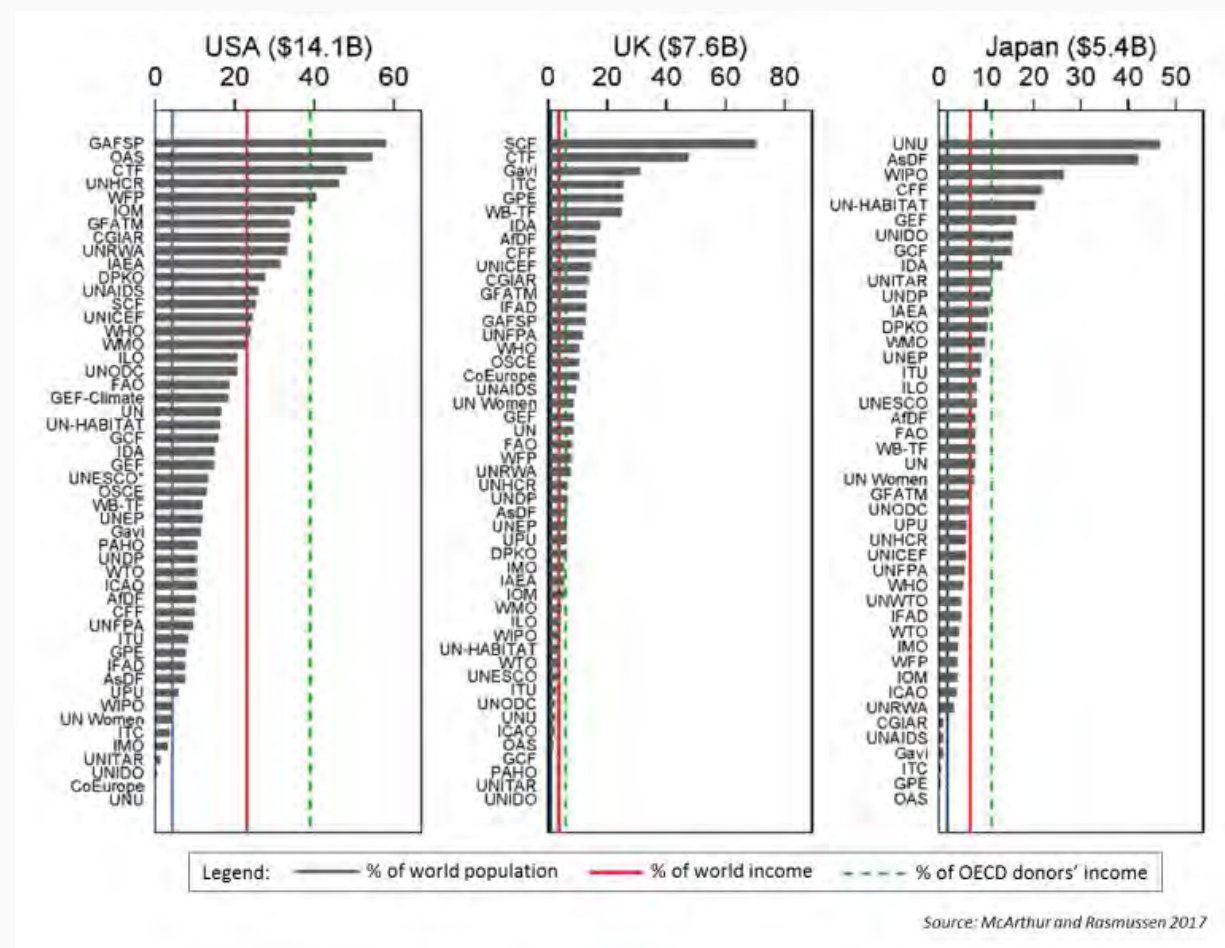


HOW DO FUNDING CONTRIBUTIONS COMPARE TO OBJECTIVE

BENCHMARKS?

A limitation of the preceding analysis is that it fails to compare funders' contributions to their respective sizes and capacities. As a starting point, we consider share of world population, share of world income, and (for relevant countries) share of total OECD donor country income as benchmarks. Figure 4 merges these with a consideration of how large a funder each country is for each organization. In the figure, the horizontal bars represent the share of direct funding the country provides to each respective organization. The three vertical lines from left to right indicate the share of world population, share of world income, and share of donor country income, respectively.

Figure 4: Country share of each organization's funding relative to benchmarks (%)



Among the three largest absolute funders presented in Figure 4, the U.K. contributes at least its share of funding relative to its share of total donor country income for 31 organizations, while Japan does so for 10 organizations, and the U.S. does for five. Comparable analysis of other countries shows that Norway exceeds its share of donor country income for 40 organizations, as does Sweden for 39, and Finland, Luxembourg, and Switzerland for 32.

DEEPER DIVES

A fuller discussion of results is available in the policy brief itself. We have also posted digital tables [here](#) as an online supplement. We hope this allows readers to conduct deeper dives on individual funders and organizations as might be of interest. Comments and feedback are warmly welcome, as always.

Box 1: 53 multilateral organizations in sample

34 UN organizations			
DPKO	Department of Peacekeeping Operations	UNWTO	World Tourism Organization
FAO	Food and Agriculture Organization of the United Nations	UPU	Universal Postal Union
IAEA	International Atomic Energy Agency	WFP	World Food Programme
ICAO	International Civil Aviation Organization	WHO	World Health Organization
IFAD	International Fund for Agricultural Development	WIPO	World Intellectual Property Organization

ILO	International Labour Organization	WMO	World Meteorological Organization
IMO	International Maritime Organization	WTO	World Trade Organization
IOM	International Organization for Migration		
ITC	International Trade Centre	19 non-UN organizations	
ITU	International Telecommunication Union	AfDF	African Development Fund
PAHO	Pan American Health Organization	AsDF	Asian Development Fund
UN	United Nations	CFF	Concessional Financing Facility (MENA financing)
UN Women	UN Women	CGIAR	Consultative Group for International Agricultural Research
UNAIDS	Joint United Nations Programme on HIV/AIDS	CoEurope	Council of Europe
UNDP	United Nations Development Programme	CTF	Clean Technology Fund
UNEP	United Nations Environment Programme	Francophonie	Organisation internationale de la Francophonie
UNESCO	United Nations Educational, Scientific and Cultural Organization	GAFSP	Global Agriculture and Food Security Program
UNFPA	United Nations Population Fund	Gavi	Gavi, the Vaccine Alliance
UN-HABITAT	United Nations Human Settlements Programme	GCF	Green Climate Fund
UNHCR	United Nations High Commissioner for Refugees	GEF	Global Environment Facility
UNICEF	United Nations Children's Fund	GEF-Climate	Special Climate Change Fund; Least Developed Countries Fund; and Adaptation Fund
UNIDO	United Nations Industrial Development Organization	GFATM	The Global Fund to Fight AIDS, Tuberculosis, and Malaria
UNITAR	United Nations Institute for Training and Research	GPE	Global Partnership for Education
UNODC	United Nations Office on Drugs and Crime	IDA	International Development Association
UNOPS	United Nations Office for Project Services	OAS	Organization of American States
UNRWA	United Nations Relief and Works Agency for Palestine Refugees in the Near East	OSCE	Organization for Security and Co-operation in Europe
UNU	United Nations University	SCF	Strategic Climate Fund
		WB-TF	World Bank Trust Funds - Recipient-executed Grants

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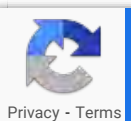
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Business Blog

YouTube channel owners: Is your content directed to children?

By: Kristin Cohen, Assistant Director, Division of Privacy & Identity Protection, FTC Bureau of Consumer Protection
November 22, 2019

Under COPPA, how do I know if my channel is “directed to children”? Since the FTC and New York Attorney General announced their September 2019 [settlement with YouTube](#) for violations of the Children’s Online Privacy Protection Act Rule, we’ve heard that question from channel owners – sometimes called content creators. If you’re a channel owner who shares content on user-generated platforms like YouTube, read on for FTC staff guidance about the applicability of the COPPA Rule and how those covered by the Rule can comply with its requirements.

The FTC action against YouTube and Google

The lawsuit against YouTube and Google alleged that the companies illegally collected personal information from children, in violation of COPPA. According to the [complaint](#), the companies collected that information from viewers of child-directed YouTube channels in the form of persistent identifiers that track users across the Internet, but didn’t notify parents and get their consent. [To settle the case](#), YouTube and Google agreed to create a mechanism so that channel owners can designate when the videos they upload to YouTube are – to use the words of COPPA – “directed to children.” The purpose of this requirement is to make sure that both YouTube and channel owners are complying with the law.

A COPPA recap

That provision of the settlement has raised questions among content creators about how to determine if what they upload to YouTube or other platforms is “directed to children.” The answer requires a brief summary of some key COPPA provisions. Passed by Congress in 1998, the [Children’s](#)

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[Online Privacy Protection Act](#) is a federal law that protects the privacy of children under 13. COPPA's foundational principle is one that most people can agree on: Parents – not kids, companies, platforms, or content creators – should be in control when it comes to information collected from children online.

The FTC enforces the law through the [COPPA Rule](#). In general, COPPA requires operators of commercial [websites and online services that are directed to children](#) (more about that in a minute) to provide notice and obtain verifiable parental consent before they collect [personal information](#) from kids under 13.

The COPPA Rule defines “personal information” to include obvious things like a child’s first and last name or home address, but that’s not all. Under COPPA, personal information also covers what are called persistent identifiers – behind-the-scenes code that recognizes a user over time and across different sites or online services. That could be an IP address or a cookie when it’s used to serve targeted ads. Keep in mind that an operator also might be collecting personal information through an open comment field on its site or service that allows a user under 13 to make personal information publicly available. For example, think of a comment like this on a child-directed site: *My name is Mary Jones from Springfield. I love this video!*

How COPPA applies to channel owners

So how does COPPA apply to channel owners who upload their content to YouTube or another third-party platform? **COPPA applies in the same way it would if the channel owner had its own website or app.** If a channel owner uploads content to a platform like YouTube, the channel might meet the definition of a “website or online service” covered by COPPA, depending on the nature of the content and the information collected. If the content is directed to children and if the channel owner, or someone on its behalf (for example, an ad network), collects personal information from viewers of that content (for example, through a persistent identifier that tracks a user to serve interest-based ads), the channel is covered by COPPA. Once COPPA applies, the operator must provide notice, obtain verifiable parental consent, and meet COPPA’s other requirements. For information on how to comply with COPPA, please visit the [FTC’s COPPA page](#) for our [Six-Step Compliance Plan for Your Business](#).

How channel owners can determine if their content is directed to children

Under COPPA, there is no one-size-fits-all answer about what makes a site directed to children, but we can offer some guidance. To be clear, your content isn’t considered “directed to children” just because some children may see it. However, if your intended audience is kids under 13, you’re covered by COPPA and have to honor the Rule’s requirements.

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The Rule sets out additional factors the FTC will consider in determining whether your content is child-directed:

- the subject matter,
- visual content,
- the use of animated characters or child-oriented activities and incentives,
- the kind of music or other audio content,
- the age of models,
- the presence of child celebrities or celebrities who appeal to children,
- language or other characteristics of the site,
- whether advertising that promotes or appears on the site is directed to children, and
- competent and reliable empirical evidence about the age of the audience.

The determination of whether content is child-directed will be clearer in some contexts than in others, but we can share some general rules of thumb. First, unless you're affirmatively targeting kids, there are many subject matter categories where you don't have to worry about COPPA. For example, if your videos are about traditionally adult activities like employment, finances, politics, home ownership, home improvement, or travel, you're probably not covered unless your content is geared toward kids. The same would be true for videos aimed at high school or college students. On the other hand, if your content includes traditional children's pastimes or activities, it may be child-directed. For example, the FTC recently determined that an [online dress-up game](#) was child-directed.

Second, just because your video has bright colors or animated characters doesn't mean you're automatically covered by COPPA. While many animated shows are directed to kids, the FTC recognizes there can be animated programming that appeals to everyone.

Third, the [complaint in the YouTube case](#) offers some examples of channels the FTC considered to be directed to children. For example, many content creators explicitly stated in the "About" section of their YouTube channel that their intended audience was children under 13. Other channels made similar statements in communications with YouTube. In addition, many of the channels featured popular animated children's programs or showed kids playing with toys or participating in other child-oriented activities. Some of the channel owners also enabled settings that made their content appear when users searched for the names of popular toys or animated characters. Want to see the FTC's analysis in context? Read [pages 10-14](#)  of the YouTube complaint.

Finally, if you've applied the factors listed in the COPPA Rule and still wonder if your content is "directed to children," it might help to consider how others

view your content and content similar to yours. Has your channel been reviewed on sites that evaluate content for kids? Is your channel – or channels like yours – mentioned in blogs for parents of young children or in media articles about child-directed content? Have you surveyed your users or is there other empirical evidence about the age of your audience?

What are the possible penalties for violating COPPA?

The Rule allows for civil penalties of up to \$42,530 per violation, but the FTC considers a number of factors in determining the appropriate amount, including a company's financial condition and the impact a penalty could have on its ability to stay in business. While Google and YouTube paid \$170 million, in another [COPPA case](#) settled this year, the operator paid a total civil penalty of \$35,000.

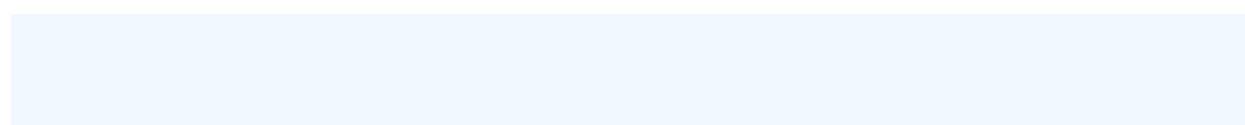
Isn't the FTC taking another look at the COPPA Rule?

Yes, the FTC is currently evaluating the Rule in light of rapid changes in technology. If you would like to [comment](#) on the effectiveness of the COPPA Rule and whether changes are needed, the FTC has extended the comment deadline to December 9, 2019.

Where can channel owners go for more information?

A look at the factors in the COPPA Rule will help most channel owners determine if their content is directed to children. If you're still unsure about how COPPA applies to you, consider contacting an attorney or consulting with one of the COPPA Safe Harbor programs – self-regulatory groups that offer guidance on how operators can comply with the law. Visit the FTC's website for a [list of currently approved Safe Harbor organizations](#). For more resources, visit the [FTC's Children's Privacy page](#) for our [Six-Step Compliance Plan for Your Business](#).

Tags: [Consumer Protection](#) | [Bureau of Consumer Protection](#) | [Privacy and Security](#) | [Children's Privacy](#)



Comments have been turned off for this consumer alert.

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Sarah lu November 22, 2019

I'm happy to see changes and specifications are being made about this COPPA rule. Other things that need clarifying are such things as the 42k fine, can the fine really be applied to those overseas? Do you have any protection when it comes to not purposefully labelling your content, such as accounts that are pre-Google, hacked accounts, abandoned or forgotten accounts or accounts created by children or creators no longer with us? I have non monetised accounts that I can no longer access, which are Vlogs and cosplay based, typically aimed at teenagers and adults but I can't access the accounts to make changes. Bots may see them differently. The emails attached to them have been deleted as I was a teenager when accounts were created and I'm now in my 30"s. I hope that there will be some forgiveness for accounts that have shown to not have been logged in to for a long time, instead having dead channels removed to make it easier for the FTC and YouTube to better identify offenders that are current. As a woman in a part time job, any fines that could be applied to me here in the UK I will never be able to pay. It will make me and my family homeless. With a sister who is special needs. I do hope you consider each persons financial standing in this case. As some people are every day folk living on the breadline as it is with accounts they have forgotten to have even existed. Who know nothing about COPPA and the FTC. You are willing to listen and I am grateful for that, so please consider not just the current creators but those who haven't had contact with their accounts for years through different reasons. Consider the small accounts who are not monetised and not making money, not collecting data on children by any means.

FTC Staff January 13, 2020

Foreign-based websites and online services must comply with COPPA if they are directed to children in the United States, or if they knowingly collect personal information from children in the U.S. The law's definition of "operator" includes foreign-based websites and online services that are involved in commerce in the United States or its territories. As a related matter, U.S.-based sites and services that collect information from foreign children also are subject to COPPA. See COPPA FAQs B.7.

<https://www.ftc.gov/tips-advice/business-center/guidance/complying-coppa-frequently-asked-questions>

Amzad hossain April 04, 2020

I'm not children

Reut malihi April 10, 2020

I'm not

Clyde L Haley May 20, 2020

I want to be able to watch and download things that aren't meant for children for myself even if they are carts cartoons I have no children so it won't be an issue

GERMAN WILFRIDO June 18, 2020

There isn't childs in home. Only my wife. I'm senior

Bum jaise atak matak August 05, 2020

Yes you are absolutely correct how is video notification of video is related to children????

Heather October 17, 2020

I want to see a meditation video. I am also not a child

Aderibigbe goodies January 05, 2021

But why

Mike Dorsey May 24, 2022

Play all YouTube videos in made for kids content

Ferial February 18, 2021

I would like to uploud vediis and songs. I have no children

Rachael. ramir... August 30, 2021

I love children's cartoons but I have no children anymore my youngest is 28 and does not speak to Me anymore I guess that's why I watch them

Jan-erik Eriksson June 09, 2022

I'm alone.

I have no children in my home.

Rukayatu Bukola September 06, 2021

I want to be downloading things from YouTube

Nixon Maile December 14, 2021

Of course yes i want to watch and download the content

Jacob Havens June 03, 2022

I am not a child and there is no children in this house

Diana Muzarovskaa June 09, 2020

We're sorry you aren't enjoying the Childrens.

Anmol Dhawan July 21, 2020

You please remove these kind of boundaries so that everyone can watch children videos to make other child to see it.... I hope you may remove unnecessary boundaries....

AI September 08, 2020

No Children Let ME decide! What is the best REPLACEMENT that IS NOT controlled b the YOU TUBE GODS

This is true I... September 07, 2020

My content is for children and this is stupid ,because I can't upload any videos now.So pls fix this I just don't know why.

Brenda Heigel November 15, 2020

I enjoy my Religious Programs and I would really like to receive notifications for up and coming programs and can't because of this block.

Jaime June 06, 2021

Yes...I can't turn on notifications to church? Sounds like another excuse to keep Jesus out. Not surprised I guess.

Roger Bland September 27, 2021

I don't know anything I thought this page set was going to help me get the correct information to see people that viewed my story and profile this was know help.

FF •Killer August 03, 2021

Please again start the process of coment and how to remove the this is made for kids

Terrie Quear August 29, 2021

Remove blocks from my channels I an adult and can't send live

chat texts to my channels I'm subscribed to

MARIA ANDREAKOU March 22, 2022

I'm 47 and I can't save a video because the YouTube doesn't think, the settings, that I'm 47 . The rules are for children and I'm not.

Samsunny Sam May 19, 2022

Yes my contents is made for kids

marsha. April 13, 2020

im not a children im 24

Khosih April 27, 2020

IM not a children IM 24

Sam Scarbough April 14, 2020

I am not a kid

Aquenevictorine June 24, 2020

So why I can click on the notifications bell when I'm not a child am 26 year of age ,you all need to allow people to go freely and the YouTube platform

Kathy D. January 30, 2021

I, too, do NOT enjoy being cut off halfway through the video. I also cannot save the video I was watching. Please FIX IT. It's not very fair to the rest of the public!!!!!!

Ajit Solanki June 03, 2022

Good

Justin robinson January 24, 2021

I want people to comment on my vide

Gaylord Cohen March 11, 2021

Well, neither am I

Suyesh Kumar April 16, 2020

I am not a child. I am 20

Cimpoesu Scobi June 14, 2020

Yeah. I want things to change. I want a better YT. What features I would want in this YT: -No COPPA -No Ads -Doesn't need Internet

Nova June 20, 2020

-No coppa That would require either massive law changes or youtube to move to another country. -No Ads Ads are one of the primary sources of revenue for youtube, so that's impossible - Doesn't need internet That's just magic now, as that's literally impossible.

Jaseena July 09, 2020

This is for children and not children

Anonymous August 14, 2020

I don't think the no ads or the no internet could ever work. But we can dream

Kaelynn Lamar February 08, 2021

It won't let my channel be for kids

Elijah September 04, 2020

I'm 43 years old and should be able to add what I want to my playlist

Anetranra November 07, 2021

Agreed I'm way past Elijah's age.

Tanvir hasan February 19, 2021

I am not kid I am 19 years old

Salathanie Brown April 19, 2020

I'm not a child

Andrea MMok July 21, 2020

I'm old woman !! Really I don't understand why can't save this video ? If I'm woman

Busi Zulu September 29, 2020

Thank you for protecting our children

Brianna Goldman May 24, 2022

More like... THANK YOU FOR RUINING OUR LIVES! >:(

Saowanee worra... April 26, 2020

This vdo for children

Mary Denise Luciani June 25, 2020

I want to save video (it's a kids learning video!) it says I'm restricted!!!! It's for kids! Get me out of the

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