

## Fast Facts



What you need to know about new & emerging trends, platforms or technology

# Deleted Scenes

## Analyzing How Much 'Unsafe' Content YouTube Removes From Their Platform

Full Year 2025 Update





## YouTube (eventually) removes millions of videos and channels and billions of comments annually for violating their community guidelines

A video sharing platform where hundreds of thousands of users upload content every day requires constant moderation and vigilance. For YouTube, the top reasons why content is removed include **child safety issues, harassment & cyberbullying, hateful or dangerous speech, pornography, violence and violent extremism, graphic images and spams & scams.**

The sheer scope of content removal on YouTube speaks to the **desire of bots and possible 'nefarious actors' to use the platform, and its environment, for bad intentions.** As an update to our first 'Deleted Scenes' report published in 2025, we continue to explore the pervasiveness of content removed from YouTube based on their [community guidelines enforcement website](#), which includes seven years of data back to 2019.

- The **number of videos** that are removed from YouTube
- The **amount of channels** that are removed from YouTube
- **How many comments** that are removed from YouTube

Of course, this analysis acknowledges the content that is rightfully removed by YouTube's automated flagging systems, priority flaggers (such as government agencies and NGOs) and the user community, however **YouTube does not share how long content that has violated guidelines lives on the platform before its reviewed and removed.**

The sheer scope of content removal and opaqueness of the process **begs the question of just how much 'unsafe' content – from both a consumer and brand perspective – gets posted and continues to live on the platform,** especially as millions of videos and channels are continually taken down and billions of comments are deleted annually?

Over the last seven years, YouTube has had to remove nearly **219 million videos**, **154 million channels** and **30 billion comments** from their platform

YouTube Total Removals  
2019 – 2025



**219.3 Million  
Videos**

*(~31 million annually, on average)*



**154.4 Million  
Channels**

*(~22 million annually, on average)*



**30.3 Billion  
Comments**

*(~4 billion annually, on average)*

Source: VAB analysis of Google Transparency Report, *YouTube Community Guidelines enforcement*, as of 4/14/26.

# Whether its videos, channels or comments, there are **serious consumer and brand safety reasons** why YouTube removes content

## Top 10 Removal Reasons



Child  
Safety



Harassment &  
Cyberbullying



Harmful or  
Dangerous



Hateful or  
Abusive



Misinformation



Nudity or  
Sexual



'Other'



Promotion of  
Violence or Violent  
Extremism



Spam, Misleading &  
Scams



Violent or  
Graphic

Source: VAB analysis of Google Transparency Report, *YouTube Community Guidelines enforcement*, as of 4/14/26.

# YouTube has removed over **219 Million Videos** over the last seven years

## YouTube Total Removals 2019 – 2025



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Source: VAB analysis of Google Transparency Report, YouTube Community Guidelines enforcement, as of 4/14/25

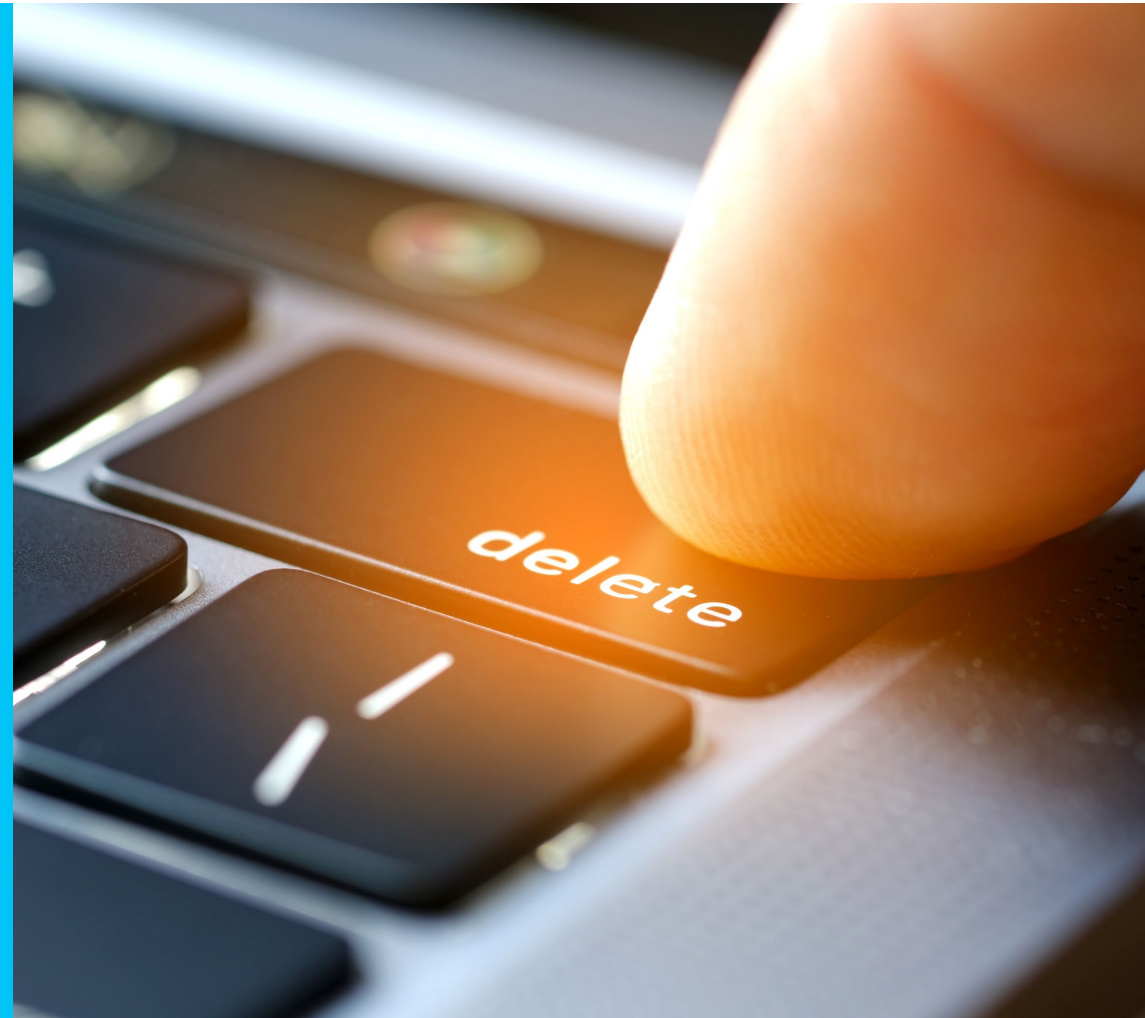
# In 2025 alone, YouTube removed an estimated nearly **1,000 years' worth of videos** from their platform for violating community guidelines

Based on a rough estimation,  
YouTube potentially removed

# 965 years

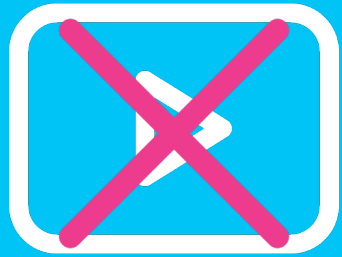
worth of video content from  
their platform in 2025\*  
*(vs. 837 years in 2024)*

Source: VAB analysis of Google Transparency Report, *YouTube Community Guidelines enforcement*, as of 4/14/26 & [Analyzify.com](https://www.analyzify.com), *StatsUp – YouTube Statistics*, as of 4/14/26. \*Calculation based on the total number of videos removed from YouTube (40.8MM) and the average length of YouTube videos (12m26s).



# The last three years have seen a growing number of videos taken down from YouTube, with almost **41 million videos removed in 2025 alone**

▶ The number of videos removed annually has **more than doubled since 2022**, [as low-effort AI generated slop content has flooded YouTube](#)

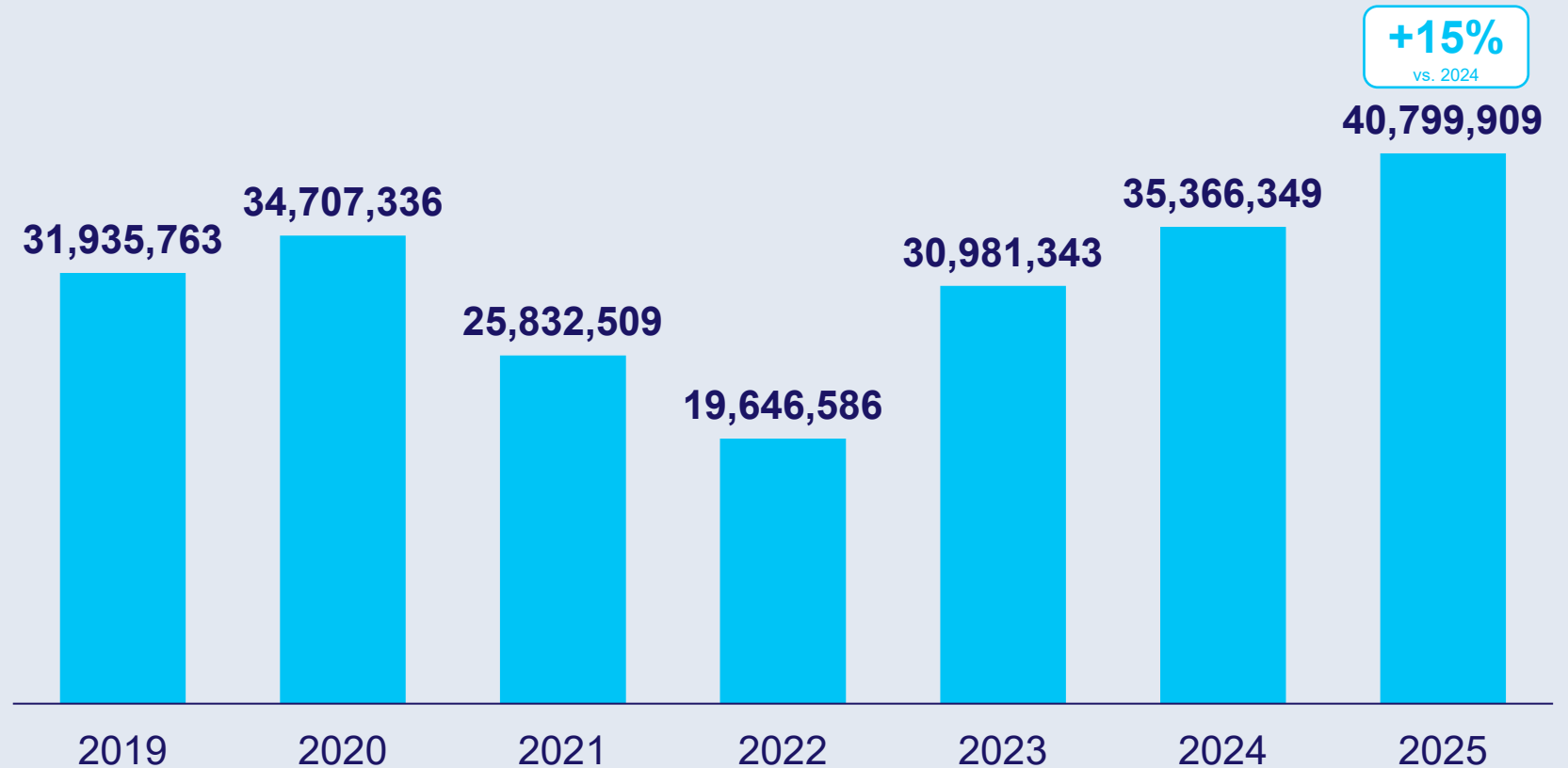


## 219.3 MM

### Videos Removed

From 2019 - 2025

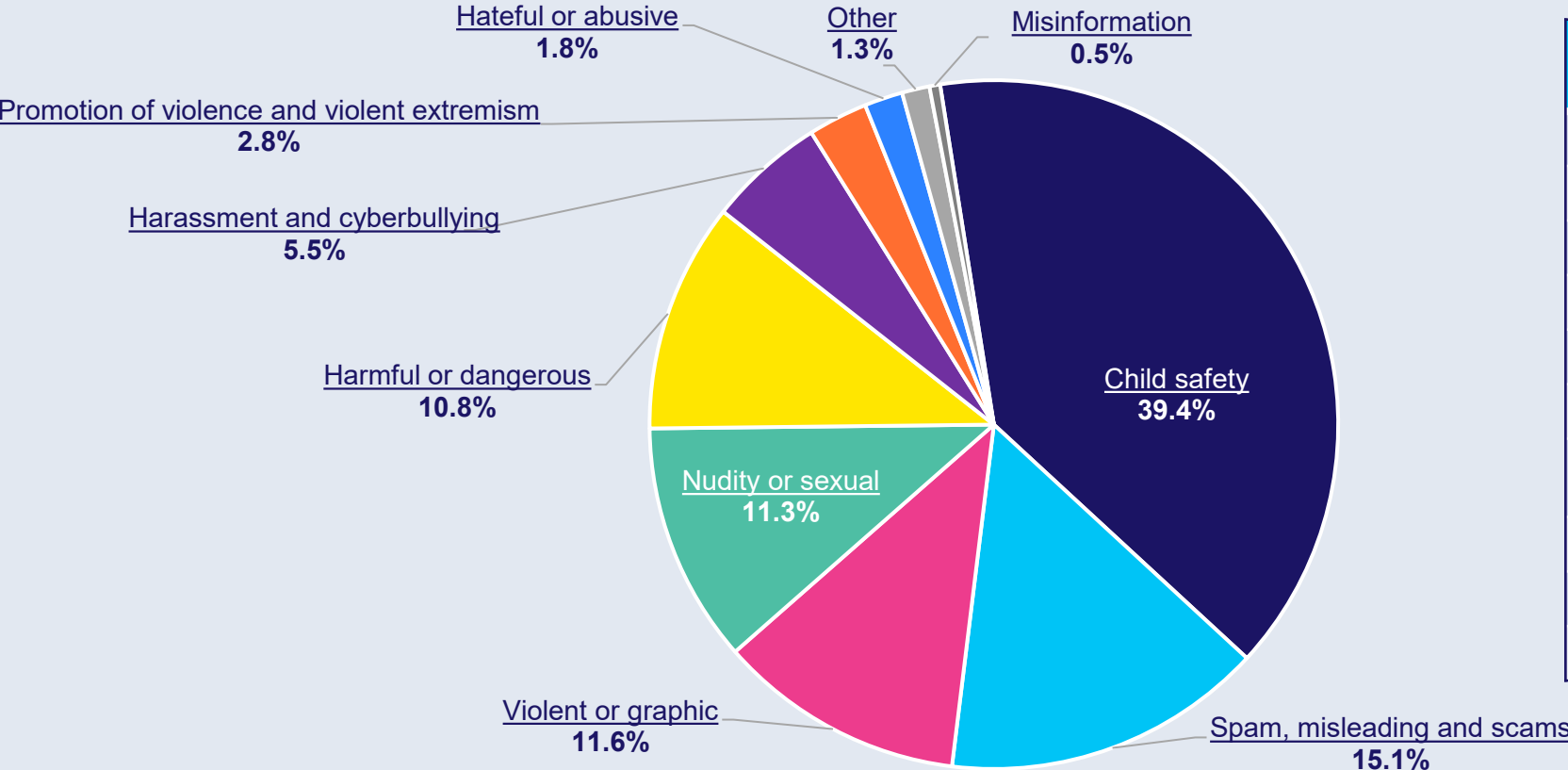
#### YouTube Videos Removed by Year



Source: VAB analysis of Google Transparency Report, *YouTube Community Guidelines enforcement*, as of 4/14/26.

# Over the last seven years, more than half of the videos removed were for **child safety reasons** or due to **spam and scams** (i.e., bots or bad actors)

**YouTube Videos Removed by Reason**  
2019-2025

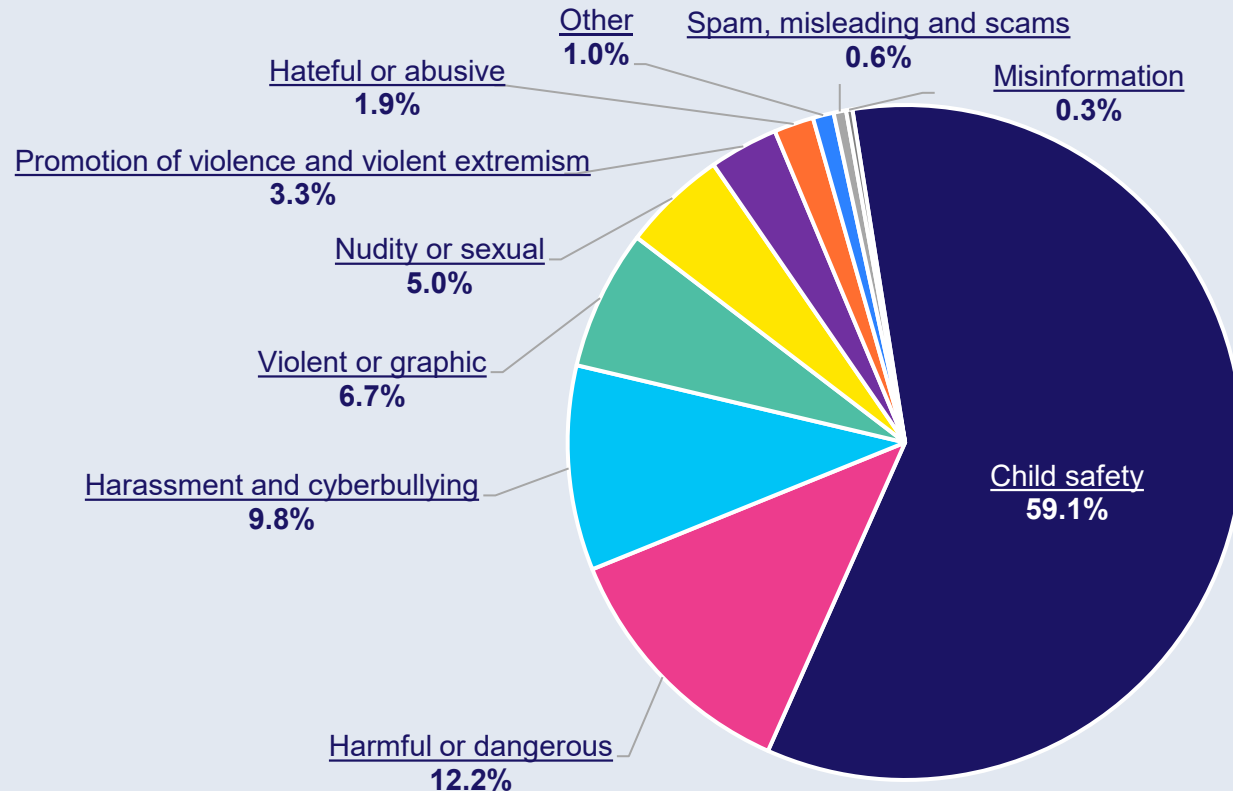


Topic	Removals* (2019-2025)
Child safety	86,470,979
Spam, misleading and scams	33,030,081
Violent or graphic	25,375,854
Nudity or sexual	24,759,677
Harmful or dangerous	23,700,325
Harassment and cyberbullying	12,012,237
Promotion of violence and violent extremism	6,130,408
Hateful or abusive	3,961,689
Other	2,743,295
Misinformation	1,109,653

Source: VAB analysis of Google Transparency Report, *YouTube Community Guidelines enforcement*, as of 4/14/26. \*Note: Aggregated removals by topic are estimated based on the percent of topic by total removals per quarter within the time period.

# Most recently in 2025, over half of the videos removed were for **child safety reasons**, followed by content deemed **dangerous, violent or graphic**

**YouTube Videos Removed by Reason**  
2025



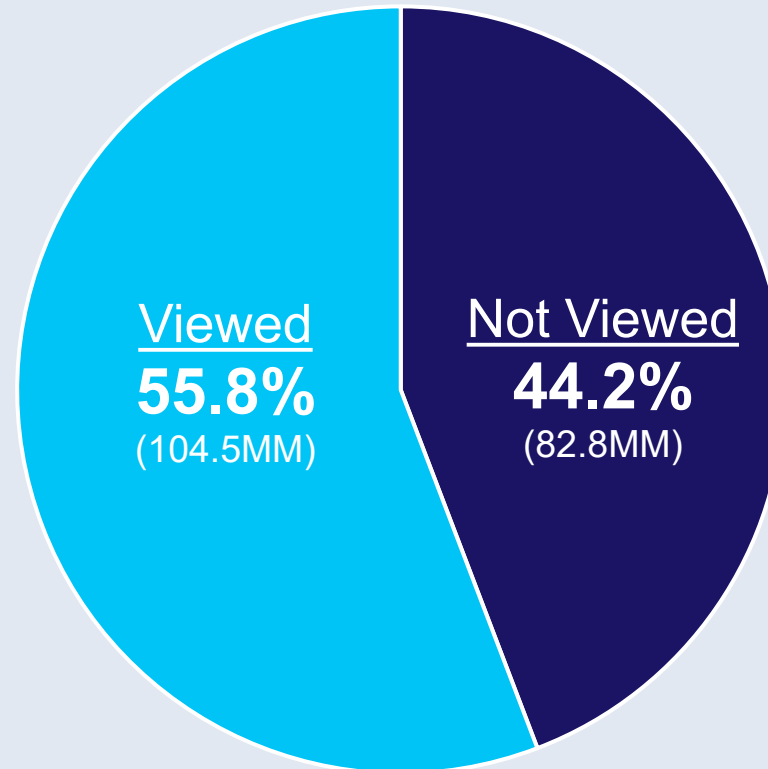
Topic	Removals* (2025)
Child safety	24,110,514
Harmful or dangerous	4,962,437
Harassment and cyberbullying	4,017,804
Violent or graphic	2,734,785
Nudity or sexual	2,041,548
Promotion of violence and violent extremism	1,360,751
Hateful or abusive	771,064
Other	401,358
Spam, misleading and scams	260,293
Misinformation	139,356

Source: VAB analysis of Google Transparency Report, *YouTube Community Guidelines enforcement*, as of 4/14/26. \*Note: Aggregated removals by topic are estimated based on the percent of topic by total removals per quarter within the time period.

# Almost six out of ten videos removed from YouTube in the last six years (104 million videos) received at least one view before deletion

YouTube Videos Removed, by Views  
2020-2025

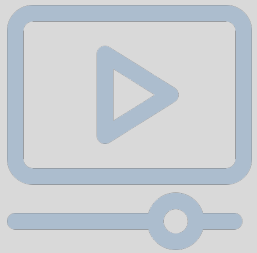
In 2025 alone,  
**1,356,144**  
videos were removed after already receiving more than 1,000 views



Source: VAB analysis of Google Transparency Report, *YouTube Community Guidelines enforcement*, as of 4/14/26. Analysis excludes 2019 as views breakouts for video removals are unavailable before Q1 2020. YouTube began reporting % of videos removed that received 1K+ views in 3Q '24.

# YouTube has removed over **154 million channels** over the last seven years

## YouTube Total Removals 2019 – 2025



**219.3 Million  
Videos**

*(~31 million annually, on average)*



**154.4 Million  
Channels**

*(~22 million annually, on average)*



**30.3 Billion  
Comments**

*(~4 billion annually, on average)*

Over the last seven years, the number of channels removed on YouTube dwarves the **total # of Wikipedia pages** and **active Twitch streamer channels**

YouTube  
(2019 – 2025)



**154.4 Million**  
Channels Removed

Wikipedia

**65 Million**  
Total Wiki Pages/Articles\*

**2.4x**

more channels removed on YouTube than there are total Wiki pages in existence

Twitch

**42.0 Million**  
Streamer Channels\*\*

**3.7x**

more channels removed on YouTube than there are active Twitch streamer channels

Source: VAB analysis of Google Transparency Report, *YouTube Community Guidelines enforcement*, as of 4/14/26. \*Wikimedia Statistics, *All Wikipedia Projects*, as of 4/14/26. \*\*[StreamCharts.com](https://www.streamcharts.com), *Twitch Statistics & Growth Charts*, as of 4/14/26. Note: streamer channels represent the total number of channels that have broadcasted (or streamed) live on the platform.

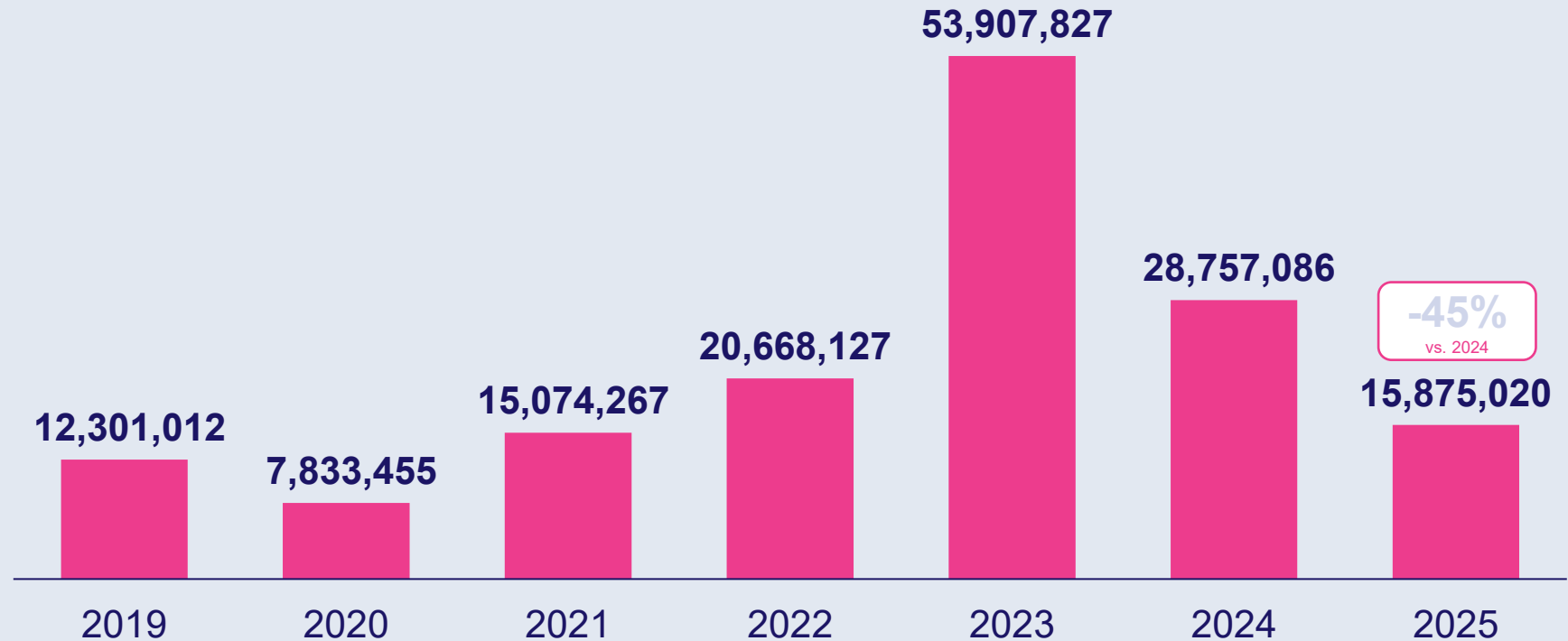
There were **nearly 100 million channels taken down from YouTube** over the last three years, even as the number decreased in 2025



**154.4 MM**

**Channels Removed**  
(2019 – 2025)

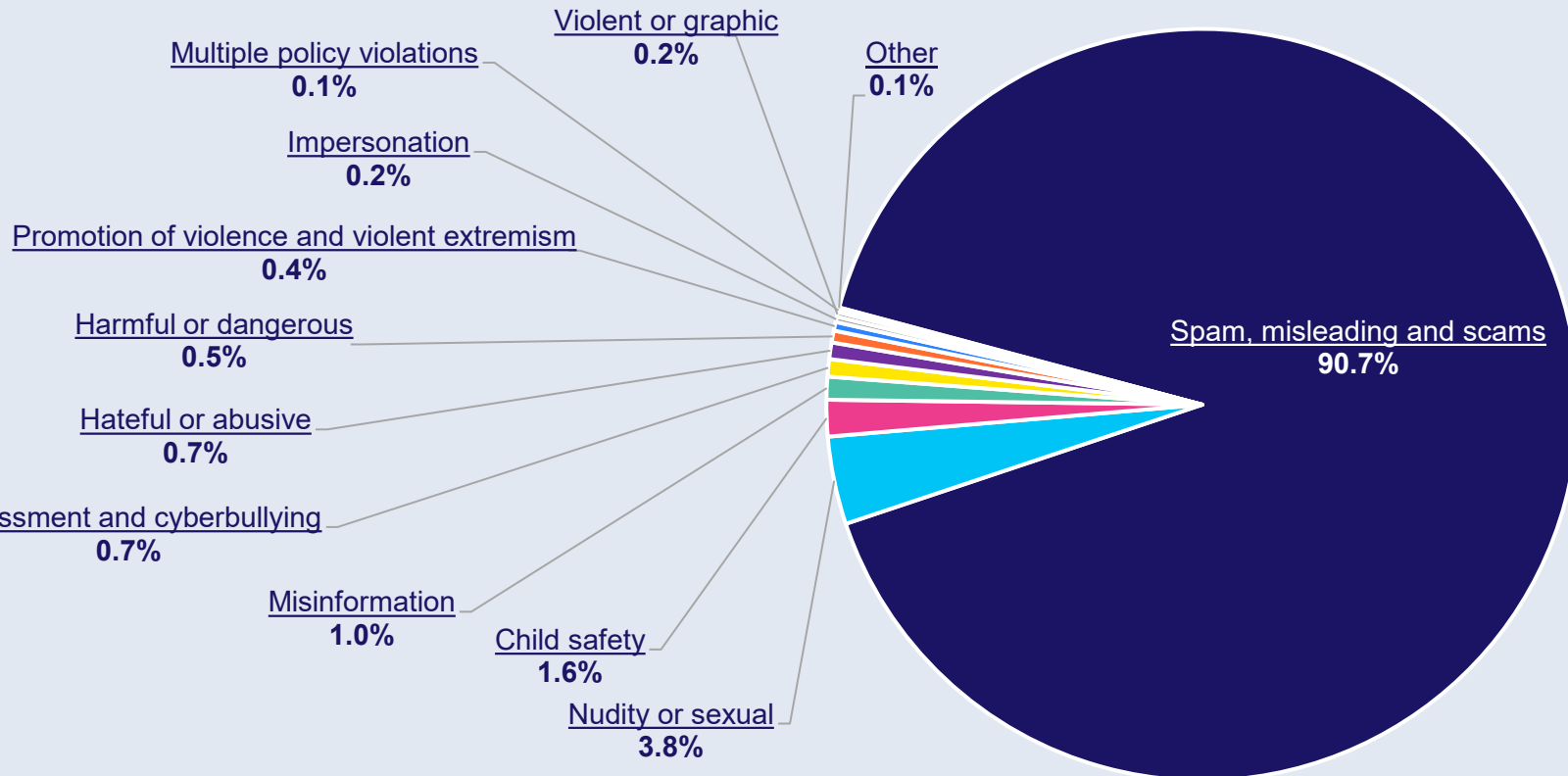
YouTube Channels Removed by Year



Source: VAB analysis of Google Transparency Report, *YouTube Community Guidelines enforcement*, as of 4/14/26.

# Over the last seven years, nine out of ten channels removed were because of **spams and scams** (i.e., bots and possible nefarious actors)

**YouTube Channels Removed by Reason**  
2019-2025

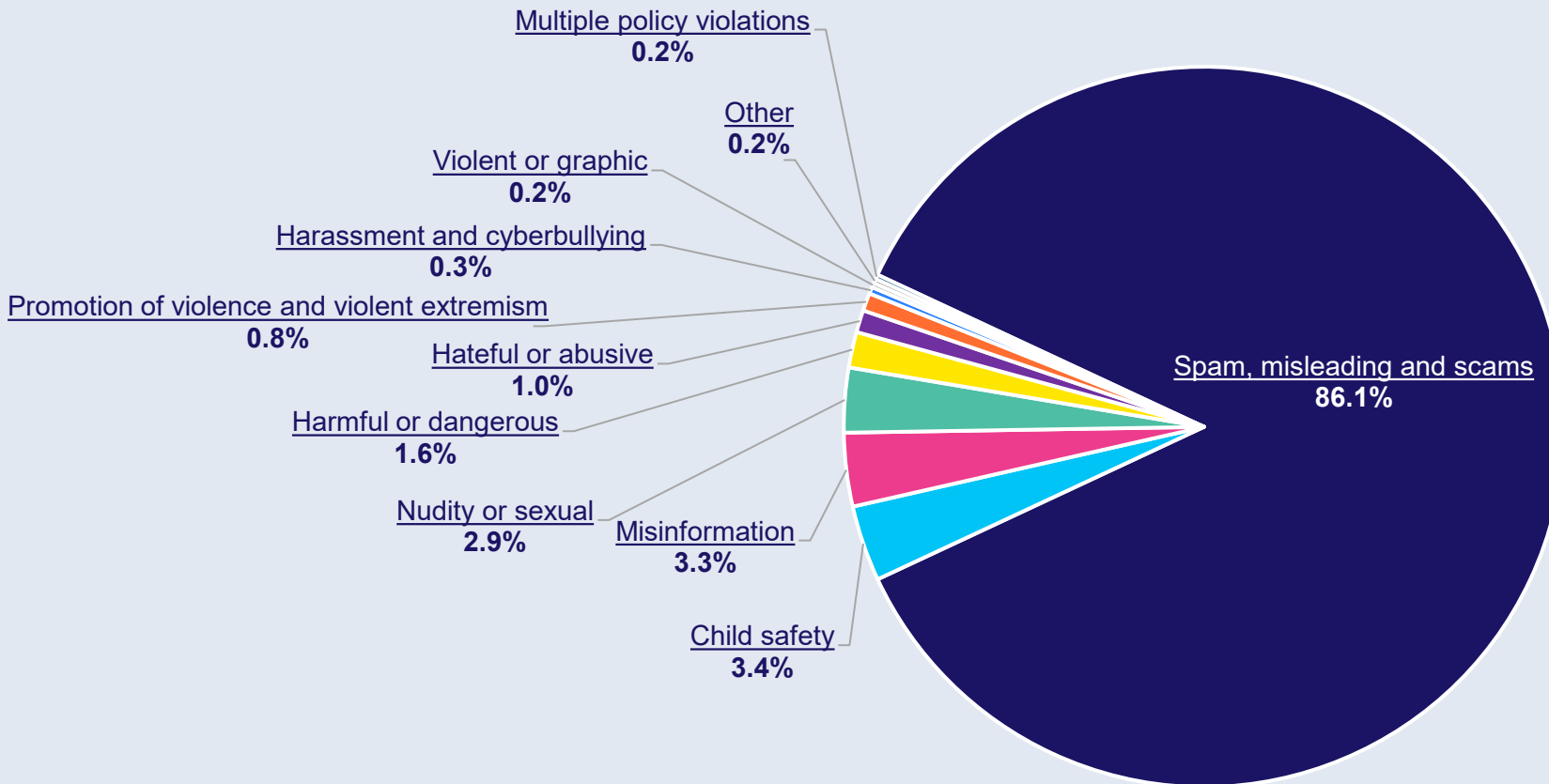


Topic	Removals* (2019-2025)
Spam, misleading and scams	140,074,793
Nudity or sexual	5,836,203
Child safety	2,420,612
Misinformation	1,518,542
Harassment and cyberbullying	1,154,833
Hateful or abusive	1,096,839
Harmful or dangerous	790,027
Promotion of violence and violent extremism	576,365
Impersonation	354,525
Violent or graphic	303,600
Multiple policy violations	231,315
Other	83,035

Source: VAB analysis of Google Transparency Report, *YouTube Community Guidelines enforcement*, as of 4/14/26. \*Note: Aggregated removals by topic are estimated based on the percent of topic by total removals per quarter within the time period.

# In 2025, more than eight out of ten channels removed were because of **spams and scams** (i.e., bots and possible nefarious actors)

YouTube Channels Removed by Reason  
2025

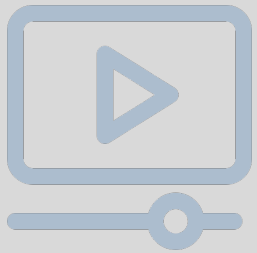


Topic	Removals* (2025)
Spam, misleading and scams	13,679,838
Child safety	543,729
Misinformation	516,959
Nudity or sexual	454,517
Harmful or dangerous	246,554
Hateful or abusive	164,391
Promotion of violence and violent extremism	131,478
Harassment and cyberbullying	40,613
Violent or graphic	38,512
Other	34,135

Source: VAB analysis of Google Transparency Report, *YouTube Community Guidelines enforcement*, as of 4/14/26. \*Note: Aggregated removals by topic are estimated based on the percent of topic by total removals per quarter within the time period.

# YouTube has removed over **30 billion comments** over the last seven years

## YouTube Total Removals 2019 – 2025



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Videos**

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**154.4 Million  
Channels**

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**30.3 Billion  
Comments**

*(~4 billion annually, on average)*

Source: VAB analysis of Google Transparency Report, YouTube Community Guidelines enforcement, as of 4/14/25

# Over the last seven years, the number of comments removed from YouTube is **nearly double the total number of comments posted on Reddit**

# +72%

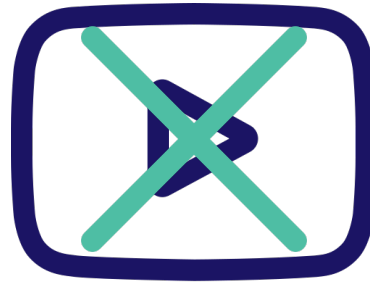
more YouTube comments have been removed over the last seven years

vs.

the total number of comments that have been posted to Reddit,

a popular social media platform and top 20 digital property per Comscore, during the same time frame

YouTube  
(2019-2025)



**30.3 Billion**  
Removed Comments

Reddit  
(2019-2025)



**17.6 Billion**  
Total Comments\*

Source: VAB analysis of Google Transparency Report, *YouTube Community Guidelines enforcement*, as of 4/14/26. \*Statista via [Backlinko.com](https://www.backlinko.com), *Reddit User and Growth Stats*, 1/16/26, 2024 & 2025 are projected. Note: Reddit is the #20 top measured property based on reach per Comscore Mediametrix Multiplatform for December 2025.

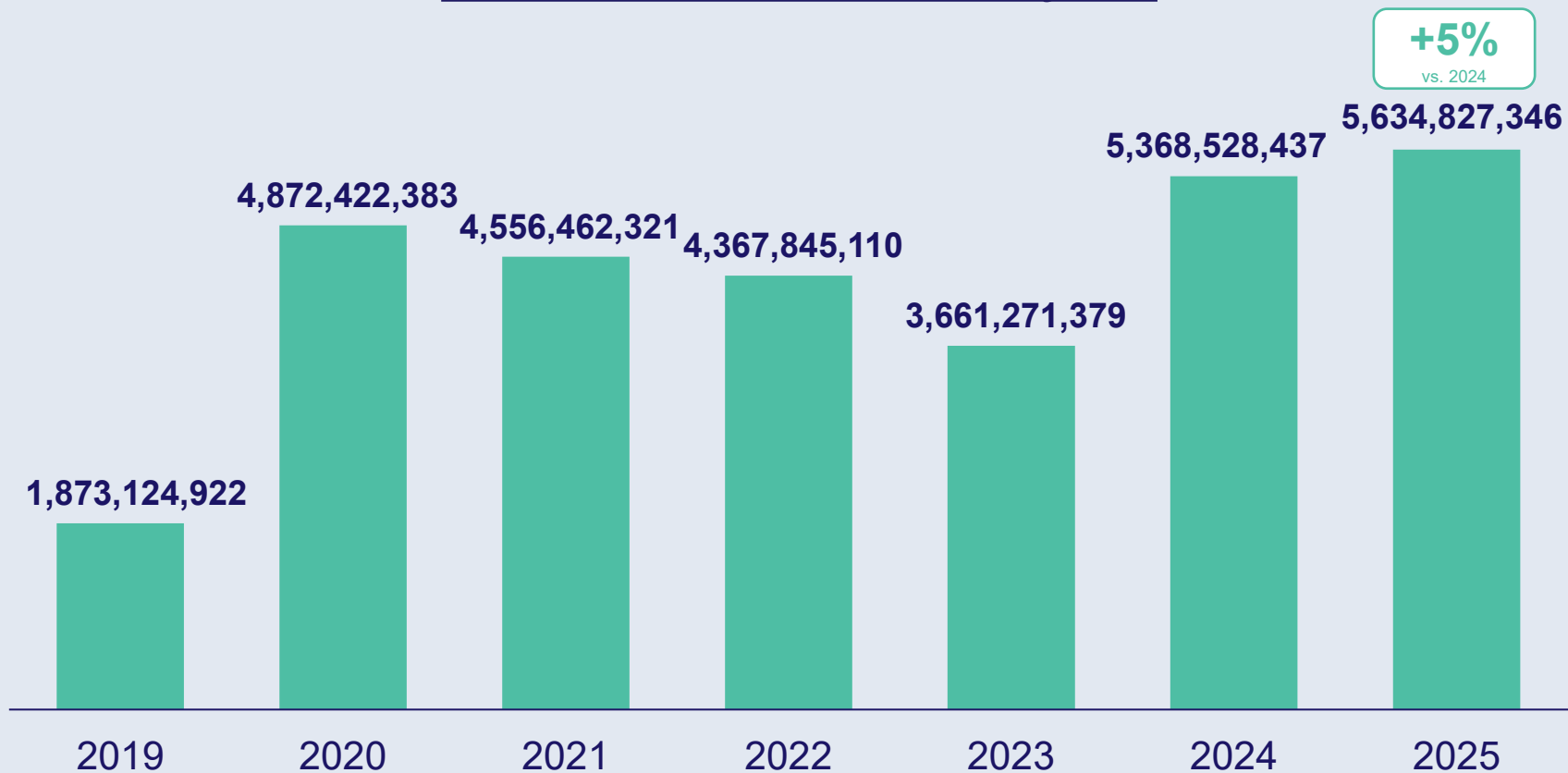
The last two years have seen a growing number of comments removed from YouTube, with **over five and a half billion removed in 2025 alone**



**30.3 B**

**Comments Removed**  
(2019 – 2025)

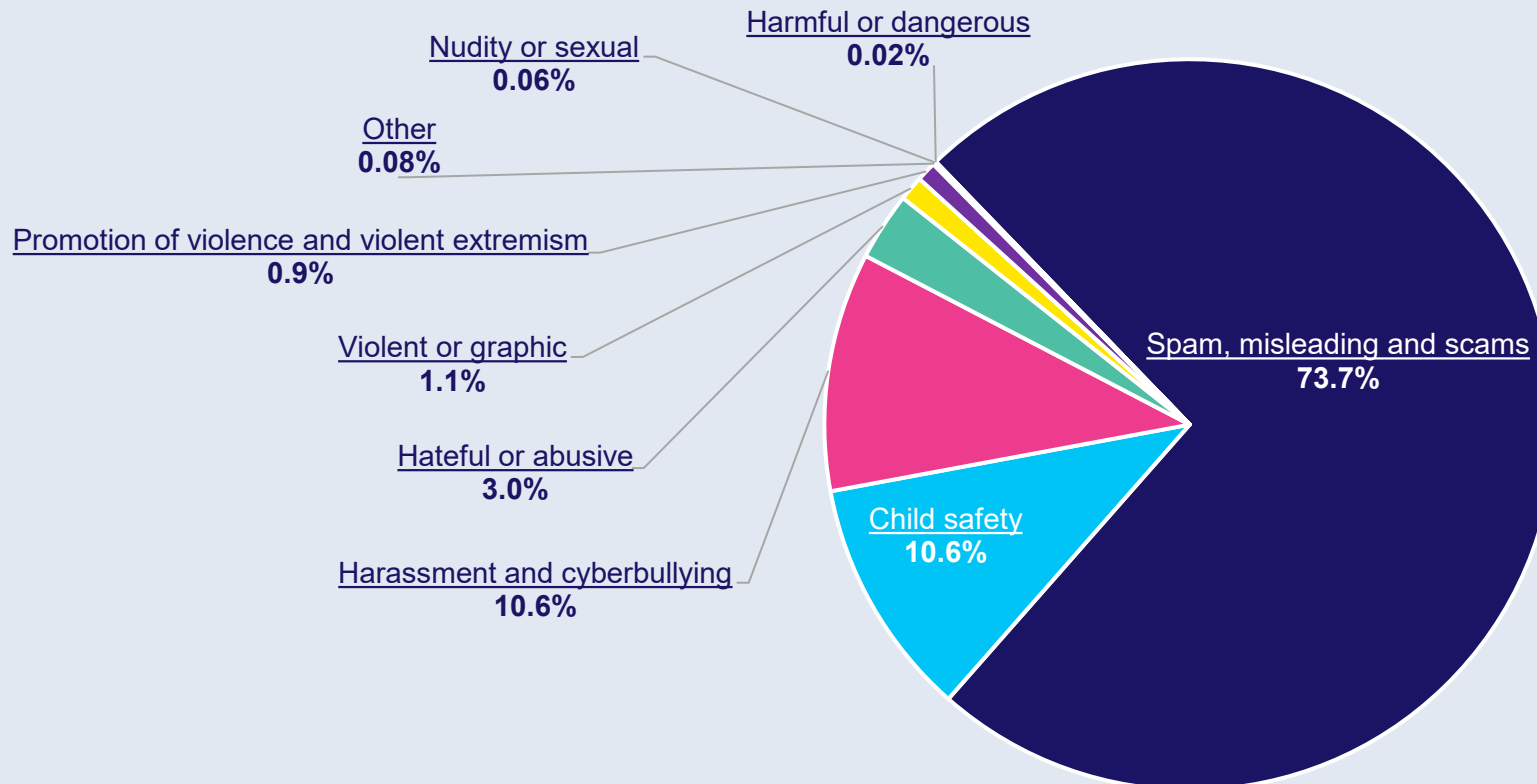
YouTube Comments Removed by Year



Source: VAB analysis of Google Transparency Report, *YouTube Community Guidelines enforcement*, as of 4/14/26.

# Over the last seven years, seven out of ten comments removed were because of **spams and scams** (i.e., bots and possible nefarious actors)

**YouTube Comments Removed by Reason**  
2020-2025

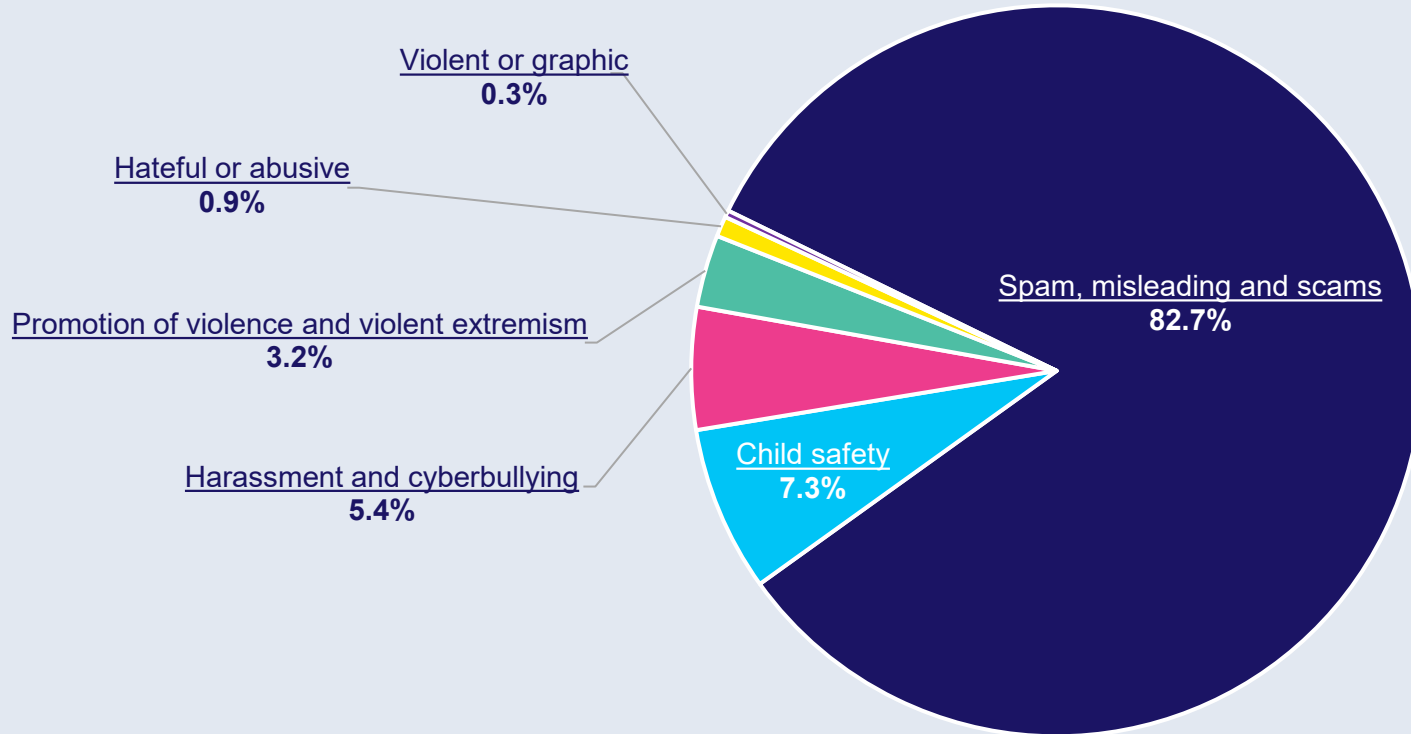


Topic	Removals* (2020-2025)
Spam, misleading and scams	20,969,818,643
Child safety	3,014,049,120
Harassment and cyberbullying	3,005,357,713
Hateful or abusive	854,504,591
Violent or graphic	312,346,775
Promotion of violence and violent extremism	250,257,860
Other	22,958,800
Nudity or sexual	15,818,423
Harmful or dangerous	5,452,585

Source: VAB analysis of Google Transparency Report, *YouTube Community Guidelines enforcement*, as of 4/14/26. Analysis excludes 2019 as category breakouts for comment removals are only available for Q3 and Q4 2019. \*Note: Aggregated removals by topic are estimated based on the percent of topic by total removals per quarter within the time period.

# In 2025, eight out of ten comments removed were because of **spams and scams** (i.e., bots and possible nefarious actors)

YouTube Comments Removed by Reason  
2025



Topic	Removals* (2025)
Spam, misleading and scams	4,657,626,084
Child safety	411,944,388
Harassment and cyberbullying	302,112,534
Promotion of violence and violent extremism	179,800,523
Hateful or abusive	49,804,066
Violent or graphic	16,846,893

Source: VAB analysis of Google Transparency Report, *YouTube Community Guidelines enforcement*, as of 4/14/26. \*Note: Aggregated removals by topic are estimated based on the percent of topic by total removals per quarter within the time period.

# The number of videos, channels and comments removed on YouTube have increased significantly since they began publishing this data in 2019

## YouTube Removals by Year

	Videos	Channels	Comments
2025	40.8MM	15.9MM	5.6B
2024	35.4MM	28.8MM	5.4B
2019	31.9MM	12.3MM	1.9B
<hr/>			
2025 vs. 2024	+15%	-45%	+5%
2025 vs. 2019	+28%	+29%	3x

Source: VAB analysis of Google Transparency Report, *YouTube Community Guidelines enforcement*, as of 4/14/26.

# Key Takeaway: True transparency ensures full visibility into ad placements and the quality of data used to inform and measure campaign success

▶ Transparency refers to the amount of information shared throughout the campaign lifecycle, enabling clear communication between the sell-side and the buy-side.

## Marketers should demand complete transparency on...



The full lifecycle of all video ad units within your campaign by media partner



All calculations of video ad impressions by media partner



The granular details of exact ad placements, by type and inventory source, across each media partner



The composition of ad placement types and inventory sources in audience metrics such as reach calculations by media partner



Have media partners bring in a truly independent third party to provide transparency on a now-permanent basis

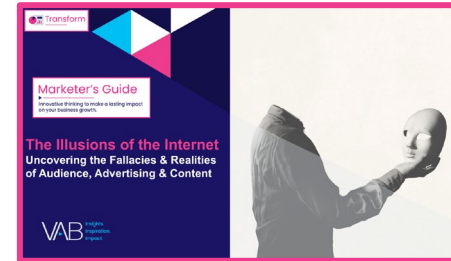
## True verification

Visit our [Transparency & Brand Safety Hub](#) to learn more about the importance of a transparent, accurate and competitive video advertising marketplace.

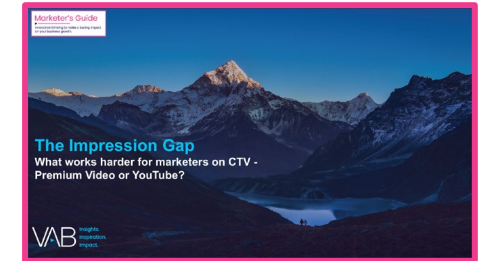
# Discover more

Looking for more data, insights and takeaways?  
Check out this related VAB content

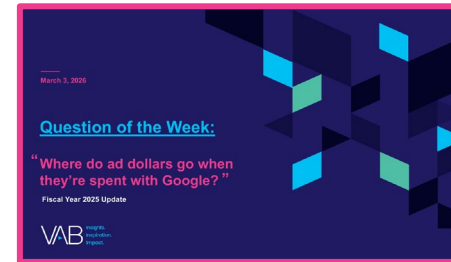
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**The Illusions of the Internet**  
Uncovering the Fallacies & Realities of Audience, Advertising & Content



**The Impression Gap**  
What works harder for marketers on CTV - Premium Video or YouTube?



**"Where do ad dollars go when they're spent with Google?"**



**The Power of Premium Video**  
What It Means for Multiscreen TV and Why It Matters to Marketers



**The Lead Story**  
How Multiscreen TV Drives Cross-Partisan Engagement for Political Ad Campaigns



**And That's The Way It Is**  
How TV News Provides Scale, Attention & Engagement For High-Value Audiences

# About VAB

VAB plays a dual role in the video advertising industry. We are leading the change to bring about a more innovative and transparent marketplace. We also provide the insights and thought leadership that enables marketers to develop business-driving marketing strategies.

Drawing on our marketing expertise, we **simplify** the complexities in our industry and **discover** new insights that **transform** the way marketers look at their media strategy.



We are committed to your business growth and proud to offer VAB members, brand marketers and agencies ***complimentary access*** to our continuously-growing Insights library. **Get immediate access at [theVAB.com](https://theVAB.com).**



## Appendix

# Additional YouTube Community Guidelines Enforcement Slides



# India and Brazil are the top two ‘countries of origin’ for videos removed by YouTube, accounting for 46% of videos taken down in 2025

## YouTube Videos Removed, by Country/Region\* 2025

Rank	Country/Region*	Videos Removed
1	India	11,328,466
2	Brazil	4,623,739
3	United States	3,928,791
4	Indonesia	3,036,447
5	Bangladesh	1,317,726
6	Russia	1,070,044
7	Pakistan	856,213
8	Türkiye	764,434
9	Thailand	678,928
10	Philippines	658,379

Rank	Country/Region*	Videos Removed
11	Mexico	582,091
12	Vietnam	563,245
13	Argentina	475,345
14	United Kingdom	466,451
15	Kazakhstan	360,342
16	Germany	346,195
17	Ukraine	338,161
18	Colombia	332,087
19	Iraq	296,604
20	France	285,922

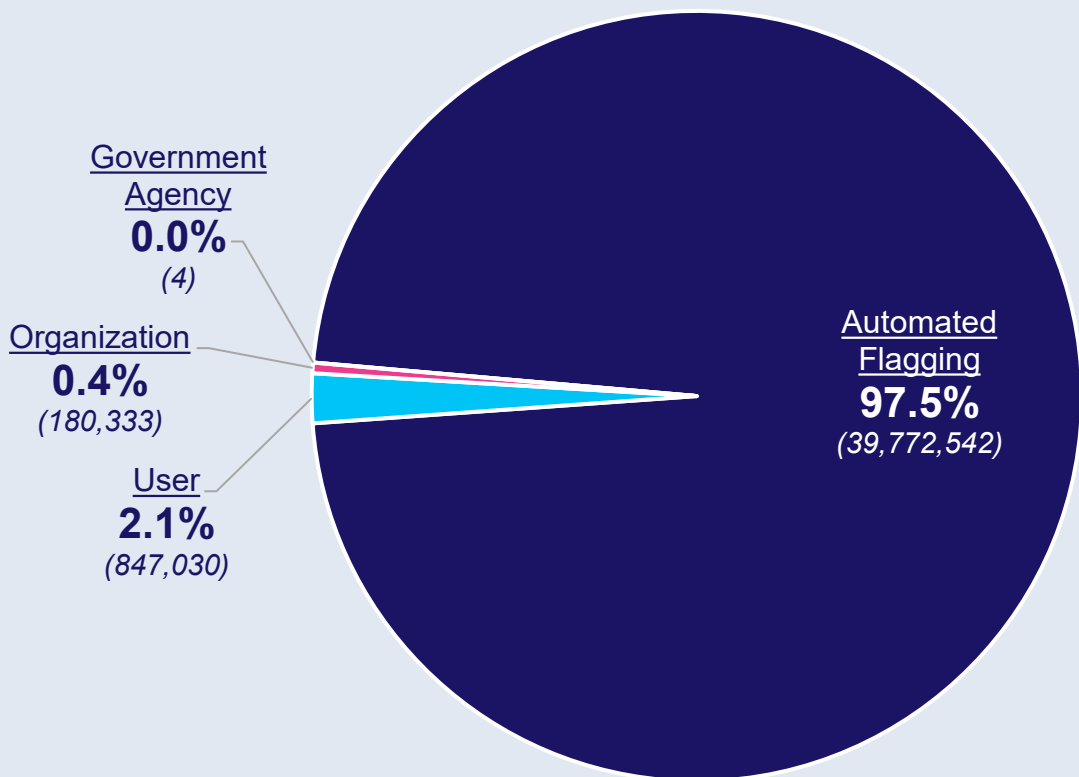
Rank	Country/Region*	Videos Removed
21	Malaysia	277,842
22	Venezuela	270,109
23	Japan	268,191
24	Canada	241,753
25	South Korea	238,373
26	Nepal	233,791
27	Saudi Arabia	201,878
28	Spain	188,504
29	Egypt	156,074
30	Italy	126,967

Source: VAB analysis of Google Transparency Report, *YouTube Community Guidelines enforcement*, as of 4/14/26. \*Country/region is based on IP address at time of video upload.

# Most content removed was first detected by YouTube's automated flagging system; however, it is unclear when the content is flagged

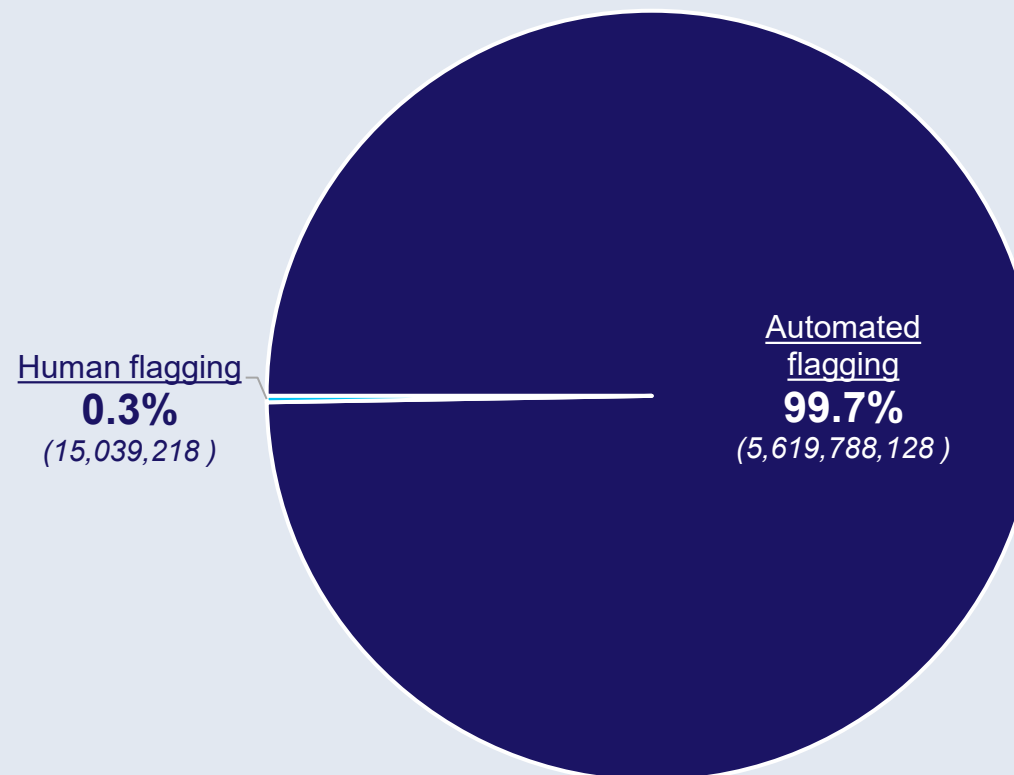
YouTube Videos Removed by Source of First Detection

2025



YouTube Comments Removed by Source of First Detection

2025



Source: VAB analysis of Google Transparency Report, *YouTube Community Guidelines enforcement*, as of 4/14/26.