**YouTube Outlines $100M Budget for Children's Programming**

YouTube has announced criteria for how it will allocate $100 million to producers of children's content, an initiative it announced in September. The programming will target children ages 3-8 and can be live action or animated but should focus on promoting on diversity, life skills or healthy habits.

***KidScreen 2.5.20***

[***http://kidscreen.com/2020/02/05/youtube-kids-us100-million-fund-based-on-12-word-criteria/***](http://kidscreen.com/2020/02/05/youtube-kids-us100-million-fund-based-on-12-word-criteria/)