**YouTube Details 4-Step Plan to Improve Brand Safety**

YouTube has unveiled a four-stage strategy to tackle brand safety on its platform. The plan includes increasing the number of its human moderators to more than 10,000, boosting machine learning to review content, introducing stricter ad guidelines and publishing regular reports that detail the criteria it uses to remove comments or videos deemed objectionable.

***The Drum (Scotland) 12/5/17***

<http://www.thedrum.com/news/2017/12/05/youtube-reveals-action-plan-tackle-spate-brand-safety-issues>