

# THE “NEW” TUBE

**A Content Analysis of YouTube -- the Most Popular Online Video Destination**



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## TABLE OF CONTENTS

<b>Executive Summary</b>	<b>1</b>
<b>Background</b>	<b>3</b>
<b>Study Parameters and Methodology</b>	<b>3</b>
<b>Overview of Major Findings</b>	<b>6</b>
<b>Results</b>	<b>8</b>
<b>Text Commentary</b>	<b>8</b>
<b>Examples</b>	<b>9</b>
<b>Video Titles</b>	<b>11</b>
<b>Video Content</b>	<b>12</b>
<b>Sex</b>	<b>12</b>
<b>Language</b>	<b>14</b>
<b>Violence</b>	<b>15</b>
<b>Conclusion</b>	<b>16</b>
<b>Reference</b>	<b>17</b>
<b>Appendix</b>	<b>18</b>
<b>About the PTC</b>	<b>19</b>

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## A Content Analysis of YouTube – the Most Popular Online Video Destination

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### EXECUTIVE SUMMARY

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Children are consuming more and more of their video entertainment outside the traditional confines of a television set. Home video products, services and digital technologies such as the Internet, cell phones, DVDs, iPods, video games, cable/satellite pay-per-view, and time-shifting technologies like TiVo offer an abundance of opportunity; but they also bring an abundance of risk for parents. Realizing this fact, the Parents Television Council (PTC) has conducted an analysis of entertainment content available to children on the Internet's most popular video destination: YouTube.

For its first ever analysis of online content, the PTC focused on the most popular YouTube search terms from March through October of 2008 as published by Internet analysts Compete Data Hub. In total, the PTC analyzed 280 YouTube videos. The PTC also analyzed the text commentary prominently displayed alongside “child-friendly” YouTube videos which are found by entering search terms for popular children's entertainment like the Jonas Brothers, Miley Cyrus, *High School Musical*, and *Hannah Montana*.

The results from this study should serve as a wake-up call for any parent concerned about graphic or indecent material on websites they might perceive as being “safe” for their children. While most parents might not be surprised to learn that search terms employing words like “sex” and “porn” are likely to yield YouTube video content containing graphic sexual themes and portrayals, most would be stunned to know that seemingly “innocent” search terms are also likely to generate harshly profane material.

**Although their current policy states that YouTube isn't a place for porn, and they appear to be diligent in implementing some level of age-based content gating procedures, those policies do not seem to extend to text commentary, links, or InVideo advertisements. Some videos advertised web addresses and provided links to hard-core and soft-core pornography that put extremely graphic content only one click away from the user.**

**Children entering such “child-friendly” search terms as Miley Cyrus, Jonas Brothers, *High School Musical*, and *Hannah Montana* were confronted with highly offensive content in the accompanying text commentary posted by other site users:**

- Viewing 20 YouTube videos per “teen idol” search term produced a total of 422 instances of explicit content within the text commentary.

- An average of 68% of those comments included profanity and 31% of the profanity was of the most offensive nature (i.e. "fuck," "shit," and "bitch").

**Other Findings: The 20 highest-ranked YouTube videos from each of the site's most popular search terms yielded an extraordinary amount of graphic and adult-themed content.**

- Ninety-eight percent of the videos analyzed under the search term "Lil Wayne" did not require any form of age verification, despite containing high levels of explicit adult content.
- Fifty percent of the videos under the search term "Lil Wayne" featured verbalized non-muted expletives, including "fuck," "motherfucker," "ass," "pussy," "dick," "bitch," "shit," and "nigger."
- Twenty-eight percent of the videos resulting from entering the search term "porn" did not require age verification and 36% of these videos included advertisements and/or links to websites displaying pornography.
- Among the videos that included links under the search term "porn," 48% of the link destinations provided hard-core pornography. These videos depicted the most sexually graphic content without requiring age verification or alerting the user regarding upcoming graphic content. Clicking a link would instantly take the user to a webpage containing extremely graphic photos and videos of homosexual and heterosexual oral and anal sex, manual stimulation of male and female sex organs, sexual intercourse and more.

YouTube should be commended for its recently-announced, proactive steps to rein-in all manner of inappropriate content. Namely, the site will impose stricter standards for what qualifies as "sexually suggestive" material subject to age-restricted viewing, and videos containing such content will be "algorithmically demoted" on the Most Viewed, Top Favorites and other browse pages. Pornographic videos are prohibited, as are videos featuring animal abuse, drug use, and bomb making. YouTube has vowed that repeated violations of these rules will result in termination of the user's account.

As a leading site for online video, YouTube has a special responsibility to protect kids. While these measures represent an important step in protecting children from inappropriate content online, they don't go far enough. YouTube's new policies also need to extend to user comments, links, and InVideo advertisements. These new policies should be further augmented by formulating and adopting a thorough, accurate and transparent content rating system which would allow a parent to block a child from viewing age-inappropriate material. And as is true with all forms of advertiser-supported entertainment content, sponsors must maintain a diligent awareness of the material whose distribution they are underwriting with their advertising dollars.

# **The “New” Tube**

## **A Content Analysis of YouTube – the Most Popular Online Video Destination**

By Michelle Jackson-McCoy, Ph.D., Director of Research · December 17, 2008

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### **I. BACKGROUND**

Systems for delivering television programming are rapidly migrating toward several new platforms. Most of those platforms are based on either Internet or wireless telephone technology. Apple, Microsoft, Verizon, TiVo, News Corporation, and many others are making major investments in these new media outlets.

In November 2006, TiVo announced a new system for downloading video content from the Worldwide Web, allowing on-demand display on home television. Newer types of media servers that receive video programming exclusively over the Internet are also being marketed. In January 2007, Apple CEO Steve Jobs introduced the new iPhone, as well as a home-based media server capable of displaying multimedia content, expanding Apple's iTunes to include streaming and downloadable video. In February 2007, Verizon Wireless introduced its V-Cast system for transmitting video programming to cell phones. Meanwhile, major content producers like NBC Universal and Disney/ABC are making significant amounts of their regular prime time television programming available on their network-connected websites, and are supplying multiple channels of content for V-Cast distribution. According to a Nielsen report, between September 2006 and March 2007 there was a 16% increase (to 81 million) in the number of people who watched movies or TV programs via the Internet.

Entertainment content producers are rapidly expanding the array of video material available to consumers, and aggressively using the Worldwide Web to promote varying degrees of mature content (including featuring R-rated trailers as well as versions of those trailers that are banned by theaters) through special websites. Relative to broadcast network programming being distributed online, the pivotal concern is that the Internet has no mechanism for defining “prime time” or a “family hour.” Late-night programming and other genres of explicit adult-themed content are available 24 hours a day.

### **II. STUDY PARAMETERS AND METHODOLOGY**

For purposes of this study, Nielsen data on online consumer behavior was used to define study parameters.<sup>1</sup> The following Nielsen data were pivotal in helping PTC narrow its focus in selecting study variables. Nielsen Online (a service of the Nielsen Company) reported the following findings for June 2008:

- The number one destination site for children ages 2 to 11 and 12 to 17 was YouTube.

- More than three times as many children ages 2 to 11 visited YouTube than visited Disney Channel and Nickelodeon websites.
- Over 10 times as many children in the same age group visited YouTube compared to Playhouse Disney, Cartoon Network and others.
- Children consumed more video streams than those over 18 and spent more time watching online videos from home.
- Children ages 2 to 11 viewed an average of 51 streams and 118 minutes of online video per person during one month, while teens 12 to 17 viewed an average of 74 streams and 132 minutes of online video.

These results confirm that not only do children and teens consume more online video content at home than adults, but also that YouTube has become the primary portal through which that content is viewed.

The PTC's analysis focused on the top 25 YouTube search terms for March through October of 2008.<sup>2-8</sup> As published by Internet analysts Compete Data Hub, the most frequently searched terms consistently ranking among the top 10 were "Sex," "Porn," "Fred," rappers "Lil Wayne" and "Soulja Boy," "Chris Brown," and lighter child-friendly fare like the "Jonas Brothers." Other search terms demonstrated inconsistencies in rankings. Most of those terms were song titles from Lil Wayne, Chris Brown, Soulja Boy, and the Jonas Brothers. (See Table #1.)

**Table #1: Top 10 YouTube Search Terms for March, May, and June, 2008**

Rank	March	May	June	July	August	September	October
1	Sex	Lil Wayne	Lil Wayne	7 Things	Jonas Bros.	Sarah Palin	Lil Wayne
2	Lil Wayne	Lollipop	Fred	Lil Wayne	Lil Wayne	Lil Wayne	Fred
3	Low	Sex	Sex	Jonas Bros.	7 Things	Fred	Sex
4	Chris Brown	Chris Brown	Chris Brown	Fred	Disturbia	Disturbia	Beyonce
5	No Air	No Air	Lollipop	I Kissed A Girl	Fred	Paper Planes	Whatever You Like
6	Porn	Bleeding Love	Jonas Bros.	Sex	Miley Cyrus	So What	Womanizer
7	Family Guy	Porn	Soulja Boy	Miley Cyrus	Sex	Sex	Chris Brown
8	Soulja Boy	Family Guy	I Kissed a Girl	Chris Brown	Chris Brown	Jonas Bros.	Porn
9	Naruto	Take a Bow	Porn	Soulja Boy	Soulja Boy	My Life	Jonas Bros.
10	Funny	Fred	Take a Bow	Porn	A Millie	Chris Brown	Disturbia

During approximately a one-month period, from July 1, 2008 to August 5, 2008, the PTC analyzed a total of 280 YouTube videos and follow-up analyses were conducted from September to November. During the month of November, analysts also examined individual text commentary within child-friendly YouTube videos. This was accomplished by entering search terms for popular children's entertainment (Jonas Brothers, Miley Cyrus, *High School Musical*, and *Hannah Montana*). The results page of twenty videos was saved, and the "commentary section" within each video was copied and analyzed for obscene or profane language, sexual or violent references or depictions.

Trained analysts viewed each video and linked website included in the study and conducted detailed analyses of both visual and verbal content. Every instance of explicit content including sex, language, violence or illegal activity was logged, coded and analyzed. Language was coded for specific words uttered within the video and certain related euphemisms. Also coded were cases of muted and otherwise obscured language. This included words that were partially obscured but identifiable, as well as obscene gestures. All instances of verbal and visual sexual material were coded, including anatomical references in a

sexual context, revealing clothing, nudity, sexual references, sexual gestures, sexual violence, pornography, stripping/strippers, and suggestive dancing. Violent content included person-on-person violence, violent threats, implications of death, self-inflicted violence, explosions and all references to weapons, and general mayhem. Other descriptive features of the uploaded videos were also included in the analysis. (See Table # 2 for a list of study variables.)

**Table #2: Listing of Study Variables Describing YouTube Video Features**

#	Variable	Description
1	Search Term	The word or phrase entered into the YouTube search engine.
2	Video Title	The title of the YouTube video, found above the video thumbnail in the results page and above the video player in the destination page.
3	Date Added	In the right side of the video page, at the top of the description box, under "added," refers to the date the video was uploaded to YouTube.
4	Number of Views	Underneath the video player, on the right side, under "views," refers to the number of times the video stream has been watched.
5	Rating	Underneath the video player, on the left side, under "Rate," refers to the 1 to 5 star rating that the video has been assigned by YouTube viewers. The total rating is a combined average of viewers who choose to rate the video.
6	Length	At the bottom right of the video player, refers to the total running time of the video.
7	Age Verification Required (Y/N)	Indicates if clicking on the search term video link resulted in a prompt that required one to "sign in" as a registered YouTube user, and/or if already signed in to "confirm your birthdate" to view material deemed inappropriate for those under the age of 18.
8	YouTube Category	Within the description box, under "category," refers to the genre of the video chosen by whomever uploaded the content to YouTube.
9	Genre	The video category, chosen by the study analyst, that best describes the broad context to which the content belongs.
10	Descriptor 1	The video category, a further refinement of its definable context.
11	Descriptor 2	The video category, an even further refinement of its definable context.
12	Medium/Format	Presentation of video content, and whether the medium utilized was pictures, animation or video, etc.
13	Original Source	If video content comes from a mainstream outlet (TV show, feature film) the original source of that content is referenced here. (e.g. <i>Family Guy</i> )
14	Host	If mainstream video content has been uploaded by a substantial media company then they are referenced here. (e.g. Hulu)
15	Link	Refers to any active or non-active website link embedded or displayed within the video player or the description box of the video page.
16	Link Placement	Refers to where the website link was placed within the video page. "InVideo" means the link was displayed within the bounds of the video player. "Description" means the link was displayed within the description box.
17	Link Destination – Type of Website	The type of website that one was directed to after clicking the link or entering the URL into a web browser.
18	Type of Advertisement	The type of advertisement that appeared within the video page. YouTube has a limited amount of advertising space and utilizes the same areas whenever advertisements appear. "Banner" refers to the upper right corner, above the description box, where a prominent advertisement would appear. "InVideo" refers to pop-up advertisements (usually the same product as within the Banner) that appear in the bottom third of the video screen. "Small Banner" refers to a smaller advertisement between the "Banner" and the description box that usually advertises for the Video Host and not a third party.

19	Product Name	The name of the product or phrase that appears within the advertisement.
20	Advertiser	The name of the company selling the product.
21	Product Category	The type of product that is being sold.
22	Cross Promotion	Refers to a second advertiser or company that appears within the main advertisement. (e.g. Sprite promoting an NBA Contest.)

As mentioned above, language, sex, and violence references were also analyzed within the text commentary. This refers to the "commentary section" in YouTube where specific text comments were located. "One" being the default page displayed beneath the YouTube video player. "Two" being the second page, found by clicking "next" or "2" at the bottom of the commentary section. Only comments from the first or second page were noted in the study. The text of each individual comment was copied in its entirety.

Analysts entered each of the selected top 10 search terms into YouTube. After the results page appeared the analysts would capture and save the page and reference the number of views. Considering the rapidly changing nature of YouTube, this procedure was critical to ensure consistency in the study methodology and accuracy in the data collection process. Each search term was examined in multiple time periods and search term results were always captured at least one week apart.

Artist song titles appearing in the top 10 search terms were not analyzed due to the redundancy in the data. Most of the top ranking song titles were performed by Lil Wayne, Soulja Boy, Miley Cyrus or Chris Brown. In addition, detailed content analysis was not conducted on videos representing child-friendly fare e.g. *Hannah Montana*, Jonas Brothers, Miley Cyrus, etc. Preliminary data for the child-friendly shows revealed a lack of content for the study.

### III. OVERVIEW OF MAJOR FINDINGS

#### TEXT COMMENTARY:

##### **Search Terms – Miley Cyrus, Jonas Brothers, High School Musical, and Hannah Montana:**

- Viewing 20 YouTube videos per "teen idol" search term produced a total of 422 instances of explicit content within the text commentary.
- An average of 68% of those comments included profanity and 31% of the profanity was of the most offensive nature (e.g. "fuck," "shit," and "bitch").
- Violence and sexual references were also present but to a significantly lesser degree ranging from 6% to 23%.
- The search terms "*Hannah Montana*" and "Miley Cyrus" seemed to produce the highest percentages of sexual references (16% and 23% respectively) and violent references (6% and 9% respectively).
- "*High School Musical*" produced the highest levels of profanity (77%).



## **VIDEO CONTENT:**

### **Search Term - Sex:**

- Eighty-eight percent of the YouTube videos viewed under the search term "sex" contained explicit sexual gestures that were equivalent to soft-core pornography. (See page 12 for a definition of "soft-core" vs. "hard-core" pornography). Twenty-five percent of those videos did not require any form of age verification and 33% of the videos advertised pornographic websites.
- YouTube thumbnails tend to be equally as explicit as some video content.
- Forty-three percent of the sex scenes from all videos analyzed under the search term "sex" were taken from broadcast television network shows, cable TV or feature films.
- Among the videos under the search term "sex" that were originally distributed by mainstream outlets, 27% initiated from broadcast television while only 18% initiated from cable.

### **Search Term - Porn:**

- Among the videos that included links, 48% of the link destinations provided hard-core pornography. These videos depicted the most sexually graphic content without requiring age verification or alerting the user regarding upcoming graphic content. Clicking a link would instantly take the user to a webpage containing extremely graphic photos and videos of homosexual and heterosexual oral and anal sex, manual stimulation of male and female sex organs, sexual intercourse and more.
- Partial nudity was present in 80% of the YouTube videos viewed under the search term "porn." The present study defines "partial nudity" as a person's exposure of skin beyond average community standards, wearing significantly less clothing than expected by the conventions of a particular culture and situation, and in particular exposing the bare skin or intimate parts.

### **Search Term - Lil Wayne:**

- Ninety eight percent of the videos analyzed under the search term "Lil Wayne" did not require any form of age verification. However, there were high levels of explicit adult content.
- Thirty eight percent of the analyzed videos under the search term "Lil Wayne" include partial nudity. A significant number also included sexual innuendo (60%) and references to sex (33%).
- Fifty percent of the videos verbalized non-muted expletives. They included: "fuck," "motherfucker," "ass," "pussy," "dick," "bitch," "shit," "nigger," and "damn."

### **Search Term - Soulja Boy:**

- Twenty-eight percent of the videos contained adult content including anatomical references to penises and buttocks as well as sexual innuendo and sexual references.
- Eighteen percent of the videos contained violence, including threats as well as references to, and depictions of weapons.
- No age verification was required to view any of the videos seen by analysts under the search term "Soulja Boy."

#### **Search Term - Chris Brown:**

- Overall, Chris Brown videos contained less explicit content compared to Lil Wayne and Soulja Boy. However, no age verification was required for any of the videos viewed under the search term "Chris Brown" and 55% of the videos included sexual innuendo, and 25% contained sexual gestures.

## **IV. RESULTS**

This report presents study results in two sections – "Text Commentary" and "Video Content." Considering the graphic nature of some of the video titles as well as the video content, these two topics are addressed separately within the results section. In addition, "Video Content" divides the findings by content category (sex, language and violence). Each content category provides specific results relative to the YouTube search term used. Below is a complete description of the study findings.

### **Text Commentary**

**Search Terms –Jonas Brothers, High School Musical, Hannah Montana and Miley Cyrus:** The text commentary search terms were selected based on their popularity in YouTube and attraction among younger audiences. Interestingly, these terms produced a total of 422 instances of explicit content within the text commentary section of YouTube: Jonas Brothers (n = 88); *High School Musical* (n = 125); *Hannah Montana* (n = 104); and Miley Cyrus (n = 105). An average of 68% of those comments included profanity. Thirty one percent of the profanity was of the most offensive nature (e.g. fuck, shit and bitch) and the remainder consisted of curses or intensives ("hell" and "damn") and scatological language ("ass" or "asshole"). The full range of expletives identified within this study include: "fuck," "shit," "bitch," "ass," "damn," "crap," "suck," "slut," "whore," "cock," and "faggot."

Violence and sexual references were also present but to a significantly lesser degree ranging from 6% to 23% respectively. Sexual content was categorized as sexual references, sexual innuendo, and anatomical references (as to penises, breasts, testicles, and buttocks). Violent statements or depictions were identified as threats of physical harm, death threats, implied violence and references to weapons. The search terms "*Hannah Montana*" and "Miley Cyrus" seemed to produce the highest percentages of sexual references (16% and 23% respectively) and violent references (6% and 9% respectively). *High School Musical* produced the highest levels of profanity (77%). (A glossary of terms and acronyms is included in the Appendix.)

## Examples of Text Commentary

### The Jonas Brothers

- Go fuck a cow you asshole and quit criticizing them.
- Shut the fuck up you sad bitch. "Slayer" are AWESOME so show your respect. And they can do better lyrics. Like this: I'm going to tear your fucking eyes out, rip your fucking flesh off, beat you till you're just a lifeless fucking carcass, fuck you and your progress. Watch me fucking regress. Payback's a bitch MOTHERFUCKER!
- You can tell they love to rub cum on their faces.
- And this is supposed to be rock? Fuck'em and fuck Disney Channel, fuck these gay pop bands.
- Fuck this song. Fuck this fucking song. It's fucking gay and is for 11 year old kids! The worst band in the world!!! Junkies; overrated nerds; ass sucking butt rangers; over played; the worst.
- And on the eight day, God decided to create a good band. Unfortunately he was high on speed and so he created Jonas Brothers instead. And he said, "I regret this. They fucking fail. But, whatever. This way teenies can fap over them. But I'll let them die painfully and slowly. Nick first, with his diabetes."
- It would be so awesome if all three of them were hit by a train. They are so crap they make my ears bleed. They wear shitty rings cuz they're gay.

### Hannah Montana

- I'm from England. Who the fuck is this Hannah Montana? She looks like a little bitch.
- You die and go to hell! You're a bitch!!! Ha ha!!
- Loser Hannah Montana sucks dicks.
- I hate Hanny Montanny she is an asshole. She is such a loser, I hate that bitch.
- Stupid annoying bitch, making millions being a little preppy fucking whore...someone kill her off.
- You fuckin' morons, Miley Cyrus sucks like a vacuum...I'm a Miley hater...I hate all yal Miley lovers...and if you love her you're a lesbian. Suck on that BITCHES!

- Total hottie, I'd so rape her in the rear.

### **High School Musical**

- This is why razor blades were made for wrists!
- You guys that are talking shit about Vanessa need 2 get a life and go suck a fuckin cock. UR just jealous that she knows how 2 sing and u don't. Soooo SHUT THE FUCK UP HATERZ.
- Can I ask wtf is sooo good about this lame ass shit?!?!?
- Zac is a fucking faggit that likes to take it in the ass.
- OMG Miley and her stupid "GANG" suck monkey cock.
- Do any of you little brats who watch this crap even know how much shittier high school is than this?
- Why can't there be some terrorist killing them all? You know...someone who didn't make it in the casting and got crazy.

### **Miley Cyrus**

- I'd chop someone up just to "smash" that.
- I agree with you, Miley Cyrus is an asshole.
- She's a whore and a slut! She's finally one more year closer to dying!
- I like Miley's music but as for her...she's a spoiled fucking bitch who needs to have a taste of what real life is!
- How the fuck did Miley get famous? She's such a trash!
- The only thing this motherfucker does is talk about some kids. Stupid fucking bitch. Fucking gay asshole.

## **Video Titles**

**Search Term - Sex:** Most titles under the "sex" category were designed to attract the broadest audience possible by using "Metadata" techniques. One form of deployment is to embed the metadata in the Web page by using "Meta tags" in the HTML coding of the page. Using this process, video content creators title their uploaded videos using a string of what they consider to be the most frequently used search terms for their topic area (e.g. sexy sex lesbian upskirt panties massage orgasm anal). Other titles were educational in nature (e.g.: STD Prevention and Protection - Safe Sex, Sexy Sex #1). Although the videos provided educational information, they also contained explicit content without warnings regarding the sexually graphic

descriptions and depictions. The final category of video titles were, "Character/Show-Driven Titles" which, in many instances, were the most graphic as well as the most viewed under the search term "sex." Samples of video titles viewed within the current study are listed in Table #3.

Collectively, the above titles represent only a sampling of the level of explicit content that is instantly available to children by simply entering the search term "sex." Equally as explicit were the thumbnails attached to these titles.

YouTube appeared to be diligent in implementing gating procedures but did not seem to extend those procedures to text commentary, links, or InVideo advertisements. Some videos advertised web addresses and provided links to hard-core and soft-core pornography that put extremely graphic content only one click away from the user.

**Table #3: Partial Listing of Video Titles by Category**

#	VIDEO TITLES
<b>META TAGGED TITLES</b>	
Title #1	Lesbian sex sexy kiss tongue pussy tits xxx
Title #2	Black cock: Gay sex on the down low
Title #3	Teen Sex, young porn stars w. wet pussy, big tits xxx girls
Title #4	Sexy sex lesbian upskirt panties massage orgasm anal
Title #5	Young and hot lesbians kissing & Making sex
Title #6	Milf With Big Tits XXX Porno Porn Sex At Home
Title #7	Great Oral Sex for Men
Title #8	Sex Image Video
Title #9	Anime hentai sex xxx – very sexy 1
<b>EDUCATIONAL</b>	
Title #10	STD Prevention and Protection – Safe Sex, Sexy Sex #1
<b>CHARACTER/SHOW-DRIVEN TITLES</b>	
Title #11	Lindsay Lohan Sex Scene
Title #12	Courtney Cox Sex Scene
Title #13	Angelina Jolie Sex Scene (Taking Lives)
Title #14	Grey's Anatomy – Exam room sex
Title #15	Evan Rachel Wood Sex Scene
Title #16	Kelly Brook – Hot Sex Scene From THREE Part 2
Title #17	Mini Me Makes a Sex Tape
Title #18	Edge & Lita Sex Live Celebration
Title #19	Kristen Bell in "Sex Wars" ...Forgetting Sarah Marshall
Title #20	Smallville Censored Sex Scene
Title #21	Willa Ford Sex Scene
Title #22	Scarlett Johansson Hot Kissing Sex Scene

Search Term - Porn: Similar to what was found under the search term "sex," most titles under the "porn" category were designed to attract the broadest audience possible by using "Meta tags" in the HTML coding of the page. As mentioned above, using this process, video content creators title their uploaded videos using a string of what they consider to be the most frequently used search terms for their topic area (e.g. sexy sex lesbian upskirt panties massage orgasm anal). Of particular concern were videos using teen icons like "*Hannah Montana*" in their titles in order to reach a younger and unsuspecting audience. Children and teens who may innocently be searching for the term "*Hannah Montana*" could potentially be redirected to a website containing pornography. One video in particular included an advertisement for "Captain Morgan" that was cross-promoted with Playboy.

Twenty-eight percent of the videos did not require age verification and 36% of these videos included advertisements and/or links to websites displaying pornography. Among the videos that included links, 48% of the link destinations provided hard-core pornography. These videos depicted the most sexually graphic content without requiring age verification or warning the user about upcoming graphic content. Clicking a link would instantly take the user to a webpage of homosexual and heterosexual oral and anal sex, manual stimulation of male and female sex organs, sexual intercourse and more.

Different from the videos that appeared under the search term "sex," character/show-driven video titles were not generated under the search term "porn." The only exception was in instances where popular porn stars were featured in the video.

Search Term - Lil Wayne: Most of the music video titles were descriptive relative to the artist, song performed, and video features (e.g. closed captioned, official video, lyrics, etc.). Among the list of videos the user may also find titles suggesting the video contains some form of adult content. One example would be the video entitled "Lil Wayne – A Milli [Dirty Version] Official Video [Uncensored Video]." Another video title is "Lil Wayne sexes a MySpace groupie!!" This video did require age verification due to the graphic content and advertised a link that led to a soft-core pornographic website. For purposes of this study, "soft-core" pornography is defined as a form of pornography that is less explicit than hard-core material in depicting or describing sexual behavior, ranging from nudity to simulated intercourse. While both soft-core and hard-core pornography feature sexual situations with the intention of arousing the viewer, the key difference is that soft-core pornography does not clearly show aroused genitalia, ejaculation, or penetration (vaginal, anal and/or oral).

Search Term - Soulja Boy: Consistent with Lil Wayne, most of the music video titles for Soulja Boy were descriptive relative to the artist, song performed, and video features (e.g. closed captioned, official video, lyrics, etc.).

Search Term - Chris Brown: As seen with Lil Wayne and Soulja Boy music video titles, most of the music video titles for Chris Brown were descriptive relative to the artist, song performed, and video features.

## **Video Content**

### **(Content Categories: Sex, Language, and Violence)**

#### **Sex**

Search Term - Sex: Relative to video content, 88% of the videos contained explicit sexual gestures that would be considered at the level of "soft-core pornography." The types of gestures included: deep kissing, masturbation, simulated sex, rape, and manual stimulation of sexual organs. Eighty-five percent of the videos examined under the search term "sex" included partial nudity. One video appeared twice in the study showing a full view of breasts during a sex scene with Angelina Jolie. Another video showed bare buttock. Thirty-eight percent of the videos contained anatomical references to the breasts, vaginas, penises, and/or buttocks. Forty-five percent of the videos made references to sexual encounters, dirty talk, oral sex, lesbian experimentation, STDs and safe sex. Further intensifying the sexual nature of the videos was the act of stripping, which was depicted in 38% of the videos. Sexual innuendo was present in 48% of the videos. (See Table #4.)

**Table #4: Frequencies and Percentages for the Number of Video Containing Sexual Content**

Variable #	Video Content	Sex		Porn		Lil Wayne		Soulja Boy		Chris Brown	
		n	%	n	%	n	%	n	%	n	%
1	Anatomical references	15	38	13	33	7	18	4	10	2	5
2	Provocative clothing	27	68	19	45	22	55	8	20	21	53
3	Partial Nudity	34	85	32	80	15	38	2	5	7	18
4	Nudity	3	8	1	3	---	---	---	---	---	---
5	Pornographic content	15	38	28	70	---	---	---	---	---	---
6	Sexual innuendo	19	48	24	60	24	60	2	5	22	55
7	Sexual references	18	45	17	43	13	33	2	5	1	3
8	Sexual gestures	35	88	31	78	5	13	---	---	10	25
9	Stripping	15	38	15	38	1	3	---	---	2	5

\*Percentages are based on a total of 40 videos per search term.

Study results show that 43% of the sex scenes from all the videos under the “sex” search term were taken from broadcast network shows, cable or feature films. In total, 38% of the sex scenes originating from broadcast network shows, cable or feature films could be classified as soft-core pornography. (See Table #5.)

**Table #5: Listing of Character/Show-Driven Videos**

Video #	Show	Video Featured Talent	Distributor
1	Dirt	Courtney Cox	FX
2	Grey’s Anatomy	Ellen Pompeo & Patrick Dempsey	ABC
3	Big Brother	Unknown Talent (Reality Show)	CBS
4	Smallville	Tom Welling & Allison Mack	CW
5	I Know Who Killed Me	Lindsey Lohan	TriStar Pictures
6	Taking Lives	Angelina Jolie	Warner Bros. Pictures
7	Mini Me Sex Tape	Verne Troyer	MSNBC
8	Three (Survival Island)	Kelly Brooks	Showtime
9	Forgetting Sarah Marshall	Kristen Bell	Universal Pictures
10	Impulse	Willa Ford	Sony Pictures Home Ent.
11	Matchpoint	Scarlett Johansson	DreamWorks

Search Term – Porn: Seventy percent of the videos qualified as soft-core pornography. Other videos tended to represent comedy sketches that had pornographic themes but did not include the same level of graphic depictions. The remaining 30% of the videos that were not classified as pornographic did, however, include sexual innuendo, sexual references to pornography, sexual encounters, dirty talk, and discussions of STDs.

Study results within this category of videos revealed that 78% of the content contained sexual gestures including deep kissing, simulated sexual encounters, and manual stimulation of breasts and buttocks. This represents 10% fewer sexual gestures than was found under the search term “sex.” However, the content appeared to be slightly more graphic in nature. Similar results were revealed relative to anatomical references as shown by fewer references being observed under the “pornography” category compared to the “sex” category (38% and 33% respectively). Anatomical references under “pornography” included references to the breast, vagina, penis, and buttocks. Ninety-five percent of the videos presented provocative

clothing. Sixty percent consisted of underwear. Partial nudity was present in 80% of the pornographic videos and implied nudity was present in 43%. Identical to the category "sex" the act of "stripping" was depicted in 38% of the videos.

Search Term – Lil Wayne: Ninety-eight percent of the videos on YouTube under the search term "Lil Wayne" did not require any form of age verification. However, there were high levels of explicit adult content. Sixty percent of the videos displayed provocative clothing and 38% included partial nudity. Fewer videos depicted sexual gestures (13%). However, sexual gestures were replaced with significant amounts of sexual innuendo (60%) and sexual references (33%).

Search Term – Soulja Boy: Twenty percent of the videos depicted individuals dressed in provocative clothing. Twenty-eight percent of the videos contained adult content including anatomical references to penises and buttocks as well as sexual innuendo and sexual references. The data show that videos under search terms that represent music artists or song titles display varying levels of explicit adult content depending upon the song selection. The music video for "Soulja Boy" viewed during the study period was entitled "Crank Dat." None of the videos on YouTube, under the search term "Soulja Boy" required any form of age verification.

Comparisons between results from the search terms "Lil Wayne," "Soulja Boy" and "Chris Brown," indicate the amount of explicit content can vary greatly. Variations appear to be based on song selection.

Search Term – Chris Brown: One hundred percent of the videos on YouTube under the search term "Chris Brown" did not require any age verification. Fifty-three percent of the analyzed videos under the search term "Chris Brown" depicted individuals dressed in provocative clothing. Eighteen percent of the videos included partial nudity. Fifty-five percent of the videos included adult sexual innuendo and 25% sexual gestures. It appears that videos under this search term included more suggestive lyrics (55%) as opposed to explicit language. Although Lil Wayne videos did include pornographic sites, no pornographic links were found on any videos shown under the search term "Chris Brown" or "Soulja Boy."

## Language

Search Term – Sex: Although the primary focus of this genre of videos was on the sexual content, non-muted profanity and other forms of explicit language was present. In addition, no form of "muting" was observed in any of the videos. Non-muted words included: "fuck," "ass," "pussy," "tits," and "shit." One video included a euphemism for "fuck." (See Table #6.)

Search Term – Porn: Eighteen percent of all the videos viewed under the search term "porn" verbalized non-muted expletives. They included: "fuck," "ass," "bitch," and "pussy."

Search Term – Lil Wayne: Fifty percent of all the videos viewed under the search term "Lil Wayne" verbalized non-muted expletives. They included: "fuck," "motherfucker," "ass," "pussy," "dick," "bitch," "shit," "nigger," and "damn."

Search Term – Soulja Boy: The data show that twenty percent of all the videos viewed under the search term "Soulja Boy" stated one or more of the following non-muted expletives: "fuck," "ass," "shit," "nigger," "pimp," "trick," "dick," and "motherfucker."



**Search Term – Chris Brown:** This search term produced more suggestive lyrics than explicit lyrics. Eighteen percent of all the videos viewed under the search term “Chris Brown” included non-muted expletives. Although the language was not as explicit as was seen in the videos of other artists, it did include: “bitch,” “ass,” “shit,” “nigger,” and “damn.”

**Table #6: Frequencies and Percentages for the Number of Video Containing Language Content**

Variable #	Video Content	Sex		Porn		Lil Wayne		Soulja Boy		Chris Brown	
		n	%	n	%	n	%	n	%	n	%
1	Fuck	3	8	3	8	9	23	2	5	---	---
2	Ass	2	5	5	13	5	13	2	5	5	13
3	Dick	---	---	---	---	3	8	4	10	---	---
4	Pussy	---	---	1	3	3	8	---	---	---	---
6	Bitch	---	---	4	10	10	25	---	---	2	5
7	Shit	3	8	---	---	7	18	6	15	2	5
8	Nigger	---	---	---	---	10	25	6	15	2	5
9	Damn	---	---	---	---	3	8	---	---	2	5
10	Hell	---	---	---	---	---	---	---	---	---	---
11	Tits	2	5	---	---	---	---	---	---	---	---
12	Motherfucker	---	---	---	---	3	8	2	5	---	---
13	Pissed	---	---	---	---	1	3	---	---	2	5

\*Percentages are based on a total of 40 videos per search term.

## Violence

**Search Term – Sex:** Very little violence was seen in the videos under the search term “sex.” Only one video depicted violence. The video depicted blood and an explosion. (See Table #7.)

**Table #7: Frequencies and Percentages for the Number of Video Containing Violent Content**

Variable #	Video Content	Sex		Porn		Lil Wayne		Soulja Boy		Chris Brown	
		n	%	n	%	n	%	n	%	n	%
1	Death Implied	---	---	2	5	---	---	---	---	---	---
2	Explosion	2	5	---	---	2	5	---	---	---	---
3	Punch	---	---	2	---	8	20	---	10	4	10
4	Fight	---	---	1	---	4	10	---	---	4	10
6	Riot	---	---	4	---	---	---	---	---	---	---
7	Shove	---	8	---	---	---	---	---	---	4	10
8	Injury	---	---	---	---	---	---	---	---	---	---
9	Threat	---	---	---	---	1	3	3	8	---	---
10	Weapons	---	---	---	---	5	13	4	10	---	---
11	Blood	2	5	2	5	---	---	---	---	---	---

\*Percentages are based on a total of 40 videos per search term.

Search Term – Porn: Although violence was more prevalent in videos under the “pornography” search category, it represented only 10% of the total number of videos within this search category.

Search Term – Lil Wayne: Violence was present in 28% of the videos and included explosions, punching, riots, fighting, references to weapons and threats. Unlike “sex and “porn,” music videos seemed to include some levels of alcohol and other drug use.

Search Term – Soulja Boy: Eighteen percent of the videos contained violence including threats and both references to and depiction of weapons.

Search Term - Chris Brown: Eighteen percent of the videos contained violence including threats punches, fights and shoves.

## **V. CONCLUSIONS**

This study found a significant amount of graphic YouTube content relative to sex, violence and language that did not impose any age restrictions. These findings dispel the myth that the question of content consumption is directly related to our understanding of children's adherence to age restrictions. Although we are unclear on the number of children who ignore minimum age restrictions on YouTube, one study reported that children as young as eight are being attracted to social networking sites such as Facebook, MySpace and Bebo. Recent study results reveal that more than 750,000 children between the ages of 8 and 12 use either Facebook, MySpace or Bebo, despite minimum age restrictions of 13 or 14. All three social networking sites warn users that their membership may be terminated should the company find they are under the minimum age requirement.

YouTube should be commended for its recently-announced, proactive steps to rein-in all manner of inappropriate content. Namely, the site will impose stricter standards for what qualifies as “sexually suggestive” material subject to age-restricted viewing, and videos containing such content will be “algorithmically demoted” on the Most Viewed, Top Favorites and other browse pages. Pornographic videos are prohibited, as are videos featuring animal abuse, drug use, and bomb making. YouTube has vowed that repeated violations of these rules will result in termination of the user's account.

As a leading site for online video, YouTube has a special responsibility to protect kids. While these measures represent an important step in protecting children from inappropriate content online, they don't go far enough. YouTube's new policies also need to extend to user comments, links, and InVideo advertisements. These new policies should be further augmented by formulating and adopting a thorough, accurate and transparent content rating system which would allow a parent to block a child from viewing age-inappropriate material. And as is true with all forms of advertiser-supported entertainment content, sponsors must maintain a diligent awareness of the material whose distribution they are underwriting with their advertising dollars.

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## VII. APPENDIX

### Glossary of Terms and Acronyms

<b>BTW</b>	Acronym meaning "by the way."
<b>Cuz</b>	Slang truncation of the word "because."
<b>Chris Brown</b>	Young popular R&B singer, best known for his singles "Forever" and "With You."
<b>Fap</b>	Slang term for masturbation, meaning the sound made when a person masturbates.
<b>FYI</b>	Acronym meaning "for your information."
<b>Lil Wayne</b>	Young popular Hip-Hop artist from New Orleans, Louisiana, best known for his album "Tha Carter 3" and single "Lollipop."
<b>Hannah Montana</b>	Fictional character found on same-titled popular Disney Channel television show portrayed by actress Miley Cyrus.
<b>High School Musical</b>	Popular television and theatrical movie series produced by Disney and starring Zac Efron, Vanessa Hudgens and Ashley Tisdale.
<b>Jonas Brothers</b>	Popular teenage rock band of three brothers created and promoted by Disney.
<b>LMAO</b>	Acronym meaning "laughing my ass off."
<b>LMFAO</b>	Acronym meaning "laughing my fucking ass off."
<b>LOL</b>	Acronym meaning "laughing out loud."
<b>LOLZ</b>	Acronym meaning "laughing out loud" in plural.
<b>Miley Cyrus</b>	16-year-old actress and singer best known for her Disney Channel television show "Hannah Montana."
<b>OMG</b>	Acronym meaning "oh my God."
<b>ROFL</b>	Acronym meaning "rolling on the floor laughing."
<b>Slayer</b>	Hard-core heavy metal band with violent lyrics and aggressive music.
<b>Smash</b>	Slang term for sexual intercourse.
<b>Soft-core</b>	A form of pornography that is less explicit than hard-core material in depicting or describing sexual behavior, ranging from nudity to simulated intercourse.
<b>Soulja Boy</b>	Young popular Hip-Hop artist who rose to prominence on YouTube, best known for his same-titled single.
<b>WTF</b>	Acronym meaning "what the fuck?"

# ABOUT THE PTC

The Parents Television Council is the nation's most influential advocacy organization protecting children against entertainment sex, violence, and profanity. Founded in 1995 to stem the dramatic rise in indecent programming, the PTC today has become one of the strongest watchdog organizations of the entertainment industry.

The PTC accomplishes its mission via two primary mechanisms: (1) by educating families so they can be more informed consumers of media; and (2) by motivating activism to reduce the amount and the degree of harmful and offensive content.

Through its comprehensive database of network prime time programming, the PTC makes available to sponsors and viewers an exhaustive list of network television shows that are considered socially responsible; that are uplifting rather than denigrating; that display positive role models; and are devoid of blatant sex, graphic violence, and profanity. With its powerful national coalition of more than one million members, national and local advertisers hear the PTC voice when they sponsor programs with harmful or offensive content. In many instances advertisers are unaware of the show's content and voluntarily pull their sponsorship of these negative messages.

The PTC works with the Hollywood creative community to encourage the production of programs that are appropriate for a family audience. When necessary, the PTC targets specific programs that contain egregious levels of sex, violence, and profanity by encouraging its members to contact the producers, network executives, and sponsors. It is a formula that has resulted in numerous shows being pulled off the air or rescheduled to a later time slot.

The PTC awards its Seal of Approval to producers, networks, and advertisers responsible for creating, broadcasting, and sponsoring programs with positive messages and that are free of strong sexual, violent, and profane material. The Seal is a highly sought-after award with strong economic benefits accruing to the honoree.

The Parents Television Council works closely with elected and appointed government officials to ensure enforcement of federal broadcast decency laws.

The PTC produces highly respected and objective analytical research on television content. Recent PTC studies have shown that foul language and violence on television has literally doubled in just the past four years. With PTC analysts watching every prime time television show and selected cable programming, the Parents Television Council is the leading authority on television content. Its videotape library chronicles every network prime time program since the organization's inception. It is considered one of the nation's foremost authorities for research and information on television content and advertising.

Yet much of the power of the organization comes from the PTC's ability to mobilize a grassroots outreach. With more than 54 chapters nationwide and growing, the PTC can, at a moment's notice, send a torrent of information to constituents across the country to address and respond to broadcast decency issues. These "feet on the street" carry the PTC message to their community; to local television affiliates; to national and local advertisers; and to local, state and federal officials.

Perhaps the PTC's most important role is to provide viewers with information about current television shows, films, video games, and other entertainment media. The PTC Family Guide uses a concise system of "red light," "green light," and "yellow light" to rate television shows for foul language, sexual content, and violence. Families need only to log on to [www.parentstv.org](http://www.parentstv.org) to secure accurate, unbiased information about film and television content, as well as a list of pertinent information on important media issues.

The Parents Television Council does not believe in censorship. It strongly advocates free speech and free expression. What it does desire is a choice for families who do not want their children exposed to blatant sex, profuse violence or profanity. Adults should not be denied the right to consume any lawful media, but a balance must be struck to consider the public interest of protecting children from harmful content. Therefore the PTC advocates careful consideration of time, place and manner of adult-oriented content.

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