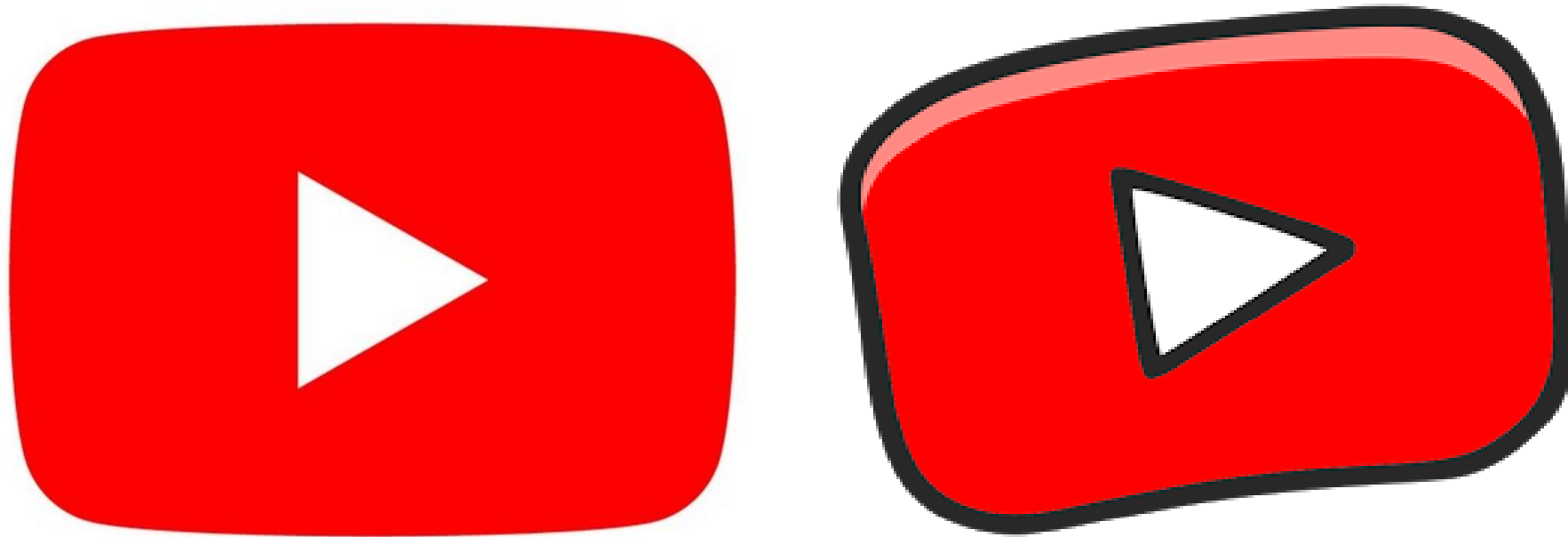
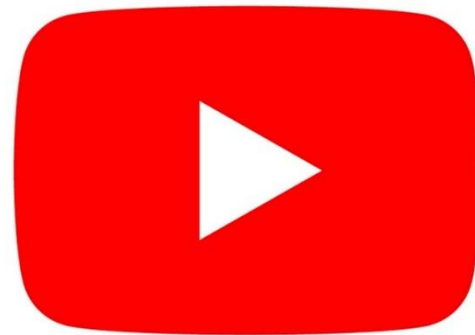


What's the different between these
2 apps?



YouTube

- YouTube lets you watch, create and comment on videos. You can create your own YouTube account, create a music playlist, and even create your own channel, which means you'll have a public profile. YouTube allows live streaming.



YouTube Believes

- ‘We believe that everyone deserves to have a voice, and that the world is a better place when we listen, share and build a community through our stories’.

Freedom of Expression

We believe that people should be able to speak freely, share opinions, foster open dialogue, and that creative freedom leads to new voices, formats and possibilities.

Freedom of Opportunity

We believe that everyone should have a chance to be discovered, build a business and succeed on their own terms, and that people – not gatekeepers – decide what's popular.

Freedom of Information

We believe that everyone should have easy, open access to information and that video is a powerful force for education, building understanding and documenting world events, big and small.

Freedom to Belong

We believe that everyone should be able to find communities of support, break down barriers, transcend borders and come together around shared interests and passions.

YouTube

At a glance

Kids use this to...

Play



Create



Learn



Connect



Expert view of the risks...

Sexual



High Risk

Violence & hatred



High Risk

Bullying



High Risk

Suicide & self-harm Drink, drugs & crime



High Risk



High Risk

YouTube Kids

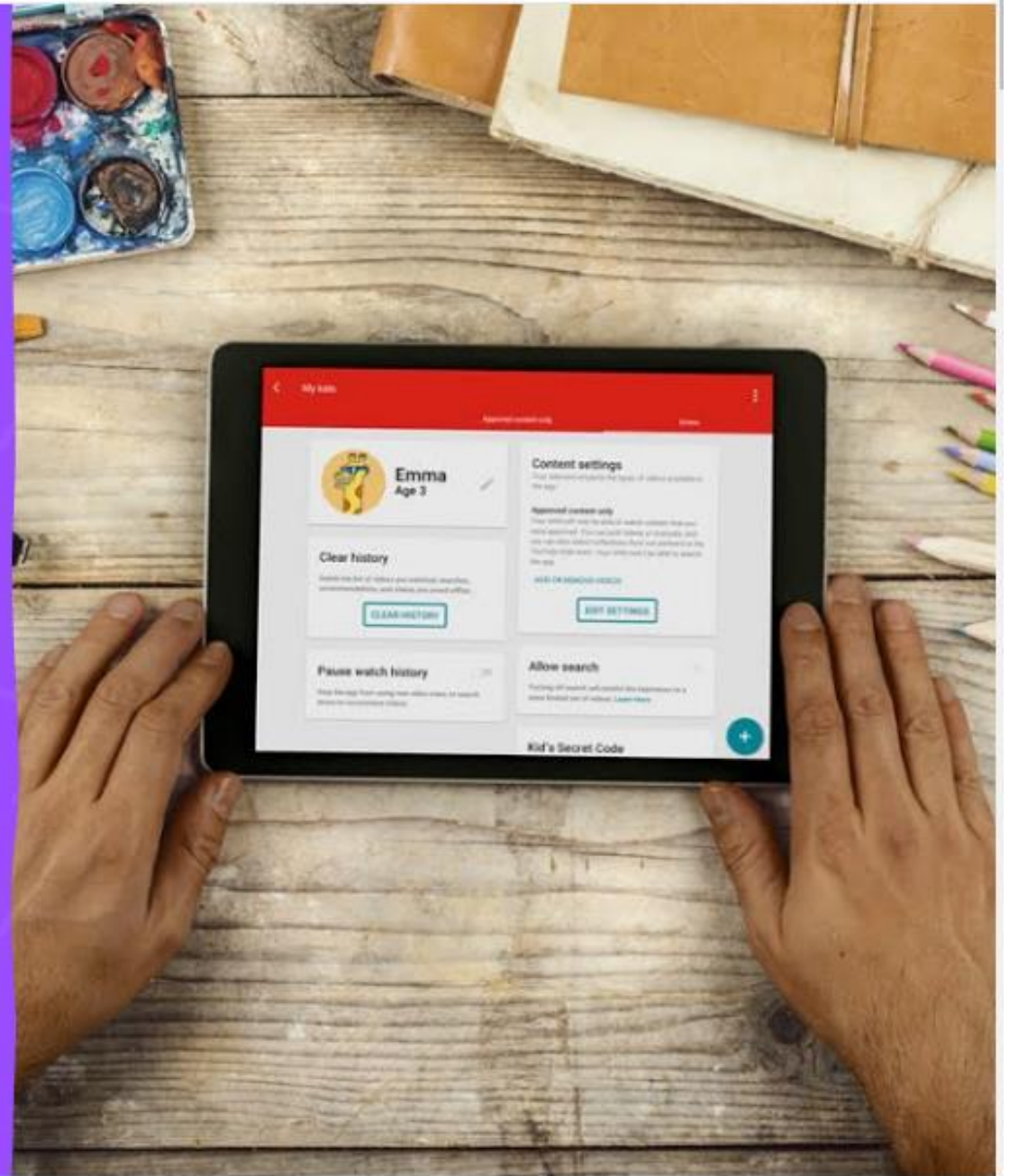
- YouTube Kids is an American kids video website developed by YouTube. The website provides a version of the service-oriented towards children, with curated selections of content, parental control features, and filtering of videos deemed inappropriate viewing by kids 12 and under



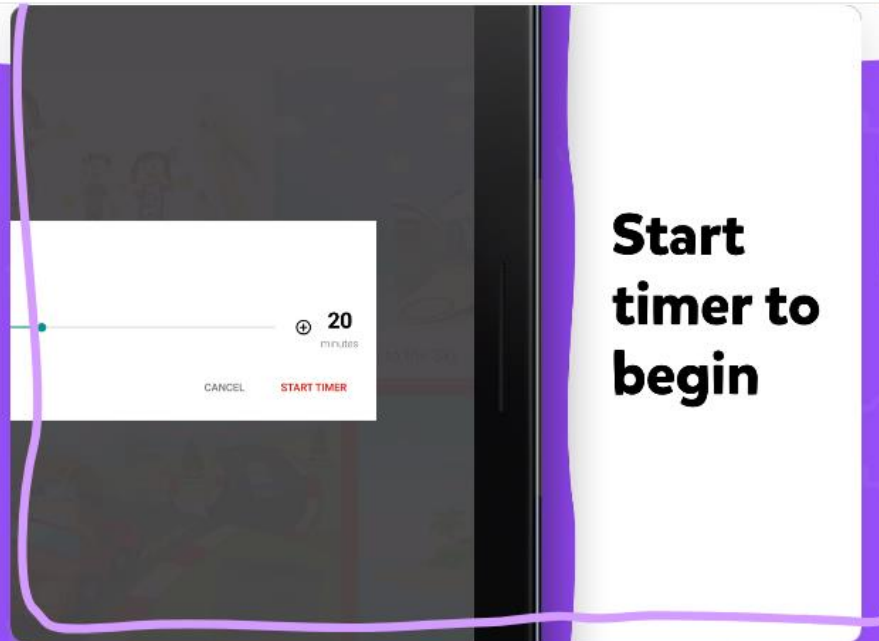
Tips and tools for your family.

Here are tools and resources to help you guide your child's exploration of the digital world.

The YouTube Kids app has a set of parental controls for you to customise your child's individual experience. You can decide what content to make available for them to watch, set a timer to control screen time, block videos or channels, and more. Outside of our app, there are resources to help you talk openly with your child, so you can work with them to make smart decisions online and to develop healthy digital habits.



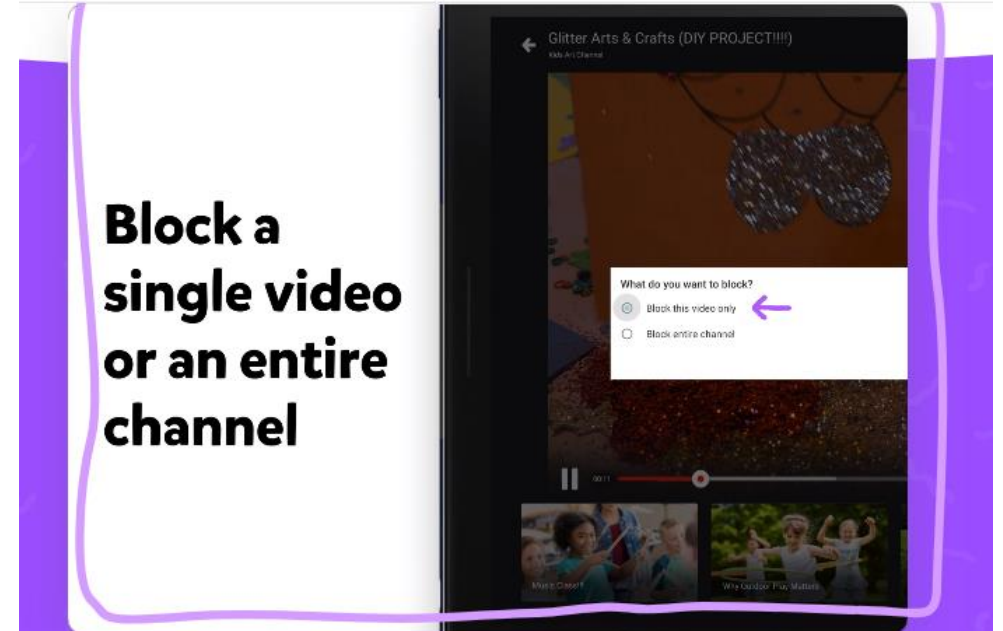
Controls



**Start
timer to
begin**

Parent Approved + Collections
Content Level by Age

- **Timer**
Blocking



**Block a
single video
or an entire
channel**

Parent Approved + Collections
Content Level by Age

- **Blocking**

Select content levels based on your child's age

Our systems select family-friendly content from the broader universe of videos on YouTube.

The "Preschool" Mode designed for children 4 and under curates videos that promote creativity, playfulness, learning, and exploration. The "Younger" Mode allows children 5-7 to explore their interests in a wide variety of topics including songs, cartoons, and crafts. Finally, our "Older" Mode gives children 8 and up the chance to search and explore additional content such as popular music and gaming videos for children.

We work hard to keep the videos on YouTube Kids family-friendly and use a mix of automated filters built by our engineering teams, human review, and feedback from parents to protect our youngest users online. But no system is perfect and inappropriate videos can slip through, so we're constantly working to improve our safeguards and offer more features to help parents create the right experience for their families.

