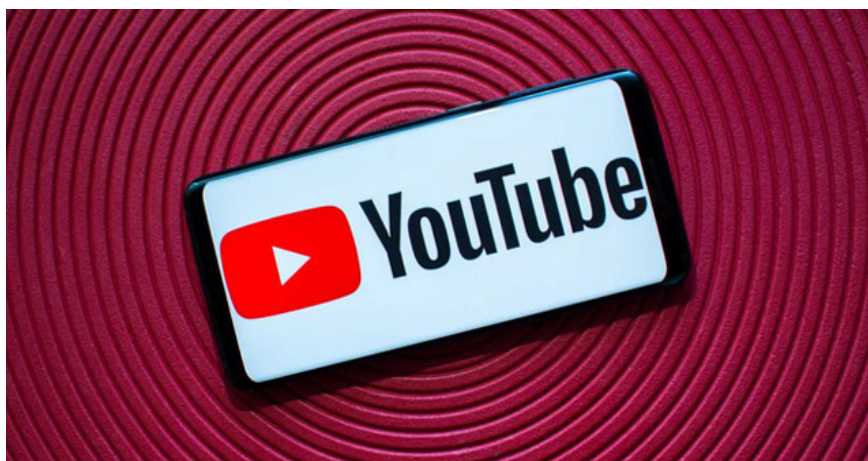


YouTube's source code leaked, revealing the entire platform measure used to control YouTubers

Internal measurements of the platform and a label, used to determine whether a video is restricted from displaying on the platform, have been leaked.

From October 8 to October 29, YouTube's codebase was leaked, including internal measurements of the platform and a label label, used to determine if a video had restricted from displaying on this platform or not. To avoid eye contact, YouTube immediately had to hide and hide this code.



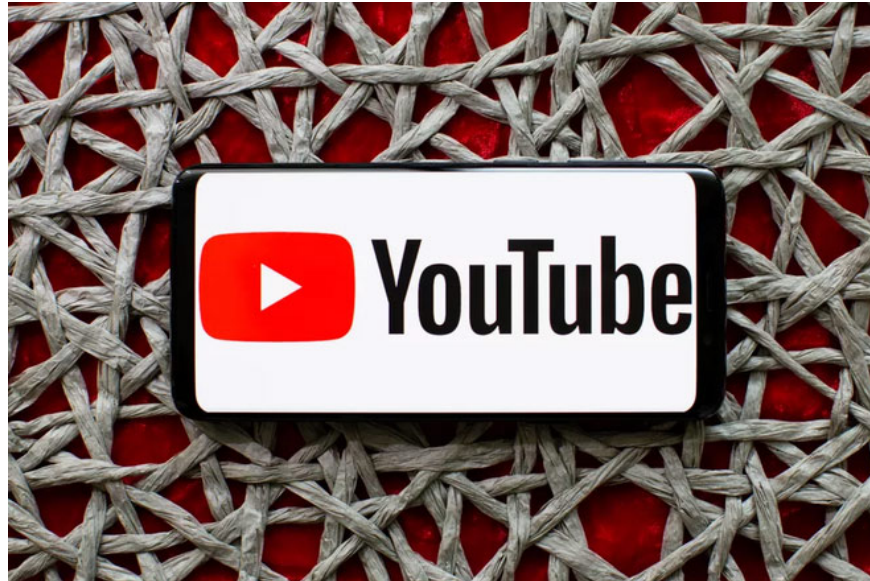
During the time when YouTube's code was exposed, YouTubers like Bowblax, Nicholars DeOrio, Optimus and Josh Pescatore had the opportunity to learn and analyze their impact on 200 different channels. They found that YouTube is using its proprietary internal metrics to control YouTubers, and even score more priority on businesses, Hollywood stars than independent YouTubers.

1. P-Score (Preference Score) priority measure

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The P-Score score is an internal measure that is hidden. According to YouTube, the P-Score score is designed to promote Google Preferred, brand-related advertising channel networks on the platform. Basically, this score is used by YouTube to evaluate the likelihood of each video offering to potential advertisers.

However, leaked codes show that every YouTube video outside of the Google Preferred program is also subject to P-Score.



Youtubers will not know how to increase P-Score. They only know about 5 common signals to improve this score in a video posted in April 2019.

Popularity (Popularity) Rated based on watch time. Passion is assessed based on how engaged the audience is to the channel. The level of protection (Protection) is evaluated based on whether the content is safe for the brand or not. Platform What outstanding content is viewed on the big screen. Production capability (Production) Is assessed based on content using sophisticated camera techniques and cinematographic techniques. After the leak, it was discovered that the P-Score score was a measure based on region. P-Score scores for YouTube channels are usually higher in their home countries.

2. The measure of label evaluation of content labels

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pe\": \"BREAK_TYPE_PRE_ROLL\", \"slotIndex\": \"0\", \"excluded\": {\"adFormat\":  
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```

The measurement of the content label label according to a 6-year-old rating system was also leaked this time. According to the analysis, the ability to monetize and distribute content on YouTube is affected by this content label rating system.

1. Y: The content is extremely safe for everyone to watch YouTube.
2. G: Extremely family-friendly content. Videos that achieve this criteria will probably be included in the Protection category, which will have a positive effect on P-Score scores and potentially high CPMs (cost per 1000 impressions - price per 1,000 impressions).
3. PG: Family-friendly content in general. Videos that achieve this criteria can be included in the Protection category, which has a positive impact on P-Score scores and the ability to have great CPM.
4. Teen: Content sometimes suitable for families. Videos that achieve this criterion can have good CPM with some advertising restrictions.

position as the day. Now it is business brands, Hollywood stars, and "authentic sources" that are the 'dominant' who dominate most content on the platform.

In the list with P-Score score is in the top 10, only one YouTuber, Linus Tech Tips entered.

1. YouTube changed the way it views views on music videos, the first record battle for views in the first 24 hours
2. Already able to use YouTube Music in Vietnam

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