

Click to verify





























[illegible]

mobile devices. As of December 2024[update] the Playables catalog has over 130 games in various genres including trivia, action and sports.[105][106]In December 2024, YouTube introduced new guidelines prohibiting videos with clickbait titles to enhance content quality and combat misinformation. The platform aims to penalize creators using misleading or sensationalized titles, with potential actions including video removal or channel suspension.[107]According to YouTube, this guideline will gradually roll out in India first, but will expand to more countries in the coming months.[108]On February 14, 2025, YouTube celebrated 20 years since its founding.In April 2025, creators using AI-generated avatars to impersonate celebrities and public figures were banned from the platform. The ban targeted videos where AI-generated faces were used to impersonate real people without their consent, with the goal of protecting privacy and preventing misinformation. Replicas that simulate individuals' images or voices to create harmful content.[109]YouTube has been led by a CEO since its founding in 2005, beginning with Chad Hurley, who led the company until 2010. After Google's acquisition of YouTube, the CEO role was retained. Salar Kamnitsar took over Hurley's position and kept the job until 2014. He was replaced by Susan Wojcicki, who later resigned in 2023.[98]The current CEO is Neil Mohan, who was appointed on February 16, 2023.[98]Main article: List of YouTube featuresYouTube offers different features based on user verification, such as standard or basic features like uploading videos, creating playlists, and using YouTube Music, with limits based on daily activity (verification via phone number or channel history increases feature availability and daily usage limits); intermediate or additional features like longer videos (over 15 minutes), live streaming, custom thumbnails, and creating podcasts; advanced features like content ID appeals, embedding live streams, applying for monetization, clickable links, adding chapters, and pinning comments on videos or posts.[110]In January 2012, it was estimated that visitors to YouTube spent an average of 15 minutes a day on the site, in contrast to the four or five hours a day spent by a typical US citizen watching television.[111]In 2017, viewers on average watched YouTube on mobile devices for more than an hour every day.[112]In December 2012, two billion views were removed from the view counts of Universal and Sony music videos on YouTube, prompting a claim by The Daily Dot that the views had been deleted due to a violation of the site's terms of service, which ban the use of automated processes to inflate view counts. That was disputed by Billboard, which said that the two billion views had been moved to Vevo, since the videos were no longer active on YouTube.[113][114]On August 5, 2015, YouTube patched the formerly notorious behavior which caused a video's view count to freeze at "301" (later "301+") until the actual count was verified to prevent view count fraud.[115]In 2015, YouTube introduced a new feature called "Shorts", which are short, vertical videos that can be viewed on mobile devices. These videos are typically 15 seconds long and are designed to be easily consumed on mobile devices. They are often created by influencers and are a popular way for creators to gain views and subscribers. The feature was introduced in 2015 and has since become a major part of YouTube's content ecosystem. The platform has also introduced various other features to enhance user experience, such as improved search algorithms, personalized recommendations, and enhanced video quality options. Additionally, YouTube has implemented various safety and moderation tools to protect users from harmful content, including automated filters and manual review processes. The platform continues to evolve, with new features and updates being rolled out regularly to keep up with user expectations and industry trends.

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