

Précis
***The YouTube Adpocalypse and Adcquisition: Proposing a Change in
YouTube's Political Content Monetization Methodology***

by

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The “*Adpocalypse*” is how the *YouTube* community commonly refers to the effects of *Google*’s demonetization-of-content policy that it has continued to endure since March, 2017. The Adpocalypse began when major financial contributors to *Google* withdrew their investments upon being associated with offensive content on *Google*’s social media platform, *YouTube*. When a video on *YouTube* is demonetized, it has been flagged by *Google* as being unfit for association with investors. Therefore, that content creator will not receive a profit regardless of how many views that video generates. *Google*’s demonetization policy is particularly problematic for political content creators on *YouTube*, as content that discusses controversial matters is denied monetization. *Google* fears losing more investors due to undesired expressive association, and so it is exceedingly strict in allocating advertisements.

There are multiple issues attributed to *Google*’s current scheme of content monetization. One of these problems is that the Adpocalypse is shown to foster an environment in which *YouTube*-political careerists with enormous followings are not profiting from their successful attraction of substantial traffic to the *YouTube* platform. However, these political pundits have been known to form independent sponsor relationships with a diverse set of businesses and individuals. In effect—the Adpocalypse causes a massive financial opportunity loss for *Google*, investors, and content creators. Another problem is that *Google*’s demonetization policy contradicts its published principles of expression and business building on the *YouTube* platform. These principles are among the four essential freedoms that *Google* details on the *YouTube* ‘About’ page. In contradicting these principles, *Google* no longer allows for the free marketplace of ideas to serve as a means for content providers to launch a career on the *YouTube* platform, although providing the opportunity to do so was *Google*’s original intention—before tensions between these principles and profit arose out of losing investors. Additionally, viewers—the paramount stakeholders in the *YouTube* community—are burdened by content providers’ financial solicitation and platform changing when *Google* does not allocate advertisements to champions of the free marketplace of ideas.

After discussing: the genesis and continued effects of the Adpocalypse; the interests of *Google*’s diverse stakeholders; *Google*’s current system of monetization and concern with upsetting remaining investors; *Google*’s stated principles of expression and business building on *YouTube*; the free marketplace of ideas; illustrations of how *Google*’s currently policy negatively affects political pundits; and the principle of expressive association—the full-length paper proposes a nuanced monetization system that allows for a net increase in satisfied desires in the *YouTube* community. The paper names this utilitarian policy the *Adcquisition*. The Adcquisition establishes the first principle of promoting both a free marketplace of ideas and economics for *YouTube* careerists. It establishes a rationalized subscription quota for content providers to achieve a general ‘default monetization’ status. Furthermore, the Adcquisition algorithm, as further detailed, will establish personalized investor profiles so that investors can selectively avert the allocation of their advertisements from content that they do not want to be associated

with. The full-length paper also defends the first principle and algorithmic structure of the Adquisition from theorized critics that do not believe that it provides a just structure of content monetization. The paper supplies a multidimensional analysis that details how the Adquisition will recover the financial opportunity losses incurred by the Adpocalypse as well as facilitate a robust free marketplace of political ideas.

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