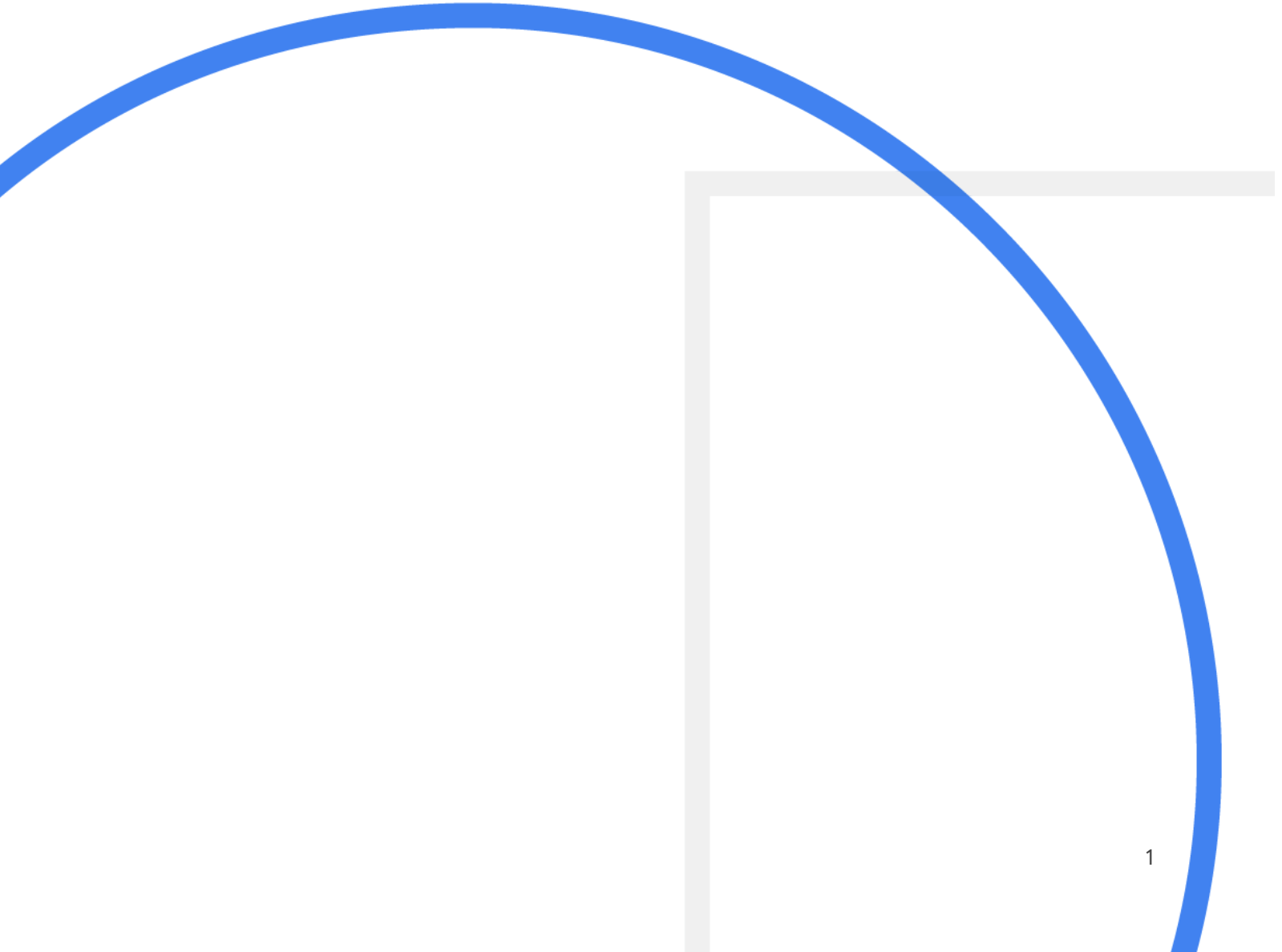


Australian Code of Practice on Disinformation and  
Misinformation

# Google Annual Transparency Report, May 2026

1st January 2025 - 31st December 2025



# Introduction

Google's mission is to organise the world's information to make it universally accessible and useful. To deliver on this mission, elevating high-quality information and enhancing information quality across our services is of utmost importance. Since Google was founded, Google's product, policy, and content enforcement decisions have been guided by the following three principles:

1. Value openness and accessibility
2. Respect user choice
3. Build for everyone

With these principles in mind, we implement a multi-faceted approach to address the complex challenges and risks raised by misinformation and disinformation across many of our products and services.

This report discusses these approaches across Google's products and services subject to this Code. The contents of the report are organised through the framework of Objectives 1 through 7 of the Code, and cover the period from 1 January 2025 to 31 December 2025. We highlight relevant policies, product features and tools, and enforcement efforts across Google Search, Google News, Google Advertising, and YouTube. We also include a dedicated case study on the 2025 Australian Federal Election, detailing our cross-platform efforts to protect electoral integrity. Unless stated otherwise, all policies apply to users and content creators in Australia.

Some, but not all, of the updates that took place during 2025 for Google Advertising, Google Search and YouTube are highlighted below.

## Google

- Google continued to take action against coordinated influence operations through our Google Threat Intelligence Group (GTIG) and Trust & Safety teams.
- Google and the Australian Associated Press (AAP) have established a new partnership to help enhance the usefulness of results displayed in Gemini. Google has partnered with AAP for several years on training journalists and investing in digital innovation. This new partnership will help deliver a feed of real-time information to enhance responses in the Gemini app and will assist Australians when they look for locally relevant up-to-date information.
- We have implemented [SynthID](#), our state-of-the-art imperceptible watermarking technology, across Google's AI-generated content including text, audio, images, and video. Users can now [verify](#) if an [image](#), [video](#), or audio was generated with or edited by Google AI right in the Gemini app by uploading it to the Gemini app and asking a question such as: "Was this created by Google AI?" or "Is this AI generated?" We are working with [industry partners](#) to expand the use of SynthID technology beyond Google so that even more content generated by AI is watermarked. This is a significant milestone for content transparency.
- Google partnered with Life Ed to bring Be Internet Awesome to schools and families across Australia. Be Internet Awesome is an online safety program built to teach kids, parents and

teachers five fundamental topics of online safety and digital citizenship, including avoiding phishing, scams and highlighting credible sources.

## Google Advertising

- Gemini-powered tools enabled our systems to [catch over 99% of policy-violating ads](#) before they ever served.
- Google Advertising [reduced incorrect advertiser suspensions by 80%](#) in 2025—protecting legitimate businesses while upholding our most rigorous safety standards.

## Google Search

- Google Search continued to make image provenance more transparent, enabling users to identify if an image, or part of an image, was generated by Google’s AI tools via the ‘[About This Image](#)’ feature.
- Google Search clarified the [site reputation abuse policy](#) by including guidance from [our blog post's FAQ on site reputation abuse](#). The goal of our spam policies is to keep the lowest-quality content out of Search, and we aim to make our policies clear and accessible within [Google Search Central](#) and our [Search Help Center](#).
- Google worked with South Australia Libraries to run a pilot Super Searchers program (Google Search’s information literacy scaled education program), in 2025.
- Google expanded AI Overviews with more capabilities and launched AI Mode to users in Australia in 2025. AI Overviews help users find information more quickly by providing an AI-generated summary with links to learn more, while [AI Mode](#) provides comprehensive, conversational answers to complex, multi-part queries. Our systems are built to show high-quality and relevant information that is backed by top web results, and results include links to web content that supports the information presented in the overview.

## YouTube

- In January 2025, YouTube strengthened enforcement against misleading metadata to ensure viewers aren’t misled about what they watch. This update focuses on cases where the video doesn’t deliver on expectations set by titles or thumbnails, particularly when the content involves breaking news, current events, or sensitive topics like elections or politics. [Learn more.](#)
- In March 2025, YouTube updated our Medical Misinformation Policy in line with evolving global and local health authority guidance. Our COVID-19 medical misinformation policies align with our broader medical misinformation framework. [Learn more.](#)
- In October 2025, YouTube updated its Medical Misinformation Policy to enforce against content that falsely claims tobacco or nicotine are not addictive or harmful. Content that violates the policy will be removed and may result in a channel strike. [Learn more.](#)
- In 2025, YouTube updated its Spam, Misleading, & Scams Policies to Spam, Deceptive Practices, & Scams Policies.

In addition, there is a dedicated Metric Comparison section, featuring a year-over-year comparison of metrics reported by Google Ads, Google Search, and YouTube in this report and in the previously published reports under this Code. See [Appendix D](#).

We will continue to publish updates to this report annually. We are also committed to improving and augmenting future iterations with further insights relevant to our continued efforts to support information quality.

## Commitments under the Code

Google, including YouTube, has committed to all seven Objectives and related Outcomes provided in the Code and detailed below. As we respond and adapt to new and evolving challenges relating to information quality we continually review our products, policies, enforcement and transparency work to ensure that they are as effective as possible.

Objective and Outcomes	Applicable service(s)
<b>Objective 1 - Provide safeguards against harms that may arise from disinformation and misinformation</b>	
1a Signatories contribute to reducing the risk of harm that may arise from the propagation of disinformation and misinformation on digital platforms by adopting a range of scalable measures.	Google Search, Google News, Google Advertising <sup>1</sup> , and YouTube
1b Users will be informed about the types of behaviours and types of content that will be prohibited and/or managed by Signatories under this Code.	
1c Users can report content or behaviours to Signatories that violate their policies under section 5.10 through publicly available and accessible reporting tools.	
1d Users will be able to access general information about Signatories' actions in response to reports made under 5.11.	
1e Users will be able to access general information about Signatories' use of recommender systems and have options relating to content suggested by recommender systems.	
<b>Objective 2 - Disrupt advertising and monetisation incentives for disinformation</b>	
2 Advertising and/or monetisation incentives for disinformation and misinformation are reduced.	Google Advertising and YouTube
<b>Objective 3 - Work to ensure the integrity and security of services and products delivered by digital platforms.</b>	
3 The risk that Inauthentic User Behaviours undermine the integrity and security of services and products is reduced.	Google Search, Google News, Google Advertising, and YouTube
<b>Objective 4 - Empower consumers to make better informed choices of digital content.</b>	

<sup>1</sup> **Note:** Google Advertising refers to both Google Ads and Google AdSense where appropriate. Within the body of the report, 'Google Advertising' is used to refer to both services, whereas the individual service will be named if only applicable to Google Ads or Google AdSense.

4	Users are enabled to make more informed choices about the source of news and factual content accessed via digital platforms and are better equipped to identify misinformation.	Google Search, Google News, Google Advertising, and YouTube
<b>Objective 5 - Improve public awareness of the source of political advertising carried on digital platforms.</b>		
5	Users are better informed about the source of political advertising.	Google Advertising
<b>Objective 6 - Strengthen public understanding of disinformation and misinformation through support of strategic research.</b>		
6	Signatories support the efforts of independent researchers to improve public understanding of disinformation and misinformation.	Google Search and YouTube
<b>Objective 7 - Signatories will publicise the measures they take to combat disinformation and misinformation.</b>		
7	The public can access information about the measures Signatories have taken to combat disinformation and misinformation.	Google Search, Google Advertising, and YouTube

## Objective 1: Provide safeguards against harms that may arise from disinformation and misinformation.

### Outcome 1a: Signatories contribute to reducing the risk of harms that may arise from the propagation of disinformation and misinformation on digital platforms by adopting a range of scalable measures.

It is key to Google's mission to provide users with context so they can make informed decisions about the content they encounter online including how content is created. The misinformation landscape, and the narratives that propagate through it, are constantly evolving. As such, our efforts and interventions to combat harmful misinformation must adapt accordingly. Across many of our products and services, we deploy a range of measures to address the risk of potential harm caused by the propagation of misinformation, while respecting freedom of expression. We also monitor certain narratives that pose a risk of harm, and may adjust our policies, and/or the enforcement of those policies, to counter them. We present a number of outcome-focused metrics to this effect below.

#### Actions taken to address coordinated influence operations

Google's Threat Intelligence Group (GTIG)<sup>2</sup> and Trust & Safety teams work to monitor malicious actors around the globe, disable their accounts, and remove the content that they post, including but not limited to coordinated influence operations and other operations that may affect Australia. GTIG regularly publishes the TAG Bulletin, updated quarterly [here](#), which provides updates about coordinated influence operation campaigns terminated on Google's platforms, as well as periodic [blog](#) posts detailing specific campaigns, threats, or trends.

#### Enforcement of YouTube's Community Guidelines

As detailed in our [Community Guidelines](#), YouTube does not allow misleading or deceptive content that poses a serious risk of egregious harm.

We rely on a combination of people and technology to flag inappropriate content and enforce these guidelines. YouTube offers users an opportunity to report or flag content that they believe violates YouTube's [Community Guidelines](#) or other policies. Details on how to report different types of content using YouTube's flagging feature is outlined in YouTube's [Help Centre](#).

YouTube continues to invest in automated detection systems, and rely on both human evaluators and machine learning to train their systems on new data. Machine learning helps identify potentially violative content at scale and content moderators may then help assess whether the content should be removed. In some cases, YouTube's systems may take automatic action, such as when there is high confidence that the content is violative given similar content that was previously removed. Content is evaluated

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<sup>2</sup> **Note:** The change from TAG (Threat Analysis Group) to GTIG (Google Threat Intelligence Group) represents the consolidation of Google's various cybersecurity intelligence teams into a single, unified entity.

against all of YouTube's Community Guidelines and policies, regardless of the reason the content was originally flagged.

Like Google's company-wide Trust and Safety organisation, YouTube Trust and Safety works closely with Google's Threat Intelligence Group (GTIG) and partners with members of our legal, operations, public policy, product management, and engineering teams to develop innovative ways to combat potentially harmful content.

A YouTube channel may be permanently terminated if the creator receives three strikes in the same 90-day period, or the channel is determined to be wholly dedicated to violating YouTube's guidelines (as may be the case with spam accounts). In some cases, YouTube may terminate a channel for a single case of severe abuse, as [explained](#) in the Help Centre. When a channel is terminated, all of its videos are removed.

YouTube also reserves the right to restrict a creator's ability to create content on YouTube at its discretion. A user's channel may be turned off or restricted from using any YouTube features. If this happens, the user is prohibited from using, creating, or acquiring another channel to get around these restrictions. This prohibition applies as long as the restriction remains active on their YouTube channel. Violation of this restriction is considered circumvention under YouTube's [Terms of Service](#), and may result in termination of all their existing YouTube channels, any new channels that they create or acquire, and channels in which they are repeatedly or prominently featured.

We work to achieve a high degree of accuracy, but sometimes a piece of content warrants additional review, including to determine when the content has educational, documentary, scientific, or artistic purposes. Where appropriate, YouTube makes it clear to users that it has taken action on their content and provides them the opportunity to appeal the decision.

#### YouTube's enforcement actions on videos:

	Globally	Australia*
Total video removals for Community Guidelines violations	40,799,908	136,562
Total video removals for Misinformation, or Spam, deceptive practices and scams policy violations	387,845	889
Percentage of video removals with 10 or fewer views for Community Guidelines violations.		77%

\*uploaded from IP addresses in Australia

## YouTube Community Guidelines post-enforcement actions in Australia

Total appeals	14,507
Total reinstatements	1,832

## Violative View Rate Estimate

YouTube strives to remove content that violates our policies before users are exposed to this content. As the overwhelming majority of violative content is detected by YouTube's systems, YouTube's Violative View Rate (VVR) is a good indication of how well its systems are protecting our community. VVR is an estimate of the proportion of video views that violate our Community Guidelines in a given quarter (excluding spam).

In order to calculate Violative View Rate, we take a sample of the views on YouTube and send the sampled videos for review. Once we receive the decisions from reviewers about which videos in the sample are violative, we aggregate these decisions in order to arrive at our estimate.

### YouTube's Violative View Rate during the reporting period:

	Q1	Q2	Q3	Q4
YouTube's Violative View Rate	0.10% - 0.12%	0.14% - 0.15%	0.11% - 0.13%	0.14% - 0.15%

Additional information about the VVR methodology and historical data showing quarterly VVR going back to 2017 is available in the [YouTube Community Guidelines enforcement transparency report](#).

## Actions taken to help people navigate AI-generated content

Like any emerging technology, AI presents new opportunities as well as challenges. For example, generative AI makes it easier than ever to create new content, but it can also raise questions about trustworthiness of information. Provenance technology can help explain whether a photo or video was taken with a camera, edited by software or produced by generative AI. This kind of information helps our users make more informed decisions about the content they're engaging with and builds media literacy and trust. Google put in place a number of policies and other measures that have helped users navigate content that was generated by AI. Measures that helped mitigate that risk are described below.

### Digital watermarking

Google is committed to building and deploying AI responsibly. As shared in our 2024 Transparency Report, Google joined the [Coalition and standard for Content Provenance and Authenticity \(C2PA\)](#), a cross-industry effort to help provide more transparency and context for people on AI-generated content in February 2024.

In joining the C2PA as a steering committee member, we have worked alongside the other members to develop and advance the technology used to attach provenance information to content. Through the first half of 2024, Google collaborated on the newest version (2.1) of the [Content Credentials](#), a technical standard that helps verify the origin and history of digital content, including whether it was AI-generated. This version is more secure against a wider range of tampering attacks due to stricter technical requirements for validating the history of the content's provenance. Strengthening the protections against these types of attacks helps to ensure the data attached is not altered or misleading. Google has begun to incorporate Content Credentials into Search, allowing users to see if an image was created or edited with AI. YouTube has incorporated a ['Captured with a camera'](#) disclosure in the 'How this content was made' section of videos which signifies that the creator has used specific technology to verify their video's origin and confirm its audio and visuals have not been altered. This disclosure appears in the expanded description of a video when a creator captures video using cameras that have built-in C2PA support (version 2.1 or higher).

SynthID is a state-of-the-art Google DeepMind tool that embeds imperceptible digital watermarks directly into AI-generated text, audio, images, and video. To date, billions of pieces of content have been watermarked using this technology across models like Gemini, Imagen, and Veo.

A major 2025 milestone was the rollout of the SynthID Detector, a verification portal, to early testers and partners. Moving beyond just the creation of watermarks, this portal provides a centralized interface for third parties to verify if content was generated by Google's AI models. By providing detection capabilities across multiple modalities (text, audio, and video) in one location, the portal offers a scalable solution for information integrity and provenance in the generative AI era. We are continuing to gather feedback from this pilot phase to refine detection accuracy and expand access.

We're also partnering with our industry peers, governments, and civil society to address existing and emerging AI challenges. We've joined and established a number of partner initiatives to expand and share knowledge, identify ways to mitigate emerging risks, prevent abuse, provide more transparency, and [further the responsible development](#) of AI.

## **Google Search 'About This Image'**

Building on the expansion of transparency tools launched in previous years, Google Search continues to provide context via ['About This Image'](#) across surfaces like [Circle to Search](#) and [Google Lens](#). In 2025, our focus shifted from feature expansion to the direct integration of integrity signals, such as C2PA metadata and [SynthID](#) watermarks, to help users evaluate the origin of digital content in real-time. For instance, all images generated with Imagen 4 in Google's consumer products are marked by SynthID, allowing users to determine if an image was AI-generated when they encounter it in Search or Chrome. We continue to explore ways to integrate these signals more intuitively throughout the Search experience to provide users with the context they need to make informed decisions about the information they consume online.

## Safety and Integrity in AI Overviews

Following the 2025 launch of [AI Mode in Australia](#), we enhanced our safety guardrails, including improved entity-recognition and additional verification layers for sensitive contexts. These measures are part of our broader technical and testing efforts to reduce the risk of hallucinations and support information integrity. For a detailed discussion of these safeguards, see Objective 4.

## YouTube's approach to responsible AI innovation

YouTube has highlighted how it will [build responsibility into its AI tools and features](#) for creators. This includes significant, ongoing work to develop guardrails that will prevent its AI tools from generating the type of content that does not belong on YouTube. Within YouTube, dedicated teams are specifically focused on adversarial testing and threat detection to ensure YouTube's systems meet new challenges as they emerge. All content generated by YouTube's AI tools will include a [SynthID watermark](#), which is a tool for watermarking and identifying AI-generated images.

YouTube [requires creators to disclose](#) when they have created altered or synthetic content, including using AI tools. YouTube also informs viewers that content may be altered or synthetic via publicly visible labels. If a user discloses their content according to our policy, we will add a label to the description panel below the video indicating that some of the content was altered or synthetic. For certain types of content about sensitive topics, YouTube also applies a more prominent label on the video itself in the video player window. Examples of content that require disclosure can be found [here](#).

YouTube has noted feedback from its community, including creators, viewers, and artists, about the ways in which emerging technologies could impact them. YouTube makes it possible to request the removal of AI-generated or other synthetic or altered content that simulates an identifiable individual, including their face or voice, using its [privacy request process](#). Not all content is removed from YouTube, and YouTube considers a variety of factors when evaluating these requests, some examples can be found [here](#).

Finally, YouTube's Community Guidelines related to misinformation prohibit content that has been technically manipulated or doctored in a way that misleads users (usually beyond clips taken out of context) and may pose a serious risk of egregious harm. In addition, all content on YouTube is subject to our Community Guidelines - regardless of how it is generated.

## Google Ads leverages AI to protect users from dis/misinformation

Our teams have long used advanced AI to identify and stop deceptive practices, and Gemini takes that work even further. In 2025, Gemini-powered tools dramatically improved our ability to detect and stop bad ads: Our systems caught over 99% of policy-violating ads before they ever served, and we're continuing to evolve our defenses to stay ahead of even the most advanced schemes.

Unlike earlier keyword-based systems, our latest models better understand intent, helping us spot malicious content and preemptively block it, even when it's designed to evade detection. In that same period, we blocked or removed over 8.3 billion ads and suspended 24.9 million accounts, including 602 million ads and 4 million accounts associated with scams. Gemini also enables us to process user

feedback more efficiently, which helped our teams to take action on more than four times as many user reports in 2025 than in the year prior.

Our expansive advertiser verification program provides another vital layer of prevention. When we validate identities and stop bad actors before they enter our system, we build trust in the ads people see and the businesses behind them.

Because Gemini better understands an ad's intent, we can focus enforcement directly on bad actors. This precision [reduced incorrect advertiser suspensions by 80%](#) last year—protecting legitimate businesses while upholding our most rigorous safety standards.

## **Outcome 1b: Users will be informed about the types of behaviours and types of content that will be prohibited and/or managed by Signatories under this Code.**

We aim to ensure that our policies across products and services are available to the public, users and creators in a form that is clear, predictable and repeatable. Each of our product policies address the types of behaviours and content prohibited on the product, with examples as needed.

A list of product-specific policies is available on [this page](#). Those most relevant for this report are included in [Appendix A](#), along with explanations of each policy.

We continue to assess, evaluate and update our policies on a regular basis. A record of the updates to YouTube's policies can be found [here](#) and updates to its Advertiser Friendly Content Guidelines [here](#). Updates to the Google Search Content Policies can be found [here](#).

## **Outcome 1c: Users can report content or behaviours to Signatories that violates their policies under section 5.10 through publicly available and accessible reporting tools.**

Our products and services provide publicly available and accessible channels or mechanisms that allow users to report content that they believe violates our policies. Highlighted below are examples of reporting mechanisms that users can utilise to provide feedback across Google Search, Google Ads, Google AdSense and YouTube.

- In **Google Search**, users [can provide feedback](#) on Search results pages or on specific features such as [Knowledge Panels](#) or [Featured Snippets](#). Users can also [report](#) spam, phishing and malware to help improve our spam detection systems and enhance the quality of search results. The [Content Policies for Google Search page](#) contains policy details and the methods by which users can report violations or provide feedback.

- On Google-served **Ads**, users can tap the three dots on the top right corner of an ad and select 'Report this Ad' to let us know about ads that they believe are illegal or violate our policies. Clicking on 'Report this Ad' will redirect users to the 'Report an ad/listing' [form](#). Using this feature, individuals can choose the reason that best describes their complaint.
- On **Google AdSense**, users can [report a site](#) that they believe is showing ads in violation of our product policies.
- On **YouTube**, users can [report or flag](#) content that they believe violates [YouTube's Community Guidelines](#) or other policies using YouTube's flagging feature. Separately, users can [report illegal content](#) using webforms dedicated to specific legal issues such as trademark, copyright, counterfeit and defamation. Webforms may also be accessed via the flagging feature after selecting Legal Issue as the report reason.

## **Outcome 1d: Users will be able to access general information about Signatories' actions in response to reports made under 5.11.**

We provide regular, publicly available reports on enforcement of our content policies—these include information regarding actions in response to reports of misinformation. A list of these reports (including public links to the materials) is included below. Information from these sources have also been incorporated throughout the relevant sections of this report.

- Our [Google Transparency Report website](#) is a centralised hub for transparency reporting on key content topics across various Google products and services;
- The annual [Ads Safety Report](#) provides updates on policy enforcement in Google Ads, including a [sub-report](#) specific to actions taken in Australia;
- Our Threat Analysis Group Quarterly Bulletin (published on our [Threat Analysis Group blog](#)) discloses actions we have taken against coordinated influence operation campaigns on our platforms;
- Our [YouTube Community Guidelines Enforcement report](#) provides a quarterly update on the work we do to enforce our policies on YouTube. This report allows viewers to change reporting periods and view quarterly data on content enforcement actions going back to 2018.

## **Outcome 1e: Users will be able to access general information about Signatories' use of recommender systems and have options relating to content suggested by recommender systems.**

### **Google's ranking and recommender systems**

Google has long invested in ranking and recommender systems that seek to connect people with reliable sources and elevate high quality content. These systems enable users to make informed choices about content they encounter, as further described in Outcome 4 (with additional tools and features highlighted in [Appendix B](#)). The below sub-sections highlight some of the ranking and recommender systems in place, as well as user options to manage their recommendations.

### **Ranking Google Search results**

We continuously improve the design of [our ranking systems](#), which are key to helping users make informed decisions and supporting information quality. For example, Google Search's algorithms consider a host of 'signals' (or characteristics of a web page) that are indicative of high-quality and reliable information and undergo a [rigorous testing process](#) that involves both live tests and thousands of [trained external Search Quality Raters](#) from around the world. Raters do not determine the ranking of an individual, specific page or website, but they help us benchmark the quality of our results so that we can meet a high bar for users of Google Search all around the world.

Under our [Search Quality Rater Guidelines](#), raters are instructed to assign the lowest rating to pages that are potentially harmful to users or specified groups, misleading, untrustworthy, and spammy. Examples of such pages include those that contain clearly inaccurate harmful information that can easily be refuted by straightforward and widely accepted facts; harmful information that contradicts well-established expert consensus; and harmful, unsubstantiated theories/claims not grounded in any reasonable facts or evidence.

In an effort to encourage quality across Search, we also provide [clear guidance to webmasters](#) on what makes content helpful, reliable and people-first.

Information such as user location, past Google Search history, and [Search settings](#) all help Google Search ensure user results are most useful and relevant at that moment. Users can control what Google Search activity is used to improve their experience, including adjusting what data is saved to their Google account at [myaccount.google.com](#). To adjust Google Search personalisation based on activity in a user's account, the user can see, delete, and turn off the future saving of Search history at any time via [the Search Services page](#).

Additionally, users are able to decide whether Search shows personal results based on the information provided in their Google account by managing the '[Search personalisation](#)' settings. To quickly view a Search results page without personalisation, users can also select the 'Try without personalisation' option at the bottom of a results page. Users have the option to [browse the web privately](#) in Incognito mode if they do not want Google Chrome to remember their activity. Google Search systems are designed to

match a user's interests, but they are not designed to infer sensitive characteristics like race, religion or political party.

## YouTube recommendation systems

Recommendations connect viewers to high-quality, reliable information that they will find useful and complement the work done by the Community Guidelines that define what is and is not allowed on YouTube. Users can find recommendations across YouTube in places like:

- **Homepage:** A user's home page is what they typically see when they first open YouTube.
- **Up Next:** The Up Next panel appears when a user is watching a video. It suggests additional content based on what they're currently watching and personalised signals.

An overview into how YouTube's recommendation system works can be found in our [Help Centre](#).

YouTube raises up videos in search and recommendations to viewers on certain topics where quality is key. Human evaluators, trained using [publicly available guidelines](#), assess the quality of information from a variety of channels and videos. These evaluations are then used to train YouTube's system to model their decisions, and YouTube then scales their assessments to all videos across the platform.

## Controls to personalise recommendations

- Users can [delete, or turn on or off their YouTube watch and search history](#) whenever they want.
- If users do not want to see recommendations at all on the homepage or on the Shorts tab, they can turn off and clear their YouTube watch history. For users with YouTube watch history off and no significant prior watch history, the homepage will show the search bar and the Guide menu, with no feed of recommended videos.
- Users can also tell YouTube when it is recommending something a user is not interested in. For example, buttons on the homepage and in the 'Up next' section allow users to filter and choose recommendations by specific topics. Users can also click on 'Not interested' and/or 'Don't recommend channel' to tell YouTube that a video or channel is not what a user wanted to see at that time, and YouTube will consider that when generating recommendations for that viewer in the future.

Additional information about how a user can manage their recommendation settings are outlined [here](#) in YouTube's Help Centre.

## User choice and control on ads

Google is committed to giving users transparency, choice and control when it comes to the ads they see on Google platforms. That is why Google has long offered tools like Ad Settings which allows people to control how ads are personalised or even opt out of personalised ads altogether, as well as features like 'Why this ad?' which helps explain why a specific ad is being shown. [My Ad Center](#) offers tools that let users choose the kinds of ads they see on Google and YouTube.

## Objective 2: Disrupt advertising and monetisation incentives for disinformation.

### Outcome 2: Advertising and/or monetisation incentives for disinformation and misinformation are reduced.

#### Relevant policies across our products and services

Our advertising and monetisation policies prohibit a range of behaviours and types of content that are clearly connected to misinformation, or that commonly overlap with misinformation. These policies include, but are not limited to:

- [Google Ads Policies](#)
- [Google Publisher Policies](#)
- [YouTube Advertiser-friendly Content Guidelines](#)
- [YouTube Channel Monetisation Policies](#)

Further details on these policies can be found in [Appendix A](#).

#### Updating our monetisation policies related to misinformation

Our efforts and interventions to support information quality continuously adapt to developments. This includes updating our policies and monitoring risks associated with low quality information in the context of broad societal issues that impact our users' lives. Examples of updates made to our Ads and YouTube policies are explained below.

Google Ads also provides its advertising partners with features that enable them to maintain control over where their ads appear, the format in which their ads run, and their intended audience. In addition to performing regular review of our monetisation policies, Google Ads leverages features to help our advertisers seamlessly and continuously prevent ads from serving alongside certain content. Further information can be found [here](#).

#### Enforcing our policies to reduce monetisation incentives for misinformation

To verify that advertisers and publishers on our networks are complying with our policies, we continuously monitor our advertising networks and use a combination of algorithmic and human reviews. The metrics below highlight Australia-specific enforcement actions taken for violation of misrepresentation-related ads policies. Google AdSense provides a way for publishers to earn money from their online content. AdSense works by matching ads to publisher sites based on site content and visitors. The ads are created and paid for by advertisers who want to promote their products.

### AdSense & Creative Policy Actions (Australia):

AdSense pages actioned for violating Unreliable and Harmful Claims, Replicated Content, Manipulated Media, Dangerous or Derogatory Content, Deceptive Practices, or Shocking Content Policies where publisher payment country is Australia.	151,272
AdSense domains actioned for violating Unreliable and Harmful Claims, Replicated Content, Manipulated Media, Dangerous or Derogatory Content, Deceptive Practices, or Shocking Content Policies where publisher payment country is Australia.	146
Number of actions taken for violating Destination Requirements Policies (i.e. Insufficient Original Content) where advertiser billing country is Australia.	71,912,499
Number of actions taken for violating Inappropriate Content Policies (i.e. Dangerous or Derogatory Content, Shocking Content, Sensitive Events, Animal Cruelty) where advertiser billing country is Australia.	1,597,339
Number of actions taken for violating Misrepresentation Policies (i.e., Unacceptable Business Practices, Coordinated Deceptive Practices, Misleading Representation, Manipulated Media, Unreliable Claims, Misleading Ad Design, Clickbait Ads, Unclear Relevance, Unavailable Offers) where advertiser billing country is Australia.	9,937,100

For a detailed comparison of these advertising enforcement metrics against previous reporting periods, please refer to the table in [Appendix D](#).

Ads that do not follow Google Ads policies will be disapproved or (if appropriate) limited in where and when they can show. Advertisers are provided the policy violation reason for a disapproved ad so they can fix the issue. They have multiple options and pathways to ask for an appeal after they have addressed the policy violation, or if they believe there was an error during the initial review.

In 2025, Google Ads received 476,145 ads appeals in Australia for the following policies: [Destination Requirements](#), [Inappropriate Content](#), and [Misrepresentation](#). Of these, 130,558 were successful (i.e., all entities that were reviewed as part of the appeal were overturned), 0 were partially successful (i.e., some entities were overturned) and 345,587 failed (i.e. no entities were overturned, as we confirmed they were correctly labelled initially).

For more information about the appeal process, check the [Help Centre page](#).

Our [2025 Ads Safety Report](#) and [Ads Safety blog post for 2025](#) are publicly available and contain additional data that exemplify enforcement actions taken on ads and publisher content, including [Australia-specific insights](#).

## **Efforts to deter advertisers from repeatedly placing digital advertisements that propagate Disinformation or Misinformation**

Google Ads prohibits [coordinated deceptive practices](#) on its platform and takes violations of this policy very seriously. If we find violations of this policy, we will suspend the advertisers' accounts upon detection and without prior warning, and they will not be allowed to advertise with Google Ads again. For more information, see [here](#).

## Objective 3: Work to ensure the integrity and security of services and products delivered by digital platforms.

### Outcome 3: The risk that Inauthentic User Behaviours undermine the integrity and security of services and products is reduced.

Google is continually working to address and mitigate risks associated with behaviours that seek to undermine the integrity and security of our products and services ('Inauthentic User Behaviours'). Targeted policies are in place across our products and services, tailored to the specific risks faced by each product or service in relation to Inauthentic User Behaviour. Further details on these policies can be found in [Appendix A](#).

#### Google Search & Google News

- [Google Search Essentials](#) in Google Search Central prohibit techniques which may be misused to deceive our ranking systems or users.
- The [Google Search Content Policies](#) include policies related to web results and Search Features. Content on Google News must follow all Google Search Content Policies, as well as [Google News-specific Policies](#).

#### Google Ads

- Google Ads [Advertising Policies](#) list unacceptable practices, content, and behaviours that advertisers must avoid.

#### Google AdSense

- AdSense users who wish to monetise their content with Google ad code are required to adhere to the [AdSense Program Policies](#).

#### YouTube

- Our [YouTube Community Guidelines](#) include policies to prohibit content intended to impersonate a person or channel, as well as fake engagement, which aims to artificially increase the number of views, likes, comments, or other metrics either by using automatic systems or serving up videos to unsuspecting viewers.

## Objective 4: Empower consumers to make better informed choices of digital content.

### Outcome 4: Users are enabled to make more informed choices about the source of news and factual content accessed via digital platforms and are better equipped to identify misinformation.

#### Tools and features enabling users to make more informed choices

Across many of our products, we provide users with a variety of opportunities to make informed choices about content encountered, thereby allowing users to identify low quality information and to report it where it violates our policies, using the mechanisms outlined in [Outcome 1c](#).

Google has developed many features and interventions to provide more context to users and ensure that high-quality sources are elevated in response to searches or browsing intents related to health, civic participation, current events, and other topics where users want to make informed decisions about the content they see online. The features and interventions listed below are all available to Australian users of our services. Note that these tools and features are automatically available to all users in Australia, and their availability does not require an individual user to select and/or activate them. Further details on these tools can be found in [Appendix B](#).

#### Content advisories on Search

Accessing timely, relevant and reliable results on Search is increasingly important and there are occasions when accurate information is not yet available. For example, interest in a breaking news topic may travel faster than the facts and there may not be enough reliable information online. These are referred to as data voids and to address them, we show [content advisories](#) in situations when a topic is rapidly evolving. These notices provide additional context about the information on the page, and users can still access the whole set of results even when the advisory is present. Google Search is evolving Content Advisory Notices by exploring new ways to present users with helpful and relevant information through our AI features.

#### Safety and Integrity in AI Overviews

Following the [2025 expansion](#) of AI Overviews capabilities and the launch of [AI Mode](#) in Australia, we continued to focus on enhancing our safety guardrails in order to advance information integrity and reduce the risk of hallucination. To support information quality, we've integrated our core web ranking systems into the experience, which are designed to surface reliable and relevant information backed by top web results. The feature also includes links to web content that supports the presented information to allow users to explore sources further. Our systems are designed to limit the triggering of AI Overviews for sensitive news topics where a consensus is still emerging or where there are 'data voids', and we've implemented additional verification layers for AI-generated summaries that include named

individuals in sensitive or factual contexts. We incorporate user feedback and human reviews in order to evaluate and improve the quality of our results and products responsibly. These refinements and efforts reflect our ongoing commitment to learn from real-world performance and optimize our generative models to provide reliable, high-quality information in high-stakes environments.

## YouTube information panels

YouTube highlights information from high-quality sources using information panels. As users navigate YouTube, they might see a variety of different information panels, including but not limited to:

- **Panels on topics prone to misinformation:** Topics that are prone to misinformation, such as the moon landing, may display an information panel at the top of search results or under a video. These information panels show basic background info, sourced from independent, third-party partners. The panels also link to the third-party partner’s website. YouTube continues to evaluate and adjust its deployment of these information panels globally. More details can be found [here](#).
- **Information panels providing publisher context:** If a channel is owned by a news publisher that is funded by a government, or publicly funded, an information panel providing publisher context may be displayed on the watch page of the videos on its channel. The information panel providing publisher context explains how the publisher is funded and provides a link to the publisher’s Wikipedia page. More details can be found [here](#).
- **Information panels for health information:** When you watch a YouTube video on a health-related topic, you may notice an information panel providing context on the source underneath the video. This panel is meant to give you more information to help you better understand the sources of health content that you find and watch on YouTube. More details can be found [here](#).

Information panels provide additional context, with each designed to help users make their own decisions about the content they find. These information panels appear in relevant search results and video watch pages, regardless of what opinions or perspectives are expressed.

### In Australia, during the reporting period:

Total impressions on information panels	Over 740 million
-----------------------------------------	------------------

## Providing high quality and reliable information in crisis scenarios

Through [‘Crisis Alerts’](#), including [‘SOS Alerts’](#), ‘Public Alerts’, and ‘Google Initiated Alerts,’ we aim to make emergency information more accessible during a crisis. We bring together relevant and authoritative content from the web and highlight that information on Google products such as Search and Maps. Depending on the nature of the crisis and the user’s location, we provide updates from local, national, or international authorities. These updates include emergency information like local phone numbers and useful websites. See the [Google Crisis Response site](#) and [SOS Alerts Help Centre](#) for more information. In 2025, there were over 21.6 million views / impressions on Crisis Response alerts (e.g., ‘SOS Alerts’, ‘Public Alerts’) in Australia.

A year-over-year comparison of metrics related to Search alerts and transparency features can be found in [Appendix D](#).

## Providing transparency on information sources

Google Search aims to connect users with high quality information, and help users understand and evaluate that information. Google Search has deeply invested in information quality, transparency, and literacy, as described below.

Google Search's 'About This Result' feature enables users to quickly learn more about a result and make an informed decision about the sites they may want to visit and what results will be most useful for them (more information found [here](#)). Further information on this feature is available in [Google's 2022 Australian Code of Practice on Disinformation and Misinformation Annual Transparency Report](#). In 2025, the 'About this Result' panel was **viewed 65,120,384 times** in Australia.

The 'More About This Page' link within the 'About This Result' feature provides additional insights about sources and topics users find on Google Search. When a user taps the three dots on any search result, they will be able to learn more about the page. Additional information can be found in the Google Search blog post [here](#). In 2025, the 'More About This Page' feature was **viewed 3,427,572 times** in Australia.

As mentioned in Outcome 1a, Google Search [rolled out the 'About This Image'](#) feature to English language users globally in October 2023, and [expanded](#) the feature to 40 additional languages around the world. 'About This Image' gives users an easy way to check the credibility and context of images they see online, including an image's history, how other sites use and describe it, and an image's metadata.

A year-over-year comparison of metrics related to Search information quality and transparency features can be found in [Appendix D](#).

## Media literacy

In the face of near limitless access to information, Google remains committed to supporting efforts that deepen users' critical thinking and media literacy skills. Google aims to support users' media literacy and empower users to think critically through investing in media literacy campaigns and designing tools and features in a way that allows users to feel confident and in control of the information they consume and the choices they make.

## Super Searchers program

Super Searchers is Google Search's information literacy scaled education program, launched globally in 2022. The program was developed in consultation with information literacy experts and is a train-the-trainer program delivered through local partner organisations. The program teaches foundational information literacy skills, using evidence-based approaches such as the SIFT method (a useful framework which compels users to Stop, Check it out, Investigate the source, Find better coverage and Trace back to original context).

The content was recently refreshed in November 2025 to reflect innovations in Search, such as AI Mode and AI Overviews. These tools are now incorporated into the Super Searchers curriculum, which helps users identify and evaluate the accuracy of information found online. In 2025, Google ran a pilot of its Super Searchers program with South Australia Libraries.

## **Ads Transparency Center**

We want to empower users to make informed decisions about the ads and advertisers they see through Google. This means providing greater transparency about who our advertisers are, where they are located, and which ads they show. This is why, in 2023, Google Ads [launched](#) the [Ads Transparency Center](#), a searchable hub of all ads from verified advertisers, which helps people quickly and easily learn more about the ads they see on Search, YouTube and Display. This is part of Google's wider efforts to provide users transparency, choice, and control in the ads they see.

## Objective 5: Improve public awareness of the source of political advertising carried on digital platforms.

### Outcome 5: Users are better informed about the source of political advertising.

Google's broader ads policies, as described in [Appendix A](#), apply to all ads, including election ads. [Google's Election Ads Policy](#) for Australia applies to ads that feature any of the following:

- An Australian federal political party, a candidate for the Australian House of Representatives or Senate, a current elected federal officeholder in the Australian House of Representatives or Senate, or a referendum or plebiscite conducted by the Australian Electoral Commission;
- A state or territory political party, a candidate for elected state or territory office, a current elected state or territory officeholder, or a referendum or plebiscite conducted by a state or territory election commission, from any of the following states and territories: Australian Capital Territory, New South Wales, Northern Territory, Queensland, South Australia, Tasmania, Victoria and Western Australia.

Only [Australia Election Ads verified advertisers](#) may run election ads in Australia. All [election ads](#) run by verified election advertisers in regions where election ads verification is required must contain a disclosure that identifies who paid for the ad. We are continually updating our enforcement practices to minimize the number of ads that are able to run in violation of our policies and when we do find policy violating ads, we take action.

For most ad formats, Google will automatically generate a 'Paid for by' disclosure, using the information provided during the verification process. In addition to election ads verification policies in Australia, election ads are also included in [the Australia Political Advertising Transparency Report](#) which makes it easy for voters, researchers, and journalists to see - among other things - who is purchasing election ads on Google, YouTube, and Partner properties in Australia and how much money is being spent on those ads. On Search Ads, the 'Paid for by' disclaimer appears in bold letters above the ad headline ([example](#)); on YouTube, the disclosure will show in 'Why this ad?' which can be accessed through the info icon or the 3-dot icon; on websites and apps that partner with Google for display ads, the disclosure will show in 'Why this ad?' which can be accessed through the AdChoices icon.

Additionally, in mid-November 2023, Google Advertising updated the [Political Content Policy](#) to require that all verified election advertisers in regions where verification is required (including Australia) must prominently disclose when their ads contain synthetic content that inauthentically depicts real or realistic-looking people or events. This disclosure must be clear and conspicuous, and must be placed in a location where it is likely to be noticed by users. This policy applies to image, video, and audio content.

Ads that contain synthetic content altered or generated in such a way that is inconsequential to the claims made in the ad are exempt from these disclosure requirements. This includes editing techniques such as image resizing, cropping, colour or brightening corrections, defect correction (for example, 'red eye' removal), or background edits that do not create realistic depictions of actual events.

Examples of ad content that would require a clear and conspicuous disclosure include (non-exhaustive):

- An ad with synthetic content that makes it appear as if a person is saying or doing something they did not say or do; and
- An ad with synthetic content that alters footage of a real event or generates a realistic portrayal of an event to depict scenes that did not actually take place.

## **Political Advertising Transparency Report - User interface & tools**

Google has made significant investments in [enhancing transparency around election advertising](#). In addition to election ads verification policies, the [AU Political Advertising Transparency Report](#) makes it easy for voters, researchers, and journalists to see - among other things - who is purchasing election ads on Google, YouTube, and Partner properties in Australia and how much money is being spent on those ads.

Anyone can access and use this information, and Google has aimed to ensure that it is easy for third parties to analyse it more effectively: the report is searchable and downloadable, and can be filtered by spend, number of impressions, type of ad format, time and region/country. It is updated after an ad is first served, and displays election ads from verified advertisers that have one or more impressions. The data from the AU Political Advertising Transparency Report and Ad Library is also available on [Google Cloud's BigQuery](#). Using BigQuery's API, any interested third party can write code and run their own unique queries on this data set to develop charts, graphs, tables, or other visualisations of election ads on Google platforms.

Within the Google Advertising Political Advertising Transparency team, a User Experience team has been devoted to understanding target users' (including researchers') needs and working with Product Managers, Engineers, and others to develop new and improve existing features and functionalities of the Political Advertising Transparency Report. For example, Google Advertising has an always on survey that surfaces for anyone who views the Political Advertising Transparency Report. Via this survey, Google Advertising consistently gets feedback from researchers, as well as other user groups, and uses this feedback to inform improvements to the website.

## Case Study: Political Advertising Transparency Report insights

The [Political Advertising Transparency Report](#) can be filtered by country/region, date and ad format (text, image, video) to get insights into the top advertisers during specific election periods and their respective ad spend.

Only [verified advertisers](#) are permitted to run election ads in Australia. All election ads run by verified election advertisers must contain a [disclosure](#) that identifies who paid for the ad. During 2025:

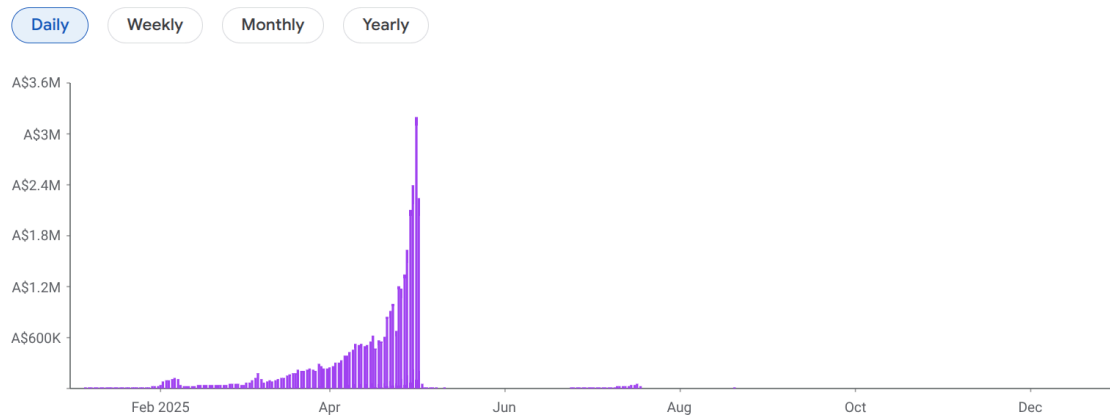
- **187 verified advertisers** ran election ads in Australia
- **37,217 ads** were **rejected due to unverified advertisers** attempting to run election ads in Australia.

The below metrics summarise selected insights about election ads shown in Australia in 2025.

- Total election ad spend amounted to **A\$35,808,900 (AUD)**, spent across **27,694 ads**
- The top three states or territories by ad spend were Victoria (**A\$11M**), New South Wales (**A\$9.93M**) and Queensland (**A\$6.48M**).
- Video ad formats accounted for the highest ad spend at (**A\$32M**), followed by text ad formats (**A\$3.27M**) and image ad formats (**A\$548K**).

### Spending over time

Shown in Australia, custom Jan 1 – Dec 31, 2025



Source: [Political Advertising Transparency Report](#) as of March 9, 2026

Note: Google is continuously reviewing its data and improving its classification of election ads. As Google constantly increases the accuracy of our data, historical data may slightly fluctuate over time.

# Objective 6: Strengthen public understanding of disinformation and misinformation through support of strategic research.

## Outcome 6: Signatories support the efforts of independent researchers to improve public understanding of disinformation and misinformation.

We continue to support global and Australia-specific efforts to enhance awareness and detection of misinformation and promote high-quality sources of information. Examples of these collaborations are provided in the table below.

Name of Program	Overview of research
Trust & Safety Research Efforts	<p>Trust &amp; Safety Research partners internally with Google.org's Scientific Progress team to strategically fund and engage with academics working on cutting-edge interdisciplinary research in areas of mutual interest and societal benefit. In October 2025, Google <u>announced</u> the recipients of the 2025 Google Academic Research Awards (<u>GARA</u>), committing \$5.6 million to support 56 projects led by 84 researchers across 12 countries. Each recipient received up to \$100,000 USD in funding and is paired with a Google research sponsor.</p> <p>In 2025, Google Academic Research Awards were granted to the following Australian academics undertaking research relating to mis- and disinformation:</p> <p>Danielle Watson &amp; Cassandra Cross (Queensland University of Technology): “Strengthening Scam Reporting Mechanisms in the Pacific”</p> <p>Nick Falkner (University of Adelaide): “Cultivating AI Safety Literacy for University Computing Students”</p>
Squiz Kids	<p>Google is a founding supporter of Squiz Kids’ media literacy program Newshounds which is delivered in Australian classrooms to provide primary school children with media literacy skills that help them better navigate online content. Over 2,000 Australian classrooms are using the program, which has had early success, 86% of pilot students said Newshounds has changed the way they consume media and every teacher said they can see improvements in students’ abilities to critically consume media.</p>
YouTube Researcher Program	<p>The <a href="#">YouTube Researcher Program</a> provides scaled, expanded access to global video metadata across the entire public YouTube corpus via a</p>

	<p><a href="#">Data API</a> for eligible academic researchers from around the world, who are affiliated with an accredited, higher-learning institution. The program allows researchers to independently analyse the data they collect, including generating new/derived metrics for their research. Information available via the Data API includes video and channel title and description, views, likes, comments, channel metadata, search results, and other data.</p> <p>There is an application process with detailed policies, eligibility criteria, and guidance that can be found on the <a href="#">YouTube Research Policies</a> page.</p>
<p>Google Search Researcher Program</p>	<p>Google Search offers academic researchers programmatic access to search results through the <a href="#">Search Researcher Result API (SRR API)</a>. This program is intended to facilitate research across a wide range of disciplines.</p> <p>There is an application process with detailed policies, eligibility criteria, and guidance that can be found on the <a href="#">Search Researcher Program Help Center</a> page.</p>

## **Objective 7: Signatories will publicise the measures they take to combat disinformation and misinformation.**

### **Outcome 7: The public can access information about the measures Signatories have taken to combat disinformation and misinformation.**

In [Objective 1](#) / [Outcome 1d](#) of this report, we provide details (and links to corresponding materials) regarding publicly available and accessible information outlining measures we take to combat misinformation.

Google has also made investments in developing and publishing videos to help advertisers and publishers understand our policies, including misinformation policies. These videos can be viewed on the [Google Transparency Center](#).

## Concluding remarks

Through the framework of the Objectives and Outcomes set forth in the Australian Code of Practice on Disinformation and Misinformation, we have discussed how our products and services aim to mitigate the risk of harms arising from misinformation. We have outlined the various policies, safeguards and measures implemented across our products and services during 2025 to reduce the propagation and impact of misinformation.

Google's mission is to organise the world's information and make it universally accessible and useful. To deliver on this mission, and as technology evolves, helping users find useful, relevant and high-quality information across our services is of utmost importance. Google has long invested in ranking systems that seek to connect people with high-quality information and content; in developing and enforcing rules that prohibit harmful behaviours and contents on Google services; and in innovative ways to provide context to users when they might need it most in order to make informed decisions about the content they see online. We will continue to evaluate and adapt the measures and policies that we put in place across our products and services and invest in developing effective ways to protect our users and the integrity of our services.

The rapid evolution of generative AI, particularly through surfaces like AI Overviews and the Gemini platform, presented both new opportunities for information discovery and new challenges for content integrity. At Google, we continue to focus on supporting our users to safely navigate AI generated content through embedding provenance technology like SynthID directly into our products. These developments underscore our commitment to adapting our safeguards in real-time as technology and external risks evolve.

We are cognisant that these are complex issues, affecting all of society, which no single actor is in a position to fully tackle on their own. As we continue to report on the progress of this work, we look forward to engaging further with the Government, DIGI, the industry, civil society, users, academia and other key stakeholders on this issue.

# Appendices

## Appendix A: Google Misinformation/Disinformation Policies

### Google Search & Google News Policies

- **[Google Search Webmaster Guidelines](#)**: Our webmaster guidelines prohibit techniques which could be used to deceive our ranking systems or abuse our users.
  - [Automatically generated content](#)
  - [Participation in link schemes](#)
  - [Cloaking](#)
  - [Sneaky redirects](#)
  - [Hidden text or links](#)
  - [Doorway pages](#)
  - [Scraped content](#)
  - [Loading pages with irrelevant keywords](#)
  - [Creating pages with malicious behaviour](#)
  - [Abusing structured data markup](#)
  - [Sending automated queries to Google](#)
- **[Google Search Content Policies](#)**: These policies apply to content surfaced anywhere within Google Search, which includes web results.
- **[Google Search Features Policies](#)**: These policies apply to many of our search features. Even though these features and the content within them are automatically generated as with web results, how they're presented may be interpreted as having greater quality or credibility than web results. Search features covered by these policies include panels, carousels, enhancements to web listings (such as through structured data), predictive and refinement features, and results and features spoken aloud. These include, but are not limited to:
  - **[Deceptive Practices Policy](#)**: This policy prohibits sites or accounts that impersonate any person or organisation, or that misrepresent or conceal their ownership or primary purpose. We do not allow sites or accounts that engage in inauthentic or coordinated behaviour that misleads users.
  - **[Manipulated Media Policy](#)**: This policy prohibits audio, video, or image content that's been manipulated to deceive, defraud, or mislead by means of creating a representation of actions or events that verifiably did not take place.
  - **[Medical Content Policy](#)**: This policy does not allow content that contradicts or runs contrary to scientific or medical consensus and evidence-based best practices.

- **Google News Policies:** These content and behaviour policies help ensure a positive experience for users and publishing partners. Along with Google Search's overall Content Policies, Google News has additional feature-specific policies as noted below:
  - **Ads & Sponsored Content Policy:** Ads and other paid promotional material should not exceed content on pages. This policy states that we do not allow content that conceals or misrepresents sponsored content as independent, editorial content.
  - **Misleading Content Policy:** This policy states that News does not allow preview content that misleads users to engage with it by promising details which are not reflected in the underlying content.
  - **Transparency Policy:** This Google News Policy notes that news sources on Google should provide clear dates and bylines, as well as information about authors, the publication, the publisher, company or network behind it, and contact information.

## Google Ads Policies

- **Google Ads Policies:** These policies are designed not only to abide by laws but also to ensure a safe and positive experience for our users. This means that our policies prohibit some content that we believe to be harmful to users and the overall advertising ecosystem. Our policies cover four broad areas:
  - Prohibited content
  - Prohibited practices
  - Restricted content and features
  - Editorial and technical
- **Google Ads Misrepresentation Policy:** This policy prohibits content and behaviours that deceive users by excluding relevant product information or providing misleading information about products, services, or businesses. Violations of this policy, although not a comprehensive list, include unacceptable business practices, coordinated deceptive practices, unreliable claims (such as making claims that are demonstrably false and could significantly undermine participation or trust in an electoral or democratic process) and misleading representation.
  - **Unacceptable Business Practices Policy** does not allow:
    - Scamming users by concealing or misstating information about the advertiser's business, product, or service;
    - Ad destinations that use 'phishing' techniques to gather user information.
    - Deceiving (Scamming) people into giving you money or personal information by pretending to be a public figure or making it seem like you have a connection to one when you do not.
  - **Coordinated Deceptive Practices Policy** prohibits two practices:
    - Coordinating with other sites or accounts and concealing or misrepresenting your identity or other material details about yourself, where your content relates to politics, social issues, or matters of public concern;
    - Directing content about politics, social issues, or matters of public concern to users in a country other than your own, if you misrepresent or conceal your country of origin, or other material details about yourself.

- **Misleading Representation Policy** prohibits advertisers from:
  - Making misleading statements, obscuring, or omitting material information about your identity, affiliations or qualifications;
  - Providing an inaccurate business name or business name that does not clearly represent the advertised business or disambiguates from similar businesses in the ad or user interactions.
- **Manipulated Media Policy** does not allow advertisers to manipulate media to deceive, defraud, or mislead others.
- **Unreliable Claims Policy** does not allow advertisers to make inaccurate claims or claims that entice the user with an improbable result as the likely outcome a user can expect. This includes claims related to health and weight loss, financial products or money making schemes, and politics, social issues, or matters of public concern.
- [Google Ads Inappropriate Content Policy](#): As noted in our help centre, this policy prohibits ads or destinations that display shocking content or promote hatred, intolerance, discrimination, or violence.

## Google AdSense Policies

- [Google Publisher Policies](#): Users who monetise content with Google must adhere to all Google Publisher Policies. Prohibited content and behaviours include but are not limited to: dangerous or derogatory content, misrepresentative content (such as making claims that are demonstrably false and could significantly undermine participation or trust in an electoral or democratic process) or coordinated deceptive practices.
- [AdSense Program Policies](#): AdSense publishers are required to adhere to the AdSense Program Policies or risk their ad or account being disabled. It is the publisher's responsibility to keep up to date with and adhere to the following policies: invalid clicks and impressions, encouraging clicks or views (non-rewarded inventory), traffic sources, ad behaviour, ad placement, site behaviour, deceptive site navigation.

## YouTube Policies

- [YouTube Community Guidelines](#) outline what type of content is and is not allowed on YouTube. These policies apply to all types of content on our platform, with some of the most relevant policies being:
  - [Misinformation Policies](#)
  - [Elections Misinformation Policies](#)
  - [Medical Misinformation Policy](#)
  - [Impersonation Policy](#)
  - [Fake Engagement Policy](#)
  - [Spam, Deceptive Practices, and Scam Policies](#)
- [Advertiser-friendly Content Guidelines](#)
- [Channel Monetisation Policies](#)

## Appendix B: Tools and features used to empower users in making informed choices

The below sub-sections highlight some of the tools and features created to elevate high-quality sources and to help users make informed choices:

- **Elevating original reporting in Google Search:** provide greater context to subsequent news stories;
- **Content advisories in Google Search:** a notice in Search results when a situation is rapidly evolving to let users know that information may not be complete or up-to-date;
- **About this Result in Google Search:** enables users to quickly learn more about a result and make an informed decision about the sites they may want to visit and what results will be most useful for them;
- **'Full Coverage' in Google News:** help users access context and diverse perspectives about the news stories they read;
- **'Information Panels', including those providing topical context on YouTube:** provide greater context around topics related to searches or videos (additional information can be found [here](#));
- **'Breaking News' and 'Top News Shelves' on YouTube:** prominently surface news content from high-quality sources only;
- **High-quality YouTube recommendations:** prioritise information from high-quality sources for newsworthy events and topics prone to misinformation in search results and recommendations (additional information can be found [here](#));
- **Labelling state-funded news channels on YouTube:** label publishers that are government or publicly funded on the watch pages of their videos.

## Appendix C: Advertiser Verification Process

Google's advertiser verification program verifies advertiser identity, then discloses the advertiser behind specific ads in the ['Why this Ad' \(in some places, 'About this Ad'\) menu](#). This verification and disclosure feature applies to the ads that Google shows on our own properties and those of our publishing partners. Note that the disclosures view can vary slightly between products. Google users can control what types of ads they see, and whether they would like to see more or less of any specific advertiser, through [My Ad Centre](#).

### **Verification process for Australian election advertisers**

Prospective advertisers who wish to run election ads in Australia are also required to go through a verification process. Once Google verifies the advertiser's eligibility to run election ads, they receive an email and an in-account notification. Verifying their identity may require two steps and each step can take up to 5 business days. Our teams are trained to handle this process at scale across Australia, and are equipped to respond to related questions from the political parties and candidates participating in, and institutions responsible for, Australian elections.

## Appendix D: Metric Comparisons

Metric comparisons for YouTube, Ads and Search are included in the table below. Numbers reported may fluctuate between successive reports due to various reasons, including service-level changes or enhancements, changes in the number of users on a service and external events and differences in reporting periods. Therefore, report-by-report comparisons may not accurately reflect time-based improvements in our processes.

Service	Metric Description	2023	2024	2025
Ads	Number of AdSense pages actioned for violating Unreliable and Harmful Claims, Replicated Content, Manipulated Media, Dangerous or Derogatory Content, Deceptive Practices, or Shocking Content Policies where publisher payment country is Australia.	647,703	237,268	151,272
Ads	Number of AdSense domains actioned for violating Unreliable and Harmful Claims, Replicated Content, Manipulated Media, Dangerous or Derogatory Content, Deceptive Practices, or Shocking Content Policies where publisher payment country is Australia.	136	189	146
Ads	Number of actions taken for violating <a href="#">Destination Requirements Policies</a> (i.e. Insufficient Original Content) where advertiser billing country is Australia.	35,392,987	53,764,942	71,912,499
Ads	Number of actions taken for violating <a href="#">Inappropriate Content Policies</a> (i.e. Dangerous or Derogatory Content, Shocking Content, Sensitive Events, Animal Cruelty) where advertiser billing country is Australia.	162,140	1,224,884	1,597,339
Ads	Number of actions taken for violating <a href="#">Misrepresentation Policies</a> (i.e.,	762,078	5,283,584	9,937,100

	Unacceptable Business Practices, Coordinated Deceptive Practices, Misleading Representation, Manipulated Media, Unreliable Claims, Misleading Ad Design, Clickbait Ads, Unclear Relevance, Unavailable Offers) where advertiser billing country is Australia.			
Ads	Number of ads appeals from advertisers in Australia, relating to the following policies, by appeal outcome: <a href="#">Destination Requirements</a> , <a href="#">Inappropriate Content</a> , and <a href="#">Misrepresentation</a>	<b>Total:</b> 50,461 <b>Successful appeals:</b> 13,579 <b>Partially successful appeals:</b> 5,979 <b>Failed appeals:</b> 30,903	<b>Total:</b> 180,815 <b>Successful appeals:</b> 63,495 <b>Partially successful appeals:</b> 0 <b>Failed appeals:</b> 117,320	<b>Total:</b> 476,145 <b>Successful appeals:</b> 130,558 <b>Partially successful appeals:</b> 0 <b>Failed appeals:</b> 345,587
Ads	Number of verified advertisers that ran election ads in Australia	70	99	187
Ads	Number of ads that were rejected due to unverified advertisers attempting to run election ads in Australia	27,136	42,451	37,217
Ads	Total election ad spend in Australia	A\$6,016,800.00	A\$3,646,800.00	A\$35,808,900
Ads	Total number of election ads in Australia	2,324	5,004	27,694
Search	Number of views/impressions on Crisis Response alerts (e.g., 'SOS Alerts', 'Public Alerts') in Australia	Over 4,200,000	Over 5,500,000	Over 21,600,000
Search	Number of times the 'About this result' feature was viewed in Australia	59,758,626	55,510,744	65,120,384
Search	Number of times the 'More about this result' feature was viewed in Australia	1,765,504	2,478,310	3,427,572

YouTube	Total video removals for Community Guidelines violations globally	Over 30 million	Over 35 million	Over 40 million
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