

YouTube Says ‘Extreme’ Videos Don’t Do Well—So What Are These? | Gizmodo

By Jennings Brown

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Facing criticism over [the videos it recommends](#) to users, YouTube seems to have a new favorite talking point, one that might surprise anyone who has spent time online: Extreme content, the company claims, just doesn’t do that well on the site.

The strange assertion came up on Tuesday, when [Bloomberg published](#) an investigation alleging that YouTube ignored employees’ warnings about how the platform was promoting toxic videos, with executives prioritizing engagement above all other goals. A spokesperson challenged this characterization and told Bloomberg that “generally extreme content does not perform well on the platform.”

[...]

Source: [YouTube Says ‘Extreme’ Videos Don’t Do Well—So What Are These?](#)