

EXHIBIT 115

NEWS AND EVENTS

AN UPDATE TO DISLIKES ON YOUTUBE

BY THE YOUTUBE TEAM

The dislike count will be private across YouTube, but the dislike button will remain.

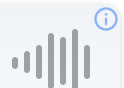
NOV 10, 2021

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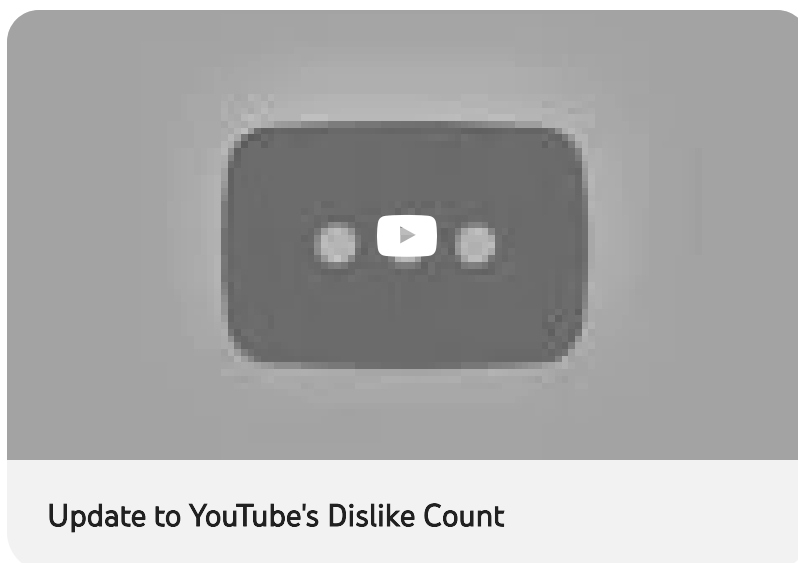
At YouTube, we strive to be a place where creators of all sizes and backgrounds can find and share their voice. To ensure that YouTube promotes respectful interactions between viewers and creators, we introduced several [features](#) and [policies](#) to improve their experience. And earlier this year, we [experimented](#) with the dislike

button to see whether or not changes could help better protect our creators from harassment, and reduce dislike attacks — where people work to drive up the number of dislikes on a creator's videos.

We're making the dislike counts private across YouTube, but the dislike button is not going away. This change will start gradually rolling out today.

As part of this experiment, viewers could still see and use the dislike button. But because the count was not visible to them, we found that they were less likely to target a video's dislike button to drive up the count. In short, our experiment data showed a reduction in dislike attacking behavior¹. We also heard directly from smaller creators and those just getting started that they are unfairly targeted by this behavior — and our experiment confirmed that this does occur at a higher proportion on smaller channels.

Based on what we learned, we're making the dislike counts private across YouTube, but the dislike button is not going away. This change will start gradually rolling out today.



What's changing for creators and viewers starting today

Creators will still be able to find their exact dislike counts in YouTube Studio, along with other [existing metrics](#), if they would like to understand how their content is performing.

We want to create an inclusive and respectful environment where creators have the opportunity to succeed and feel safe to express themselves.

Viewers can still dislike videos to tune their [recommendations](#) and privately share feedback with creators.

We heard during the experiment that some of you have used the public dislike count to help decide whether or not to watch a video. We know that you might not agree with this decision, but we believe that this is the right thing to do for the platform.

We want to create an inclusive and respectful environment where creators have the opportunity to succeed and feel safe to express themselves. This is just one of many steps we are taking to continue to protect creators from harassment. Our work is not done, and we'll continue to invest here.

1 Analysis conducted July 2021

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