

YOUTUBE: PROFITING FROM ANIMAL ABUSE

Investigation by Lady Freethinker

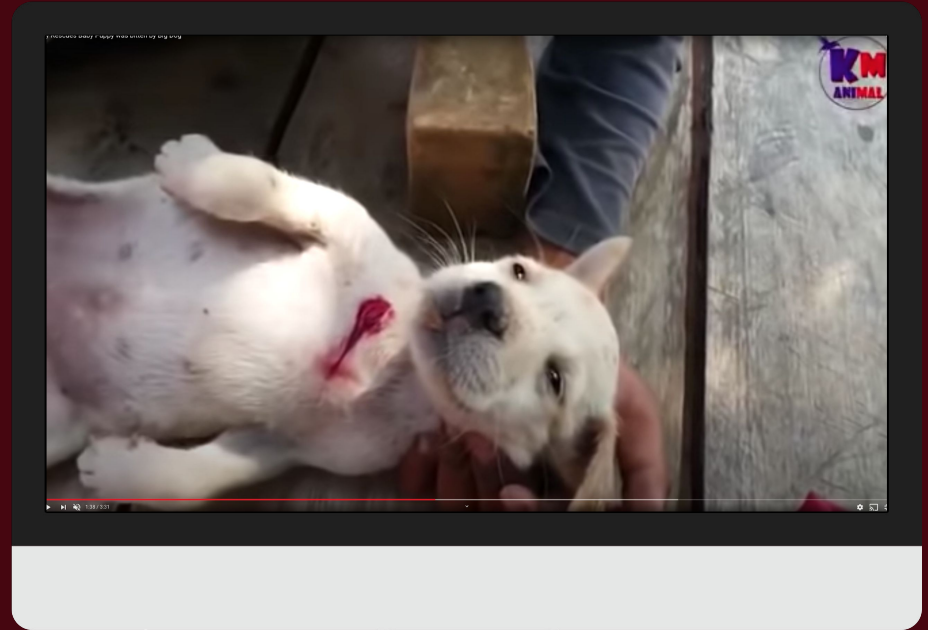


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2,053 Videos

1.2 Billion Views

146 Channels

30.8 Million Subscribers

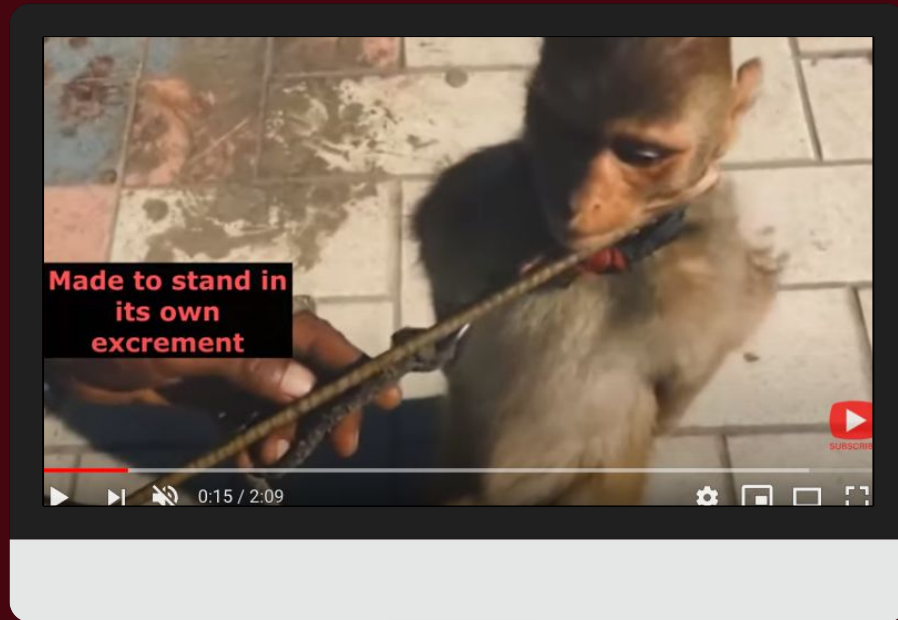


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BRIEF SUMMARY OF INVESTIGATION

Periodically searching YouTube for animal abuse videos in April and May 2020 and revisiting the videos found in July 2020, LFT discovered:

- ❖ **Over 1 billion views for roughly 2,000 videos** glorifying animal cruelty
- ❖ **91% of the videos were still live on YouTube** by the end of the investigation
- ❖ If monetized, these videos could potentially earn YouTubers **nearly \$15 million** and YouTube itself **over \$12 million** in ad revenue alone*

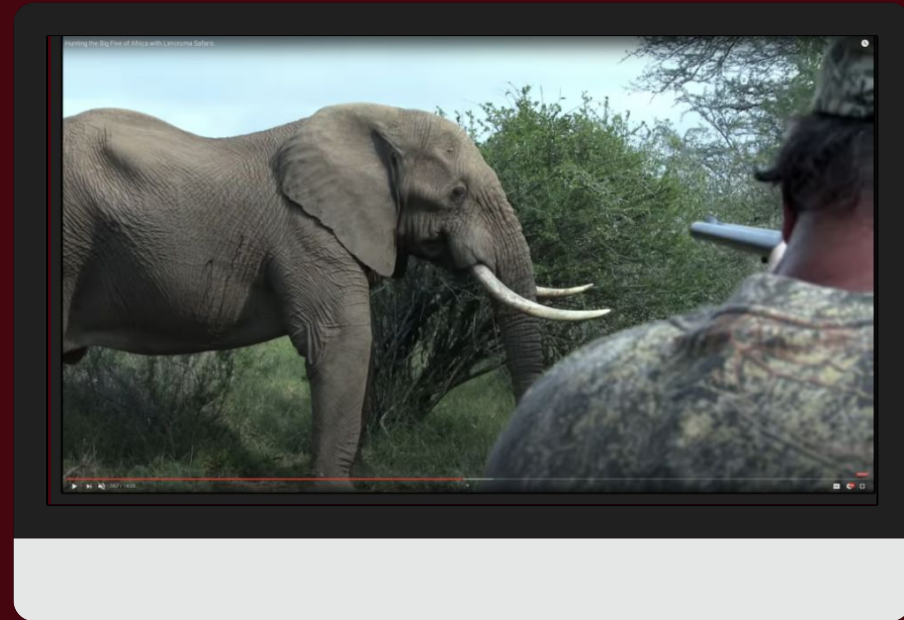


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*based on an average taken from a Business Insider's survey

METHODOLOGY

Lady Freethinker researchers discovered YouTube videos featuring animal abuse by:

- ❖ Searching YouTube for common keywords, including:
 - Dogfighting, Cockfighting, Eating Animals Alive, Monkey Torture, Hunting with Dogs, and more
- ❖ YouTube video suggestions revealed additional videos featuring animal abuse
- ❖ All videos violating LFT's animal abuse criteria were documented with relevant statistics recorded
- ❖ Exceptions were made for videos showing harm to animals as a tactic to oppose animal cruelty (nonprofit organizations, undercover investigations, etc..)



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ANIMAL ABUSE CRITERIA



YouTube
Community Standards



Lady Freethinker
Abuse Criteria

YOUTUBE COMMUNITY STANDARDS

According to YouTube's 'Community Standards,' videos violating the following rules are not allowed on the website:

- ❖ Violent or Graphic Content
- ❖ Animal Abuse
 - Dogfighting, cockfighting, or other videos in which human onlookers are forcing animals to attack each other
 - Non-educational documentary, scientific, or artistic content that shows unnecessary suffering
 - Bullfighting with bulls being harmed (E.g. swords in the bull)
 - Hunting using illegal practices like bombing or poison

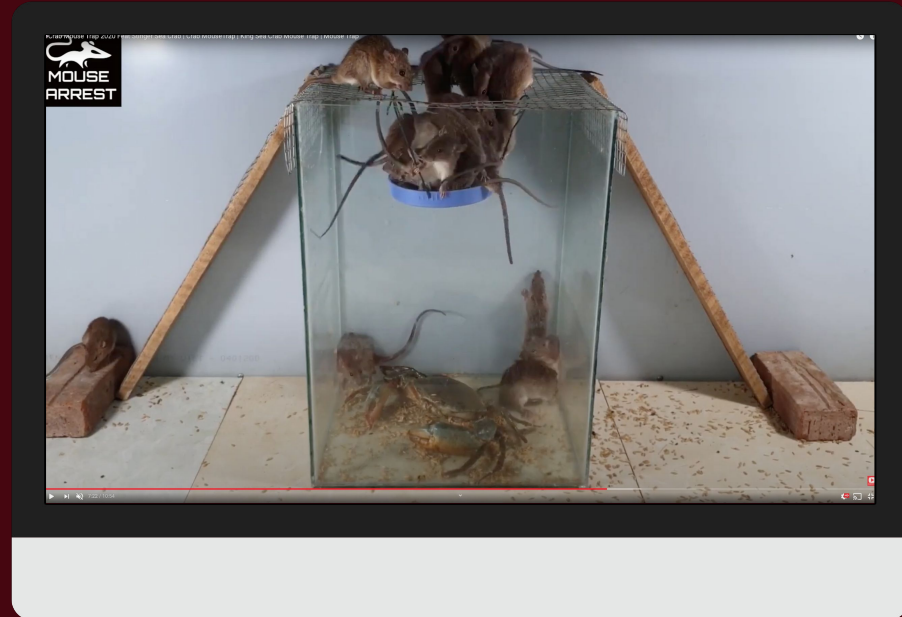


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LADY FREETHINKER ABUSE CRITERIA

Defined as content in which non-human animals are deliberately harmed for entertainment or shown to be under severe psychological distress, physical pain, or dead, including:

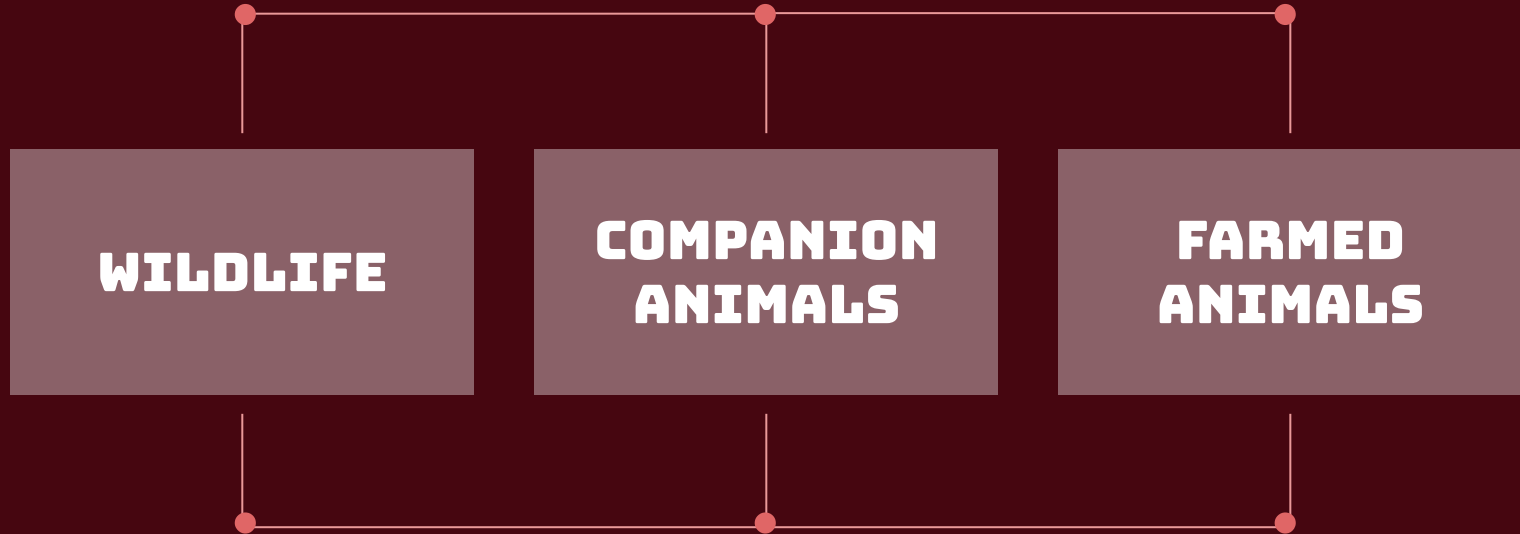
- ❖ Animal Fighting
- ❖ Animal Torture for Amusement
- ❖ Staged Animal 'Rescues'
- ❖ Eating Animals Alive
- ❖ Hunting Animals Using Cruel and Unusual Means
- ❖ Otherwise Depicting Needless Violence Against Animals as a Form of Entertainment or Promotion



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MAJOR CATEGORY FINDINGS

(POSSIBLE OVERLAP)



WILDLIFE

1,804 Videos

1.1 Billion Views

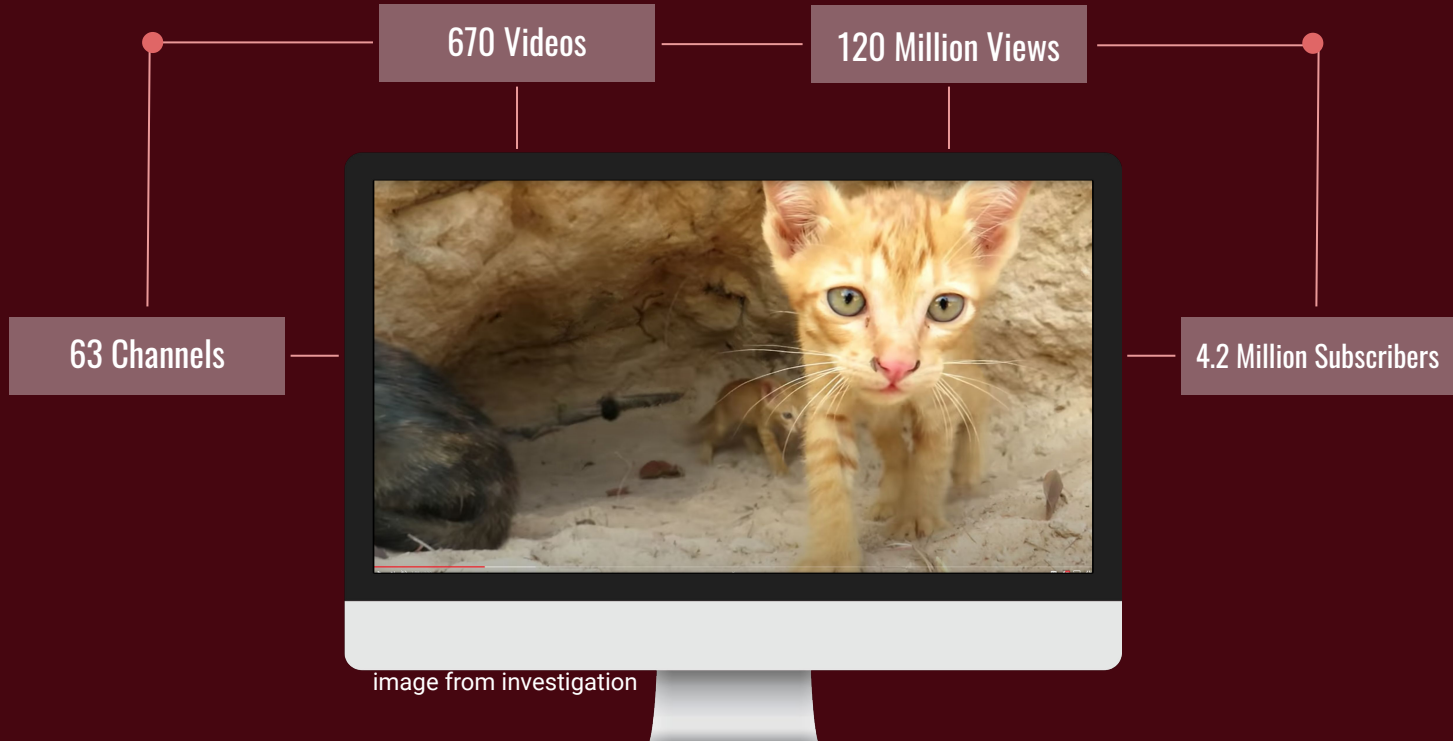
119 Channels

30.5 Million Subscribers



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COMPANION ANIMALS



FARMED ANIMALS

67 Videos

12.6 Million Views

20 Channels

99,491 Subscribers



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SUB-CATEGORY FINDINGS

(POSSIBLE OVERLAP)

**ANIMAL
FIGHTING**

**DOG
FIGHTING**

**ROOSTER
FIGHTING**

**OTHER
FIGHTING**

**EATING
ANIMALS
ALIVE**

**MONKEY
TORTURE**

**FAKE ANIMAL
RESCUES**

**HUNTING
ANIMALS W/
ANIMALS**

**FOX-HOUND
HUNTING**

ANIMAL FIGHTING

511 Videos

104.4 Million Views

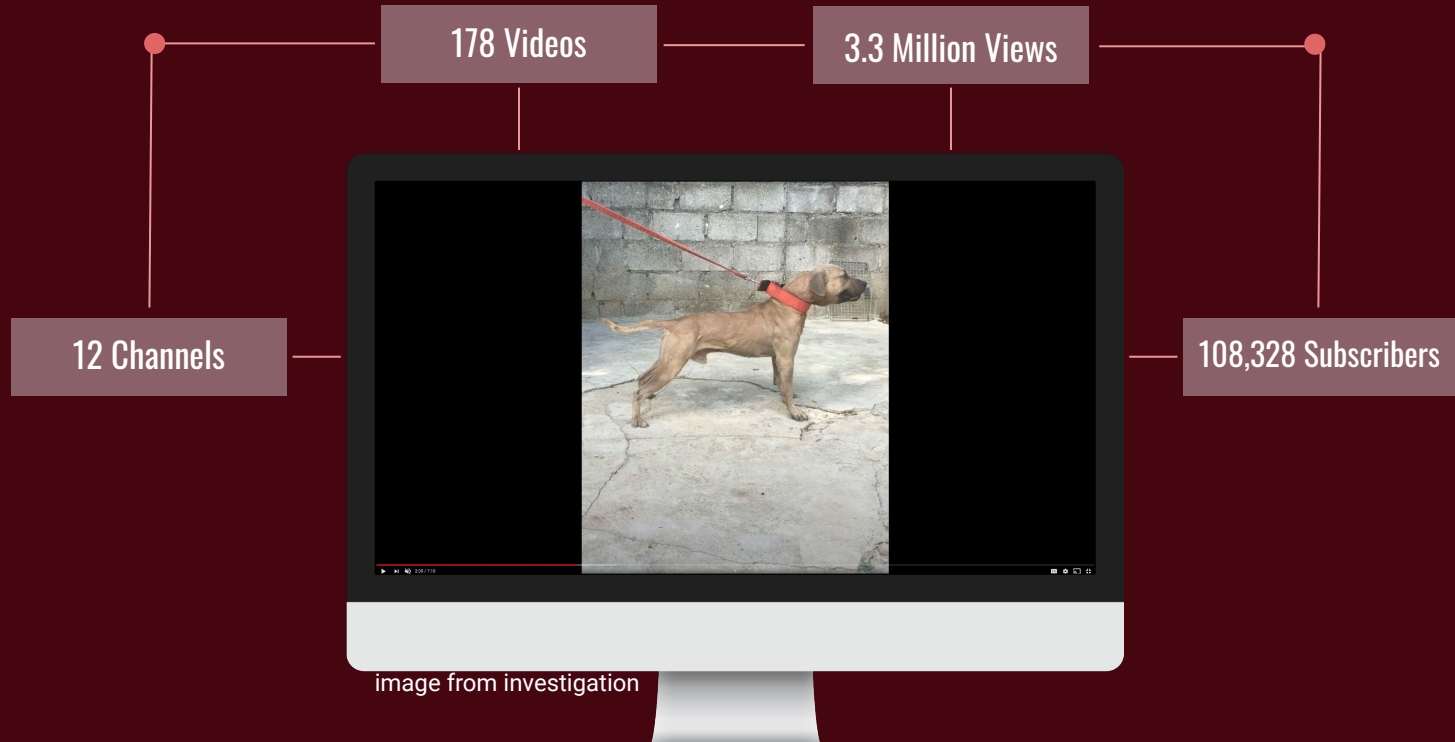
32 Channels

995,545 Subscribers



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DOG FIGHTING



ROOSTER FIGHTING

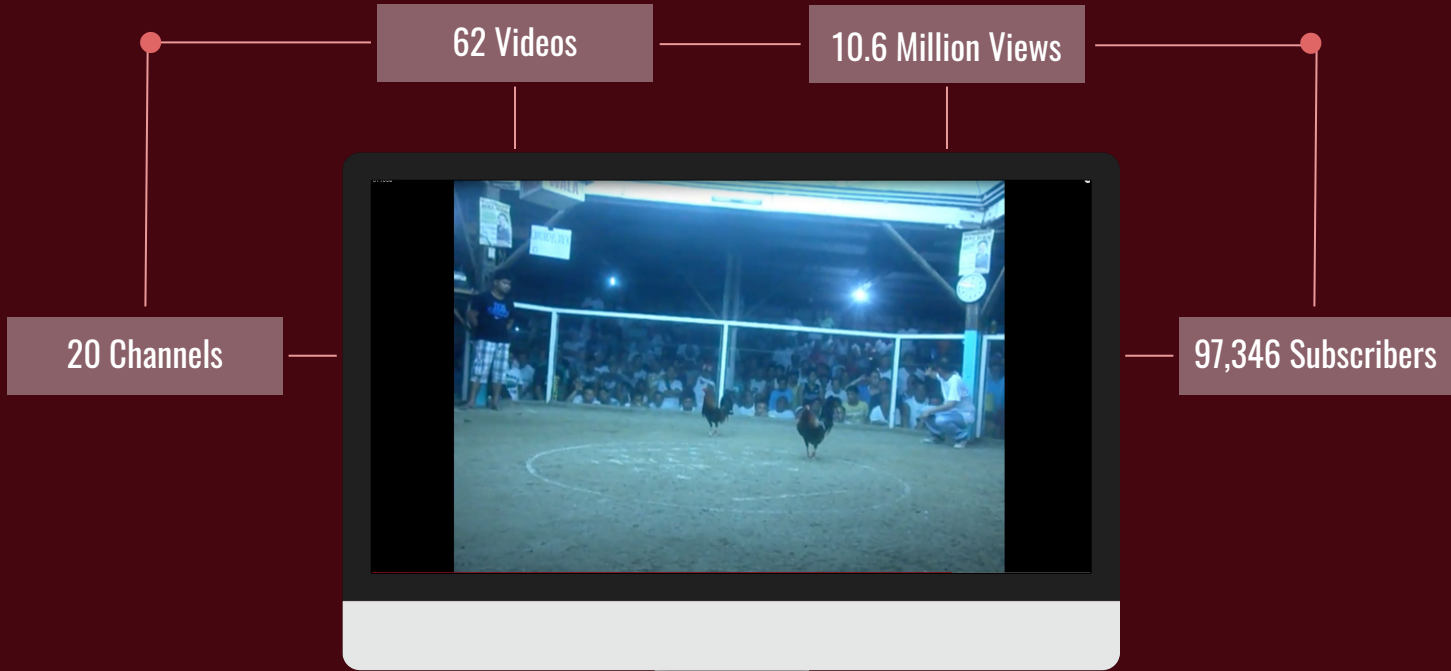


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OTHER FIGHTING

440 Videos

93.4 Million Views

11 Channels

891,954 Subscribers



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EATING ANIMALS ALIVE

80 Videos

374.4 Million Views

15 Channels

17.3 Million Subscribers



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MONKEY TORTURE

219 Videos

16.3 Million Views

16 Channels

1.3 Million Subscribers



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FAKE ANIMAL RESCUES

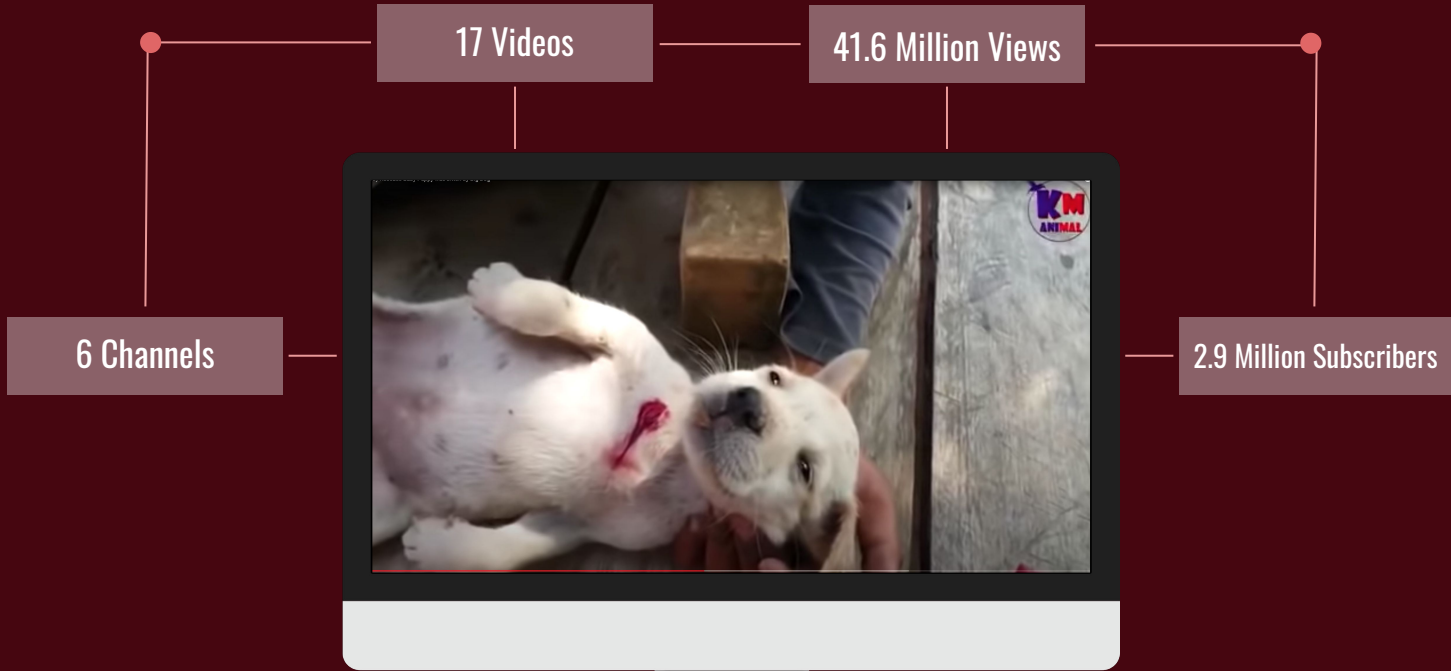
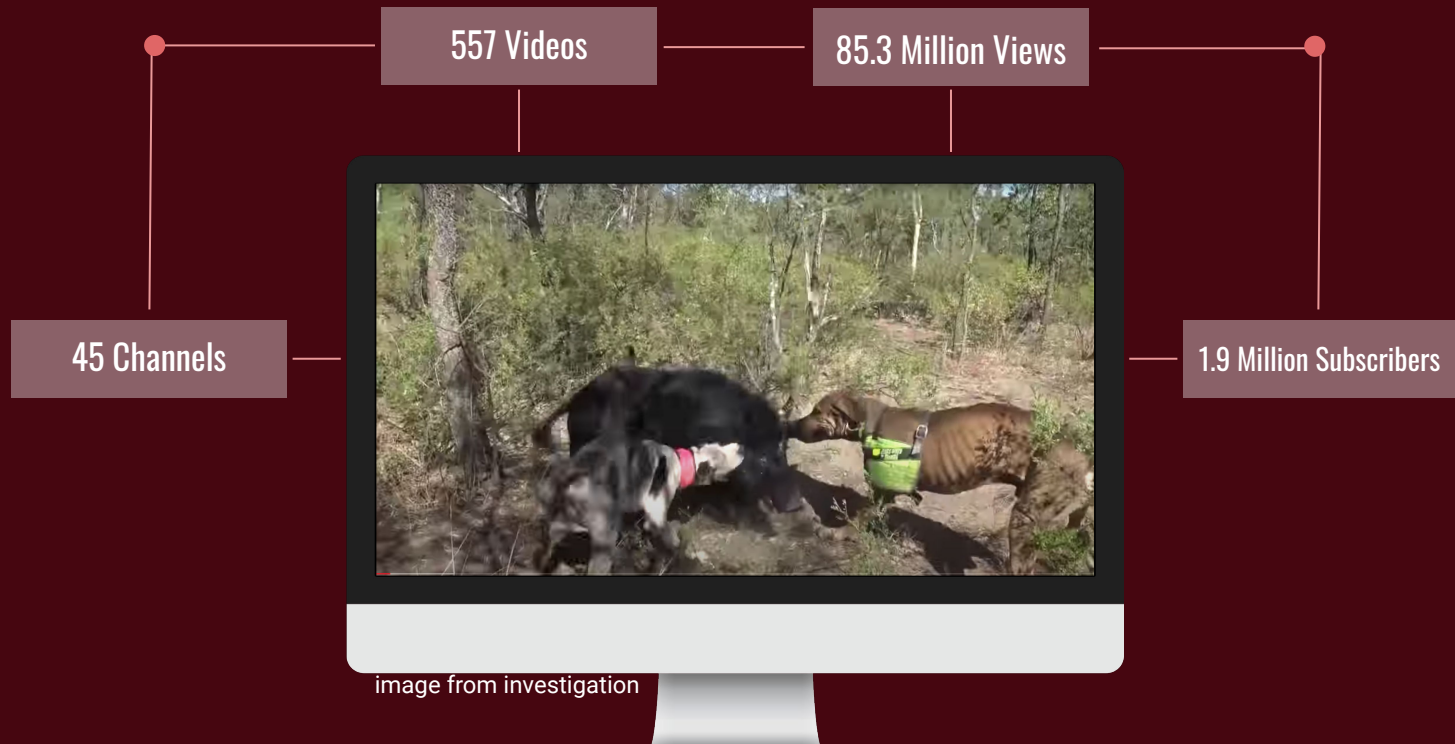


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HUNTING ANIMALS W/ ANIMALS



FOX-HOUND HUNTING

100 Videos

2.1 Million Views

15 Channels

331,275 Subscribers



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VIOLATIONS



YouTube
Terms & Standards



US/UK
Laws

VIOLATION OF YOUTUBE'S STANDARDS

- ❖ Dogfighting
- ❖ Cockfighting
- ❖ Other Animal Fighting
- ❖ Animal Torture
- ❖ Hunting with
Coca-Cola, Mentos,
etc.

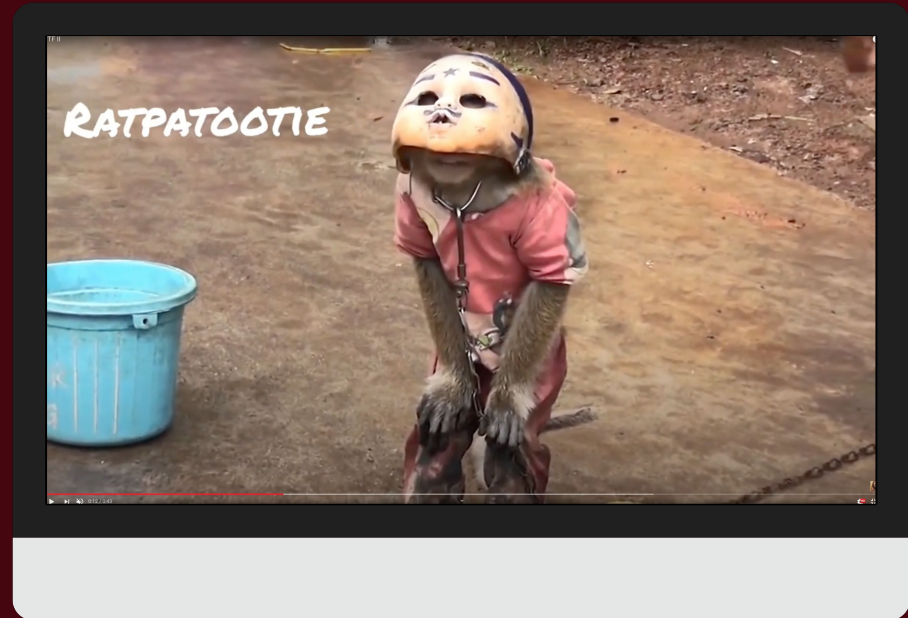


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VIOLATIONS OF US/UK LAW



**Fighting w/
Dogs**



**Fighting w/
Roosters**



**Hunting w/
Dogs**



**Animal
Torture**



US Law: Dogfighting is a felony in all 50 U.S. states, as well as a federal crime under the Federal Animal Welfare Act 7 USCA 2156



UK Law: Dogfighting is a felony in the UK under the Protection of Animals Act 1911 and Animal Welfare Act 2006



US Law: Cockfighting is outlawed in all 50 U.S. states and a felony in 42 U.S. States; Spectating is outlawed in 43 U.S. states



UK Law: Cockfighting is a felony in the UK under the Protection of Animals Act 1911 and Animal Welfare Act 2006



US Law: Some form of hunting with dogs is illegal in CO, FL, GA, MA, MN, MO, SD, TN, TX, VT, and WA



UK Law: Hunting wild mammals with dogs is illegal in the UK under the Hunting Act 2004



US Law: Animal cruelty is a felony in the US under the Preventing Animal Cruelty and Torture Act (PACT)

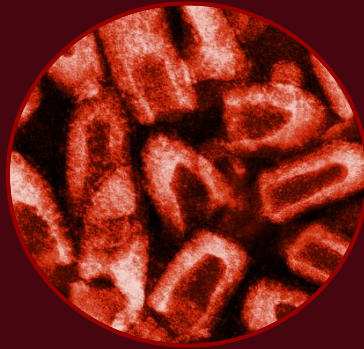


UK Law: Animal cruelty is a felony in the UK under the Protection of Animals Act 1911 and Animal Welfare Act 2006

POTENTIAL ZOOONOTIC DISEASES



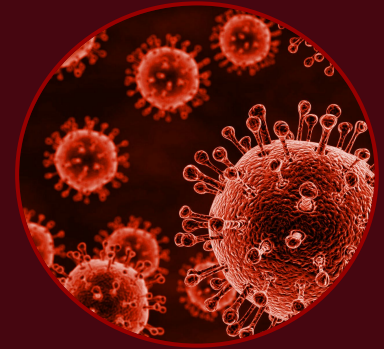
Tuberculosis



Rabies



Ebola



Bird Flu

POTENTIAL DISEASE HOSTS



Monkey



Mouse



Octopus



Rooster



Bat



Iguana



Hog



Mink



Fox



Big Game



Potential Infections: Rabies, Tuberculosis, Ebola, Herpes B, Hepatitis A, Measles, SIV

How It Spreads: Saliva, Aerosols, Contaminated Urine, Feces, Blood, Direct Contact with Monkeys



Potential Infections: Hemorrhagic Fevers, Lassa Fever, Hantavirus Pulmonary Syndrome, Plague, Rat-Bite Fever, Salmonella

How It Spreads: Saliva, Aerosols, Contaminated Urine, Feces, Blood, Direct Contact with Mice, Bite from Tick, Mosquito, etc.



Potential Infections: Antibiotic-Resistant *Pseudomonas* Fluorescens, Anisakiasis

How It Spreads: Consuming raw or uncooked (alive) squid or octopus



Potential Infections: Avian Influenza (Bird Flu), Newcastle Disease, Equine Encephalitis, Salmonella, E. Coli

How It Spreads: Saliva, Aerosols, Contaminated Urine, Feces, Blood, Direct Contact with Roosters/Chickens



Potential Infections: SARS and Other Coronaviruses, Ebola, Rabies, Human Mumps Virus

How It Spreads: Saliva, Aerosols, Contaminated Urine, Feces, Blood, Direct Contact with Bats



Potential Infections: Salmonella

How It Spreads: Saliva, Aerosols, Contaminated Urine, Feces, Blood,
Direct Contact with Iguanas



Potential Infections: Bovine Tuberculosis, E. Coli, Salmonella, Hepatitis E, Swine Influenza (Swine Flu), Brucellosis, Leptospirosis

How It Spreads: Saliva, Aerosols, Contaminated Urine, Feces, Blood, Direct Contact with Hogs, Transmission from Hog to Dog to Human



Potential Infections: Transmissible Mink Encephalopathy, SARS and Other Coronaviruses, Aleutian Mink Disease Virus

How It Spreads: Saliva, Aerosols, Contaminated Urine, Feces, Blood, Direct Contact with Mink



Potential Infections: Rabies, Echinococcus, Multilocularis, Helminth and Protozoan Parasites, Alaria Alata, Toxocara Canis

How It Spreads: Saliva, Aerosols, Contaminated Urine, Feces, Blood, Direct Contact with Foxes, Transmission from Fox to Dog to Human



Potential Infections: Ebola, HIV-1 and -2, Anthrax, Salmonella, Simian Foamy Viruses, RVF, Brucellosis, Bovine Tuberculosis

How It Spreads: Saliva, Aerosols, Contaminated Urine, Feces, Blood, Direct Contact with Wildlife

WHAT HAS YOUTUBE DONE?

From April 2020 to July 2020:

- ❖ Only 185 of the videos LFT found containing animal abuse had been removed from YouTube's platform
 - This accounts for 136.5 million of nearly 1.2 billion total views
- ❖ This is simply not good enough
 - Various videos that LFT has reported are still active
 - Channels are adding new animal abuse videos daily
 - YouTube must do a better job at monitoring the videos their platform allows to be upload, removing those in violation of their terms and standards, and holding channels accountable for their actions with suspensions and terminations

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