RE: Ads for BY CSOs and media and YT issue

[redacted]@internews.org Greg Kehailia Thursday, February 15, 2024
To: smaguire@usaid.gov Shannon Maguire
Cc: amalessa@usaid.gov Amy Malessa, emason@usaid.gov Edgar Mason, swiese@usaid.gov Stephen Wiese, vzakem@usaid.gov Vera Zakem, loleksiiuk@usaid.gov Liudmyla Oleksiiuk

Any time! Thanks again, Shannon. Administrator Power's dedication to help address at such high level the issues faced by BY independent media is remarkable, and extremely appreciated b

Greg Kehailia | Country Director and Chief of Party | [redacted]@internews.org | **Mobile** +[redacted] | **Address** [redacted] | www.internews.org | @internews | faceb

From: Shannon Maguire <smaguire@usaid.gov>
Sent: Thursday, February 15, 2024 1:20 PM
To: Greg Kehailia <[redacted]@internews.org>
Cc: Amy Malessa <amalessa@usaid.gov>; Edgar Mason <emason@usaid.gov>; Stephen Wiese <swiese@usaid.gov>; Vera Zakem <vzakem@usaid.gov>; Liudmyla Oleksiiuk <loleksiiuk@
Subject: Re: Ads for BY CSOs and media and YT issue

Thank you for the quick response, Greg, very helpful!

On Thu, Feb 15, 2024 at 6:00 AM Greg Kehailia <[redacted]@internews.org> wrote:

> Dear Shannon,
>
> Thank you very much for this opportunity to convey the issues reported by our partners.
>
> Our partners explained that for services from companies of the Google's ecosystem, including YouTube, BY is regarded as part of the Russian-language segment of the digital market. Our the consequences is that it renders impossible to get BY-language or bilingual YouTube content properly moderated and promoted.
>
> When content creators submit a BY-language video for boosting/promotion, it is usually declined at the stage of pre-moderation, with the following reason for rejection: "Your language is no
>
> Please see below some illustrative screenshots (some in Russian and some in English) related to the rejection of promotion requests submitted by these five YouTube channels:
>
> - https://www.youtube.com/@zahlianie_sonca (BY history)
> - https://www.youtube.com/@minsepultury (BY music)
> - https://www.youtube.com/@Racyja_Belarus (Radio Racyja)
> - https://www.youtube.com/@baybusby (Baybus, a channel for children)
> - https://www.youtube.com/@NashaNivaNews (Nasha Niva, the largest independent media outlet covering BY news in BY language)
>
> Because of that blockage, most of these channels have stopped trying to promote videos on YouTube and shifted their boosting investment to other platforms.
>
> In case you haven't received that paper before, I also attach a document developed by Press Club BY regarding issues BY independent media would like to discuss with Big Tech.
>
> I hope this is useful. Please let us know if you need more information.
>
> Best,
>
> Greg

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From: Shannon Maguire <smaguire@usaid.gov>
Sent: Wednesday, February 14, 2024 4:43 PM
To: Greg Kehailia <[redacted] @internews.org>
Cc: Amy Malessa <amalessa@usaid.gov>; Edgar Mason <emason@usaid.gov>; Stephen Wiese <swiese@usaid.gov>; Vera Zakem <vzakem@usaid.gov>; Liudmyla Oleksiiuk <loleksiiuk
Subject: Ads for BY CSOs and media and YT issue

Dear Greg,

Administrator Power met with Neal Mohan from YT at Davos and raised the ads promotion issue with Belarussian CSOs and outlets. YT expressed more openness that something might be of what is breaking. Is this something you can provide?

Best,

Shannon

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SHANNON MAGUIRE

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Attachments:

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