



**IG Metall Vorstand | German Metalworkers' Union Head Office**  
Wilhelm-Leuschner-Straße 79, 60329 Frankfurt, Germany

Susan Wojcicki  
YouTube, LLC  
San Bruno, CA 94066  
USA

cc: Fionnuala Meehan, Google Ireland Ltd, Gordon House, Barrow Street, Dublin 4, Ireland  
Managing Director, Google Germany GmbH, ABC-Straße 19, 20354 Hamburg, Germany

Dear Ms Wojcicki, dear Ms Meehan, dear Directors,

With this letter we formally request that you enter into negotiations with us regarding the working conditions for YouTube Creators and Partners.

26 July 2019

We make the following proposals:

Ihr Zeichen:

- All categories and decision criteria that affect Creators' earning capability, especially monetization and search and discovery, shall be transparent.
- Individual decisions regarding videos and channels shall be precisely explained. For example, if a video violates a guideline, the specific parts of the video and the specific guideline shall be indicated to the Creator.
- Qualified, organizationally empowered, human contact persons shall be made available for YouTube Partners.
- Creators shall be able to contest any decision affecting them, including but not limited to monetization and search and discovery. An independent mediation board shall be established to handle disputes.
- A formal body, such as a Partner Advisory Board, shall be established by which YouTube Partners can participate in decisions that affect them.

Unser Zeichen:  
VB02/CB/VB

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We ask that you enter into negotiations by 23 August 2019. We believe that the implementation of these proposals will improve YouTube for all stakeholders.

My colleague Vanessa Barth is available to coordinate an appointment at your convenience. She can be reached at [vanessa.barth@igmetall.de](mailto:vanessa.barth@igmetall.de).

Sincere regards,

Christiane Benner  
Vice President, IG Metall

Jörg Sprave  
Youtubers Union

**IG Metall – Gewerkschaft für Produktion und Dienstleistung im DGB**  
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