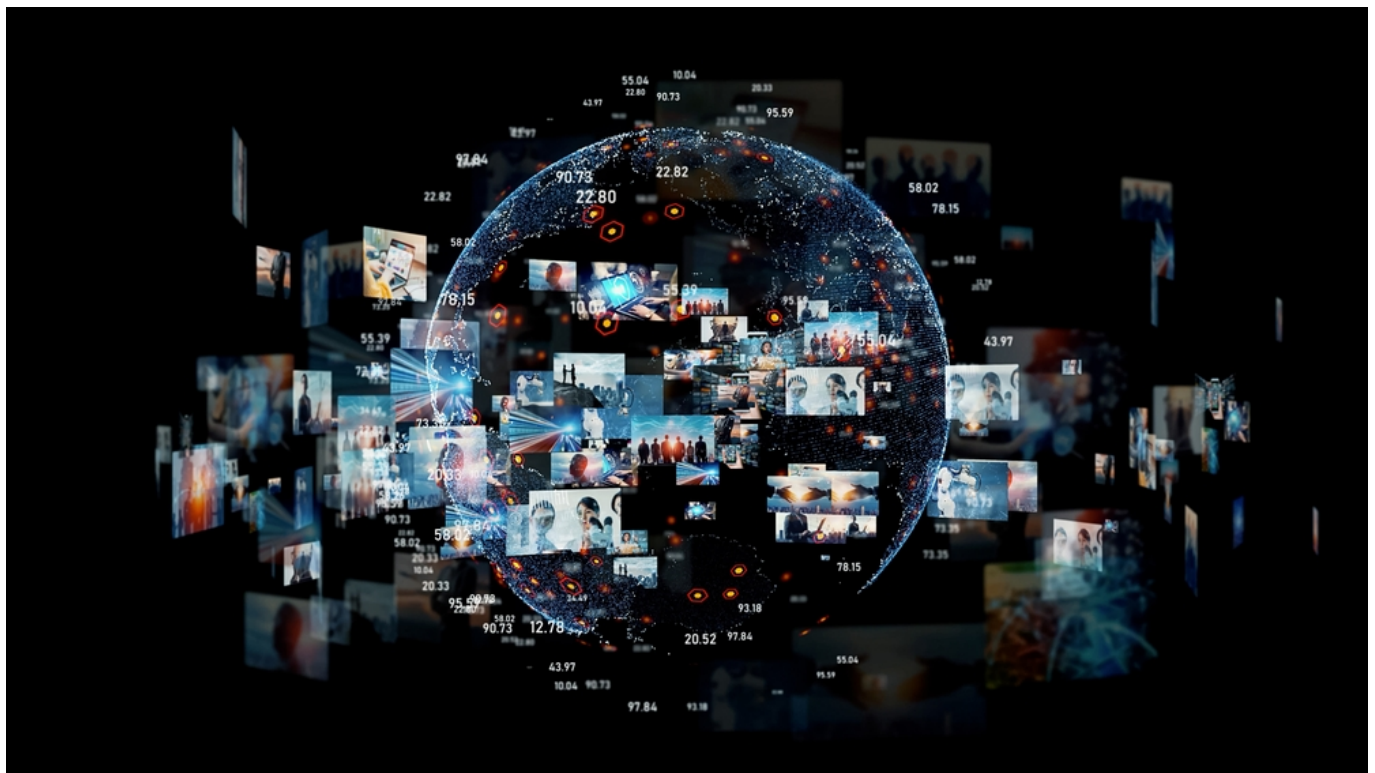




By: Elise Quevedo

# Has the AI crackdown begun?



Oh my, oh my, has the AI crackdown begun? A few days ago, on July 15th, YouTube quietly updated its monetisation **policy**.

It was only a matter of time before platforms started drawing firmer lines in the sand. It is a new chapter in how the digital world defines value, creativity, and authenticity.

YouTube, the world's largest video platform and arguably one of the biggest storytelling stages on Earth, made this policy live with little fanfare. However, you can now find numerous misleading videos on all platforms.

## What Happened on July 15th?

YouTube's Partner Program, the gateway for creators to monetise their videos, has now **excluded** fully AI-generated content from eligibility for monetisation.

It includes videos with little to no human involvement, no editing, no scripting, no voiceover, and no personal input. In other words, "lazy AI content," as many in the creative community have started calling it.

**It's about quality, creativity, and the simple idea that human input should be rewarded**

To quote the **policy**, "We're making a minor update to our 'repetitious content' policy to better clarify this includes content that is repetitive or mass-produced. We are also renaming this policy from 'repetitious content' to 'inauthentic content.' This type of content has always been ineligible for monetisation under our existing policies, where creators are rewarded for original and authentic content. There is no change to our reused content policy, which reviews content like commentary, clips, compilations, and reaction videos."

It's about quality, creativity, and the simple idea that human input should be rewarded. Period.

If you're creating content that offers no real human insight, no original commentary, and no emotional footprint, YouTube is saying you shouldn't earn from it. And I agree.

Maybe a decade from now, I will have a different opinion, because the world has shifted to a new dimension and AI content is the norm, but in this transitional phase, authentic first always.

## Authenticity Is the New Currency

For years, I have said never to lose your authenticity. In a world where anyone can generate a video script in seconds, clone a voice, or animate a face using AI tools, authenticity has never been more valuable. But it's also never been more vulnerable.

**If audiences can't trust what they're watching, they will eventually disengage**

Platforms like YouTube are recognising that they have a responsibility to prioritise authentic voices to preserve the future of their ecosystems. If audiences can't trust what they're watching, they will eventually disengage.

And if creators feel that thoughtful, original work holds the same value as automated, mass-produced content, they'll stop investing in meaningful creation. And if that happens, well, then we lose what makes us all unique.

## The Policy's Importance

Some might brush this off as a minor tweak, but it sets a precedent. YouTube is one of the first major platforms to take a firm, public stance on fully AI-generated content and monetisation.

We've seen platforms introduce AI labels, such

as Meta and TikTok **flagging** synthetic content, and even governments starting to discuss regulatory frameworks. But YouTube has drawn a line and tied it directly to economic incentive.

## A Push towards Quality

YouTube is sending a clear message to creators that says your voice matters. Your ideas, your perspective, and your involvement are worth more than automation. It reinforces human creativity.

By reducing the monetisation of synthetic or misleading content, YouTube is actively taking steps to protect viewers from fake news, AI clones, and deepfake scams. In essence, it combats misinformation.

And in a sea of algorithm-chasing uploads, this policy could help raise the bar. It encourages thought leadership over clickbait and craft over copy. In simpler words, it elevates the platform's standards.

## The Challenges

Nothing is ever that simple, though. If it were, it wouldn't be called life. Understanding and defining "fully AI-generated" is complex.

What if a video uses AI for the script but has a human voiceover? What about AI-edited visuals but human-led storytelling? The grey areas are growing.

**It will be difficult to monitor content at scale consistently**

Enforcement will be messy. Unless creators self-disclose or the AI watermarking technology improves drastically, it will be difficult to monitor content at scale consistently.

The fact that YouTube rolled this out without a major announcement suggests a desire to

quietly test the waters before implementing broader enforcement.

## The Future of AI Content

This policy by YouTube could be the first domino. Other platforms may soon follow. We will most likely see streaming services, podcast platforms, and even blog networks tighten policies around synthetic content.



*This policy by YouTube could be the first domino. Other platforms may soon follow*

Governments will continue to push for watermarking and disclosure. And creators, especially those relying heavily on AI for content creation, will have to rethink their approach.

But more importantly, it shows a growing understanding that authenticity can't be an afterthought.

## The Hybrid Creator Is the Future

I've said it before, and this moment reinforces that hybrid is the way. Period.

Hybrid creators leverage tools like AI to enhance their work, but they don't let it take over their creative process. They recognise that using AI for efficiency is smart, but relying on it for substance is risky. And what matters most, they understand that creativity is still a human experience.

## YouTube's policy is a return to what made content creation so powerful in the first place

YouTube's policy is anti-laziness. It's a return to what made content creation so powerful in the first place, which is connection, clarity, and real voices telling real stories.

There is a market for both types of content; there is no doubt about that. However, we are talking about the foundation of our planet, which is still the people who inhabit it.

## So... Is This the Start of a Crackdown?

Maybe. But I'd call it something different. Let's call it a course correction.

After the recent AI hype and flood of automated content, we're starting to remember the value of the human touch. We're realising that not everything scalable is meaningful. And not everything clever is trustworthy.

## YouTube may have taken a quiet step, but it could end up being one of the most important ones this year

YouTube may have taken a quiet step, but it could end up being one of the most important ones this year.

Will your voice be lost in the noise, or will you use technology to amplify what's uniquely you? Do I need to remind you of last week's [article](#) and John McEnroe's "you cannot be serious" moment?

Personally, I started creating summary videos to accompany my articles to make sure that people could hear my voice and see my authentic self.

No AI voice, not just another fake opinion or article, but me in raw format, because as much as I value technology, I also value authenticity, and I want to keep believing in and promoting the hybrid way.