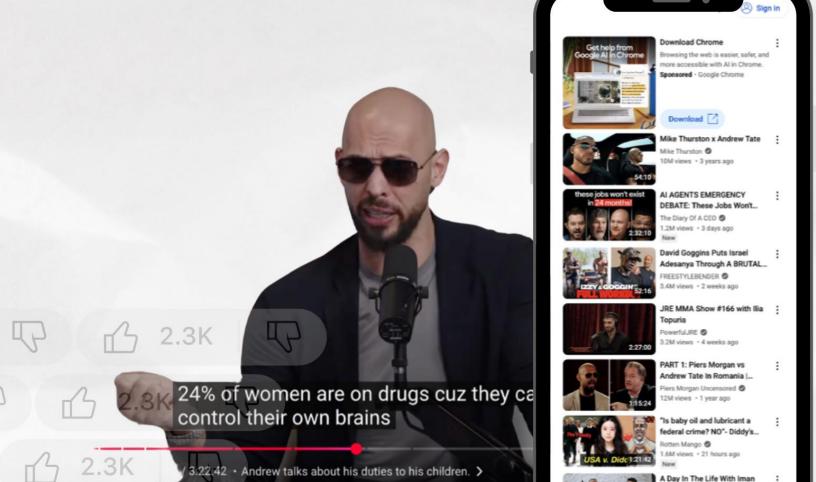


公 2.3K で 企 2.3K 企 2.3K で 企 2.3K

BANNED D BUT NOT GONE

How YouTube bans Andrew Tate, then profits from his misogyny anyway



YouTube still profiting from misogynist Andrew Tate content with millions of views

New research has found that misogynist videos featuring Andrew Tate are still amassing millions of views on YouTube, where videos often feature profit-generating ads and are easily accessible to boys as young as 13.

Despite YouTube's ban on Tate, researchers found that his influence on the platform continues to be propelled by guest appearances on podcasts and videos made by fans.ⁱ

The Center for Countering Digital Hate identified 100 of the most-viewed YouTube videos of Tate promoting misogyny posted over the last year, with nearly 54 million views in total.¹¹ Of this list of 100 videos, researchers found that:

- All 100 videos can be viewed by boys aged 13 in the UK and the US
- 98 out of 100 were proven to be accessible to boys aged 13 in Ireland and Germany
- 97 out of 100 videos have auto-translated captions into multiple languages
- 65 out of 100 videos were made and posted by Tate 'fan accounts'
- 58 out of 100 violate YouTube's policies on hate speech
- 31 out of 100 videos violating YouTube's policies carry ads from big brands

Andrew Tate is a social media influencer known for promoting misogyny and violence against women.ⁱⁱⁱ The former kickboxer rose to notoriety in 2016 when he was removed from a British reality show after a video was released of him hitting a woman with a belt.^{iv}

Tate quickly developed a large following on TikTok in 2022, amassing billions of views from promoting extreme statements, including comparisons of women to property.^v In response to his promotion of hate and violence against women, YouTube, alongside TikTok and Meta, "terminated channels associated with Andrew Tate" in 2022.^{vi}

However, thanks to subscribers of his online course "The Real World", Tate has retained his presence on the platform through fan-made content. Moreover, a recent article revealed that YouTube has stripped back on content moderation following Trump's return, encouraging its moderators to leave videos with content breaching platform policies up.^{vii}

Along with his brother Tristan, Tate is due to return to the UK to face 21 criminal charges, including rape and human trafficking.^{viii} In on YouTube video identified in the course of this research Tate responds to the allegations by accusing his victims of lying, claiming: *"If they can get one silly b**** to lie, now you're fucked. It's crazy because 27% of women are on anti-depressants. So, they're basically clinically nuts."*

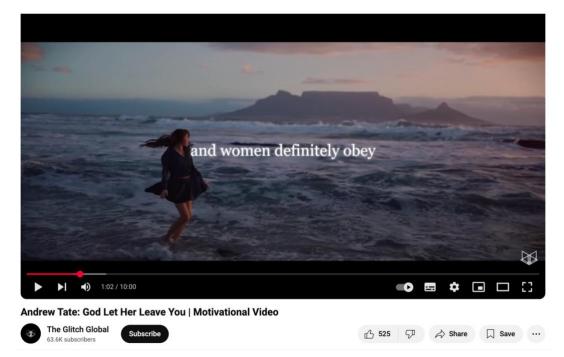
58 out of 100 most-viewed videos violate YouTube's policies on hate speech

Researchers identified 58 out of the 100 most-viewed videos featuring Tate promoting misogynist views that clearly violate YouTube's policies on hate speech.^x

YouTube's policies on hate speech state that they "don't allow content that promotes violence or hatred against individuals or groups based on [...] attributes" such as sex or gender, including slurs and stereotypes.^{xi} While the remaining 42 videos contained overt sexism, researchers assessed they were of the kind unlikely to violate YouTube's policies.

Examples of misogynist views promoted by Tate and breaking YouTube's policies on hate speech include:

- "Women definitely obey, and they will clean your room, and they'll make you coffee, and they'll share you and they'll do anything you say."xii
- "Nowadays it's gotten so fucked up you got the men and the women, the husband and wife, all together on the same table. The men are trying to have a conversation, some dude's wife fucking pipes up."xiii
- "You can't find a woman. You have to make a woman. You have to teach her and guide her. She has to learn from you. She has to grow from you."xiv
- "Have a solid bottom b**** [...] if you have one girl who truly is out [...] and is on your side, and you can use her to control other girls, it's so much easier."



31 out of 100 videos violating YouTube's policies carry ads from big brands

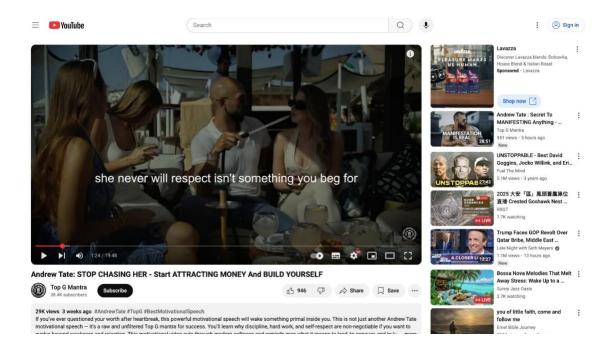
Researchers identified ads for 31 out of 100 most-viewed videos, which promote misogyny violating YouTube's policies on hate speech, allowing the platform to profit from them.

YouTube's policies on monetization require that channels follow platform Community Guidelines, including policies on hate speech.^{xvi} However, researchers identified 31 videos carrying ads which contained misogynist content breaching these policies. In total, these videos amassed over 28 million views.

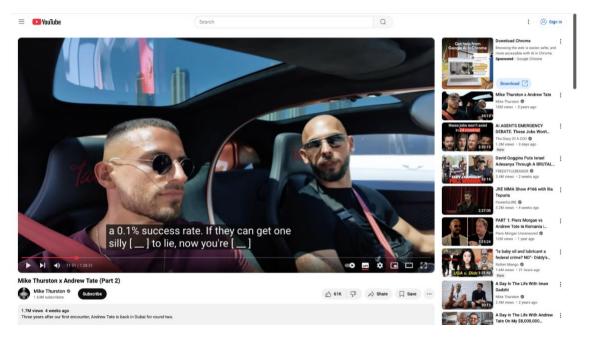
Researchers found both in-stream and in-feed ads from big brands, including Hyundai and Olay, served next to or on videos featuring Tate promoting misogynist claims. Instream ads play before, during or after videos and can be skipped, while in-feed video ads appear as thumbnails next to video content.^{xvii}

Examples include:

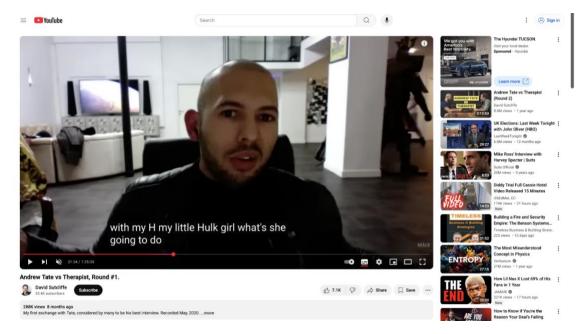
 An ad from Lavazza by a video featuring Tate saying: "Respect isn't something you beg for, it's something you become. You want her to submit – become someone she wants to follow. You want her loyalty – build a life she doesn't want to lose."xviii



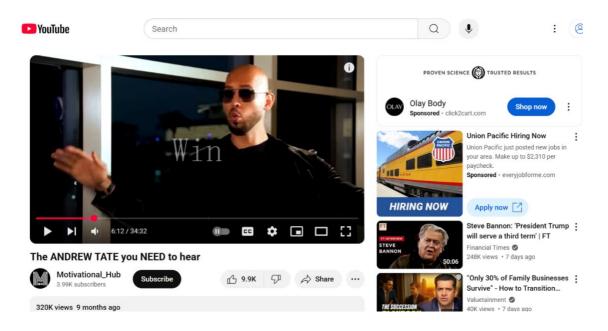
• An ad from Google placed by a video where Tate says: "You're telling me when you're famous and rich, they can't find some bitter ex-girlfriend full of fucking valium to tell a lie to wreck your life? Of course they can. [...] they use women as the weapon. Women are the agents of Satan in this way"xix



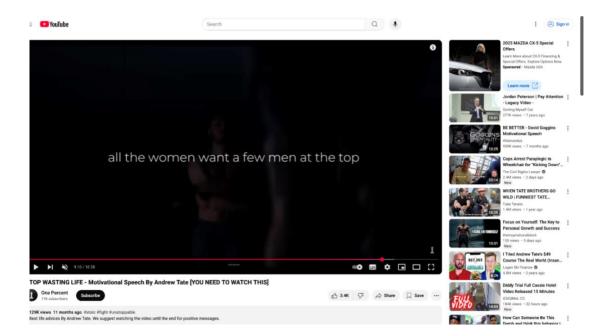
• An ad from Hyundai on a video where Tate says: "I don't see women as capable. It does not mean I hate them, I just don't see them as emotionally capable"^{xx}



• An ad from Olay on a video where Tate says: "you want that b*****, you can have her. You can have anything you want on the planet. There's not a girl I look at that I want that I can't have, not one."^{xxi}



• An ad from Mazda on a video where Tate says: "all the women want a few men at the top."xxii

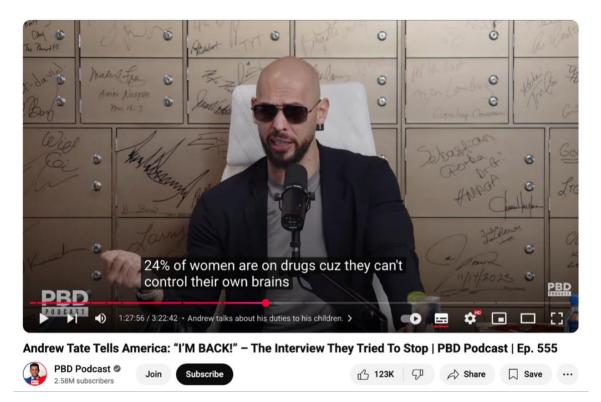


All 100 videos of Tate can be viewed by boys a young as 13 in the UK and US

Researchers found that all 100 most-viewed videos identified as featuring Andrew Tate's promotion of misogyny can be viewed by teen users on YouTube in the UK and US.

Researchers set up YouTube accounts for 13-year-old boys based in the UK, US, Ireland and Germany to test whether the videos could be viewed by teenagers in various jurisdictions. All 100 videos were visible to teenagers in both the UK and US. Researchers also confirmed that 98 videos were visible to teens in Ireland and Germany.^{xxiii}

This means that boys as young as 13 can watch videos of Tate promoting sexist falsehoods about women, including the following video in which he says: "What percentage of women are on mental health medication? What percentage of women are depressed? You think women don't lie? I would argue and I'm going to guess 17% to 24% of women are on drugs, because they can't control their own brains."xxiv



A poll from YouGov found that over half of UK boys aged 6–15 have heard of Tate, while one in eight said they agreed with Tate's views on women.^{xxv} While the poll found that the respondents were more drawn to Tate's views on work, success and masculinity, analysis of YouTube videos in this dataset shows that YouTube is exposing boys to Tate's misogynist views amongst more seemingly benign content.^{xxvi}

97 out of 100 videos have auto-translated captions into multiple languages

Researchers found that 97 of the 100 most-viewed videos offer auto-translated captions, allowing Tate's misogynist content to be promoted to teen boys internationally.

Researchers used a VPN and changed the location settings of the sock puppet account to Germany, to test whether the 100 videos could be viewed with translated subtitles in countries where English is not the official language.

The study found that YouTube provides an auto translation of captions into German alongside other languages for 97 of the 100 videos, meaning that videos featuring Tate promoting misogyny can reach young boys worldwide.xxvii While translations may not be fully accurate, researchers concluded that the captions captured Tate's messaging.

The following video shows German translated captions from a video in which Tate says, "Nowadays it's gotten so fucked up - you got the men and the women, the husband and wife, all together on the same table. The men are trying to have a conversation, some dude's wife fucking pipes up."xxviii



Andrew Tate Returns to the USA and Tells the TRUTH About His Case!

n 98.778

57

A Teilen



Abonnieren

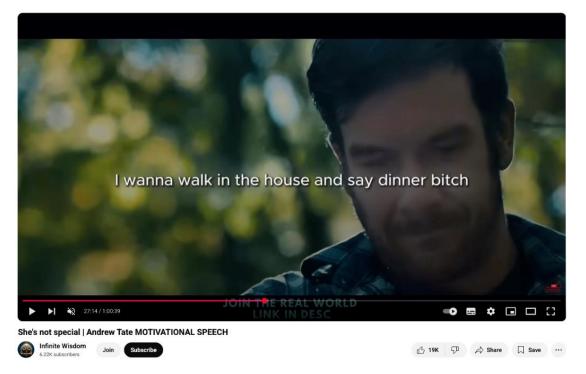


65 out of 100 videos of Tate promoting misogyny made and posted by 'fan accounts'

Despite YouTube's decision in 2022 to ban Tate after his content was found to violate its policies, researchers found he remains present on the platform through guest appearances on podcasts and videos edited and posted by 'fan accounts'.^{xxix}

Researchers identified that 65 out of the 100 most-viewed videos promoting Tate and his misogynist views appear to be produced by 'fan accounts'. These videos had received over 16.8 million views altogether at the time of the research. The remaining 35 videos consisted of clips and full-length podcast interviews featuring Tate.

Videos uploaded by fans often contain edited video or audio clips of Tate clipped from interviews, set against background music and stock images. Content is often uploaded by unofficial YouTube accounts with relatively small followings, and typically named self-help or Tate-related slogans, such as "Top G Mantra" and "Infinite Wisdom".^{xxx}



These videos may be circulated by subscribers of Tate's online course, "The Real World", which promises to "support, educate, and guide" young men on their entrepreneurial journey.^{xxxi} Subscribers paying a monthly fee of \$49.99 are tasked with editing and sharing videos of Tate, maintaining his presence on social media despite bans.^{xxxii}

Once accounts have reached a substantial following, they are invited to post videos with an affiliate link to the "The Real World" course, from which they can receive a commission from those who sign up through it.^{xxxiii} But one former user revealed that, in reality, he spent up to 16 hours a day editing and publishing videos without making substantial money.^{xxxiv}

While it is unclear which fan accounts are subscribed to Tate's online course, researchers were able to identify the same, typical characteristics across fan-made videos.

<u>Methodology</u>

Researchers used the YouTube API to search for videos posted between 1 May 2024 and 1 May 2025, using the search term "Andrew Tate" and ranking by views. This returned a set of 1,889 videos with view figures.

They then gathered transcripts for the videos using YouTube's automated caption generator feature. Of the original set, 342 videos were excluded where captions had been disabled or if the video was not in English.

A keyword search was used to narrow the videos down to those likely to be relevant to the project, leaving 1,014. The keywords used are below.

'wom(ela)n', 'female', 'girl', 'her(\bls)', 'she(\bls)', 'femin', 'hooker', 'prostitute', 'porn', 'sex', 'boob', 'bikini', 'bra(\bls)', 'kitchen', 'sandwich', 'wi(flv)e', 'tran(ny|ni|ssexual|sgender)', 'skirt(\bls)', 'machete', 'virgin'

Researchers went through the list 1,014 videos by descending order of views to identify the most-viewed 100 videos containing misogyny, which can be defined as "the belief that women are a lesser gender than men and should always remain at a lower status than men".^{xxxv} This includes content which dehumanizes and subjugates women, including the use of slurs, or promotes harm against them. All videos were available on YouTube at the time of our US and UK analysis on 27 May 2025, but two had been removed by the time of our Germany and Ireland analysis carried out from 10–11 June 2025.

Videos criticizing Tate and news coverage were excluded, leaving a final set of 100 videos in which Tate himself appears and expresses misogynist views. For each video featuring Tate expressing misogynist views, an example along with the timestamp was recorded.

Each example was then cross-referenced with YouTube's policies on hate speech and any policy violations were recorded. To quality check the set, a second researcher reviewed the labels of the first. Where there was disagreement a team of three researchers discussed the video to reach a consensus agreement.

Each video marked as containing misogyny following quality checks was opened and checked for adverts. Videos containing in-stream adverts or sidebar adverts were counted.

To check if videos could be viewed by young users, we created accounts with their age set to 13 years old during the account set-up process. Accounts had their gender set to

male, with locations set to the United Kingdom, the United States, Ireland and Germany. We set up the accounts to maintain a clear search and watch history. Using these accounts and a VPN, we clicked through each of the 100 videos and recorded if they were accessible.

Endnotes

paying my bills. I don't even talk to him anymore. I'm scared.' And they just sign and they wreck you.", "Mike Thurston x Andrew Tate (Part 2)", Mike Thurston, YouTube, 15 April 2025,

https://www.youtube.com/watch?v=bTRgJbrX90k&t=709s

[×] "Hate speech policy", YouTube, accessed 14 May 2025,

https://support.google.com/youtube/answer/2801939?hl=en-GB

^{xi} YouTube's policies on hate speech state that they "don't allow content that promotes violence or hatred against individuals or groups based on [...] attributes" such as sex or gender, including "Claim[s] that individuals or groups are physically or mentally inferior" and "slurs and stereotypes that incite or promote hatred".

ⁱ "YouTube joins Facebook in banning Andrew Tate", BBC, 23 August 2022, https://www.bbc.co.uk/news/technology-62602913 ⁱⁱ Researchers identified 100 videos posted between 1 May 2024 and 1 May 2025 with a total of 53,765,461 views. More details are available in the Methodology section at the end of this report. "Who is Andrew Tate? The self-proclaimed misogynist influencer", BBC, 27 February 2025, https://www.bbc.co.uk/news/uk-64125045 ⁱⁱⁱ "Who is Andrew Tate? The self-proclaimed misogynist influencer", BBC, 27 February 2025, https://www.bbc.co.uk/news/uk-64125045 "Who is Andrew Tate", Center for Countering Digital Hate, 30 June 2023, https://counterhate.com/blog/who-is-andrew-tate-influencer-misogyny-women-hate/ ^{iv} "Who is Andrew Tate", Center for Countering Digital Hate, 30 June 2023, https://counterhate.com/blog/who-is-andrew-tate-influencer-misogyny-women-hate/ "Andrew removed from Big Brother House over outside activities", BBC, 14 June 2016, https://www.bbc.co.uk/news/newsbeat-36524693 " "Who is Andrew Tate", Center for Countering Digital Hate, 30 June 2023, https://counterhate.com/blog/who-is-andrew-tate-influencer-misogyny-women-hate/ "Andrew Tate banned from YouTube, TikTok, Facebook and Instagram", NBC News, 19 August 2022, https://www.nbcnews.com/pop-culture/viral/andrew-tate-facebook-instagram-ban-metarcna43998 ^{vi} "YouTube joins Facebook in banning Andrew Tate", BBC, 23 August 2022, https://www.bbc.co.uk/news/technology-62602913 "Andrew Tate banned from YouTube, TikTok, Facebook and Instagram", NBC News, 19 August 2022, https://www.nbcnews.com/pop-culture/viral/andrew-tate-facebook-instagram-ban-metarcna43998 vii "YouTube Loosens Rules Guiding the Moderation of Videos", The New York Times, 9 June 2025, https://www.nytimes.com/2025/06/09/technology/youtube-videos-content-moderation xiii "Andrew and Tristan Tate will return to UK to face charges, lawyers say", BBC, 29 May 2025, https://www.bbc.co.uk/news/articles/c780ve2vg17o ^{ix} "If they can get one silly b**** to lie, now you're fucked. It's crazy because 27% of women are on anti-depressants. So, they're basically clinically nuts. So, 27 of that 100 can't even think straight cuz they're on drugs. Yeah. And that's for prescription drugs. Forget recreational drugs. That's probably 70%. And you're telling me when you're famous and rich, they can't find some bitter ex-girlfriend full of fucking valium to tell a lie to wreck your life? Of course they can. And that's what they do. They just go through, they use women as the weapon. Women are the agents of Satan in this way. And they just sit a woman down and say, "Did Andrew ever hurt you?" And even if she says no, they'll say, 'Well, look, you're in trouble if you don't say he did.' And women shit their pants. And they're like, 'Well, he ain't

"Hate speech policy", YouTube, accessed 14 May 2025, https://support.google.com/youtube/answer/2801939?hl=en-GB

^{xii} "Women are definitely loyal and women definitely obey and they will clean your room and they'll make you coffee and they'll share you and they'll do anything you say.", "Andrew Tate: God Let Her Leave You | Motivational Video", The Glitch Global, YouTube, 23 March 2025,

https://www.youtube.com/watch?v=tMqWlgRLIX4&t=60s

xiii "When I was growing up at Christmas dinner, the men sat with the men and the girls and the wives and the children sat on another table. That's how I grew up, all the women and all the children were on one table and all the men were on another table. Nowadays, it's gotten so fucked up you got the men and the women, the husband and wife, all together on the same table. The men are trying to have a conversation, some dude's wife fucking pipes up. Some wife is just interrupting eight full-grown men with her opinion that she fucking heard from whoppy Goldberg. What the fuck.", "Andrew Tate Returns to the USA and Tells the TRUTH About His Case!", FULL SEND PODCAST, YouTube, 5 March 2025, https://www.youtube.com/watch?v=8f3m68V1GJM&t=2306s

xiv "Because you have to make a traditional woman. You can't find a woman. You have to make a woman. You have to teach her and guide her. She has to learn from you. She has to grow from you. So you need to find a woman early enough in her career path of running around dating her to do anything detrimental to her psyche, where she cannot absorb the lessons which you want to preach upon her.",

"LEAVE HER, FIND YOUR POWER - Motivational Speech (Andrew Tate)", BetterChoice, YouTube, 5 May 2025, https://youtu.be/OCbtcooTswY?si=JU_-VM-Evo8stcjs&t=374

^{xv} "Have you ever read 48 Laws of the Game? Have you ever read that book? [No] You should read it. It's by Pimpin' Ken and he was a street pimp and he makes a very good point. One of the laws of the game is have a solid bottom b**** and he's saying the key is, if you have one girl who truly is out, who understands you and is on your side and you can use her to control other girls, it's so much easier", "Andrew Tate: WHAT YOUR DAD FORGOT TO TEACH YOU | Best Motivational speech", Limitless, 7 September 2024, https://www.youtube.com/watch?v=h1LV_1gZ_Eo&t=6629s

^{xvi} "YouTube Channel Monetisation Policies", YouTube Help, accessed 20 May 2025, https://support.google.com/youtube/answer/1311392?hl=en-GB

^{xvii} "About video views", Google Ads Help, accessed 3 June 2025, <u>https://support.google.com/google-</u> ads/answer/13982458?hl=en-GB

^{xviii} "Respect isn't something you beg for, it's something you become. You want her to submit become someone she wants to follow. You want her loyalty, build a life she doesn't want to lose because the second she senses weakness, the second she smells desperation, it's over", "Andrew Tate: STOP CHASING HER - Start ATTRACTING MONEY And BUILD YOURSELF", Top G Mantra, YouTube, 22 April 2025, https://www.youtube.com/watch?v=Uok6XkZahlA&t=83s

xix "If they can get one silly b**** to lie, now you're fucked. It's crazy because 27% of women are on anti-depressants. So, they're basically clinically nuts. So, 27 of that 100 can't even think straight cuz they're on drugs. Yeah. And that's for prescription drugs. Forget recreational drugs. That's probably 70%. And you're telling me when you're famous and rich, they can't find some bitter ex-girlfriend full of fucking valium to tell a lie to wreck your life? Of course they can. And that's what they do. They just go through, they use women as the weapon. Women are the agents of Satan in this way. And they just sit a woman down and say, "Did Andrew ever hurt you?" And even if she says no, they'll say, 'Well, look, you're in trouble if you don't say he did.' And women shit their pants. And they're like, 'Well, he ain't paying my bills. I don't even talk to him anymore. I'm scared.' And they just sign and they wreck you.", "Mike Thurston x Andrew Tate (Part 2)", Mike Thurston, YouTube, 15 April 2025,

https://www.youtube.com/watch?v=bTRgJbrX90k&t=709s

** "I don't see women as capable. I'm not being - hey, shoot me - I don't see women as capable. It does not mean I hate them, I just don't see them as emotionally capable", "Andrew Tate vs Therapist, Round #1.", David Sutcliffe, YouTube, 15 August 2024, <u>https://www.youtube.com/watch?v=2ELmm02-jCQ&t=1893s</u>

^{xxi} "You want that b^{****}, you can have her. You can have anything you want in the planet. There's not a girl I look at that I want that I can't have, not one.", "The ANDREW TATE you NEED to hear", Motivational_Hub, YouTube, 28 July 2024, https://youtu.be/C4KI47TCJs0?t=371

^{xxii} "It's hyper competitive out here. All the women want a few men at the top", "STOP WASTING LIFE – Motivational Speech By Andrew Tate [YOU NEED TO WATCH THIS]", One Percent, YouTube, 18 May 2024, <u>https://www.youtube.com/watch?t=548&v=v2GVNz5z6Vo&feature=youtu.be</u>

^{xxiii} Two videos in the set of 100 had been removed by the time of our checks on whether the videos were accessible to Irish and German teen accounts carried out from 10–11 June, making it impossible to confirm whether they had been accessible to Irish and German teen accounts at that time. Our analysis of accessibility to UK and US teen accounts was carried out up to 27 May 2025 while all 100 videos were accessible.

^{xxiv} "If I'm the police and I want to destroy a man and I call 100 women who he's ever known and 99 say he's a great guy and one says he's a bad guy, I don't have to mention that 99 say he's a great guy and one says he's a bad guy, I can lie by omission. I can ignore all 99 who defended him, all 99 who say he's a great guy, all 99 who says the one other girl is a psycho liar. We can ignore that too, we can take this one girl and destroy the man. What's this one girl's motivation? Well, he's no longer giving her money, he's famous, he's rich, he's well-known, he's living his life, he has a new girlfriend. Let me ask you this, and I don't even know the answer, what percentage of women are on mental health medication? What percentage of women are depressed? You think women don't lie? I would argue and I'm going to guess 17% to 24% of women are on drugs because they can't control their own brains", "Andrew Tate Tells America: "I'M BACK!" – The Interview They Tried To Stop | PBD Podcast | Ep. 555", PBD Podcast, YouTube, 3 March 2025, <u>https://youtu.be/Vewla-wqNOI?t=5221</u>

^{xxv} "One in six boys aged 6-15 have a positive view of Andrew Tate", YouGov, 27 September 2023, <u>https://yougov.co.uk/society/articles/47419-one-in-six-boys-aged-6-15-have-a-positive-view-of-andrew-tate</u>

"One in three young males have a positive view of Andrew Tate", Savanta, 8 June 2023, <u>https://savanta.com/knowledge-centre/view/1-in-3-have-a-positive-view-of-andrew-tate/</u> xxvi "One in six boys aged 6-15 have a positive view of Andrew Tate", YouGov, 27 September 2023, <u>https://yougov.co.uk/society/articles/47419-one-in-six-boys-aged-6-15-have-a-positive-view-of-andrew-tate</u>

^{xavii} Two videos in the set of 100 had been removed by the time of our analysis on video translation carried out from 10–11 June, making it impossible to confirm whether they had featured captions. One further video was accessible but did not feature captions, while the remaining 97 all featured autotranslated captions.

^{xxviii} "When I was growing up at Christmas dinner, the men sat with the men and the girls and the wives and the children sat on another table. That's how I grew up, all the women and all the children were on one table and all the men were on another table. Nowadays, it's gotten so fucked up you got the men and the women, the husband and wife, all together on the same table. The men are trying to have a conversation, some dude's wife fucking pipes up. Some wife is just interrupting eight full-grown men with her opinion that she fucking heard from whoppy Goldberg. What the fuck.", "Andrew Tate Returns to the USA and Tells the TRUTH About His Case!", FULL SEND PODCAST, YouTube, 5 March 2025, https://www.youtube.com/watch?v=8f3m68V1GJM&t=2306s

^{xxix} "YouTube joins Facebook in banning Andrew Tate", BBC, 23 August 2022, <u>https://www.bbc.co.uk/news/technology-62602913</u>

^{xxx} Top G Mantra, YouTube, <u>https://www.youtube.com/@TopG-Mantra</u>

"She's not special | Andrew Tate MOTIVATIONAL SPEECH", Infinite Wisdom, YouTube, 19 May 2024, https://www.youtube.com/watch?v=5oYpVVM1jYY&t=1628s

xxxi The Real World, accessed 14 May 2025, <u>www.therealworld.org</u>

^{xxxii} "Leaving The Real World: How I Escaped Andrew Tate's Get Rich Quick 'Cult'", 16 January 2024, VICE, <u>https://www.vice.com/en/article/andrew-tate-the-real-world-cult/</u>

^{xxxiii} "Leaving The Real World: How I Escaped Andrew Tate's Get Rich Quick 'Cult'", 16 January 2024, VICE, <u>https://www.vice.com/en/article/andrew-tate-the-real-world-cult/</u>

^{xxxiv} "Leaving The Real World: How I Escaped Andrew Tate's Get Rich Quick 'Cult'", 16 January 2024, VICE, <u>https://www.vice.com/en/article/andrew-tate-the-real-world-cult/</u>

xxxv Gender-based Hate Crime, Stop Hate UK, accessed 21 May 2025,

https://www.stophateuk.org/about-hate-crime/gender-based-hate-

crime/#:~:text=Gender%2Dbased%20Hate%20Crimes%20disproportionately,a%20lower%20status%
20than%20men



Published June 2025 © Center for Countering Digital Hate Inc