



2025

Ads Safety Report: Australia

Working to prevent malicious use of our ads platforms

Billions of people worldwide depend on Google as a reliable source of information. That includes advertisements. Ads Safety works to **protect the digital advertising ecosystem**.

In 2025, here's what we did to keep our platforms safe for everyone.

Primary Stats:

438.6M

Ads Removed

594k

Advertiser accounts suspended

Top 5 Policy Violations:

1. [Sexual Content](#)
2. [Dating and Companionship](#)
3. [Abusing The Ad Network](#)
4. [Inappropriate Content](#)
5. [Misrepresentation](#)

Reshaped by AI advancements, new abuse tactics, and global events, the ads safety landscape is ever-shifting. Our industry demands **continuous agility**.

We meet the needs of this dynamic environment head-on. Using the latest Gemini models and through collaboration with partners, we foster **safer online experiences for everyone**.