



2025

# Ads Safety Report

Advancing digital safety with Gemini

In 2025, Gemini-powered tools dramatically improved our ability to detect and stop bad ads. Of the 8.3 billion ads we blocked or removed, **we stopped over 99% before they were ever seen by anyone**. Gemini also helped us act on four times as many user reports as the year before, helping us address remaining threats faster.

Our advertiser verification program provides another vital layer of prevention by validating identities—helping keep bad actors out and letting people know who is behind the ads they see.

Because Gemini better understands an ad's intent, we can focus enforcement directly on bad actors. This precision reduced incorrect advertiser suspensions by 80% last year—protecting legitimate businesses while upholding our most rigorous safety standards. **Read the full 2025 analysis on [The Keyword](#).**

## By the Numbers

We blocked over **99% of policy-violating ads** before they ever served.

**8.3B+**

Ads blocked or removed

**24.9M+**

Advertiser accounts suspended

**4.8B+**

Ads restricted

**480M+**

Web pages blocked or restricted

**245k+**

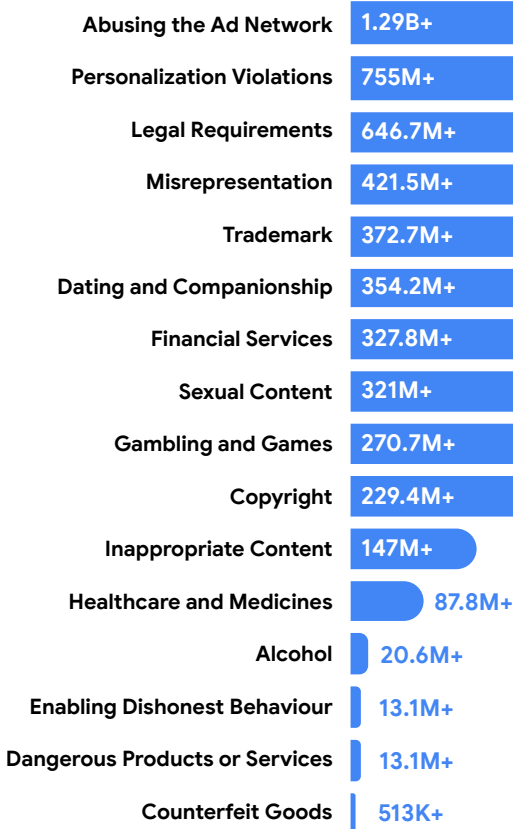
Publisher sites actioned

**35**

Policy updates made in 2025

# Enforcement Breakdown: Ads

Precision at scale



Ads Blocked or Removed

## Scam Defenses

602M+

Ads removed for policy violations most closely associated with scams

4M+

Accounts suspended for scam-related activity

## Ads Restricted

Legal Requirements	504.4M+
Financial Services	273.4M+
Online Gambling and Games	123.9M+
Copyright	123M+
Healthcare and Medicines	119.3M+
Sexual Content	72.6M+
Dating and Companionship	65.1M+
Alcohol	52.4M+

Ads may be blocked, removed, or restricted for multiple policies; therefore, the sum of individual policy enforcements may exceed the total number of ads actioned.



# Enforcement Breakdown: Publishers

Protecting with AI-driven enforcement

## The AI Narrative

**97%+**  
Detection Rate

Of the **480M+** pages actioned in 2025, our AI-driven enforcement systems contributed to the detection and enforcement of over **467 million pages**.

## Publisher Policy Violations

(By Page Volume)

Sexual Content	409M+
Dangerous and Derogatory	20.5M+
Shocking Content	15M+
Weapons Promotion and Sales	12.8M+
Online Gambling	9.7M+
Alcohol	5M+
Tobacco	5M+
Sexually Explicit Content	2M+
Malware or Unwanted Software	2M+

## Regional Deep Dives

To provide greater transparency into our global work, we are sharing **localized enforcement snapshots** for select markets. Use the links below to view data for 2025.



[AUSTRALIA](#)



[BRAZIL](#)



[CANADA](#)



[EUROPEAN UNION](#)



[INDIA](#)



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