



User measurement on X

Globally, X maintains a unique count of daily active users in a month. User numbers are also considered by category, for example:

- Geographical, for example country or region
- Application client type, for example iPhone, Android, Web

Publicly available information about the number of users on X

As above, in accordance with the requirement for consistent reporting regarding the number of service recipients active in the EU online ecosystem under Article 24(2) of the Digital Services Act, X continues to report the average number of EU Active Recipients of the Service. Latest reported figures are available [here](#). X's Audience Estimator Tool also provides advertisers with insights into audiences across the platform.

Impact of functionalities and the dissemination of content that is illegal or harmful to children on X

Functionalities that prevent content from being easily, quickly and widely disseminated

X's purpose is to empower free expression as the digital, global town square. Our [rules](#) are to ensure all people can participate in the public conversation freely and safely. Users are prohibited from using X for any unlawful purpose or in furtherance of illegal activities. This includes selling, buying, or facilitating transactions in illegal goods or services, as well as certain types of regulated goods or services. Full details are available [here](#).

As stated in our policy on [child sexual exploitation and abuse](#), X has zero tolerance towards any material that features or promotes child sexual exploitation, one of the most serious violations of X's Rules. This may include media, text, illustrated, or computer-generated images. Regardless of the intent, viewing, sharing, or linking to child sexual exploitation material contributes to the re-victimisation of the depicted children. This also applies to content that may further contribute to victimisation of children through the promotion or glorification of child sexual exploitation.

X automatically restricts users who are under 18, or who do not include a birth date on their profile, from viewing sensitive media content (as set out in our [sensitive media policy](#)). Users on X have control over what they can see in search results through selecting the Safe Search settings. [Safe Search](#) is automatically enabled for anyone with a birth date under 18 years of age. Once enabled, these filters are designed to exclude from search results any potentially sensitive content (such as content which is excessively gory, violent, or of a graphic sexual nature) along with accounts a user has muted or blocked (for whatever reason).



Furthermore, X's sensitive media policy prohibits users from including graphic content or adult nudity and sexual behaviour within areas that are highly visible on X, including in live video, profile, header, List banner images, or Community cover photos. If a user shares this content on X, the policy requires the user to mark their entire account as sensitive or to add sensitive content warnings to individual photos or videos. Doing so places an interstitial warning message on images or videos they post which contain sensitive media. X may also place an interstitial warning message on some forms of sensitive media. An interstitial warning alerts a user that a post that contains sensitive content such as nudity, violence or sexual content and means other users can only see the media if they actively click to "show" the post; it cannot be viewed by accident.

Functionalities that may affect how easily, quickly and widely content is disseminated on X

Recommending Responsibly: While our enforcement philosophy empowers people to understand different sides of an issue by allowing many forms of speech to exist on our platform, we also work hard to prevent the amplification of harmful content on X.

Our approach, freedom of speech, not reach, allows us to act proportionately to limit the amplification and visibility of potentially harmful content, while continuing to remove the most serious violations of our rules, such as illegal content, and suspend bad actors from our platform.

Content that can't be recommended will still be available on X to people who follow the post's author and on the post author's profile.

Content ineligible for recommendations: X maintains a range of enforcement options for certain potential violations and therefore, does not always take down potentially problematic content. However, we strive to keep the following categories of content out of our recommendations:

- Content that includes information known to be obtained through a hack and does not come from websites (specific articles or whole domains) that comment on or distribute materials in the course of some additional purpose, such as journalist coverage or commentary.



- Content that violates any of the X Rules, but has been left on the platform due to the public-interest exception.
- Content that violates X Rules and is remediated by restricting its reach.
- Content that automated systems have determined may violate the X Rules, but that has not yet been reviewed by a human and/or may have been identified in error.

Accounts ineligible for recommendations: Because there is a range of enforcement options for certain potential violations, X does not suspend all potentially problematic accounts. However, we strive to keep the following categories of accounts out of our recommendations:

- Accounts that recently violated the X Rules.
- Accounts that are thought to be engaged in spammy behaviour.
- Accounts that contain graphic violence or hateful imagery in X profile elements.

User Controls: X protects users by providing tools designed to help them control what they see and what others can see about them. These tools help ensure that the content visible on the platform is directly influenced by the controls users choose to select. [Learn more.](#)

We have also taken steps to significantly enhance transparency around recommender systems by making public the code underpinning our [recommender systems](#). The goal of our open source endeavour is to provide full transparency about how our systems work and to understand our algorithm in greater detail, and we are also working on several features to provide people with greater transparency within our app.