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Search Monetization Blacklist

Objective: Implement a blacklist to prevent ads from being shown against a list of blocked terms (e.g. piracy, infringement, bootleg), etc.

Proposed Implementation:

- 1. YT will look at search query user enters and compare it to a hard-coded (for now) list of blocked terms.
 - 1. The hard-coded list can only be updated with new push schedules.
 - 2. Until further need arises, an admin tool that allows for dynamic addition of blocked terms will not be implemented.
- 2. If a match is found, YT will prevent valid ad tags from being written into the search results page.
 - 1. A new ad tag (e.g. you results/blacklistterm) will be used so that the frequency of blacklisted terms can be tracked.
- 3. This will, in turn, ensure that no PVA or 300x250 display (or any other form of ads) is rendered in the HTML.

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