

# brighteon.com

A video-sharing website allowing anyone to post content with minimal vetting that is rife with conspiracy theories and other false information, including about the COVID-19 pandemic.

## Ownership and Financing

Brighteon appears to be owned by its founder Mike Adams through Brighteon Media Inc., a privately held company registered in Nevada. Adams is listed as the president. Adams, a self-described "activist-turned-scientist" who claims to have cured himself of type 2 diabetes using natural remedies, also appears to own the NaturalNews.com website network, a collection of more than 200 sites that promote medical and other conspiracy theories as well as unproven health remedies.

Adams has not publicly confirmed his ownership of either Brighteon or the Natural News network, but he has been described as the owner of Natural News in both The New Republic and Mic.com.

Brighteon earns revenue through advertising, donations, and an online store that sells products including dietary supplements and "preparedness" supplies, such as colloidal silver and electromagnetic field detectors. Many products in the store are labeled as having been verified by the Consumer Wellness Center, a nonprofit group affiliated with the Natural News network, where Adams serves as executive director.

Brighteon does not pay its users for content they upload, according to the site, but users can join the site's affiliate program to receive a portion of revenue from its online store. Users in the affiliate program share special links to Brighteon on their own sites and other platforms, and earn revenue if someone makes an order from the Brighteon store using those links. Users can also sell their videos on Brighteon.com as "premium" content.



**Proceed with caution: This website severely violates basic standards of credibility and transparency.**

**Score: 20/100**

- ✗ Does not repeatedly publish false content (22 points)
- ✗ Gathers and presents information responsibly (18)
- ✗ Regularly corrects or clarifies errors (12.5)
- ✓ Handles the difference between news and opinion responsibly (12.5)
- ✗ Avoids deceptive headlines (10)
- ✗ Website discloses ownership and financing (7.5)
- ✓ Clearly labels advertising (7.5)
- ✗ Reveals who's in charge, including any possible conflicts of interest (5)
- ✗ The site provides names of content creators, along with either contact or biographical information (5)

*Criteria are listed in order of importance.*

[More information.](#)

“Brighteon” is a reference to a “bright era — bright future — for humanity,” according to the site.

---

## Content

Videos posted on Brighteon, some of which feature Adams, often contain conspiracy theories and other false information about health topics, including the COVID-19 pandemic, as well as about U.S. politics. A small portion of the videos appear to be innocuous, such as animal videos.

Anyone with a Brighteon account can post videos on the site after minimal vetting. The site describes itself on its Community Guidelines page as a “free speech platform with reasonable limits.” Adams says in a video posted on the site that Brighteon is “about enlightening and awakening people to a pro-liberty mindset and a pro-consciousness mindset.”

Registered users can upload videos to their individual channels. The maximum number of videos they are allowed to upload depends on the total number of views the videos on their channel have received. A new user can upload up to 50 videos, and that number increases incrementally until the channel reaches 20,000 total views, at which time the user can upload an unlimited amount.

Adams explains in a post on the site that these limits were imposed in an effort to “generate sufficient views to help encourage product sales at BrighteonStore.com, which funds the Brighteon operation,” adding, “this will help “keep Brighteon free and sustainable.”

Videos appear in three main sections — New Videos, Popular Videos, and Premium Videos (content which users have chosen to sell). They are also sorted into topical categories such as politics, health and medicine, and climate and environment. Users can browse the site by channel. Registered users can “like” videos and subscribe to channels. Any user, including those without a Brighteon account, can anonymously comment on the site’s videos.

---

## Credibility

The site claims in its Getting Started With Brighteon

Page that videos are reviewed by the site's staff before they are published, although it is not clear what prompts the site to block a video from being posted. For example, the site says that it bans violent content, but NewsGuard found violent content on the site.

Brighteon lists the types of content that are "subject to being delisted or banned." According to the guidelines, "as a general rule, Brighteon.com will de-list or ban content that overtly attacks or endangers LIFE or LIBERTY," including content that "aggressively attacks" active Brighteon users. In addition to violent content, the site states that it bans content that violates U.S. federal law, pornography, content that is "believed to be posted by deep state operatives for the purpose of spreading disinformation," and content that is "deemed genocidal/anti-human/extremely dangerous to society."

Some of the prohibited categories of content appear to be open to interpretation. For example, the ban on content violating U.S. federal law makes exceptions in cases "where federal law is unconstitutional or stands in violation of basic human rights." Brighteon notes that it "sides with Natural Law, which supersedes artificial government laws," but the site does not explain how it determines whether violations of federal laws are acceptable. Brighteon's ban on violent content makes exceptions for "depictions of violence in the context of protecting life or liberty." Again, the site does not make clear how it determines whether that exception applies.

Following the mass shooting at two Christchurch, New Zealand, mosques that killed 50 people in March 2019, Brighteon users posted videos of the shooting. Adams announced in a post on Brighteon that this prompted the governments of New Zealand and Australia to say they would seek to shut the site down in those countries. In response, Adams said in the post that Brighteon would begin reviewing videos before publication. He added that Brighteon had removed the Christchurch videos. However, NewsGuard found footage from the shooting on the site in April 2020.

Brighteon's content policies do not prevent debunked conspiracy theories and other false information from proliferating on the site. Many of these videos are

prominently featured on the site's homepage.

For example, in a video from Alex Jones' Infowars show, posted on Brighteon in April 2020 under the title "Secret to Defeating Coronavirus By April Revealed," Adams, who was a guest on Jones' show, said that the COVID-19 virus is "clearly an engineered biological weapon, as you and I reported now almost a couple of months ago. It was clearly manmade... This was created to be a, not really an organism, but a mechanism to cause mass death."

There is no credible evidence to suggest that COVID-19 was manmade. A March 2020 study in the journal Nature Medicine concluded that the COVID-19 virus "is not a laboratory construct or a purposefully manipulated virus." According to the U.S. Centers for Disease Control and Prevention, COVID-19's similarities to other coronaviruses suggest "a likely single, recent emergence of this virus from an animal reservoir." A February 2020 study published in the journal Nature found that the COVID-19 virus is "96% identical at the whole-genome level to a bat coronavirus."

In a video posted in late March 2020 titled, "2020 virus outbreak 01 | My thoughts What to do | Balance and perspective | Colloidal silver | Adrian," the narrator, who identifies himself only as Adrian, stated: "As far as coronavirus goes, it's something that affects the lungs. So colloidal silver would be ideal for that. Spray it up your nose, spray it into your throat, nebulize it. That's what I would be doing if I got sick, but I think that's pretty unlikely. I've got a pretty strong immune system."

The National Center for Complementary and Integrative Health, part of the U.S. National Institutes of Health, states on its website that "scientific evidence doesn't support the use of colloidal silver dietary supplements for any disease or condition." The FDA issued an advisory in October 2009 warning that ingesting colloidal silver can cause a condition called argyria, a permanent bluish-gray discoloration of the skin, nails, and gums. According to a September 2017 article posted on the Mayo Clinic's website, in some rare cases, "excessive doses of colloidal silver can cause

possibly irreversible serious health problems, including kidney damage and neurological problems such as seizures."

A video posted in April 2020 titled "Trump's secret message about 9/11. There was a cover-up. #serialbrain2," falsely claimed that the U.S. government is covering up the truth about 9/11, and that Rudy Giuliani, U.S. President Donald Trump's personal lawyer, is going to "blow wide open the 9/11 cover up." The narrator stated: "9/11 was an operation conducted by the enemies of America hidden in secret societies and in the highest levels of our government. In addition to its evil, spiritual component, the motivation was to manipulate public opinion to go to war. Since the perpetrators were in positions of power, the 9/11 cover-up was subsequently easy to implement, leaving the families of the victims in deep distress and with little to no hope of seeing justice ever be done until Trump." There is no credible evidence that any of these claims are true.

Because conspiracy theories and other false information proliferate on Brighteon, NewsGuard has determined that the site repeatedly publishes false content and deceptive headlines and does not gather and present information responsibly.

On its Community Guidelines page, Brighteon states that it is "not liable for the user content posted on the site," but that it "maintains its right to feature, de-list, ban or otherwise select the visibility of such content ... according to internal editorial preferences." A disclaimer at the bottom of each video states: "The videos and opinions expressed in this video do not necessarily represent the views of Brighteon or its affiliates

Brighteon.com does not purport to publish straight news and makes it clear that the content it publishes contains the opinions of the posters. Therefore, NewsGuard has determined that the site meets the standard for handling the difference between news and opinion responsibly.

The site does not articulate a corrections policy. Although NewsGuard found recent examples of corrections on the site, users are not required to post them. Additionally, because NewsGuard found multiple examples of false content on the site that has not been corrected, NewsGuard has determined that the site does not have an effective corrections policy.

In a phone call with NewsGuard, a Brighteon.com staff member who did not identify herself declined to comment on the site's editorial policies.

---

## Transparency

Registered users on Brighteon, including those who post videos, are able to remain anonymous. They are identified by their channel's name, which they choose when they sign up for the site. Contact or biographical information is not provided. Users must sign up using a valid email address, but those addresses are not made public, according to Brighteon's Community Guidelines page.

The site states that with the exception of some whistleblowers, "if it is discovered that videos are being posted under a false identity, that channel may be disabled." The policy does not explain how somebody qualifies as a "whistleblower."

Brighteon does not identify its editorial leaders and other staff members. Users can contact the site through a general feedback form or through a general email address, both of which are available through the Support page.

Adams is named as Brighteon's founder, but the site does not explicitly name Adams or Brighteon Media Inc. as its owner.

Advertising is distinguished from editorial content.

The unidentified Brighteon.com staff member declined to comment about the site's transparency practices.

---

## History

Adams founded Brighteon in 2018 as REAL.video. He announced in a video posted on the site in 2019 that it had started using its current, less generic name that

year in an effort to avoid legal issues involving trademarks and to better reflect the site's mission.

Written by: [Melissa Goldin](#)

Edited by: [Eric Effron](#)

Send feedback to NewsGuard: [Click Here](#)

## Sources

---

Ownership and  
Financing

<https://wyobiz.wy.gov/Business/FilingDetails.aspx?eFNum=000048205041215190068070038240183059168199114148>

[https://opencorporates.com/companies/us\\_wy/2018-000817559](https://opencorporates.com/companies/us_wy/2018-000817559)

<https://realvideo.zendesk.com/hc/en-us/articles/360020323994-BRIGHTEON-FOUNDER-S-EMERGENCY-MESSAGE-TO-ALL-BRIGHTEON-USERS>

[https://opencorporates.com/companies/us\\_nv/LLC9242-2004](https://opencorporates.com/companies/us_nv/LLC9242-2004)

[https://opencorporates.com/companies/us\\_nv/LLC9242-2004](https://opencorporates.com/companies/us_nv/LLC9242-2004)

<http://archive.fo/xVj5q>

<https://www.paypal.com/donate/?token=2FKcvTKfLbpYGViHdGWmrITSLlwfAI7rOE3CIICOssuE1afUiOSghKkTO6SpwJulB97RmG&country.x=US&locale.x=>

[https://www.brighteonstore.com/?utm\\_source=Brighteon.com&utm\\_medium=MastheadButton](https://www.brighteonstore.com/?utm_source=Brighteon.com&utm_medium=MastheadButton)

<https://www.brighteonstore.com/collections/survival-gadgets/products/impulse-emf-meter-electromagnetic-field-detector>

<https://www.brighteonstore.com/collections/on-sale-this-week/products/colloidal-silver-extra-strength-spray-2-fl-oz-59-ml>

<https://www.brighteonstore.com/collections/preparedness/products/nascent-iodine-1-fl-oz>

<https://www.lowheavymetalsverified.org/>

<https://www.brighteon.com/bb9d4c0a-1a81-4a0f-b5e5-6d3e7b3fe0bd>

<https://www.brighteonstore.com/pages/affiliate-program>

<https://realvideo.zendesk.com/hc/en-us/articles/360006195834-Can-I-monetize-my-videos->  
<https://realvideo.zendesk.com/hc/en-us/articles/360039937514-Know-more-about-premium-videos>  
<https://realvideo.zendesk.com/hc/en-us/articles/360006195834-Can-I-monetize-my-videos->  
<https://www.mic.com/articles/65075/meet-the-health-ranger-who-s-using-pseudoscience-to-sell-his-lies>  
<https://newrepublic.com/article/147789/whos-afraid-david-hogg>

---

Content

<https://legal.brighteon.com/CommunityGuidelines.html>  
<https://www.brighteon.com/5852068967001>  
<https://support.brighteon.com/Brighteon-Update-Jan-2020.html>  
<https://www.brighteon.com/browse/channels/edertter>  
<https://www.brighteon.com/browse/channels/infowarsnetwork>  
<https://www.brighteon.com/browse/channels/naturalnews>  
<https://www.brighteon.com/01d84721-c3fb-4cf1-9660-f3736494a521>  
<https://support.brighteon.com/GettingStarted.html>  
<https://www.brighteon.com/2303111a-6e06-458d-808e-0303dbc059b9>  
<https://www.brighteon.com/browse/channels>  
<https://www.brighteon.com/browse/sponsored-videos>  
<https://www.brighteon.com/browse/new-videos>  
<https://www.brighteon.com/browse/popular-videos>  
<https://www.brighteon.com/videos/premium>  
<https://www.brighteon.com/5810890346001>

---

Credibility

<https://legal.brighteon.com/CommunityGuidelines.html>  
<https://www.brighteon.com/8fc8dc40-cef7-4107-b425-74d813f2b6d8>  
<https://www.brighteon.com/ed66aa2c-1b20-42ab-8469-46b23b26cdd8>  
[https://www.cdc.gov/coronavirus/2019-ncov/cases-updates/summary.html?  
CDC\\_AA\\_refVal=https%3A%2F%2Fwww.cdc.gov%2Fcoronavirus%2F2019-ncov%2Fsummary.html](https://www.cdc.gov/coronavirus/2019-ncov/cases-updates/summary.html?CDC_AA_refVal=https%3A%2F%2Fwww.cdc.gov%2Fcoronavirus%2F2019-ncov%2Fsummary.html)

<https://www.nature.com/articles/s41586-020-2012-7>  
<https://www.brighteon.com/a962dbed-544c-4adf-8810-00bb84b2c2fd>  
<https://www.mayoclinic.org/healthy-lifestyle/consumer-health/expert-answers/colloidal-silver/faq-20058061>  
<https://wayback.archive-it.org/7993/20170722143956/https://www.fda.gov/Food/RecallsOutbreaksEmergencies/SafetyAlertsAdvisories/ucm184087.htm>  
<https://www.nccih.nih.gov/health/colloidal-silver>  
<https://support.brighteon.com/Brighteon-Update-Emergency-Message.html>  
<https://www.nature.com/articles/s41591-020-0820-9>  
Correction: [https://www.brighteon.com/828c5d41-f73b-4ead-a786-dc69165b761c\(2019\)](https://www.brighteon.com/828c5d41-f73b-4ead-a786-dc69165b761c(2019)).  
Correction: [https://www.brighteon.com/6a80eec7-b977-4754-acae-e73ada424ea9\(2019\)](https://www.brighteon.com/6a80eec7-b977-4754-acae-e73ada424ea9(2019)).

---

Transparency

<https://realvideo.zendesk.com/hc/en-us/articles/360007118414-How-to-set-up-a-channel>  
<https://legal.brighteon.com/CommunityGuidelines.html>  
<https://www.brighteon.com/channel/hrreport>  
<https://www.brighteon.com/channel/spokenwords>  
<https://realvideo.zendesk.com/hc/en-us/articles/360020323994-BRIGHTEON-FOUNDER-S-EMERGENCY-MESSAGE-TO-ALL-BRIGHTEON-USERS>  
<https://realvideo.zendesk.com/hc/en-us/articles/360020532213-NEW-USER-LEVELS-FOR-2020>  
<https://www.brighteon.com/8c724c44-f316-4c25-81b4-e45f0e69ddb7>

---

History

<https://realvideo.zendesk.com/hc/en-us/articles/360010995914-REAL-video-changes-name-to-Brighteon-com>  
<https://www.brighteon.com/5852068967001>  
<https://domainbigdata.com/brighteon.com>  
<https://domainbigdata.com/real.video>