

Trust and Safety – Content Moderation Service Provider Compendium 2021

June 2021: Complementary Abstract / Table of Contents



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Benchmarking

Contract assessment

Peer analysis

Market intelligence

Tracking: service providers, locations, risk, technologies

Locations: costs, skills, sustainability, portfolios

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Research methodology

Our research methodology is based on four pillars of strength to produce actionable and insightful research for the industry

01

Robust definitions and frameworks

Trust and safety – content moderation value chain, PEAK Matrix®, and market maturity

02

Primary sources of information

Annual contractual and operational RFIs, service provider briefings and client interviews, and web-based surveys

03

Diverse set of market touchpoints

Ongoing interactions across key stakeholders, input from a mix of perspectives and interests, supports both data analysis and thought leadership

04

Fact-based research

Data-driven analysis with expert perspectives, trend analysis across market adoption, contracting, and service providers

Proprietary contractual database of 200+ trust and safety – content moderation services contracts (updated annually)

Year-round tracking of 20+ trust and safety – content moderation service providers

Large repository of existing research in trust and safety – content moderation services

Over 30 years of experience advising clients on strategic IT, business services, engineering services, and sourcing decisions

Executive-level relationships with enterprises, service providers, technology providers, and industry associations

The Trust and Safety – Content Moderation Service Provider Profile Compendium 2021 report has 18 service provider profiles

Trust and Safety – Content Moderation Service Provider Compendium 2021

Service Provider | trust and safety – content moderation services profile (page 1 of 5)

Overview

Company profile: Service provider is a provider of customer experience, AI Ops, content security, and consulting services to disruptive companies worldwide. The company offers solutions and supports experts across content moderation, data labeling, annotation, customer service, sales support, technical support, billing, outbound support, back-office, and data management services.

With respect to content moderation, the company manages all forms of user-generated content (live or recorded video, photo, text, audio, and multi-modal), as well as political and brand content. It provides content curation services to improve product data quality, search, relevance, and discovery. Additional trust and safety services include AML, KYC, fraud prevention, account security, profile impersonation, and abuse detection.

- Headquarters**
San Antonio, Texas, the United States
- Website**
www.serviceprovider.companyname.com
- Leadership**
- XYZ, Chief Executive Officer
 - XYZ, President
 - XYZ, Senior Vice President, SEA Region
 - XYZ, Senior Vice President, NAM, India, and Greece
 - XYZ, Vice President, Content Security

Trust and safety – content moderation services	2018 ¹	2019 ¹	2020 ¹
Revenue (US\$ million)	XXX	XXX	XXX
Number of FTEs	XXX	XXX	XXX
Number of clients	XXX	XXX	XXX

¹ 12 months ending December 31 of any particular year, i.e., from January 1, XXXX to December 31, XXXX

Language capabilities	
English	French
German	Spanish
Recent trust and safety services-related developments/investments	
Areas	Developments/investments
Technology capabilities	<ul style="list-style-type: none"> • 2020: partnered with AI technology companies to build out ML + specialized operations models to help client policy teams, providing an "outside-in" view to content moderation
Well-being initiatives	<ul style="list-style-type: none"> • 2020: launched an in-house blurring tool that is scientifically proven to reduce psychological harm • 2020: launched a comprehensive duration reduction program leading to improvements and modifications to content moderation hours, and improved well-being support
Performance management	<ul style="list-style-type: none"> • 2020: leveraged a successful 70-20-10 leadership model to improve performance and satisfaction as is shown in client feedback • 2020: powered by a 100% client-native Learning Management System (LMS) on-demand online courses, and evaluation of content moderation lecture time by 35%+, and increase CSAT by 10% • 2020: performed close monitoring during the content moderation checkpoints and weekly calibrations to maintain high quality. Initiatives have led to a 96% training graduation rate
Others	Not disclosed

Trust and Safety – Content Moderation Service Provider Compendium 2021

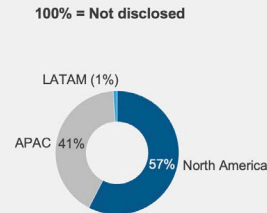
Service Provider | trust and safety – content moderation services profile (page 2 of 5)

Client portfolio

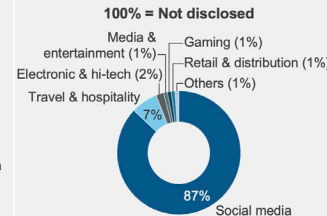
Key trust and safety- content moderation engagements

Client name	Work type	Region	Client since
A US-based social engagement platform	Content curation & delivery, review & compliance, content services, commercialization / advertisement support, and platform safety	US and Israel	2020
A US-based social shopping platform	Content curation & delivery, review & compliance, content services, commercialization / advertisement support, and platform safety	UK	2020

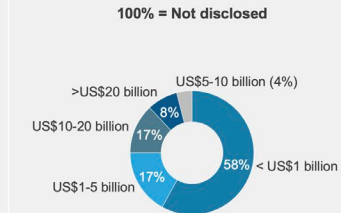
Trust and safety revenue mix by geography
Revenue in US\$ million



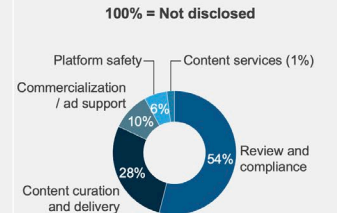
Trust and safety revenue mix by industry
Revenue in US\$ million



Trust and safety number of clients by buyer size
Number of active clients



Trust and safety FTE mix by process
Number of FTEs





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