

DRME- Rich media moderation platform delivers 80% increase in UGC moderation efficiency.

“Digital Recognition’s DRME offering has allowed YuMe to concentrate on what we do best – providing the best Online Social experience possible for our members. By freeing us from the time consuming and costly process of manual UGC moderation, Digital Recognition have reduced our moderation teams’ workload by somewhere in the region of 80%. Add to that a 100% moderation success rate, and Digital Recognition also completely removed the possibility of offensive or inappropriate material from being published on our platform, giving greater confidence both to us, and to our network of advertisers.”
Paul Nguyen Hung, CEO at VON.

- Part of the VON Group (Vietnam Online Network)

- Leading Online Social Network in Vietnam with 2.1 million members

Objectives

- Demonstrate to YuMe the operational and technical advantages of utilising the DRME automated Rich Media Moderation Engine over pure manual moderation of User Generated Content (UGC).
- Demonstrate the commercial and strategic benefits of providing a fully moderated Online Social platform against the risks associated with inappropriate and offensive content for site owners, site users and commercial partners.

Project

- Moderation of all UGC images uploaded to www.yume.vn since September 2009.
- Six figure number of images screened, categorised across multiple content classifications and moderated every month.
- Four figure number of inappropriate images detected and prevented from live publication to the site (since December 2009).

Application Used

- The Digital Recognition Moderation Engine (DRME) is the foundation of Digital Recognition’s portfolio, powering the moderation operation of our clients, whether in-house or external.
- DRME is an intelligent visual technology based moderation solution, designed specifically for rich media (Image, Animation, Video) User Generated Content (UGC).
- DRME is platform and device agnostic for use across the Internet, Mobile, Online Gaming consoles and TV set-top boxes.

Results

- **Productivity increase by 80% in comparison with traditional manual moderation activity.**
- **Zero Customer or Advertiser complaints.**
- **100% Moderation Result Accuracy during moderation period.**
- **Increased Client knowledge as previously unidentified categories of inappropriate UGC identified.**
- **Digital Recognition delivered a Brand Safe environment for YuMe and its advertising partners, increasing the opportunities for future monetisation of its rich media UGC assets.**

Digital Recognition Limited is aiming to become the on-demand moderation solution provider of choice for rich media (image, animation, video) User-Generated Content (UGC), Copyright protected and Enterprise content around the world. We work for Web, Mobile, IPTV, Media companies and major Brands, including for their platform, application & service providers and agencies, whether they publish or host rich media UGC, copyright protected and enterprise content.