

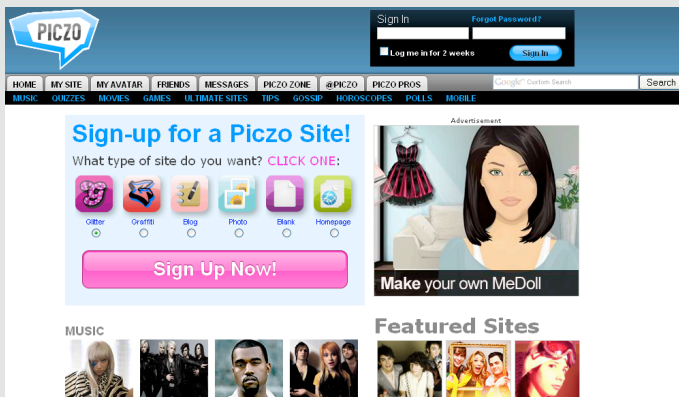
Piczo Succeeds with Keibi

Raising the Safety Bar for Social Networking



Designed exclusively for teens, Piczo allows users to create fully customizable, personal websites without the use of code. Piczo teens

around the world share their life stories with friends by designing sites with multiple pages featuring photos, graphics, guest books, comment boards, music and more. Since its launch in 2003, Piczo's network has grown to more than 10 million unique users worldwide.



Piczo empowers teens worldwide to creatively express themselves, build personal communities, and share experiences with their friends in a safe environment.

The Situation

Given the inherently public nature of social networking, member and brand safety is a top consideration at Piczo, and content moderation is a significant part of that. Piczo moderates its members' sites to ensure compliance with their terms of service and acceptable use policy.

"We're not looking to censor anyone, but we realize that inappropriate content can be a problem on social networks, so enforcing terms of service that users, parents, and advertisers are comfortable with is important," said Keith Crowell, Director of Member

Services and Safety. "Kids want their freedom, but there are a lot of anxious parents and brands out there, and we respect that." Early on Piczo was using an in-house content monitoring tool that was essentially a manual page-viewing device. But the network quickly began to expand, and Crowell needed something to speed up the review process.

"What we had worked fine on a page-by-page basis, but it just wasn't efficient given how fast we were expanding," he said. "We were literally seeing nearly 20 percent growth month over month, and we reached a point where we had to automate the moderation process."

Piczo results to-date

100% image review coverage, up 200X

15,000 moderated images/minute

15x increase in inappropriate content deleted

The Solution

Crowell started looking at moderation tools, but he soon realized that nothing on the market could do what he needed. "The problem we faced was that social networking was just taking off, so the moderation tools available were also in their infancy, and you're only as good as the tools you use," he said. "Some companies were doing image scanning. Some were starting to do video review. Some blocked certain words. But no one offered what we really wanted, which was a holistic approach to content moderation that not only identifies inappropriate material, but reviews it at the user level to predict where it is most likely to appear."

Lithium Technologies, Inc.

lithium.com | 6121 Hollis Street, Suite 4, Emeryville, Ca 94608 | tel 510.653.6800 | fax 510.653.6801

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Then, Crowell Discovered Keibi

In March 2007, he began using an implementation of the Keibi Solution by Lithium Technologies to scan Piczo's network, focusing on those sites with high exposure. Configured to Piczo's specific acceptable use standards, the product pushes any images it deems questionable to the moderation team for review. True to the "holistic" approach Crowell wanted, Keibi pulls up images from multiple user sites for simultaneous review while also allowing the moderation team to drill down to the location and author of questionable images. That way the team can take a closer look at the exact context in which the images appear (i.e. if it is a single, marginal instance or one of many clearly inappropriate images on a specific site).

The Keibi Solution includes a knowledge base to ensure that individual images aren't screened more than once, and an escalation feature allows for managerial review of ambiguous content and group discussions on standards and guidelines.

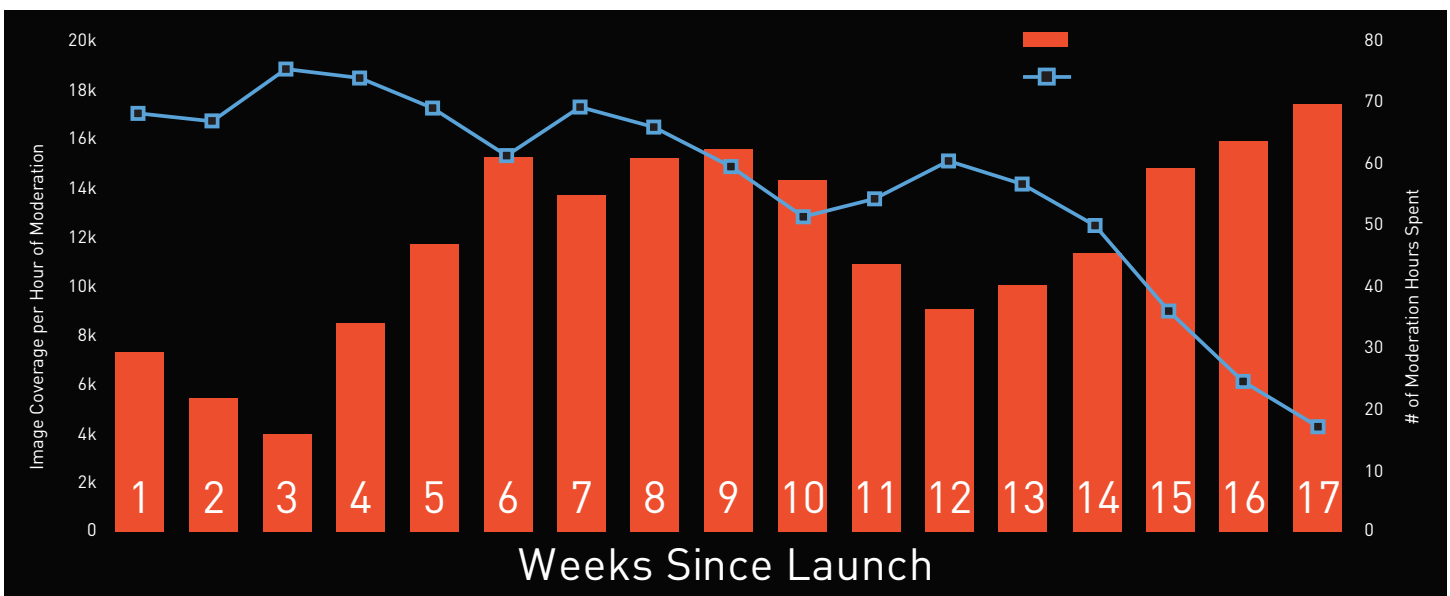
The Result

Since it started using Keibi, Piczo now reviews more than 200 times the images it used to while spending 70 percent less on related overhead. "I know those numbers are hard to believe, but that's how much Keibi has improved the

efficiency of our moderation process," Crowell said. "The technology is truly amazing." Crowell often meets with his peers at other social networking sites to share best practices. "It's a bit unorthodox to befriend your competition, but we're talking about protecting kids here, so we buck tradition and share notes for the greater good, he said. "How to streamline moderation was a topic that used to come up over and over, but now I just tell everyone to use Keibi. I have no doubt that it will soon become the standard for content moderation in social networks."

A Meaningful, Sensitive Solution

Crowell said Keibi helps assuage the concerns of parents and legislative groups wary of the dangers posed to sites built for teens. It also protects the images of brands that want to advertise on Piczo. "No brand wants to be associated with inappropriate content, so the decision to advertise on social networking sites can be a tricky one," he said. "Keibi allows us to assure our advertisers that their brands are protected." Keibi has allowed Piczo to put a process in place that is sensitive to all parties involved, and that's exactly what Crowell wanted. "We say that we give teens around the world tools to express themselves and connect with friends in a safer social networking environment, and we take that promise very seriously," he said. "Keibi allows us to deliver on it."



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