



making more of mobile

News Release

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Mobrio launches cost-effective moderation solution for fixed and mobile web content

Mobrio, the social networking and user-generated content services company, is to offer a new high-value, low-cost moderation service for brands looking to leverage online communities and user-generated content platforms ("UGC") on the Internet.

Headquartered in London, England, Mobrio can monitor all types of UGC posted online at its moderation facility in Kiev, Ukraine. Using high calibre, post-graduate English linguists in the Ukraine, Mobrio is able to offer a standard of service comparable to that found in Western Europe but at a significantly reduced operational cost.

Recognised in the industry for its interactive content platforms, Mobrio understands the moderation process from all aspects of design, development and integration. Its trained moderators offer pre-, post-sample and reactive moderation to regulate content – particularly user-generated content and comments. Service levels are tailored to suit a client's particular requirements.

"We aim to provide companies that have integrated user-generated content into their fixed and mobile web assets with access to high quality, cost-effective moderation that can be planned and budgeted for at the outset of an online campaign. Our customer-facing team in London works hand-in-hand with the compliance teams of brand owners to ensure the right levels of moderation are in place as soon as sites go live. This means they can maximise their investment while ensuring they receive optimal protection for consumers and their brand reputations."

A Flexible Service

Mobrio operates an effective moderation service as part of a total UGC solution for some of its existing customers. Companies that have licensed Mobrio's UGC software technology include leading media and entertainment brands such as MTV, teen e-zine mykindaplace and

Flextech Television. The moderation service is now also available as a stand-alone service for those looking to source separate external moderation facilities or for additional support to in-house teams.

Service levels are tailored to client requirements. Options include:

- Pre-moderation – trained moderators process all posts. Material is not visible by site visitors until the moderator has processed content in accordance with the agreed moderation policy.
- Post-moderation - the moderator views all material once posted to a site and processes all non-compliant content in accordance with the moderation policy.
- Sample moderation – content is viewed at an agreed sample rate and processed in accordance with the agreed policy.
- Reactive moderation – site visitors alert moderators to inappropriate or offensive content. The moderator only processes content that is referred to moderation by site visitors.

Safeguarding Vulnerable Groups

One of the greatest challenges for any brand hosting user-generated content on sites targeted at young people is maintaining a balance between providing a safe environment for participants and adequate scope for freedom of expression. Mobrio works with client compliance teams to craft moderation policies suitable for each target audience and implements these policies in an effective and thoughtful manner.

“As well as ensuring that a company’s reputation is safeguarded, our moderators are trained to ensure that the vulnerable can use online services in as safe a fashion as possible.” Swallow explains.

“The publication of Home Office guidance on protecting children online has recently thrown the spotlight on this area. It is vital that brands work with professional moderation companies, such as Mobrio, who adhere to industry guidelines and operate best practice in their moderation activities.”

About Mobrio

Mobrio is a social networking and user-generated content services company based in London and Kiev. The company designs, builds, manages and moderates online communities for third party organizations for the fixed and mobile Internet. Mobrio's technology is used by leading media and entertainment brands such as MTV and teen e-zine, [mykindaplace](#) and [Flextech Television](#).

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