



News Release

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Piczo Inc. Hits Major Milestones Using Keibi Moderation Solutions

Leading Teen Social Network Uses Market Leading Moderation Technology Solutions to Increase Member Safety and Add Value for Advertisers

SAN FRANCISCO, CA--(PRWEB)--August 25, 2008--Keibi Technologies, the leader in moderation solutions for user generated content (UGC), today announced that Piczo, a global teen social network, has reached some key UGC moderation performance milestones using the Keibi Moderation Suite™. Since its launch in 2003, Piczo's network has grown to more than 9 million unique users predominantly in the United States, the United Kingdom, Germany, Canada, and Norway with several million pieces of UGC being uploaded each day.

Since the company implemented the Keibi Moderation Suite, Piczo now reviews more than 200 times the images it used to while spending 70 percent less on related overhead. "These milestone numbers are dramatic and have made a direct impact on our member experience, safety, and loyalty as well as our ability to serve our advertisers' needs," said Keith Crowell, Piczo's director of member safety. Additionally, Crowell added "We have also experienced a 50 percent decrease in the amount of member abuse emails received since implementing the Keibi solution, which has allowed us to significantly reduce support costs."

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 member sites to ensure compliance with its terms of service and acceptable use policy, thereby maintaining a safe social networking experience for teens.

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

In the early stages of the company, Piczo used an in-house content monitoring tool that was essentially a manual page-viewing device. But with a 20 percent growth month over month in their member base, Piczo felt it necessary to automate the moderation process.

In 2007, Piczo implemented the Keibi Moderation Suite, which processes large volumes of UGC – including images, animations, text, and video – grades it by looking at multiple signals, and pushes questionable UGC into a user interface designed for high throughput processing by Piczo moderators. 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.

"We're excited to support Piczo's successes in serving their members and advertisers," said Paul Remer, CEO of Keibi Technologies. "Our technology is unique in that it provides a powerful safety net for our customers' UGC and social media initiatives. It identifies and moderates content that might violate terms of service as well as helps better target advertising and marketing. We look forward to our continued work with Piczo to further support and help expand their business."

About Keibi

Keibi Technologies provides solutions and services for the moderation and classification of user generated content, allowing our customers to safely leverage and better monetize this fast growing medium. The Keibi Moderation Solution allows publishers, ad networks, and social media platforms to protect their members, advertisers, and their own brands by quickly identifying and removing content that violates a community's terms of service. These capabilities are offered both as a hosted solution for use by moderation and customer service teams and as a turn-key service for those companies who would like to completely outsource the moderation effort. For more information, visit www.keibitech.com.

About Piczo

Piczo empowers teenagers worldwide to creatively express themselves, build personal communities, and share ideas and experiences with their friends in a safer online environment. Piczo's customizable content, colorful graphics, glitter text, video, games, and photo editing tools spotlight member creativity without requiring any technical know-how. In addition to the over 30 million registered user accounts, the company has over 9 million monthly unique visitors and over one billion page views per month predominantly in the United Kingdom, Germany, Canada, and the United States. Piczo has offices in San Francisco and London.

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