Case Study: Spectrum
Avoiding toxic online content – with guarantee

The case

Spectrum Labs is a San Francisco-based company that provides patent-pending technology which helps consumer brands recognize and respond to harmful behaviours affecting their online communities. Social media, Dating Apps, Gaming, Marketplaces and eLearning companies face the challenge of efficiently moderating toxic content to keep their platforms safe. Avoiding toxic content – and especially its possible negative reputational consequences – is a high priority for social media platforms. Spectrum Labs' technology identifies toxic content in real-time, across languages and works with its customers to design responses that protect users.

The challenge

Consumer internet companies share an urgent, common set of challenges related to trust and safety: unchecked toxic behaviours threaten their online communities, and the teams tasked with cleaning up such behaviour need an efficient solution. If not handled well, brand reputations and bottom lines are at risk.

The status quo, which is primarily based on human moderators, has significant flaws and cannot cope with fast-growing traffic on the platforms. Most companies moderate toxic content using large (offshore) teams. So far, there is surprisingly little automation. These methods and tools are considered to be unreliable, inefficient, and non-scalable.

Smaller social media companies in particular find it is uneconomic to develop their own AI software to supports humans in their fight against toxic content. This has significant consequences for media platforms, as there is a large amount of unwanted content (such as child exploitation, cyberbullying, terrorism, hate speech, sex solicitation, self-harm, and violence).

Spectrum Labs' AI system is able to identify 40+ toxic behaviours across all languages, enabling Trust and Safety teams to reduce content-moderation efforts by half and increase detection ten-fold.

Munich Re conducted an assessment of the natural language processing system and provided an indication of its effectiveness. This favourable signal saves testing efforts on the part of Spectrum's clients, including search and analysis costs.

More importantly, Spectrum's solution is offered along with a performance guarantee, which is insured by the Munich Re Group. If Spectrum's solution can not work as effectively as expected on the client's site, then Spectrum refunds a certain percentage of the subscription fee to the client. Munich Re's guarantee of Spectrum's AI gives Spectrum's customers additional peace of mind that its technology limits harmful behaviors on their platform, and resources to use should any performance inconsistencies arise.

Spectrum Labs' performance guarantee, insured by Munich Re, plays a key role in supporting Spectrum's efforts to continue to deliver innovative and effective solutions to help shape a safer online experience.

Profile Munich Re

Munich Re is one of the world's leading providers of reinsurance, primary insurance and insurance-related risk solutions. Since it was founded in 1880, Munich Re has been known for its unrivalled risk-related expertise and its sound financial position. It offers customers financial protection when faced with exceptional levels of damage. Munich Re possesses outstanding innovative strength. The company is playing a key role in driving forward the digital transformation of the insurance industry, and in doing so has further expanded its ability to assess risks and the range of services that it offers. The insurance for Spectrum Labs is underwritten by a primary insurance carrier of the Munich Re Group, which is an S&P AA– rated international insurance company, eligible to write surplus lines insurance in all US states. The Policy is subject to exclusions, deductibles, and a policy limit.

Profile Spectrum

Spectrum is a San Francisco based company providing an AI-based Trust & Safety platform that identifies 40+ toxic behaviours across all languages, enabling Trust & Safety teams to reduce content moderation efforts by 50% and increase detection by 10x. Spectrum Labs' mission is to use the power of data and community to rebuild trust in the Internet, making it a safer and more valuable place for all. For more, go to spectrumlabsai.com.

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