



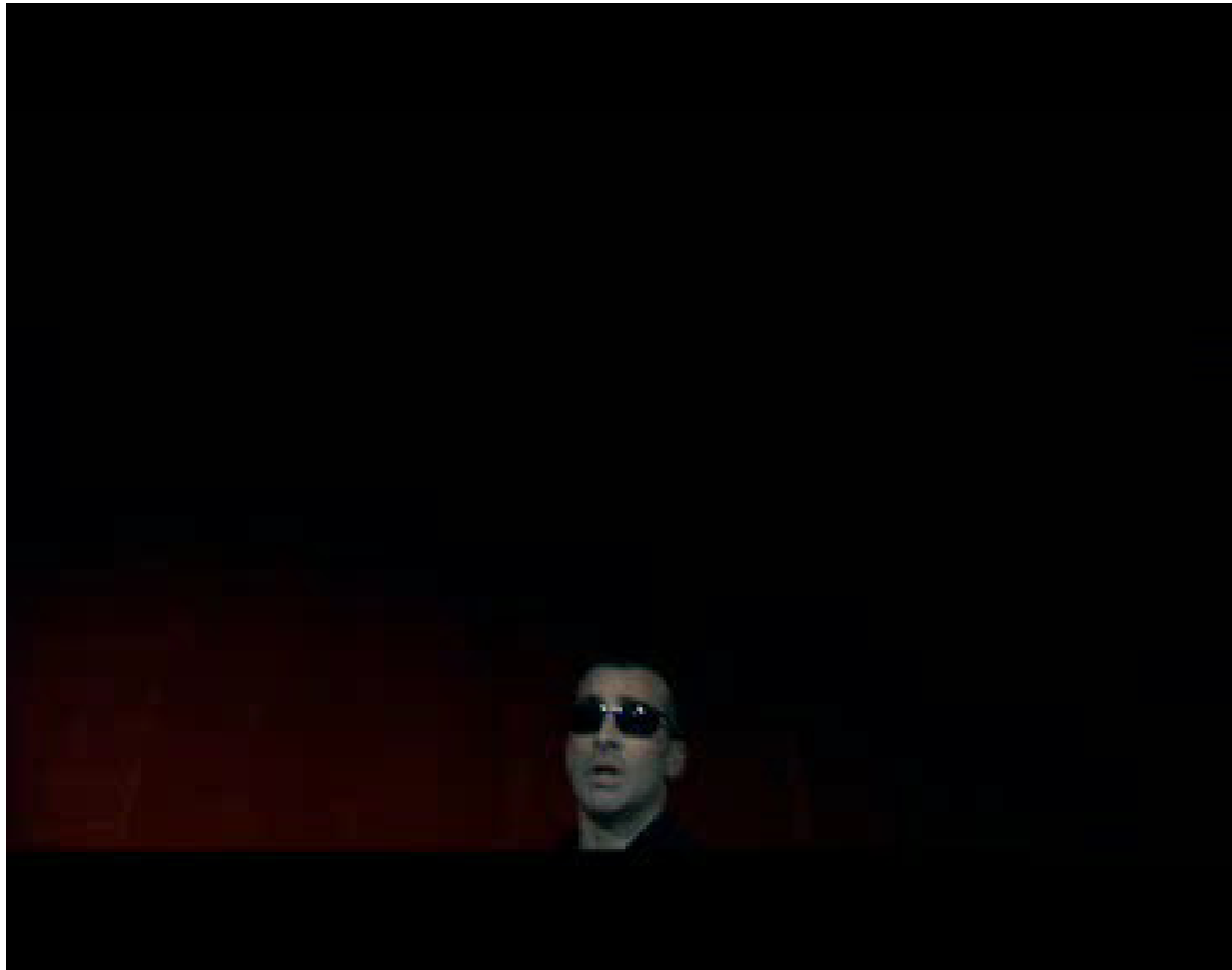
***"So you want your site users
to submit their own content?"***

***Julian Swallow
CEO, Mobrio Limited***



About Mobrio

- Mobrio is a user-generated content services company based in London & Kiev
- We design, build, manage and moderate communities based around UGC for third parties
- AOL, Central Government, Harper Collins, ITV, MTV, mykindaplace, Sky News, UKTV & Virgin Media have all used Mobrio solutions



Slide 3

Clip courtesy of Virgin Media Television



"Bump & Grind"

- TV dance competition
- online entrant auditioning
- download dance track; upload audition video clip
- winners get on TV



What do users gain? What do brands gain?

- “cool” way to get famous
- win great prizes

- leverage the phenomenal appeal of UGC
- increase traffic, loyalty, stickiness & revenues
- reduce the cost of auditioning
- capture low-cost content



What are the key issues?

- clear user guidelines about campaign goals
- content submission methods appropriate for the target audience
- compliance and legal issues addressed early
- a reasoned view about anticipated volumes
- appropriate success measurement



How do I protect my users & my brand?

- choose methodologies appropriate for the demographics of the target audience
- fashion TOS, moderation policy & guidelines early
- deploy suitable moderation resources and monitor quality
- select algorithmic techniques that assist moderators helping to reduce the cost of moderation



How important is the technology?

- must be fit-for-purpose
- multi-site UGC deployments may mandate a more flexible UGC technology solution
- select standards-compliant technology to minimise technology risk
- don't let the platform features drive the moderation policy



Is it all worthwhile?

- devise appropriate KPIs to measure performance
- be realistic about the complexity of the challenge
 - legal & compliance
 - partner selection (technology & moderation)
 - internal co-ordination issues
- seek professional advice early



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