



Moderating Mobile Communities To Protect The Operator Brand And Reputation



Mavin Infotech at a glance

M Mavin InfoTech was setup to leverage the “Proven India Advantage” in delivering low cost IT software services with a guarantee of Quality with Speed. We started by doing work for Indian companies and have evolved into a large network of; professionals with diverse skills and experience. We currently offer three services:

- ③ Offshore Development Projects
- ③ BPO & IT Enabled Services
- ③ Staffing & Onsite Consulting Services

M We have 15 active clients and a reference network spanning over 25 firms. Nearly 90% of our business is derived from service exports to US and 80% of our clients are in manufacturing, financial services, retail and healthcare domains. The basis of our success and future progress is that we ensure “value for money” in each and every client relationship. Nearly 85% of our revenue is from repeat clients. Our billing rates are in the range of US \$14 – \$22 per hour for offshore work and US \$28 - \$45 per hour for onsite work. Mavin Info Tech is structured in three parts:

- ③ Determine Opportunity Portfolio and Manage Skill Matrix Measurement & Progression
- ③ Manage Talent Pool through Recruitment & Skill Training
- ③ Opportunity Clustered Delivery Network (Value for Money & Quality with Speed)

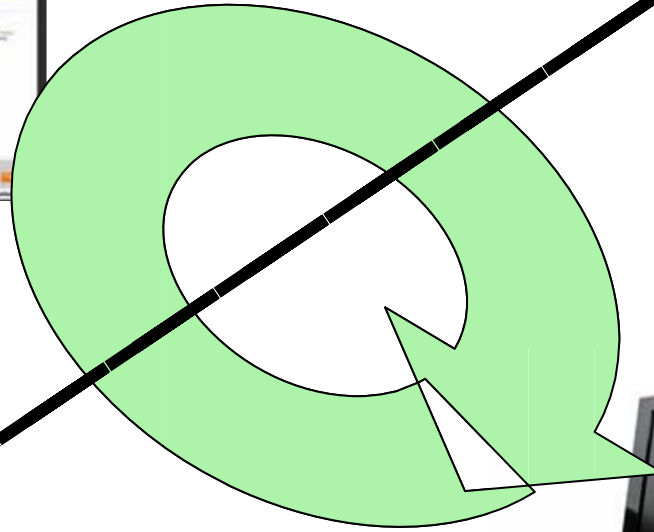
m We adopt both process and outcome control in our quality assurance practices to ensure that our clients get value for their money in every assignment. Each project or initiative is pursued in the spirit of making the relationship a potential source of ongoing repeat business.

m We have detailed and business relevant “ready to deploy” frameworks that we use as a starting point to understand the client requirements. We then use incremental and iterative approach to implement the required changes as per client requirements. Speed & Business Relevance of our solution is the key differentiator.



Mavin Infotech-process at a glance

- Mobile and Web based photo/video/text sharing portal and social networking community
- Launched in January of 2006
- Has more than 200,000 active members
- Has more than 2 million content (photo/video/text)



 **Mavin Info Tech**
IT and ITES



USERS

 **Mavin Info Tech**
IT and ITES



What we have imagined...

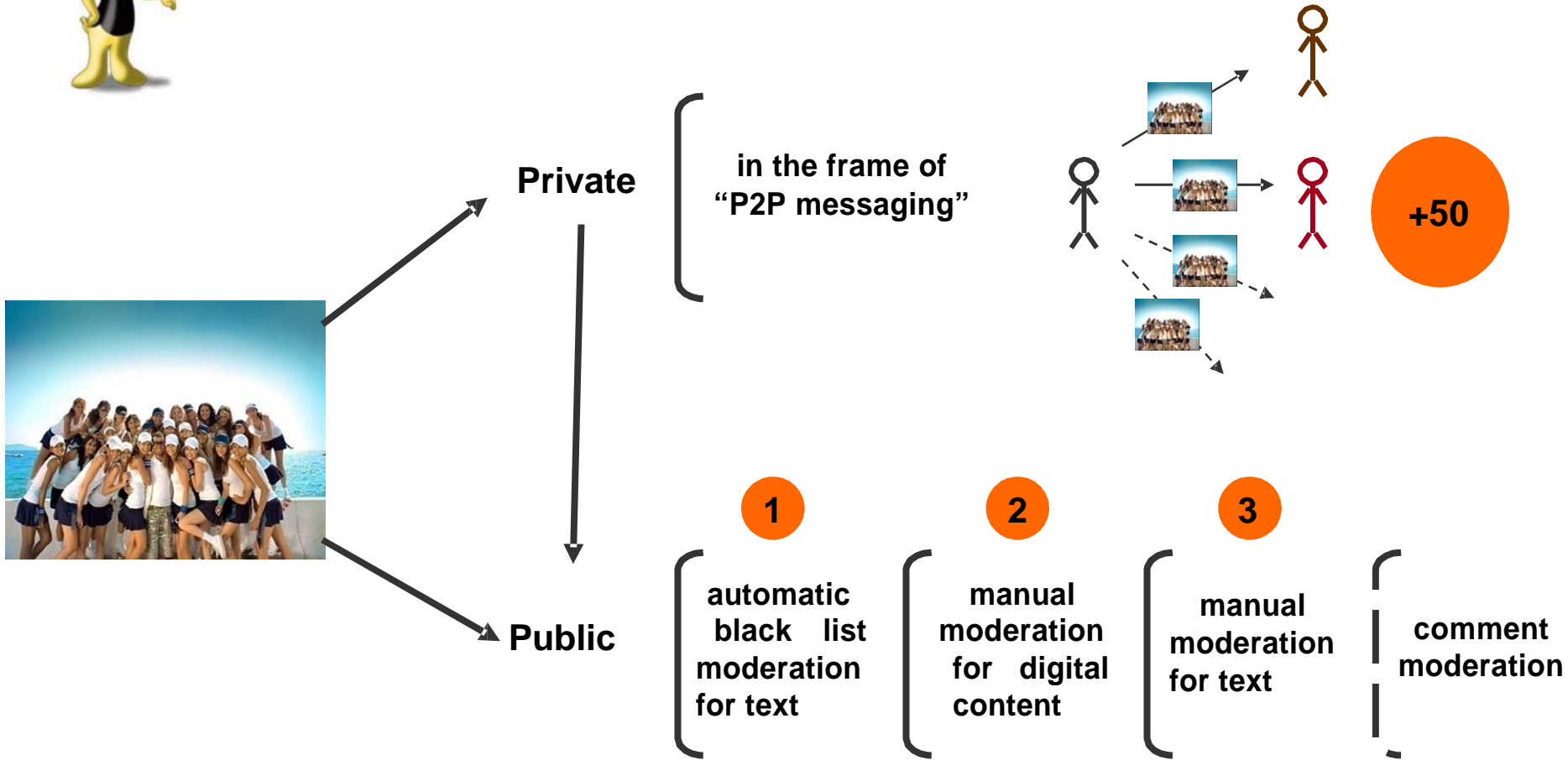


Madonna - Love Profusion [Video]





Moderation Flow





Moderation

Black
List
Approval



Decline


The digital content is approved.
However, the user is asked to revise title, description and/or tags.

Approve

Ban

The digital content is banned forever.
“Inappropriate Content” warning for copyright, 3rd party rights, ...

İçerik Onaylama



Başlık:
Ya.sev.yada.sev.yada.defol.git

Açıklama:
Ya.sev.yada.sev.yada.defol.git

Etiketler:
Ya.sev.yada.sev.yada.defol.git

Kategori:
Diğer

Editörden:

Red Nedeni:
Kışkırtıcı içerik

Boyut(KB):
3 KB


Oluşturma:
25.08.2007 22:47:09

Onayla Kararsız Reddet Yasakla İptal

The user is informed to edit title, description and tags

Reason of decline: **provocative content**

İçerik Onaylama



Başlık:
Din_bay.jpg

Açıklama:

Etiketler:

Kategori:
Diğer

Editörden:

Red Nedeni:
Diğer


Boyut(KB):
6 KB

Oluşturma:
04.09.2007 00:49:50

Onayla Kararsız Reddet Yasakla İptal

Reason of ban: **political content**

İçerik Onaylama



Başlık:
Bens 05002120000

Açıklama:

Etiketler:
Bens 05002120000

Kategori:
Diğer

Editörden:

Red Nedeni:
Ticari amaçla yayınlanan içerik

Boyut(KB):
45 KB

Onayla Kararsız Reddet Yasakla İptal

Reason of decline: **commercial content**

İçerik Onaylama



Başlık:
Ar1.jpg

Açıklama:

Etiketler:

Kategori:
Diğer

Editörden:

Red Nedeni:
İçerik unsurları içeren içerik

Boyut(KB):
97 KB

Oluşturma:
16.09.2007 11:02:45

Onayla Kararsız Reddet Yasakla İptal

Reason of ban: **violence**



Authorization Levels

1

Moderation Team Member Approval

2

Moderation Team Leader Approval

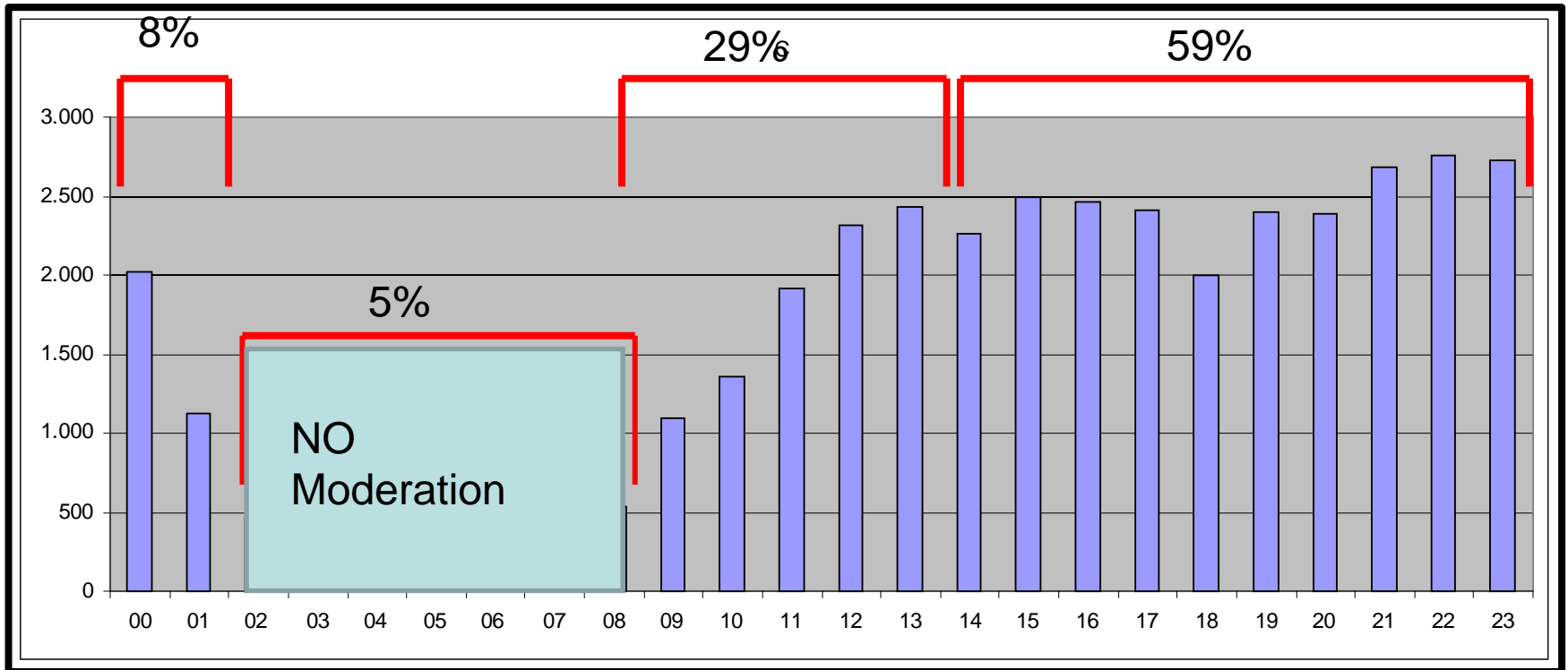
3

Mavin Infotech's approval

P.S: We have a team of 12 moderators working on 24/7 hrs.

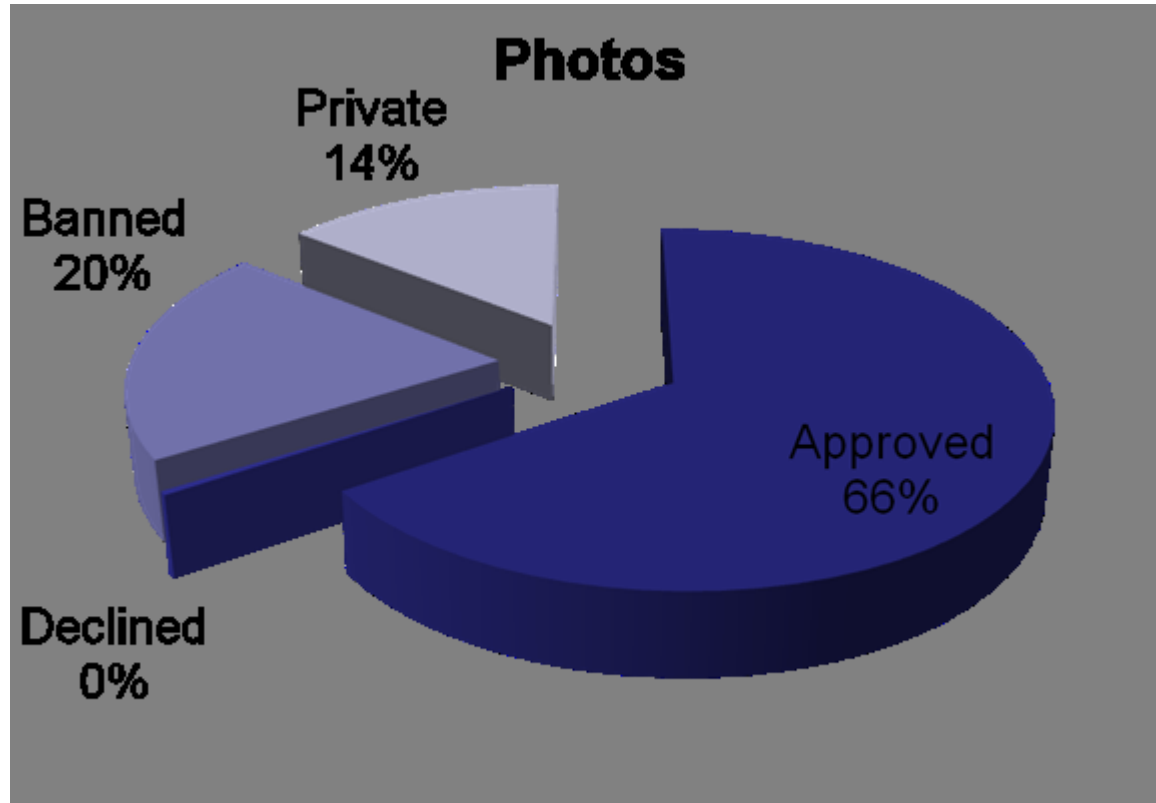


Moderation and Content uploads



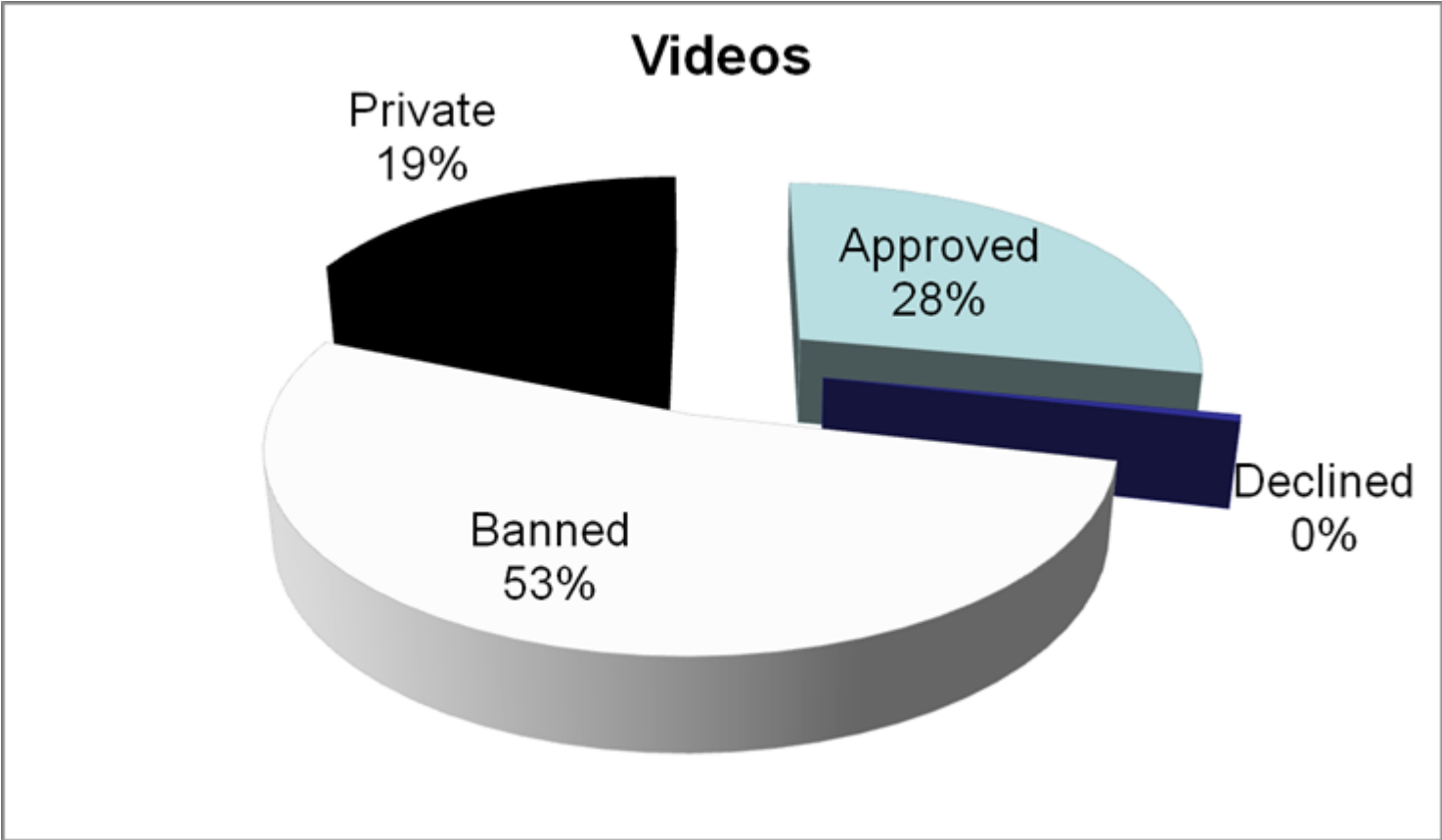


Moderated Photos





Moderated Videos





Moderation: User Moderation

- Users can report inappropriate content by clicking this link.
- Users have reported inappropriate content 7,796 times for 6,293 unique content.
- 1,986 of those found inappropriate and has been banned.

31% of those has been banned





MODERATION IN A NUTSHELL

- Tell your users what they can do and can't do: a visible Terms and Conditions page.
- Empower users: Give tools to your users so they can get involved in moderation*
- Automated Filters: Create automated filters but allow tuning (self-learn)
- Always have human moderation.
- Be transparent about moderation: Tell your users why their content is not approved.



Contact Us

Mavin Infotech

Block # 304, 305, Bhanu Arcade,
Opp. Hi-Tech Theater,
Madhapur, Hyderabad-500081,
India.

Ph # +91-40-40056734

Cell # +91-9963-197111

US # +1 (203)654-7777, +1 (312)265-6214

info@mavininfotech.com



THANK YOU