

The logo for 'yube' is written in a lowercase, rounded, sans-serif font. The letters are white and stand out against the yellow background. The 'y' has a thick stem, and the 'e' has a rounded, open end.

**THE WORLD'S SOCIAL
DISCOVERY PLATFORM**

yube

PRODUCT



THE COMPANY



2015

creation



nationality



13

staff members



SOME METRICS ABOUT YUBO



20m

users worldwide



+50m

live videos



+3b

messages sent



STAY WITH YOUR TRIBE



Culture

Filter live groups based on languages, countries and age range



People

Join groups of people based on the streamers's profile

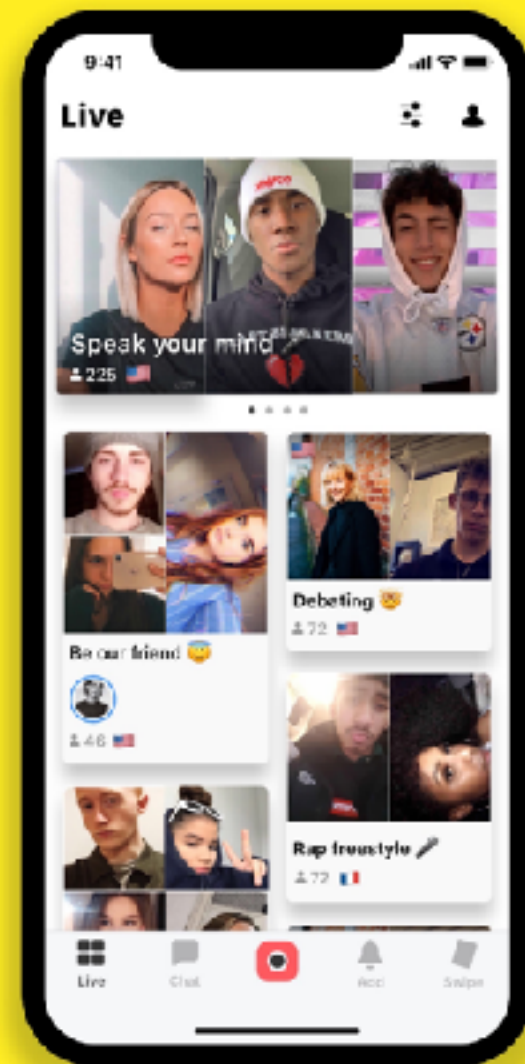


Topics

Filter live groups bases on titles and emoji topics

Discover

new groups of friends



OUR CHALLENGES



Trends

We have to deal with trends from other platforms



Scale

We need to expand our moderation team and equip them with scaling moderation tech

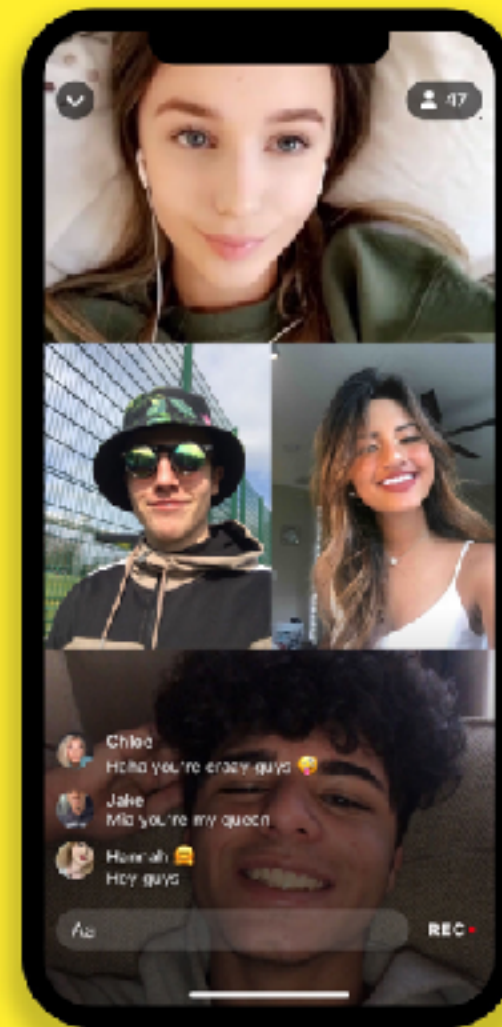


Culture

We need to tackle different issues according to the countries

Livestream

with like-minded people



yube

SAFETY



THE SAFETY PRINCIPLES



DETECTION

We develop tech or partner with third parties to remove bad content and flag unsafe users before any report



INTERVENTION

We can intervene in real-time to warn users about an inappropriate behavior



USER FEEDBACK

We try to collect as much feedback as we can from our community



PREVENTION

We do some user research to prevent unsafe behaviors and find point of contact to educate users



OUR SAFETY FRAMEWORK



MODERATION TEAM

We have local moderation teams 24/7. They check profiles, content and live streams



REPORTING

Treat report in a very fast, efficient and smart way



MODERATION TECH

Building machine learning algorithms to scale moderation and help make good decisions



TOOLS FOR USERS

Giving users the best tools to protect themselves before we intervene



PROFILE AND VIDEO DETECTION



Inappropriate pics

You cannot upload nudity pictures when detected. If the picture is detected as suggestive (shirtless, underwear, etc.), you receive a popup alert.



Prevention

25% cancel their upload when they receive this alert



Human Moderation (H24)

If the user uploads the picture, it will be then double-checked by our review team and the picture removed if it breaks our guidelines.

Protecting young people online together



1 Yubo user adds their age and profile picture



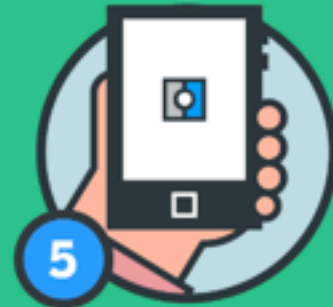
2 YAS estimates the age of the user



3 User age is compared to YAS age



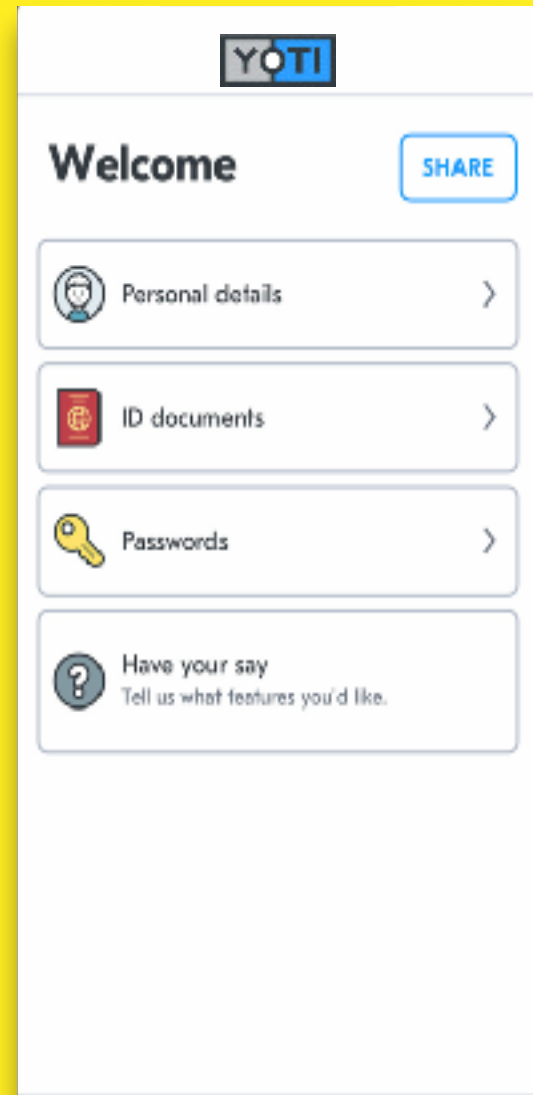
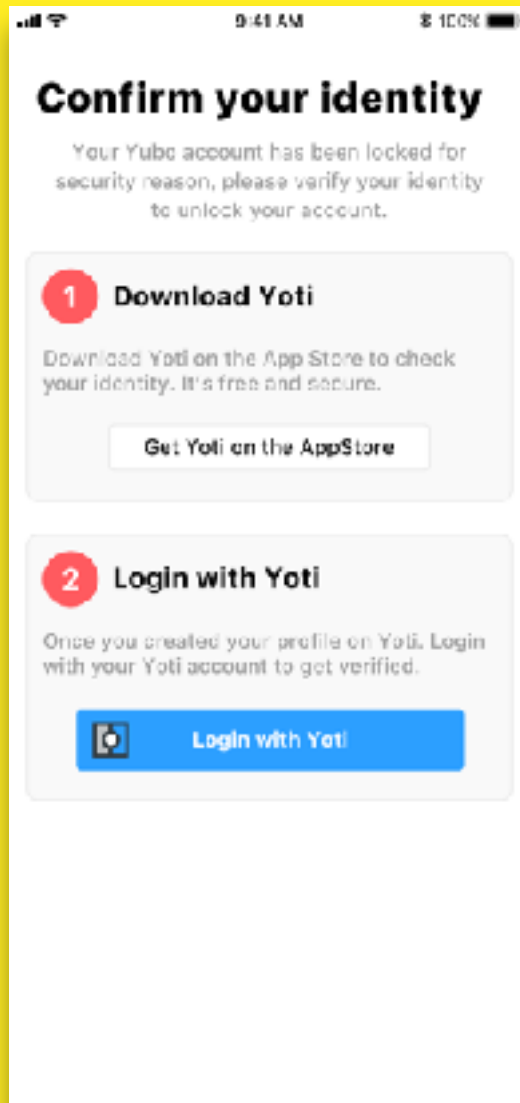
4 User approved or flagged to Yubo safety team



5 Flagged users can verify age with Yoti app



YUBO X YOTI



REAL TIME INTERVENTIONS IN LIVE STREAMS



Detection

Our algorithms automatically close live streams with a high certainty of nudity. We send push notification to our moderation team in other cases.



Intervention

We send alerts to users if they break our rules. More than 95% of users comply when getting alerts and learn our community guidelines.



Action

Our team works 24/7 to send alerts to users and close lives. We can block devices definitely or temporary.

A SAFETY BOARD WITH EXPERTS



Annie Mullins

Head of Trust & Safety

Ex Yahoo, Vodafone

Aol.

YAHOO!



Anne Collier

Journalist & Safety expert

Safety advisor board
@Snapchat, @Twitter,
@Facebook



Alex Holmes

Safety advisor @Twitter

Deputy CEO Diana
Awards



Michael Moran

Ex-interpol

Crimes against children
unit expert in cybercrime



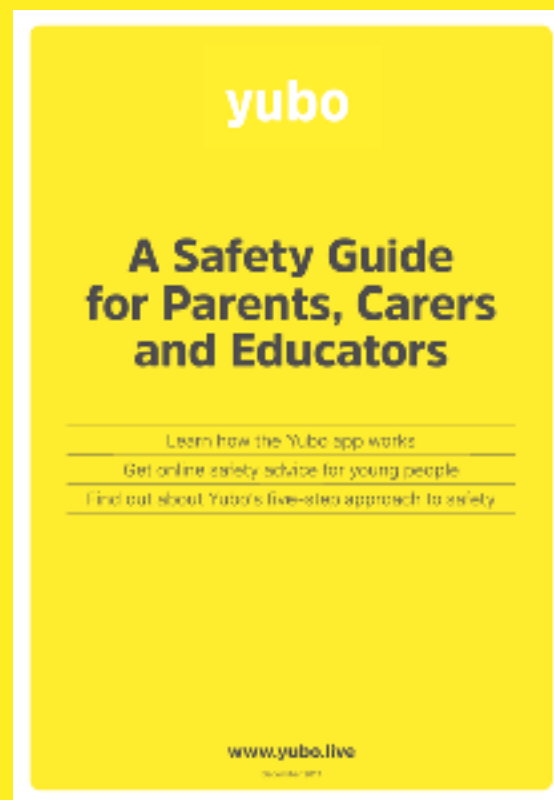
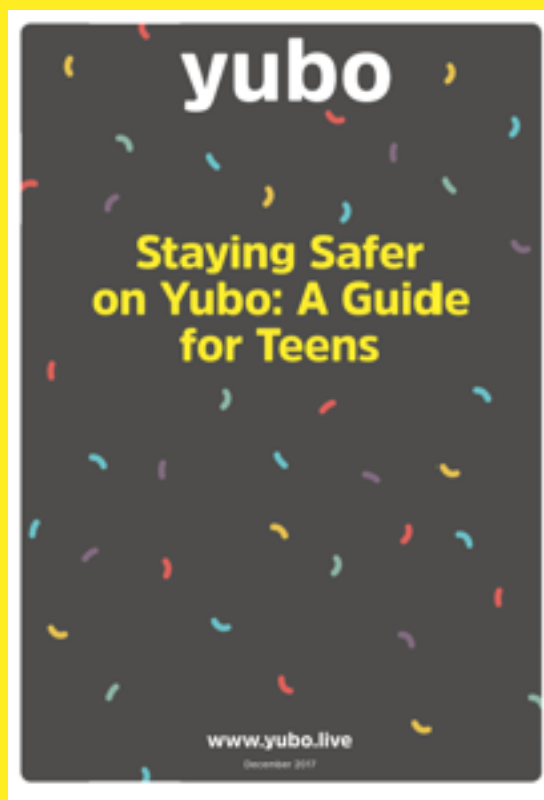
Dr Richard Graham

Teen Psychiatrist

Nightingale Hospital



EDUCATION AND RESOURCES



The screenshot shows the 'Advice' section of the Yubo website. It includes a table of contents on the left and a main content area with an introduction and a grid of topic cards.

Advice

Overview

Yubo is a great place for young people to connect with friends but, as with any social network, you might have some concerns about your child or students using it.

Our community guidelines outline what is acceptable and what is not on Yubo and we encourage our users, their families and other concerned adults to contact us about anything inappropriate or illegal they see on the app, so that we can take action.

We respond quickly when we are aware of any rules being broken and we report potentially illegal activity, such as fake profiles & scams, to law enforcement.

In this section, we link to some of the main concerns you might have, provide online safety advice and explain what we're doing to help protect young people on Yubo.

<p>Bullying</p> <p>Bullying can be really hurtful, whether it's online or in the real world.</p>	<p>Inappropriate language</p> <p>Young people often test boundaries with the language they use on the internet – do you understand their online code?</p>	<p>Sexual exploitation</p> <p>Unfortunately, some people target children and teenagers online for sexual purposes.</p>
<p>Identity</p> <p>Faking, exploring sexual feelings and having relationships – a normal part of growing up – increasingly happens online.</p>	<p>Fake profiles & scams</p> <p>On social networks, people sometimes pretend to be someone they are not – how can you spot a fake and avoid a scam?</p>	<p>Self-harm & Suicide</p> <p>Sadly, the pressures of growing up sometimes lead to depressive and suicidal thoughts.</p>
<p>Harmful & illegal content</p> <p>Violence, drugs, racism, homophobia, violence, extremism...</p>	<p>Self-esteem</p> <p>Some teenagers experience body shaming, bullying and other forms of abuse.</p>	<p>Fear pressure</p> <p>From just-for-fun pranks to more serious dares, teens often feel</p>

**COMMENTS AND FEEDBACK
ARE ALWAYS WELCOME!**

MAD@YUBO.LIVE