



***Transparency report
for Dailymotion***

On Prohibited Content Policy's enforcement

***Reporting period:
January 1st – December 31st, 2023***

April 3rd, 2024

Section 1. Cooperation with national authorities following orders	4
<i>Numbers of orders to act against illegal content received from European Union Member States' authorities</i>	4
<i>Numbers of orders to provide information received from European Union Member States' authorities</i>	4
Section 2. User reports	5
<i>Submission of user reports</i>	5
<i>Reporting categories</i>	5
<i>Processing of user reports</i>	6
<i>Moderation decisions</i>	6
<i>Metrics</i>	6
Section 3. Moderation actions set up by Dailymotion	8
<i>Use of automated tools</i>	8
<i>Dedicated initiatives</i>	9
<i>Moderation decisions</i>	9
<i>Persons in charge of content moderation</i>	9
<i>Metrics</i>	9
Section 4. Appeal mechanism	10
<i>Appeal process</i>	10
<i>Moderation decision</i>	10
<i>Metrics</i>	10
Section 5. Use of automated means for content moderation	11
Annex 1 - Metrics	12
<i>Table 1.1 – Orders to act against illegal content received from the authorities of the member states of the European Union</i>	12
<i>Table 1.2 – Orders to provide information received from the authorities of the member states of the European Union.</i>	14
<i>Table 2 – User reports received and processed categorized by type of alleged illegal content.</i>	16
<i>Table 3 – Content moderation following automated detection between January 1st and December 31, 2023.</i>	17
<i>Table 4 – Appeals lodged following user reports between January 1st and December 31, 2023.</i>	18

About this transparency report

Dailymotion is a visual conversation in motion, based on a unique algorithm designed to broaden users' horizons. Dailymotion brings nuance to the debates that animate young people and puts listening, discovery, and kindness back at the heart of interactions to help build a better and safer Internet.

Indeed, at Dailymotion we find that empathy is key to understand alterity. Caring for each other is our driver to create a safe community. This is the reason why we work to ensure that Dailymotion is an online environment that is secure and upholds the [values](#) we stand for.

To keep our platform a safe place to exchange and share content that matters, we have created a [Prohibited Content Policy](#) which is an integral part of our [Terms of Use](#). We rely on various systems to identify potentially harmful content to ensure our policies are respected. We use innovative technologies and people to help us keep our platform safe. We are also committed to be as transparent as possible on the measures we take to tackle harmful and potentially illicit content on our platform.

Dailymotion has invested considerable resources in tailoring the specific needs required for content moderation. This transparency report provides concrete elements on Dailymotion's content moderation for the year 2023.

Section 1. Cooperation with national authorities following orders

Numbers of orders to act against illegal content received from European Union Member States' authorities

During the reporting period, Dailymotion did not receive any orders to act against illegal content from competent authorities of any Member State of the European Union, such as law enforcement agencies (LEA) or government.

The data presented in [table 1.1 in annex 1](#) reflects the above statement.

Numbers of orders to provide information received from European Union Member States' authorities

During the reporting period of the present transparency report, Dailymotion received **9 orders to provide information** from French authorities. Dailymotion did not receive other requests to provide information from other competent authorities of Member States of the European Union.

The data presented in [table 1.2 in annex 1](#) reflects the above statement.

Section 2. User reports

Submission of user reports

Dailymotion allows any individual or entity to report content that appears inappropriate and/or violates our Prohibited Content Policy whether they have a Dailymotion account or not.

Users will find next to each video a “report” button allowing them to quickly report any inappropriate content by:

1. **Indicating which part of the video they wish to report** – this allows us to quickly identify whether the issue is related to the whole video or a part of it.
2. **Selecting the main reason for their report** – to provide the most appropriate responses possible, we have created different categories of reports corresponding to different behaviors.
3. **Explaining why they are reporting this video** – this step is important as it provides us with elements of context that are deemed useful for properly processing the report.

We also allow our users to [report inappropriate content](#) via mail or email in specific cases.

Reporting categories

Dailymotion regularly updates its reporting categories, so they reflect always changing behaviors. Therefore, Dailymotion allow reporting in 11 different categories:

- Apology, trivialization, denial of a crime
- Child abuse
- Copyright Infringement
- Disinformation
- Harmful content for vulnerable audiences
- Hateful content
- Infringement of other rights
- Malicious, shocking, dangerous or violent content
- Sexual or pornographic content
- Spam or fraudulent content
- Terrorism

Please note that if a user clicks on either the ‘Copyright Infringement’ or ‘Infringement of other rights’ categories, they will be redirected to a dedicated reporting form.

Processing of user reports

Each user report received by Dailymotion is processed by our moderation team in charge of evaluating, 7 days a week, 24 hours a day, if the reported content is illicit and/or contrary to our Prohibited Content Policy which is an integral part of our Terms of Use.

At the end of the moderation process, users whose content has been moderated and the users who reported the content will receive an email from Dailymotion informing them of the outcome of the moderation decision.

Moderation decisions

There are four types of decisions that can be taken on the content following a user report:

- **The content does not infringe our Prohibited Content Policy:** it will remain online.
- **The content infringes our Prohibited Content Policy:** it will be removed from Dailymotion.
- **The content is not appropriate for all audiences:** access to the content will be restricted due to its sensitive nature. This means that the content will no longer be accessible to all audiences and its visibility will be reduced. The content will also be demonetized and will no longer appear in Dailymotion's search results.
- **The content is not suitable for advertising purposes:** it will then be demonetized.

Metrics

Number of reports submitted and action taken

The metrics presented in **table 2 in annex 1** provides an overview of the number of user reports submitted through the reporting tool on a global scale during the reporting period.

Among these numbers, the table also provides the number of content that was moderated following a user report by category and the median time needed for our moderation team to take action in minutes.

The difference between the number of user report received and the number of content moderated can be explained by many factors among which the fact that a user report can include more than one content to be reviewed. Users can also misuse reporting categories to report content to which they disagree with and/or that is not infringing our Prohibited Content Policy.

Number of reports processed by automated means

All user reports received are processed by the Dailymotion moderation's team. No user reports are processed by automated means.

Median time needed for taking the action

During the reporting period, the median time needed for moderation's team to process reported content is approximately **2 minutes**.

The median time needed to take action following a user report is the time passed between the submission of the report by a user and the first action taken by the moderation team.

Section 3. Moderation actions set up by Dailymotion

Use of automated tools

Dailymotion relies on various systems to identify potentially harmful content to ensure its policies are respected. We use innovative technologies to help us keep our platform safe.

A dynamic list of keywords and short sentences

Dailymotion has put in place a dynamic list of keywords and short sentences preventing the upload of illegal videos. This list is updated automatically through a machine learning algorithm based on our previous moderation decisions.

Thus, when uploading content on Dailymotion, if the title or the description of the video contains a keyword or short sentence included in the dynamic list, the content will be automatically flagged and pushed for review by our moderation team.

Fingerprinting technology

Dailymotion works with two providers of digital fingerprint recognition solutions: Audible Magic (AM) for audio detection and *Institut National de l'Audiovisuel* (INA) for video detection. These fingerprinting technologies allow us to detect, at the upload of a video, if it infringes our Prohibited Content Policy. Each time a video uploaded on Dailymotion matches a digital fingerprint present in the databases of AM or INA, the content is automatically removed. We use these technologies to avoid the reappearance of already qualified illicit content and to protect copyright holders.

Hash technology

Dailymotion has developed an in-house hashing technology to prevent the reappearance of illicit content. Upon the identification of such content, Dailymotion removes it promptly and creates a digital fingerprint of its entire file so that the exact same content will not be available on Dailymotion again.

Other detection mechanisms

Dailymotion has developed an in-house dynamic detection mechanism allowing the identification of content at risk. Once identified, the content is sent for review to our moderation team.

Dailymotion has also implemented a natural language processing tool which analyses content for moderation purposes. The tool classifies content by scores based on text and transcript analysis. This serves as an indicator for potential harmfulness and helps our moderation team to better identify, prioritize and remove infringing content.

Dedicated initiatives

Dailymotion has put in place initiatives to tackle certain types of content such as terrorist and violent extremist content on its platform. It is led by a group of experts from our moderation team whose mission is to investigate further certain types of content such as terrorist or violent extremist content already qualified or start new investigations based on preminent indicators of risk or following specific events.

Moderation decisions

As for user reports, there are four types of decisions that can be taken on a content once it has been detected:

- **The content does not infringe our Prohibited Content Policy:** it will remain online.
- **The content infringes our Prohibited Content Policy:** it will be removed from Dailymotion. Please note that this moderation action will automatically be applied for any content that matches a fingerprint previously generated in our databases or in the databases of INA and AM.
- **The content is not appropriate for all audiences:** access to the content will be restricted due to its sensitive nature. This means that the content will no longer be accessible to all audiences and its visibility will be reduced. The content will also be demonetized and will no longer appear in Dailymotion's search results.
- **The content is not suitable for advertising purposes:** it will then be demonetized.

Persons in charge of content moderation

Dailymotion moderation's team is provided with various moderation tools and guidelines. Moderators receive training on Dailymotion's policies upon their arrival and are regularly trained when guidelines are updated. Calibration meetings are also held on a weekly basis. Due to the specific and sensitive nature of their work, access to psychological support whenever needed is available to all moderators.

Metrics

The metrics presented in **table 3 in annex 1** provides an overview of content which has been moderated after being detected by at least one of the automated tools described in this section, on a global scale, during the reporting period.

The difference between the number of content moderated and the total number of restrictions imposed can be explained by the fact that different moderation action can be applied on a unique content (i.e. a content can be demoted, demonetized and placed behind a sensitive filter at the same time.). Each moderation action applied to the content is counted in the « Total number of restrictions imposed » column.

Section 4. Appeal mechanism

Appeal process

Dailymotion has created an internal [appeal mechanism](#) for the decisions taken by its moderation team following the detection and/or reporting of Prohibited Content. This internal appeal system allows:

- **The reporter** to contest a moderation decision taken following his/her report; and
- **The user whose content has been moderated** to contest the moderation decision affecting its content.

This internal appeal mechanism is mainly available via a URL link indicated in the e-mails sent by the moderation team to the reporter or to the user whose content has been moderated. This URL link redirects to an appeal form which must be filled in by providing all the mandatory information to consider the appeal valid. For copyrighted related content, users can appeal a moderation decision by contacting our support team via a dedicated form. This appeal system is open for six months from the moderation decision.

Moderation decision

Dailymotion is committed to processing these appeals quickly and impartially. Each appeal received by Dailymotion is processed by our moderation team who can apply four types of decisions on the content:

- **The content does not infringe our Prohibited Content Policy:** it will remain online.
- **The content infringes our Prohibited Content Policy:** it will be removed from Dailymotion.
- **The content is not appropriate for all audiences:** access to the content will be restricted due to its sensitive nature. This means that the content will no longer be accessible to all audiences and its visibility will be reduced. The content will also be demonetized and will no longer appear in Dailymotion's search results.
- **The content is not suitable for advertising purposes:** it will then be demonetized.

At the end of the appeal process, the reporter and the user whose content has been moderated will be informed of the outcome.

Metrics

The metrics presented in [table 4 in annex 1](#) provides an overview of the number of valid appeals lodged following user reports during the reporting period. Among these appeals, are also presented the share of decisions confirmed, newly imposed or reversed in appeal.

Section 5. Use of automated means for content moderation

To ensure its policies are respected, Dailymotion relies on both innovative technologies and human analysis to detect and remove infringing content. Dailymotion places human analysis at the heart of its moderation's system.

This is the reason why, as stated in section 3, Dailymotion uses automatic moderation (i.e. with no human reviewers' involvement) only for detected content that matches a fingerprint previously generated in the INA and/or AM and/or Dailymotion's databases.

In all other cases, content detected and/or moderated by Dailymotion is processed by human reviewers.

Annex 1 - Metrics

Table 1.1 – Orders to act against illegal content received from the authorities of the member states of the European Union

Reporting period	Scope	Number of orders received	Number of orders granted/complied with	Median time to give effect to the order
2023-01-01/2023-12-31	TOTAL	0	NA	NA
2023-01-01/2023-12-31	AT	0	NA	NA
2023-01-01/2023-12-31	BE	0	NA	NA
2023-01-01/2023-12-31	BG	0	NA	NA
2023-01-01/2023-12-31	CY	0	NA	NA
2023-01-01/2023-12-31	CZ	0	NA	NA
2023-01-01/2023-12-31	DE	0	NA	NA
2023-01-01/2023-12-31	HR	0	NA	NA
2023-01-01/2023-12-31	DK	0	NA	NA
2023-01-01/2023-12-31	ES	0	NA	NA
2023-01-01/2023-12-31	EE	0	NA	NA
2023-01-01/2023-12-31	FI	0	NA	NA
2023-01-01/2023-12-31	FR	0	NA	NA
2023-01-01/2023-12-31	GR	0	NA	NA
2023-01-01/2023-12-31	HU	0	NA	NA
2023-01-01/2023-12-31	IR	0	NA	NA
2023-01-01/2023-12-31	IT	0	NA	NA

2023-01-01/2023-12-31	LV	0	NA	NA
2023-01-01/2023-12-31	LT	0	NA	NA
2023-01-01/2023-12-31	LU	0	NA	NA
2023-01-01/2023-12-31	MT	0	NA	NA
2023-01-01/2023-12-31	NL	0	NA	NA
2023-01-01/2023-12-31	PL	0	NA	NA
2023-01-01/2023-12-31	PT	0	NA	NA
2023-01-01/2023-12-31	RO	0	NA	NA
2023-01-01/2023-12-31	SK	0	NA	NA
2023-01-01/2023-12-31	SI	0	NA	NA
2023-01-01/2023-12-31	SE	0	NA	NA

Table 1.2 – Orders to provide information received from the authorities of the member states of the European Union.

Reporting period	Scope	Number of orders received	Number of orders granted/complied with	Median time to give effect to the order (in days)
2023-01-01/2023-12-31	TOTAL	9	9	2,5
2023-01-01/2023-12-31	AT	0	0	0
2023-01-01/2023-12-31	BE	0	0	0
2023-01-01/2023-12-31	BG	0	0	0
2023-01-01/2023-12-31	CY	0	0	0
2023-01-01/2023-12-31	CZ	0	0	0
2023-01-01/2023-12-31	DE	0	0	0
2023-01-01/2023-12-31	HR	0	0	0
2023-01-01/2023-12-31	DK	0	0	0
2023-01-01/2023-12-31	ES	0	0	0
2023-01-01/2023-12-31	EE	0	0	0
2023-01-01/2023-12-31	FI	0	0	0
2023-01-01/2023-12-31	FR	9	9	2,5
2023-01-01/2023-12-31	GR	0	0	0
2023-01-01/2023-12-31	HU	0	0	0
2023-01-01/2023-12-31	IR	0	0	0
2023-01-01/2023-12-31	IT	0	0	0
2023-01-01/2023-12-31	LV	0	0	0
2023-01-01/2023-12-31	LT	0	0	0
2023-01-01/2023-12-31	LU	0	0	0
2023-01-01/2023-12-31	MT	0	0	0

2023-01-01/2023-12-31	NL	0	0	0
2023-01-01/2023-12-31	PL	0	0	0
2023-01-01/2023-12-31	PT	0	0	0
2023-01-01/2023-12-31	RO	0	0	0
2023-01-01/2023-12-31	SK	0	0	0
2023-01-01/2023-12-31	SI	0	0	0
2023-01-01/2023-12-31	SE	0	0	0

Table 2 – User reports received and processed categorized by reporting category

Reporting period	Reporting category	Scope	Number of user reports received*	Number of content moderated**	Median time to take action (in minutes)
2023-01-01/2023-12-31	TOTAL	Global	170332	1084919	00:01:38
2023-01-01/2023-12-31	APOLOGY, TRIVIALIZATION, DENIAL OF A CRIME	Global	465	153	NA
2023-01-01/2023-12-31	CHILD ABUSE	Global	6966	1228	NA
2023-01-01/2023-12-31	COPYRIGHT	Global	109785	1051312	NA
2023-01-01/2023-12-31	FAKENEWS	Global	3081	1046	NA
2023-01-01/2023-12-31	HARMFUL FOR CHILREN	Global	8343	2441	NA
2023-01-01/2023-12-31	HATEFUL CONTENT	Global	4193	2278	NA
2023-01-01/2023-12-31	OTHER RIGHTS	Global	46	972	NA
2023-01-01/2023-12-31	SEXUAL OR PORNOGRAPHIC	Global	10962	3673	NA
2023-01-01/2023-12-31	SPAM	Global	20568	18045	NA
2023-01-01/2023-12-31	TERRORIST	Global	1300	347	NA
2023-01-01/2023-12-31	VIOLENT	Global	4623	3424	NA

* A report can include more than one content to be reviewed

** The content has either been removed, access restricted and/or demonetized following a user report

Table 3 – Content moderation following automated detection between January 1st and December 31, 2023.

Scope	Category of illegal content	Number of unique content moderated*	Total number of restrictions imposed**	Number of content removed	Number of content demoted	Number of content placed behind a sensitive filter	Number of content otherwise restricted***	Number of content demonetized	Number of account deactivated
Global	TOTAL	419040	1566177	543019	1011035	71001	14285	940034	32714
Global	CHILD ABUSE	1040	1086	1086	NA	NA	NA	NA	19
Global	COPYRIGHT INFRINGEMENT	81498	172635	172635	NA	NA	NA	NA	565
Global	FAKE NEWS	343	405	405	NA	NA	NA	NA	63
Global	HATEFUL CONTENT	537	1028	1028	NA	NA	NA	NA	79
Global	OTHER	2386	1026883	3725	NA	NA	NA	NA	2188
Global	SEXUAL OR PORNOGRAPHIC CONTENT	17410	20607	20607	NA	NA	NA	NA	5575
Global	SPAM	310792	337525	337525	NA	NA	NA	NA	23833
Global	TERRORIST	136	182	182	NA	NA	NA	NA	18
Global	VIOLENT	4898	5826	5826	NA	NA	NA	NA	374

* Content that has either been removed, access restricted and/or demonetized

** Different types of moderation action can be applied on a content.

*** Includes moderation action affecting the visibility such as geo-blocking and/or avatar removal

Table 4 – Appeals lodged following user reports between January 1st and December 31, 2023.

Indicator	Total	Number of content removed	Number of content placed behind a sensitive filter	Number of content demonetized
Number of restrictions upheld as a result of an internal complaint	46	28	0	11
Number of restrictions newly imposed as a result of an internal complaint	18	16	1	6
Number of restrictions reversed as a result of an internal complaint	25	13	8	4