

Global Content Moderation Solutions Market Report and Forecast 2023-2028

Market Report | 2023-03-14 | 134 pages | EMR Inc.

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Report description:

Global Content Moderation Solution Market Report and Forecast 2023-2028

Market Outlook

According to the report by Expert Market Research (EMR), the global content moderation solution market reached a value of USD 6660 million in 2022. Aided by the increasing need for monitoring user-generated content on various online platforms, the market is projected to grow at a CAGR of 12.7% between 2023 and 2028 to reach a value of USD 13621.81 million by 2028.

Content moderation solutions refer to the process of reviewing and filtering user-generated content on websites, social media platforms, and other online channels to ensure that it complies with the platforms' policies and guidelines. This includes monitoring and managing text, images, videos, and audio to prevent the spread of harmful, abusive, or inappropriate content. The global content moderation solution market growth is primarily driven by the increasing need to monitor user-generated content on various online platforms. With the rapid proliferation of internet users and the rising popularity of social media, the volume of user-generated content has surged exponentially. This has necessitated the implementation of robust content moderation solutions to ensure a safe and positive online environment for users.

Another factor contributing to the global content moderation solution market expansion is the increasing focus on brand reputation and compliance with legal regulations. Additionally, the growing concerns regarding online harassment, cyberbullying, and the spread of misinformation have led to the adoption of content moderation solutions by online platforms. Governments and regulatory bodies have also started implementing stricter guidelines and policies to address these issues, further fuelling the demand for content moderation services.

The global content moderation solution market has grown significantly as a result of the advent of artificial intelligence (AI) and machine learning (ML) technologies. AI and ML-powered content moderation tools can analyse and filter large volumes of content more efficiently and accurately than manual methods. This has led to the development and adoption of advanced content moderation solutions that can better identify and mitigate harmful or inappropriate content.

Real-time content moderation has gained traction in recent years, as it enables platforms to monitor and filter content as it is being generated and posted. This ensures that inappropriate or harmful content is removed instantly, minimising its potential impact on users and maintaining a safe online environment. This is further propelling the content moderation solution market growth.

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Market Segmentation

The market can be divided based on type, content type, component, industry, and region.

Market Breakup by Type

- Pre-moderation
- Post-Moderation
- Selective Moderation

Market Breakup by Content Type

- Text
 - o□Comments
 - o□Reviews
 - o□Descriptions

- Image
- Video

Market Breakup by Component

- Software/Tools/Platforms
 - o□Cloud
 - o□On-Premises
- Services
 - o□Professional Services
 - o□Managed Services

Market Breakup by Industry

- Media and Entertainment
- Retail and E-commerce
- Healthcare and Life Sciences
- Automotive
- Government
- Telecom
- Others

Market Breakup by Region

- North America
- Europe
- Asia Pacific
- Latin America
- Middle East and Africa

Competitive Landscape

The EMR report looks into the market shares, plant turnarounds, capacities, investments, and acquisitions and mergers, among other major developments, of the global content moderation solution companies. Some of the major key players explored in the report by Expert Market Research are as follows:

- Accenture PLC
- Microsoft Corporation
- Google LLC
- Alegion Inc.
- Appen Limited
- Besedo Ltd.
- Clarifai, Inc.
- Others

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