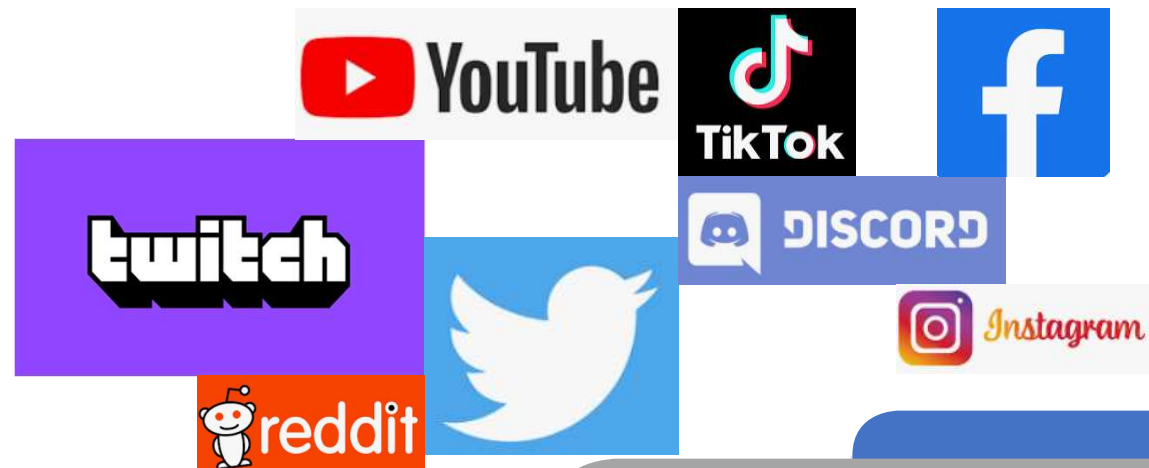# Detect-le-Defect

Pitch Deck

Smart Censoring Application for Live-streaming platforms
To identify and classify Chat behavior
Using Social Sentiment Analysis and Deep Learning models

Detect-le-Defect

Meet le Team

Gustavo Chinchayan
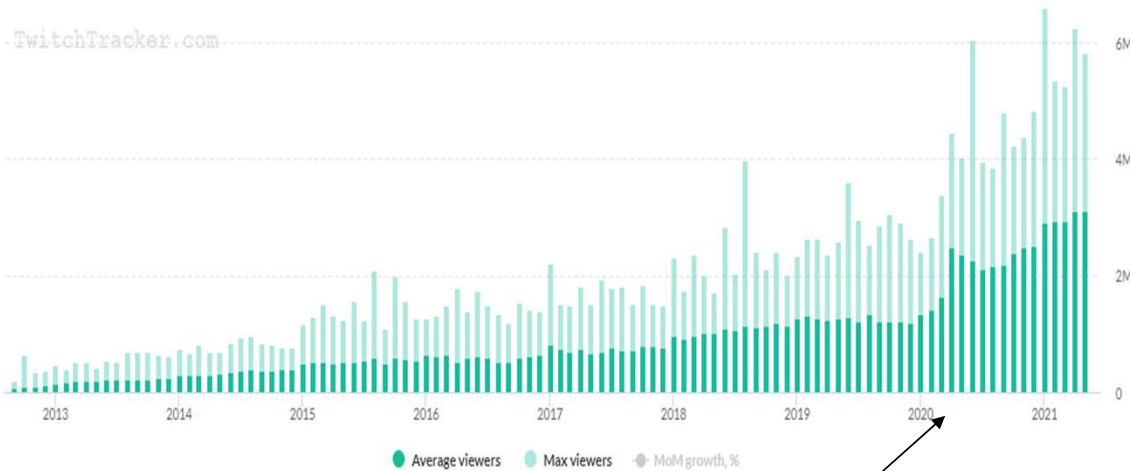Operations

Aleksandra Lazic
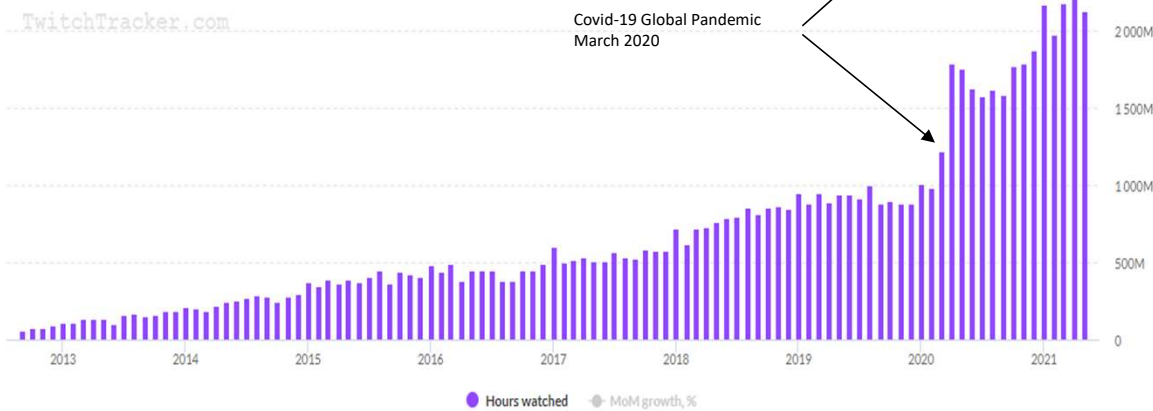Analytics

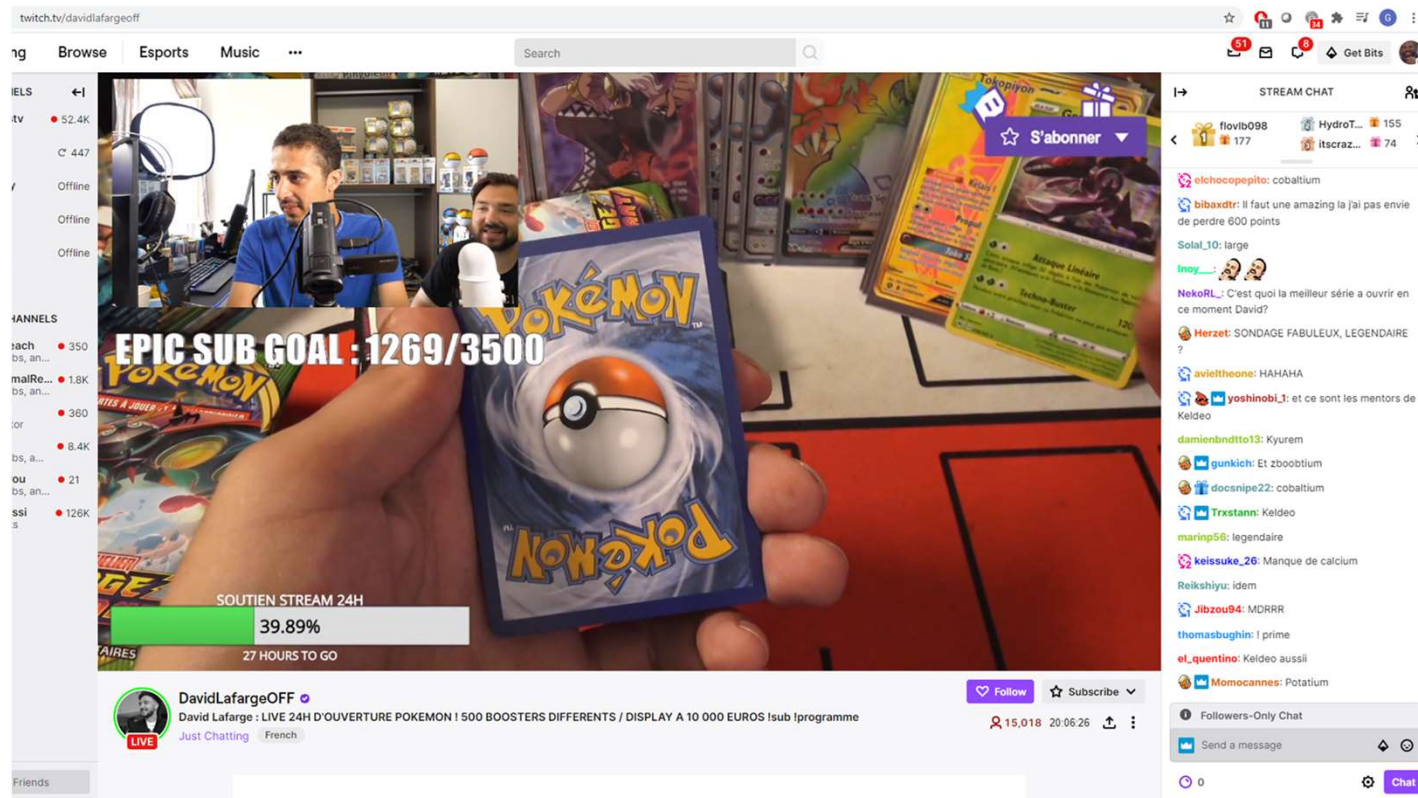**Felipe Lopez**
Development

Manuel Gawert
Engineering

Twitch Platform Use Case

- Founded in 2011
- Acquired by Amazon for US$970 million
- Synergies with Amazon prime
- Generates revenue via Twitch Partner/Affiliates and commercial deals
- Esports audience growth forecasting to be at 646 million by 2023

TwitchTracker.com

6M
4M
2M
0

2013   2014   2015   2016   2017   2018   2019   2020   2021

● Average viewers   ● Max viewers   ● MoM growth, %

Covid-19 Global Pandemic
March 2020

TwitchTracker.com

2 000M
1 500M
1 000M
500M
0

2013   2014   2015   2016   2017   2018   2019   2020   2021

● Hours watched   ● MoM growth, %

amazon

3

Point of Interest

Just Chatting Section

❑ Comprised of content creators/ influencers as Twitch Partners

❑ Community-driven based on their genre and taste

❑ Avg stream length 3-4 hours

❑ Engaged audience providing live feedback every second

❑ User feedback made up of strings, integers, and emoji (coded as text)

Problem:
Content Moderation & Insights

Child Predators Use Twitch to Systematically Track Kids Livestreaming

The gaming platform's design enables people to find and exploit kids in real-time

By Cecilia D'Anastasio
Graphics and illustrations by Rachael Dottle
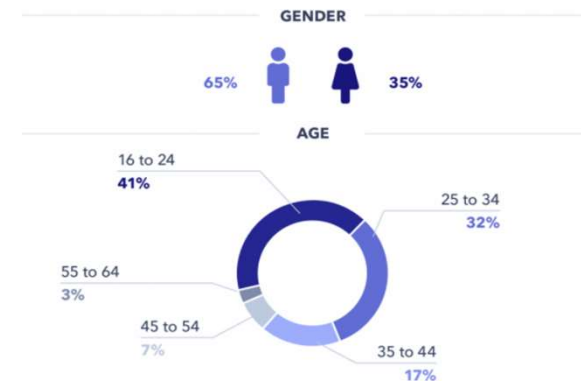Published: September 21, 2022 | Updated: October 19, 2022

Twitch, the Amazon subsidiary where millions of people congregate every day to watch skilled gamers play franchises like Fortnite and Minecraft, is one of the most popular websites on the internet. But the factors that have contributed to its rapid growth, such as the ease with which anyone can open an account and begin broadcasting themselves live, have also enabled predators to target young users, according to an analysis from October 2020 through August 2022 by a researcher who studies livestreaming websites.

Link to Article

The Twitch Demographic

% of Twitch users who are

GENDER

65%   35%

AGE

16 to 24 **41%**
25 to 34 **32%**
35 to 44 **17%**
45 to 54 **7%**
55 to 64 **3%**

Question: Which of the following best describes your gender?/How old are you?
Source: GlobalWebIndex Q2 2019 **Base:** 15,853 Twitch users aged 16-64 (excl. China)

- Mature content is easily accessible

- Hate Speech and Harassment is an issue

- Emojis/memes being used to perpetuate racism

- Limited control and analysis over audience feedback

5

Solution Stages

Provide a content feedback SaaS based on live stream user experience

Planning Stage
Setting Baseline
Data extraction and cleaning the data Frame

Analysis Stage
Action Plan
Discover trends and patterns

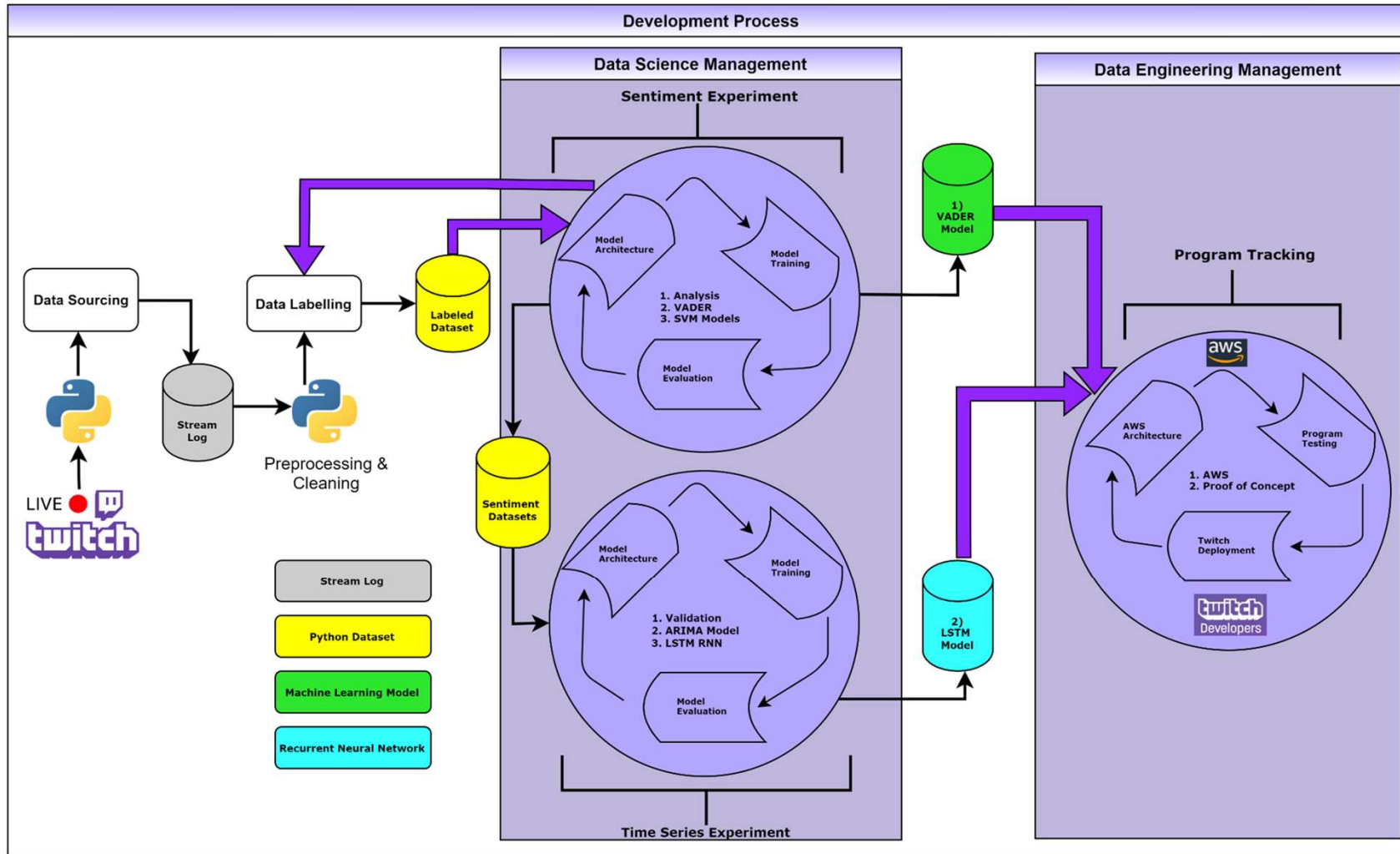## Modelling Stage
Optimize
Machine Learning Model Tuning
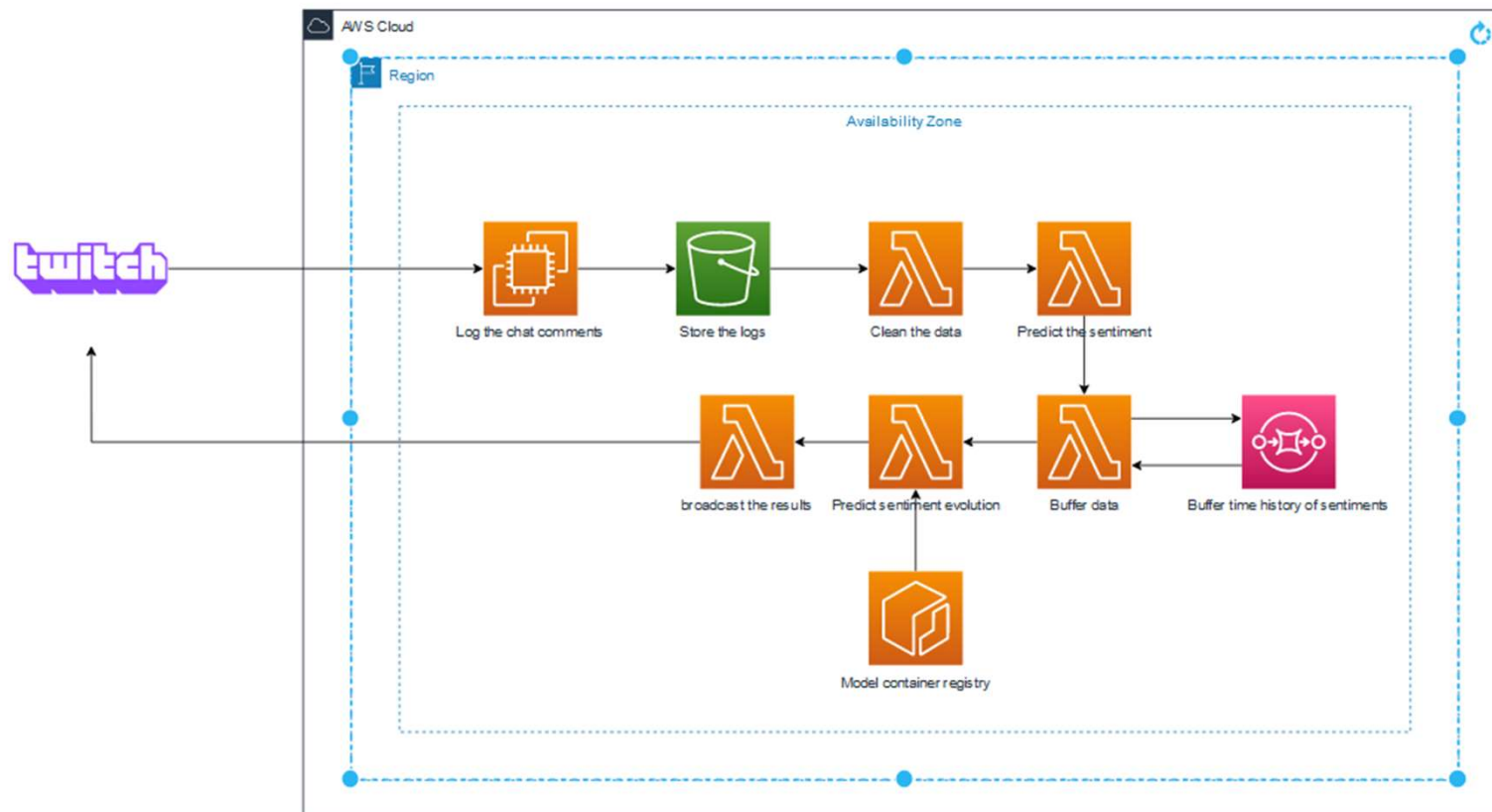
Final Stage
Implementation
Extrapolate and Integrate

Methodology

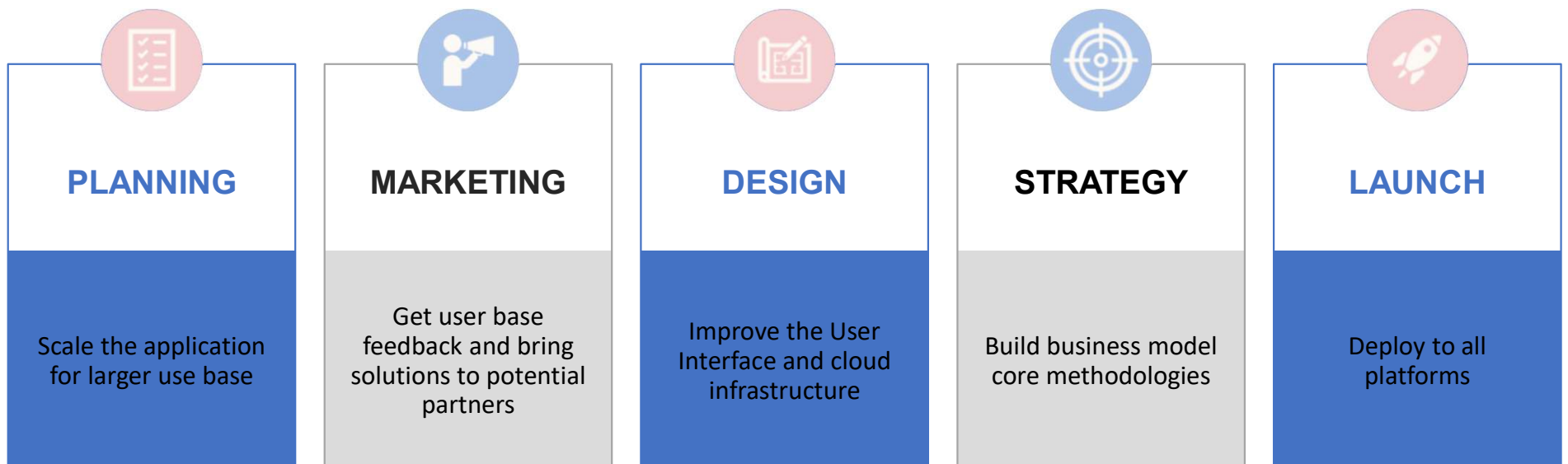# AWS Architecture

DEMO

https://vimeo.com/703474180

Future Improvements

- Enhance the cloud infrastructure

- Find the best values for the LSTM models.

- Upgrading the architecture for scaling to 10s of simultaneous users

- Add additional features and metrics to the app

- Expand to other platforms (i.e. Youtube/Facebook)

PLAN FOR PRODUCT LAUNCH

PLANNING	**MARKETING**	**DESIGN**	**STRATEGY**	**LAUNCH**
Scale the application for larger use base	Get user base feedback and bring solutions to potential partners	Improve the User Interface and cloud infrastructure	Build business model core methodologies	Deploy to all platforms

Business Model Revenue

- Subscription model
- 4 tier model for pricing
- Based on user traffic and added features

Twitch represents an important example of a major service looking for new opportunities to monetize its enthusiastic streaming community.
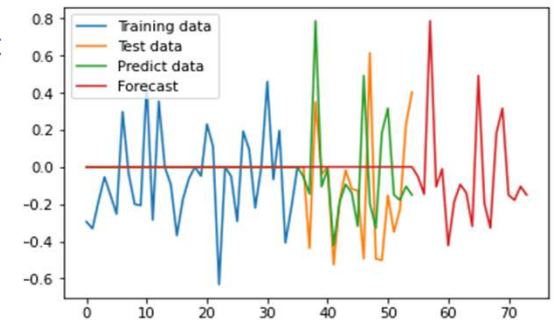
For Example

SUMMARY

We are now living in day of age where we no longer just watch the TV but now interact with it in ways we haven't imagined.

On demand live media with an engaged audience brings live feedback every second.
With the help of AI, we can predict engagement with vast amounts of data. This feedback can be of value to the creator (consumer/business owner) and moderators of the platform.

We can transform media by giving it the enhancements needed to gather insights and tackle problems of hate speech and harassment.

Thank You

detectledefect@gmail.com

DLD Website