



# PROTECTING THE PLAYER EXPERIENCE

Level up Your Content Moderation Capabilities  
By Blending the Efficiency of AI With the  
Nuanced Judgment of Human Moderators.

Trust and safety sit at the heart of gaming. From keeping the chat clean to supporting the launch of a new AAA title, maintaining a welcoming virtual environment without stifling the fun is essential. But getting this right is as challenging as snagging a Fortnite victory royale.

## KEEP YOUR GAMING PLATFORM SAFE

At Sutherland, we're gamers ourselves. We know players today won't engage with a service they don't trust, and they'll avoid titles where they don't feel safe.

With our insider's understanding of the gaming industry – and extensive trust and safety expertise honed through working with leading global brands – we can take the stress of content moderation off your shoulders while maintaining the brand experience you've worked hard to build.

*Take Real-Time Action  
Against Toxic Behavior  
To Maintain a Positive  
Gaming Experience for  
Everyone.*

No two games are exactly alike. You need a comprehensive, end-to-end solution tailored to you and your specific audience, offering advanced moderation capabilities augmented by AI.

## TRUST AND SAFETY IS NOT A GAME

80%+  
of online gamers  
have experienced  
harassment.

68%  
of online gamers agree  
games companies should do  
more to make games safer.

30%  
of online gamers avoid  
certain games due to  
the risk of harassment.

## REDEFINING CONTENT MODERATION FOR GAME DEVELOPERS

Sutherland takes a human-centric approach to content moderation.

Whether it's monitoring livestreams and stream chat or managing in-game moderation, by blending automation and human intelligence we apply that all-important gaming context at scale. We help you protect gamers, navigating the nuances of memes and friendly trash talk while effectively managing the sheer volume of communication taking place.



### Scale and Efficiency

Parse vast quantities of text, imagery, audio, and video in real time with AI.



### Enhanced Support

Enable next-level customer interactions that deliver consistent, stand-out CX.



### Round-the-Clock Availability

Together, AI and human moderation offers 24/7 coverage.



### In-built Controls to Protect Content Moderators

A proactive stance on wellness, with early warning systems and pre-emptive action to protect content moderators.



### Consistency and Speed

AI-driven pre-moderation – including first-level filtering, content categorization, sentiment analysis, and pattern recognition – to mitigate bias and enable faster decision-making for human moderators.

Every game is unique. So content moderation solutions should be too. At Sutherland, we're dynamic and flexible, adopting the culture of our leading partner brands so gamers see only one unified brand when they reach out for help.

**Leave the moderation to us. You focus on the game.**

We make digital  
**human**<sup>™</sup>

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Sutherland is an experience-led digital transformation company.

Our mission is to deliver exceptionally designed and engineered experiences for customers and employees. For over 35 years, we have cared for our client's customers, delivering measurable results and accelerating growth. Our proprietary, AI-based products and platforms are built using robust IP and automation. We are a team of global professionals, operationally effective, culturally meshed, and committed to our clients and to one another.

We call it One Sutherland.

