Alibaba Cloud

内容安全
Product Introduction

Alibaba Cloud

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Document conventions

Style	Description	Example
⚠ Danger	A danger notice indicates a situation that will cause major system changes, faults, physical injuries, and other adverse results.	⚠ Danger: Resetting will result in the loss of user configuration data.
🔔 Warning	A warning notice indicates a situation that may cause major system changes, faults, physical injuries, and other adverse results.	🔔 Warning: Restarting will cause business interruption. About 10 minutes are required to restart an instance.
🔊 Notice	A caution notice indicates warning information, supplementary instructions, and other content that the user must understand.	🔊 Notice: If the weight is set to 0, the server no longer receives new requests.
❓ Note	A note indicates supplemental instructions, best practices, tips, and other content.	❓ Note: You can use Ctrl + A to select all files.
>	Closing angle brackets are used to indicate a multi-level menu cascade.	Click **Settings**> **Network**> **Set network type**.
Bold	Bold formatting is used for buttons , menus, page names, and other UI elements.	Click **OK**.
Courier font	Courier font is used for commands	Run the `cd /d C:/window` command to enter the Windows system folder.
Italic	Italic formatting is used for parameters and variables.	`bae log list --instanceid` *Instance_ID*
[] or [a|b]	This format is used for an optional value, where only one item can be selected.	`ipconfig [-all|-t]`
{} or {a|b}	This format is used for a required value, where only one item can be selected.	`switch {active|stand}`

Table of Contents

1.What is Content Moderation?

Content Moderation is an Alibaba Cloud service that intelligently moderates the content of multimedia objects such as images, videos, and text in various scenarios. This service helps you effectively reduce the risk of content violations.

Background

With the rapid development of the Internet, smart devices, and a wide range of emerging businesses, data on the Internet has grown at an explosive rate. Interactive content such as images, videos, text, and chats has become an essential part of people's lives for them to express their feelings, record events, and arrange daily work. Every day, more than 1 billion videos and images are uploaded to the Internet, and more than 500 million messages and articles are posted on various social networks and media platforms. This trend continues to grow rapidly.

The huge amount of content is also mixed with uncontrollable and risky elements, such as pornographic videos and images, terrorist content, and junk content. While the government is enforcing increasingly stricter regulations on such illegal or undesirable content, an important task for all websites and platforms is how to reduce and eliminate these elements. In addition, people's understanding and interpretation of unstructured data are still at an early stage. To fully explore the huge commercial value hidden in data, people need smarter technologies and systems.

Product positioning

Alibaba Cloud Content Moderation is a pioneer in the content security field. Alibaba has spent years managing a variety of platforms, including Alibaba Cloud, Taobao, and Alipay. Based on the accumulated security technologies and experience, Content Moderation offers mature and lightweight content security solutions to enterprises. These solutions help enterprises and developers immediately detect all kinds of risks in text, images, and videos, and safeguard the information content of applications in the complex and ever-changing Internet environment.

Currently, the Content Moderation API is available.

The Content Moderation API moderates text, images, and videos for pornographic, terrorist, and junk content. By using systematic methods, the API offers powerful capabilities such as content review, tagging, and custom configuration to achieve desired effects and meet your tailored requirements. To use the API, you must integrate it into your applications.

The target customers of the API include but are not limited to all kinds of user-generated content (UGC) platforms and all platforms that require content security management and control. UGC platforms include video websites, live broadcast platforms, social network platforms, media platforms, vertical communities and forums, e-commerce websites, storage platforms, and content delivery network (CDN) platforms.

2.Functions and features

Content Moderation provides the Content Moderation API that applies to various scenarios. The following table describes the features of the Content Moderation API.

Content Moderation API

Scenario	Description
Image moderation	Detects illegal or undesirable content in images, including: • Pornographic content • Terrorist content • Ad violations • QR codes • Undesirable scenes • Logos
Video moderation	Detects illegal or undesirable content in videos, including: • Pornographic content • Terrorist content • Ad violations • Undesirable scenes • Logos
Text anti-spam	Detects illegal or undesirable content in text, including: • Ads • Terrorist content • Abuse • Pornographic content • Spam • Meaningless content • Prohibited content • harmful content • Custom terms

3.Benefits

Content Moderation helps you moderate a large amount of multimedia content. Content Moderation features ease of use, high cost efficiency, and extensive real-world experience. Content Moderation can effectively save more than 90% of human review costs.

Content Moderation provides the following benefits:

- **High cost efficiency**

  Content Moderation not only saves more than 90% of labor costs, but also returns moderation results in seconds with a maximum of more than 99% accuracy.

- **Extensive real-world experience**

  After Content Moderation is applied to core business such as Taobao and Alipay in Alibaba and tested during Double 11, Content Moderation has accumulated a large number of characteristic samples and extensive experience in data model analysis.

- **Ease of use**

  Content Moderation provides all-in-one solutions for you to moderate audios, videos, images, and text for terrorist, pornographic, and junk content.

- **Flexibility**

  You can seamlessly integrate Content Moderation with other Alibaba Cloud services such as Object Storage Service (OSS) and Elastic Compute Service (ECS). You can also integrate Content Moderation to call API operations in your moderation system.

- **Excellent performance**

  Based on the cloud computing platform, Content Moderation can moderate a large amount of multimedia content.

4.Terms

This topic describes the terms related to Content Moderation.

Content Moderation API

- AccessKey information: the AccessKey ID and AccessKey secret that Alibaba Cloud provides for you.
- Human review: the way in which you can rectify machine-assisted moderation results in the Alibaba Cloud Content Moderation console.