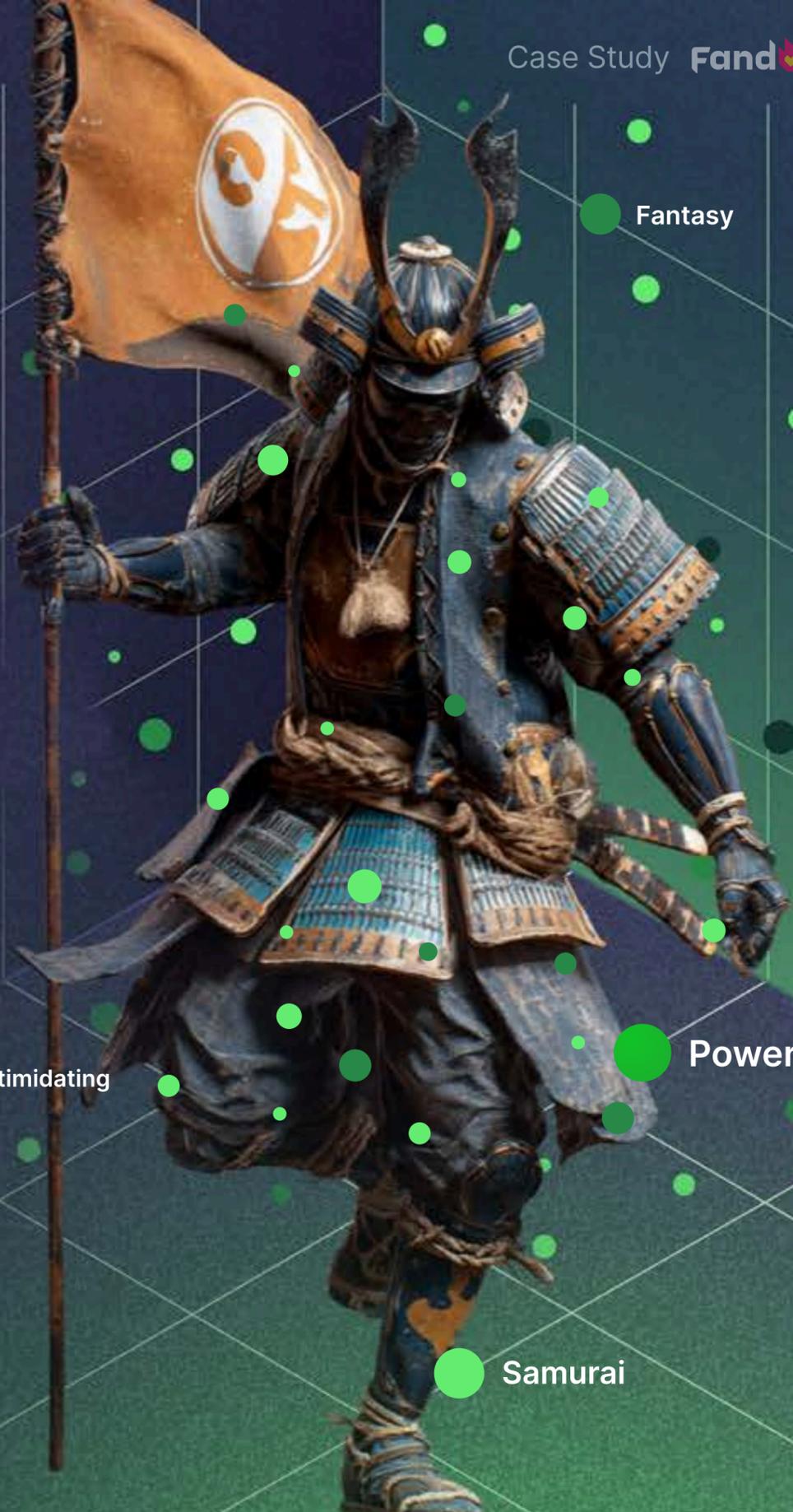


Fandom Strengthens Trust, Wiki Quality, and Advertiser Confidence with Coactive AI



● Sci-fi

● Fantasy

● Intimidating

● Powerful

● Samurai

74%

Reduction in manual labeling hours

50%

Cost savings while improving community safety with Coactive AI

95%

More efficient than manually reviewing rapidly increasing video content

Fandom - The World's Largest Fan Platform

Fandom is where fans immerse themselves in imagined worlds across entertainment and gaming. Reaching almost **350 million unique visitors per month** and **hosting more than 250,000 wikis**, Fandom is the **#1 source** for in-depth information on pop culture, gaming, TV and film, where fans learn about and celebrate their favorite fandoms.

Fandom's Gaming division manages the online video game retailer Fanatical. Fandom Media, the content arm of Fandom, enhances the fan experience through curated editorial, video and branded content from trusted and established media brands Gamespot, TV Guide, Metacritic and the Emmy-nominated Honest Trailers from Screen Junkies.



"We have been working with Coactive since 2023 to monitor the massive amount of user generated content on our site. Based on our early wins, we have expanded our scope of work and trust Coactive to improve our monetization and upload quality."

Florent Blachot

VP Data & Engineering
at Fandom

The Opportunity:

Fandom needed to automate visual content moderation to ensure user trust, community safety, and increase advertising opportunities.

From Game of Thrones to My Little Pony, Fandom powers fan experiences by providing the largest online library of entertainment, gaming, and pop culture content. There are three unique stakeholders that Fandom serves:

- Users seeking information
- Superfan editors creating content
- Advertisers trying to appeal to fans

350 million unique users visit Fandom every month—which means hundreds of millions of possibilities that those users might upload new content to enhance the pages and wikis that interest them.

Fandom wanted to ensure uploads were appropriate, high quality, and brand safe for advertisers, but the company was experiencing:



Uncertainty About User Uploads: Less than 0.1% of the 2.4 million images uploaded monthly are malicious and violate Fandom's terms of service. But this content took 500 hours a week to manually review and risked the experience and trust of users and advertisers.



Lost Monetization Opportunities: Fandom's inventory for advertisers was limited because they weren't able to categorize content based on specific advertiser needs, reducing revenue potential on fan galleries.



Inconsistent Content Quality: Pixelated, problematic, and unrelated uploads distracted from Fandom's community, eroding user trust, and hindering fan participation and loyalty.

The Coactive Approach:

Managing Mischief and Combating Trolls with Coactive AI

Coactive created and fine-tuned lightweight machine learning models to recognize offensive imagery with 25 nuanced labels, such as “gore,” “nudity,” or “weapons”. Each image is given a score between 1 and 100 for how well it fits into its label. For images that score 90 and above, the Coactive platform deems them inappropriate and removes them for Fandom. For those that score below 10, the image is allowed on the site. The content moderation team manually reviews images that score between 10 and 90 only, either deleting or accepting them. This helps further train the models to learn the nuances between things like gore with blue alien blood and fake body parts to further refine accuracy.

Empowering Fan Communities and Refining the Process Along the Way

With the new image scoring process in place, bad images are almost instantly eliminated from the submission queue.

Blachot added:

“This is significantly faster than the previous system, where some images took 24 to 36 hours to remove. It now takes under half a second and scales elastically with traffic and seasonality.”

Florent Blachot

VP Data & Engineering at Fandom

Automating image moderation has not only saved the Fandom team time, but also improved morale—as they no longer spend hours sifting through disturbing content.

“Coactive enables us to make automatic judgments for over 90 percent of the images uploaded to Fandom. That alone gives us a 50 percent cost reduction and 74 percent reduction in manual hours spent reviewing images.

“Before, our team spent about 500 hours per week reviewing the queue. Now it's down to 130 hours maximum. This solution not only reduces cost, but it also has the added mental health benefit—which is priceless,” said Blachot.

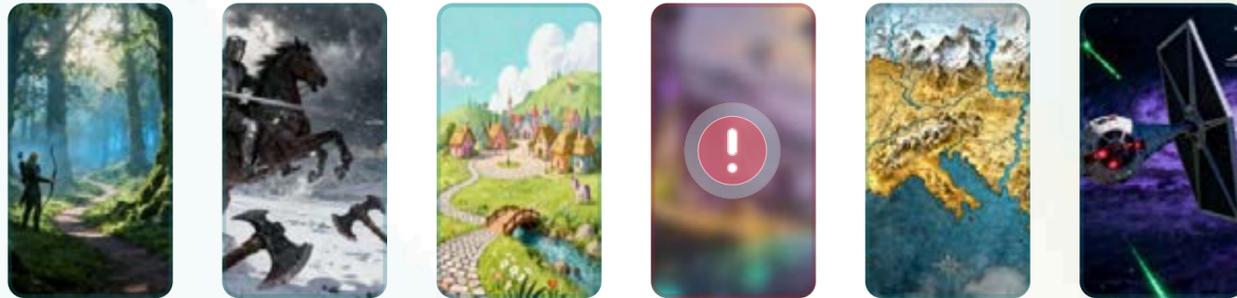
Coactive is fully integrated into Fandom’s stack to operationalize the process for end-to-end image moderation, and the working relationship continues to refine the process and tackle new challenges with multimodal AI.



Fandom is unique in that much of its content is based in fictional realms, so its visual content doesn’t always fit the status quo data solution.

Coactive works closely with Fandom to continuously improve image sorting by processing content once using foundation models and vector databases with adaptive a fine-tuning layer on top. When new problematic content arises, Fandom can quickly and easily create new tags to automatically filter it out in the future.

How Fandom **Increases Ad Monetization** Through Relevance



Fandom needed to provide brand suitability guarantees so they could monetize through contextual ad placements.

While Coactive was already filtering out content that violated Fandom's terms of service, the brand-specific gray area content presented a challenge. Coactive was able to guarantee appropriate ad placements with a high degree of precision by categorizing the type of uploaded content in detail and understand the likelihood of brand unfriendly content within a gallery to increase ad revenue for Fandom.

With simple text prompts, Fandom can search for unsuitable images in seconds and apply respective metadata for flagging and governance. This allows Fandom to systematically manage content, protecting communities while ensuring safe and effective inventory monetization.

Timothy Quievryn, Director of Community Safety at Fandom, agrees "Coactive helped us create brand safe advertising environment for our partners."

Screening New User-Generated Video Content

Automatically moderating content had an additional benefit for Fandom: as an-image focused platform, Coactive enabled Fandom to screen emerging video content from users.

Working with Coactive enabled Fandom to identify unsafe content within videos down to the second mark, giving them full content moderation coverage and confidence, while safeguarding users and advertisers alike.

Quievryn explained:

"Working with Coactive on video moderation saved us thousands of hours of manual review and is 95% more efficient than manual processes. As the amount of video on our platform increases from 125,000 videos, inappropriate videos were filtered out since Coactive's multimodal AI platform has a high degree of precision in catching videos we don't want. An added bonus is peace of mind for our advertisers, since they know that their ads will only appear next to acceptable content."

Timothy Quievryn

Director of Community Safety at Fandom



Improving User-Generated Content Quality Across Fandom's Platform

High-quality visuals are essential to keeping Fandom engaging and credible. Fandom works with Coactive to identify and flag potentially pixelated or problematic visuals so that users will be prompted to re-upload content that doesn't meet their standards.

Fandom trusts Coactive to:



Detect and Flag:

Automatically identify low-quality images in real time (e.g., blurry, poorly lit)



Filter and Refine:

Remove or de-prioritize distracting visuals (e.g., irrelevant drawings)



Curate for Relevance:

Ensure the most relevant visuals appear in each gallery (e.g., character headshots)



Enforce Quality Standards:

Apply consistent quality checks across new uploads and legacy assets

Looking to the Future

Coactive helps Fandom moderate all newly uploaded content, but what about older content? Coactive continues working with Fandom to address 500 million unprocessed historical images to:

- Derisk the platform
- Re-monetize older content, and
- Increase user engagement

Fandom is also improving their contextual advertising operations with Coactive. Advertisers already have their ads served on the most appropriate wikis. The next step is to align ads with the interests of each community to ensure relevance and drive stronger results for advertisers.

Fandom and Coactive look forward to expanding their collaboration to even further improve engagement and monetization outcomes.

