

**eModeration works with Poke and Barnardo's to moderate videos and messages submitted for the Christmas Day *The Teens' Speech*****Release date: 6<sup>th</sup> January 2010**

Hundreds of teenagers responded to a call from children's charity Barnardo's to submit videos for the Christmas Day [The Teens' Speech](#), according to eModeration, which moderated each of the submitted videos.

Young people aged between 13 and 19 were invited to submit videos on a dedicated YouTube channel, [MySpace page](#), and via [The Teens' Speech blog](#). They uploaded their views on topics as diverse as crime, drugs, sex and relationships, money, family and friends, cultural diversity, politics and their views on Britain's future. A selection of contributors were invited to participate in [The Teens' Speech film](#) which was premiered on the MySpace homepage at 3:10pm GMT on Christmas Day. It is a brutally honest, intimate and often moving view of Britain through the eyes of its teenagers.

Teens responded positively, taking the opportunity to upload serious commentary on British society, and although every upload was checked, they proved themselves trustworthy: there was very little content that could not be posted. As you would expect from a campaign aimed at teenagers, discussion was enabled across multiple platforms: the Teens' Speech blog, [YouTube](#), [MySpace](#), [Facebook](#), [Twitter](#) and the [Barnardo's website](#). Naturally, each of these comments was also moderated by eModeration to ensure that the conversations stayed 'clean'.

Peter Beech, the partner running the project at Poke, said: "The Teens' Speech was an opportunity to give a voice to teenagers to express their views on Britain today, and the issues they face. These are the people who will shape the future of Britain, so their views matter. Ensuring teenagers have promising and happy futures should be a national concern, which is why we created The Teens' Speech. We wanted the experience to be a very positive one, so eModeration's work in moderating the content submitted to the project was vital, to make sure no-one was exposed to abusive, illegal or inappropriate content."

Tamara Littleton, CEO of eModeration, said: "Barnardo's does an amazing job of helping children and teenagers in Britain. Teens are a much-maligned and often-ignored group, and yet their views are incredibly important to our future. We have a duty both to listen to their views and protect them from abuse: physical, verbal and virtual. Our job is to work with organisations like Barnardo's to ensure that the content they see online is safe."

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### About eModeration

Founded in 2002, eModeration Limited is an international, specialist user-generated content moderation company. It provides 24-hour community management and content moderation to clients in the entertainment and digital publishing industry and major corporate clients hosting online communities and consumer-driven projects.

eModeration's CEO and founder, Tamara Littleton, has an established background in editorial quality control, fault escalation and process management gained from previous work as the Product Delivery Director for Chello Broadband and Online Operations Manager for BBC Online, where she managed the world's first ISO 9000-accredited team for digital publishing management and monitored over 400 BBC websites. Tamara Littleton is a member of the Home Office Internet Taskforce for Child Protection on the Internet which brings together government, law enforcement, children's agencies and the internet industry, who are all working to ensure that children can use the internet in safety. She was also the Chair of emint, the online community for community professionals from 2006-2007.

eModeration's team of moderators and staff are the key to eModeration's success and excellent client list. eModeration draws on the expertise of carefully recruited and trained moderators located mainly in the US and Europe with specialist editorial and community moderation skills, which are matched uniquely to the client. The company can moderate 24/7 in more than 30 languages. All its moderators are managed online from eModeration's headquarters in London, United Kingdom.

### Further press information:

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