

## Securing the playing field:

# How Bodyguard empowers beIN SPORTS against online toxicity

beIN SPORTS

beIN MEDIA GROUP is a worldwide leader in television production, distribution and rights acquisitions.

Its French subsidiary, **beIN SPORTS France**, launched in 2012, offers premium televised sports content spanning football, tennis, basketball, handball, rugby, boxing and more, across 10 channels.

In a strategic move to safeguard their online community of 21 million followers from toxic content, beIN SPORTS chose **Bodyguard** to monitor and moderate their social media accounts.

This initiative aimed to uphold its position as a trusted sports broadcaster while protecting its sports fans from the risks associated with online toxicity.



## The challenge

As a major sports broadcaster, beIN SPORTS faced various challenges concerning toxic content on their social media accounts, from arguments between sports fans to messages that go beyond the editorial framework of beIN SPORTS, such as links to pornographic sites, illegal streaming, illegal betting, and out-of-context and unauthorized services.

Additionally, beIN SPORTS noted that major sporting events were a particular catalyst for toxic content on their social media accounts. With several global sports events on the horizon, including the FIFA World Cup Qatar 2022, beIN SPORTS needed an advanced solution that could analyze and moderate content effectively, to eliminate harmful toxicity that could harm both their reputation and their online communities.

Given the volume and nature of toxicity, it was clear that the moderation would need to be cutting-edge: highly accurate, reliable, and agile enough to adapt and scale to the quickly changing social media landscape.

## The solution

beIN SPORTS chose **Bodyguard** to protect and oversee moderation across their Facebook, Instagram, TikTok, X and YouTube accounts, analyzing content around the clock, in real-time, be it match day or the off-season.

Bodyguard moderates content for beIN Sports in six languages, managing a total of 10 separate accounts on these social networks, with the following objectives:



Bodyguard analyzes every single comment on beIN SPORTS' accounts, keeping, or, in the event of illegal comments or promotion of inappropriate services, removing them.



Bodyguard safeguards beIN SPORTS reputation as a leading sports television network by eliminating content that undermines its responsible brand image.



Bodyguard can analyze millions of comments in seconds, so beIN SPORTS never has to worry about the volume of comments received on its accounts, or about peaks of activity on match days: Bodyguard can always keep up.



Bodyguard identifies and removes comments by bots and links to illegal streaming sites, to preserve the sports rights acquired by beIN SPORTS for broadcast on its channels.

## The results

Bodyguard analyzes 300,000 comments and protects nearly 4,000 posts each month for beIN SPORTS. Around 14,000 of these, constituting 6% of all beIN SPORTS' comments, are identified as toxic and removed every month.

**300k**

messages analysed

**4k**

posts protected

**6%**

of messages removed

Equipped with our robust solution identifying and eliminating toxic content at this level, beIN SPORTS ensures a safe and inclusive space for fans to engage.

During major tournaments like the African Cup of Nations and the FIFA World Cup, **Bodyguard** effortlessly managed the surge in engagement across beIN SPORTS' social media platforms. The instant removal of comments containing links to illegal streaming sites helps beIN SPORTS and its rights holders fight against piracy and enhances the viewer experience.

**Bodyguard's** quality control measures yielded impressive results, with a low wrong decision rate of just 4% based on a sample of 12,000 moderated comments.



**With Bodyguard, we ensure a secure online experience, where only the passion for sport can be expressed, without compromise.**

**Isabelle Guerin**

Marketing Director of beIN SPORTS

## Ready to join our satisfied customers?

Discover the power of seamless social monitoring and content moderation with Bodyguard. Request a free demo and see how quickly and easily you can ensure a safe and engaging environment for your online community while safeguarding your brand reputation.

[Contact us](#)