

Your response

Question	Your response
<p>Question 1: How do you measure the number of users on your service?</p>	<p>Confidential? – N</p> <p>Individuals & brands who have signed in and registered. No duplicates. Measured weekly. Countries & cities registered. U18 & +18 ages registered.</p>
<p>Question 2: If your service comprises a part on which user-generated content is present and a part on which such content is not present, are you able to distinguish between users of these different parts of the service? If so, how do you make that distinction (including over a given period of time)?</p>	<p>Confidential? – N</p> <p>UGC posted ‘publicly’ available to all. UGC posted to ‘Crew’ available to members only in that crew and TSH for moderation.</p>
<p>Question 3: Do you measure different segments of users on your service?</p> <ul style="list-style-type: none"> • Do you segment user measurement by different parts of your service? For example, by website vs app, by product, business unit. • Do you segment user measurement into different types of users? For example: creators, accounts holders, active users. • How much flexibility does your user measurement system have to define new or custom segments? 	<p>Confidential? – N</p> <p>Segmented by:</p> <ol style="list-style-type: none"> 1. Athlete Sub-section by which sport. 2. Brands Sub-sectioned by sport. <p>N/A for other segmentation.</p>

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<p>Question 4: Do you publish any information about the number of users on your service?</p>	<p>Confidential? – N No.</p>
<p>Question 5: Do you contribute any user number data to external sources/databases, or help industry measurements systems by tagging or sharing user measurement data? If not, what prevents you from doing so?</p>	<p>Confidential? – N No</p>
<p>Question 6: Do you have evidence of functionalities that may affect how easily, quickly and widely content is disseminated on U2U services?</p> <ul style="list-style-type: none"> • Are there particular functionalities that enable content to be disseminated easily on U2U services? • Are there particular functionalities that enable content to be disseminated quickly on U2U services? • Are there particular functionalities that enable content to be disseminated widely on U2U services? • Are there particular functionalities that prevent content from being easily, quickly and widely disseminated on U2U services? 	<p>Confidential? – N No U2U functions available on present version.</p>
<p>Question 7: Do you have evidence relating to the relationship between user numbers, functionalities and how easily, quickly and widely content is disseminated on U2U services?</p>	<p>Confidential? – N N/A</p>

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<p>Question 8: Do you have evidence of other objective and measurable factors or characteristics that may be relevant to category 1 threshold conditions?</p>	<p>Confidential? – N N/A</p>
<p>Question 9: Do you have evidence of factors that may affect how content that is illegal or harmful to children is disseminated on U2U services?</p> <ul style="list-style-type: none"> • Are there particular functionalities that play a key role in enabling content that is illegal or harmful to children to be disseminated on U2U services? • Do you have evidence relating to the relationship between user numbers, functionalities and how content that is illegal or harmful to children is disseminated on U2U services? 	<p>Confidential? – N N/A</p> <p>We do not host any content that is illegal or harmful to children. All content moderated inhouse.</p>
<p>Question 10: Do you have evidence of other objective and measurable characteristics that may be relevant to category 2B threshold conditions?</p>	<p>Confidential? – N N/A</p> <p>We do not host any content that is illegal or harmful to children. All content moderated inhouse.</p>
<p>Question 11: Do you have evidence of matters that affect the prevalence of content that (once the Bill takes effect) will count as search content that is illegal or harmful to children on particular search services or types of search service? For example, prevalence could refer to the proportion of content surfaced against each search term 16 that is illegal or harmful to children, but we welcome suggestions on additional definitions.</p>	<p>Confidential? – N N/A</p> <p>We do not host any content that is illegal or harmful to children. All content moderated inhouse.</p>

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<ul style="list-style-type: none"> Do you have evidence relating to the measurement of the prevalence of content that is illegal or harmful to children on search services? 	
<p>Question 12: Do you have evidence relating to the number of users on search services and the level of risk of harm to individuals from search content that is illegal or harmful to children?</p> <ul style="list-style-type: none"> Do you have evidence regarding the relationship between user numbers on search services and the prevalence of search content that is illegal or harmful to children? 	<p>Confidential? – N N/A We do not host any content that is illegal or harmful to children. All content moderated inhouse.</p>
<p>Question 13: Do you have evidence of other objective and measurable characteristics that may be relevant to category 2A threshold conditions?</p>	<p>Confidential? – N N/A We do not host any content that is illegal or harmful to children. All content moderated inhouse.</p>

Please complete this form in full and return to os-cfe@ofcom.org.uk.