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Digital platforms use AI-enabled technologies, such as ML and Natural Language Processing (NLP), for content moderation, user authentication, and fraud prevention. However, AI's potential to address the entire spectrum of safety concerns is yet to be explored.

Additionally, the emergence of generative AI necessitates a shift in our approach to content moderation, compelling increased investments to develop a robust safety infrastructure.

This report explores the current state of technologies in the Trust and Safety (T&S) landscape and highlights AI's vast potential in enhancing user safety. We also propose an AI investment strategy based on a holistic platform-based approach. This approach encompasses the right tools and solutions and applies responsible AI principles to ensure ethical and sustainable content moderation practices.

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## UPCOMING RESEARCH

- Generative AI in Banking, Financial Services, and Insurance
- Importance of IT Security Amid Evolving Care Models
- Financial Crime and Compliance (FCC) Operations – Services PEAK Matrix® Assessment 2024
- High Performance Computing (HPC) in Drug Discovery
- Pega Services PEAK Matrix® Assessment 2024
- GBS Executive Insights: Key Issues for 2024
- Strategic Keys Unlocking the Potential of Customer Experience Management
- Leveraging Generative AI for Procurement Excellence
- Key Issues for 2024: Creating Accelerated Value in a Dynamic World - Enterprise Perspective
- ACES Automotive Engineering Services State of the Market 2023

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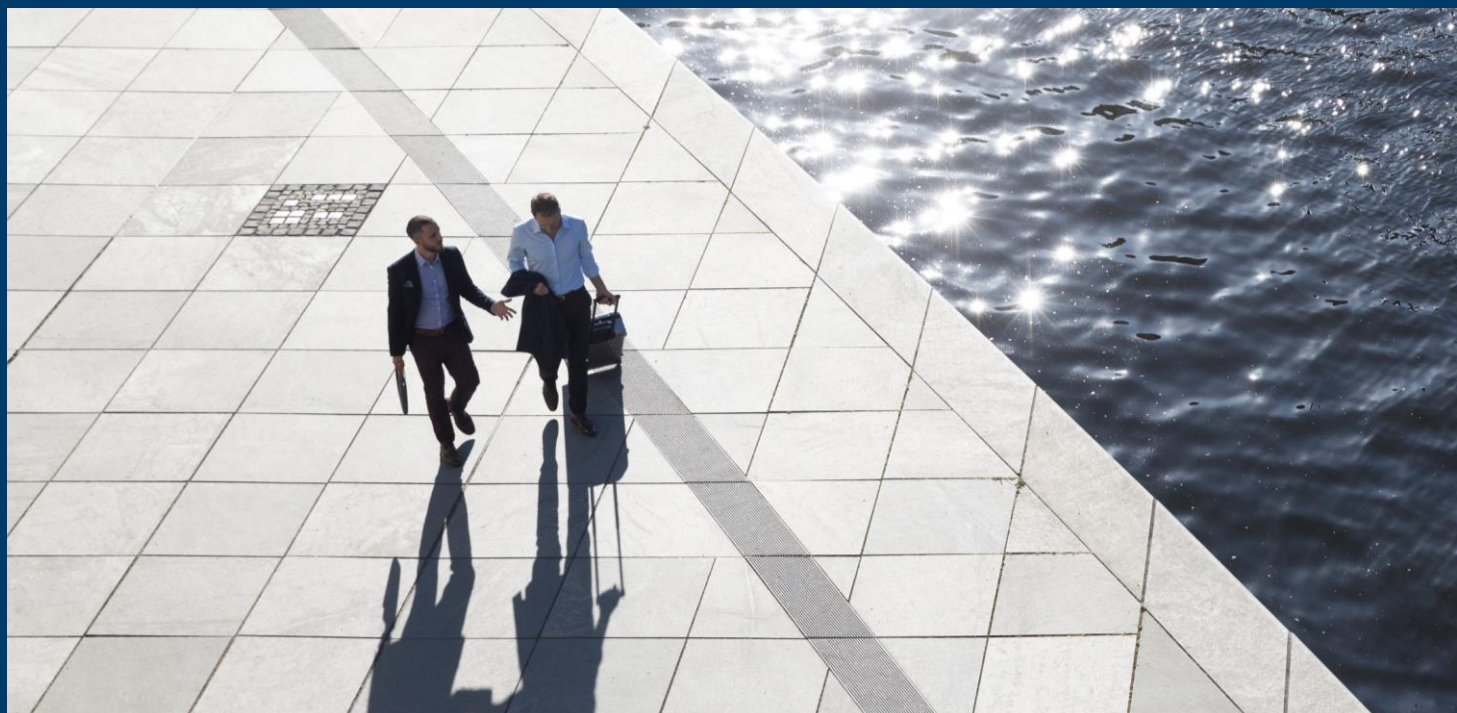
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