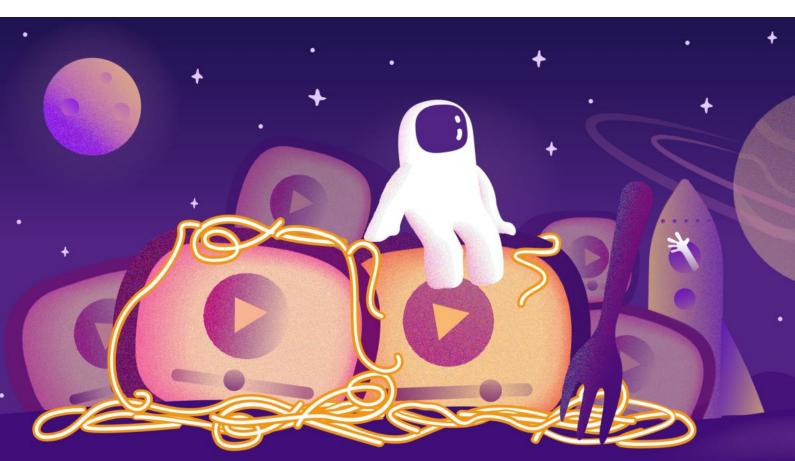
Operation CoLBRY

Analysis of content moderation on the decentralised network LBRY and its applications Odysee

Publication December 2022





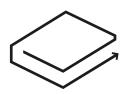
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Odysee is an open-source video-sharing application that relies on the blockchain LBRY (pronounced Library)¹. Odysee was founded in 2020 by the American libertarian Jeremy Kauffman. In <u>an interview for TechCrunch</u>² in December 2020, Kauffmann described Odysee as such: "Some would call it an alternative to YouTube, [...] we like to think it's the successor."

According to <u>Similarweb</u>³, Odysee.com accumulated 27.3M visitors per month in November 2022, mostly coming from the U.S, France and Germany, aged mostly between 25 and 34 years old. Its iOS application has been in the top 100 apps for months in the category "Top Free - Videos players and editors" in France and its Android application has been downloaded more than a hundred thousand times according to the data available from the respective stores.

LiBRarY, the decentralised network



We are today used to centralised platforms where the content is managed by a single actor: we can think of YouTube, Vimeo, Twitch, ... Odysee is a new type of platform: it's an application using the LBRY blockchain network, a decentralised network.

When a creator publishes a video on YouTube the procedure is simple: the creator uploads their content to the YouTube servers, and YouTube stores the file. If any complaint is made, the platform will decide if the file remains online or not. This kind of system is known as *centralised*.

LBRY is a *decentralised* system where there is no main authority. When a user registers on the network through the Odysee applications, they are given an amount of LBRY tokens allowing them to upload and own their content on-chain. Once a content is uploaded, the user is the only one having the key granting full administration over it. In practice, each piece of content and channel is associated with a unique identifier, which is linked and administered by the content owner.

LBRY works as a peer-to-peer data exchange distributed over a network to avoid centralised servers.

Dr Eviane Leidig, from the Global Network on Extremism and Technology, <u>summarises</u>⁴: "Odysee also works with open source software, run by public developers and not by tech giants. The data itself remains secure through a large, distributed, transparent and traceable network. On the other hand, this public dimension means that the open-source data is not subject to regulation by government or industry authorities."

⁴ https://gnet-research.org/2021/02/17/odysee-the-new-youtube-for-the-far-right/



¹ https://www.crunchbase.com/organization/lbry

² https://techcrunch.com/2020/12/07/odysee-launch/

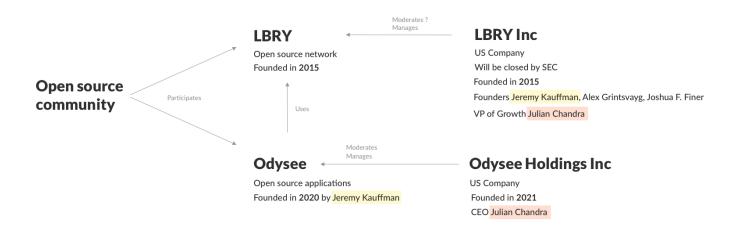
³ https://www.similarweb.com/fr/website/odysee.com/#overview

Origins

At the origin of LBRY and Odysee is Jeremy Kauffmann, an American libertarian. At the beginning, the two entities were the same but "on October 1st, 2021, Odysee became a separate company rather than a brand of LBRY Inc., the company that created the LBRY protocol."⁵

The service is composed of a blockchain (LBRY), which has no legal personality. In addition to this decentralised network exists a set of companies registered in the USA:

- LBRY, Inc (a public company registered in Delaware)
- Odysee Holdings, Inc (a private company registered in Delaware)
- Several branches of Odysee Holdings, Inc (private companies registered in New Hampshire, California and Missouri)



An important distinction has to be made upfront: no content is mutable on the LBRY blockchain, meaning that any user who has the technical ability to read the blockchain directly can see all available content. However, both LBRY Inc. and Odysee Holdings Inc. have the ability to block content to be read from the blockchain using the applications they provide. Such applications can be the LBRY blockchain explorer, the Odysee mobile apps and website for example. One of the issues that we faced during the investigation is the lack of clarity and distinction in terms of ownership and responsibility as regards applications. They seem to be managed both by LBRY Inc. and Odysee Holdings Inc.

Please note that we will refer to the LBRY blockchain using "LBRY", and to the companies as "LBRY Inc." and "Odysee Holdings Inc." respectively.

⁵ https://odysee.com/@lbry:3f/lbryandodyseeevolving:7



When Kauffmann described Odysee back in 2020, <u>he stated</u>⁶ that "it's a good thing that the big digital platforms are being (somewhat) more proactive in blocking or at least labelling misinformation around high-stakes topics like the COVID-19 pandemic, or President Trump's efforts to de-legitimize his defeat in the November election."

However, <u>Odysee⁷</u> seems to have changed its position on the topic:



On that occasion, he also added: "while loudly declaring [his] dedication to "free speech" has increasingly served as a euphemism for attracting right-wing content and users, Kauffman said that's not his aim." Even if it wasn't his aim at that time, Odysee has since often been described as "the new YouTube of the far right".⁸,⁹,¹⁰,¹¹ The platform also hosted the French conspiracy theorist's "Hold-up" film after it was removed on Vimeo, as well as Trump's account after the U.S. Capitol attack.

Content moderation

Content moderation on centralised platforms is a well known process where a central authority defines a set of rules and enforces them for all its users whereas, for decentralised platforms, the process is a bit more complex.

As previously explained, when a creator is uploading content in the LBRY network they are the only one having the key to its storage. This means that no one else can modify or remove that specific piece of content, whatever its nature. LBRY in its documentation describes this as follows: "Due to the immutable nature of the LBRY blockchain, a record and metadata of the infringing content may continue to exist on network hosts if the original publisher does not remove it.

¹¹https://www.numerama.com/politique/665449-odysee-le-youtube-libre-qui-attire-les-complotistes-francais.html



⁶ https://techcrunch.com/2020/12/07/odysee-launch/

⁷ https://twitter.com/OdyseeTeam/status/1587187826554441728

⁸ https://gnet-research.org/2021/02/17/odysee-the-new-youtube-for-the-far-right/

⁹ https://www.reuters.com/investigates/special-report/usa-media-misinformation/

¹⁰https://www.liberation.fr/checknews/2020/11/13/qu-est-ce-qu-odysee-cette-plateforme-de-videos-qui-accueille -le-documentaire-hold-up-soral-et-autres_1805420/

The data may still exist on the original publisher's computer (and anyone who may have downloaded it prior to it being blocked) but will not be accessible through any LBRY Inc. controlled applications."¹²

Odysee will instead block the access to that content on their applications. In other words, we can state that content cannot be removed from the LBRY network but can be rendered inaccessible to the users of defined applications.

Following these discoveries, we decided to investigate further on the systems used for content moderation by LBRY Inc. and the Odysee Holding Inc. applications to analyse its actual enforcement.

Analysis of the enforcement of content blocking

As we've established, content moderation cannot be centralised on the LBRY network. Most of its content, however, is accessible through Odysee products, namely its website and mobile apps available on the Apple App store and Google Play store. We found that Odysee is applying different moderation depending on the software used to connect to its service, as well as geographies from which the service is accessed.

Elon Musk giving an opportunity to LBRY to tell about its moderation

On November 28, 2022 Elon Musk, new owner of Twitter, <u>publicly complained</u>¹³ about Apple's decision to mostly stop advertising on Twitter, and questioned their policy on free speech. Amongst the replies to his tweet was a message from <u>@LBRYcom</u>¹⁴, the official Twitter account of LBRY.

In this reply LBRY <u>stated</u>¹⁵: "During Covid, Apple demanded our apps filter some search terms from being returned. If we did not filter the terms, our apps would not be allowed in the store. [...] " and later on the conversation said that "Apple disallowed almost anything related to Covid, especially vaccines or human origins of the virus. **We had to build a list of over 20 terms to not show results for, only on Apple devices.** Apple also later rejected us because users included Pepe images in videos." (Editor's note: emphasis ours).

@LBRY # @

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Apple also later rejected us because users included Pepe images in videos.

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7:16 pm · 28 Nov 2022 · Twitter Web App

5,866 Retweets 770 Quote Tweets 32.2K Likes

¹⁵ https://twitter.com/LBRYcom/status/1597290015670685696



¹² https://lbry.com/faq/dmca

¹³ https://twitter.com/elonmusk/status/1597285572699074560

¹⁴ https://twitter.com/LBRYcom

Content moderation on Odysee's mobile apps

In order to perform an analysis of the content loaded by the Odysee applications and capture the data, we used <u>mitmproxy</u>¹⁶ as a <u>middleman interactive HTTPS proxy</u>¹⁷. We connected a computer and phones to capture the network traffic between the applications and the LBRY/Odysee servers.

The first moderation enforcement method revealed is a call on the LBRY API endpoint "list_blocked". This private endpoint uses both a "token" and a "platform" as parameters. The platform parameter can be either "ios" or "android" which seems consistent with the two main applications stores where Odysee is available: the <u>App Store</u>¹⁸ and the <u>Google Play Store</u>¹⁹.

The JSON data returned by this API call is presented as follows, composed of two fields: "claim_id" and "tag_name", a text-field including a short explanation of the reason for the block:

```
{
    "claim_id": "152a48e20dc6df020b90b6d32e6cfdfdb3eb8e98",
    "tag_name": "dmca"
}
```

Our first interesting finding is on the classification of the content moderation. On the Odysee applications, when a user tries to report content, they are asked to classify the report amongst twenty-six different reasons:

- Sexual content:
 - Graphic sexual activity;
 - Nudity;
 - Suggestive, but without nudity;
 - Content involving minors;
 - Sexual Abusive title or description;
 - Other sexual content;
- Violent or repulsive content:
 - Adults fighting;
 - Physical attack;
 - Youth violence;
 - Animal abuse;
- Hateful or abusive content:
 - Promotes hatred or violence;
 - Bullying;

¹⁹ https://play.google.com/store/apps/details?id=com.odysee.app&hl=en&gl=US



¹⁶ https://mitmproxy.org/

¹⁷ https://docs.mitmproxy.org/stable/

¹⁸ https://apps.apple.com/us/app/odysee/id1539444143

- Hateful Abusive title or description;
- Harmful or dangerous acts:
 - Pharmaceutical or drug abuse;
 - Abuse of fire or explosives;
 - Suicide or self injury;
 - Other dangerous acts;
- Child abuse:
 - Child abuse;
- Promotes terrorism:
 - Promotes terrorism;
- Spam or misleading:
 - Mass advertising;
 - Pharmaceutical drugs for sale;
 - Misleading text;
 - Misleading thumbnail;
 - Scams or fraud;
- Infringes my rights:
 - Copyright issue;
 - Other legal issue.

Whereas, when analysing the JSON files we found nineteen tag names used to invisibilise content:

- Bullying;
- Child abuse;
- Copyright;
- Cp;
- Dmca;
- Filter ios (only for iOS);
- Hateful abusive title or description;
- Internal dmca redflag;
- Misleading text;
- Misleading thumbnail;
- Other dangerous acts;
- Other illegal;
- Other legal issue;
- Pharmaceutical drugs for sale;
- Pharmaceutical or drug abuse;
- Promotes hatred or violence;
- Promotes terrorism;
- Youth violence.



We continued our analysis performing a data comparison on both the JSONs returned by the API, and discovered that:

- The "filter-ios" tag name exists only for iOS and contains 19 videos (approximately the amount of "terms" that LBRY have stated having to moderate for Apple);
- The total claims per tag name is not always the same.

For example, if we compare the JSON data loaded on November 30th, 2022 for both the platforms we can see that the "child-abuse" tag contains three claims (videos) for iOS app while the Android app list contains only two claims:

	ios			android	
	Claim	Reason		Claim	Reason
▼ bullying			▼ bullying		
	263c003a6b9170ea	bullying		263c003a6b9170ea	bullying
	bea28135b3589330	bullying		bea28135b3589330	bullying
	e5b039219f3e7d3b3	bullying		e5b039219f3e7d3b	bullying
▼ child-abuse			▼ child	abuse	
	a1f3c5079b3011af7	child-abuse		a1f3c5079b3011af7	child-abuse
	d3481ead50c4ca24	child-abuse		d3481ead50c4ca24	child-abuse
	ffcc0edd5dc14396a	child-abuse			

This first analysis seems to indicate that LBRY Inc. is moderating content at a first level, depending on its applications. The moderation is different depending on which app store the used app was obtained from.

Content moderation applied to Odysee's website

Still, a second layer of content moderation seems applied by Odysee Holdings Inc. as we have discovered through an internal Odysee API call. This private endpoint returns a JSON list of claims including data such as geography, reason or trigger for the moderation to happen.

A quick analysis of this JSON file leads us to think that Odysee is applying a geo-blocking level content moderation.

What is geo-blocking?

Geo-blocking or geoblocking is "*a technology that restricts access to Internet content based upon the user's geographical location*"²⁰. In other terms, geoblocking is a technique using the alleged geographical position of a user to block content. The geographical position of the user can be determined using different techniques such as the examination of Wi-Fi hotspots, the MAC address, image metadata, or credit card information. The most common point of reference is

²⁰ https://www.avast.com/c-geoblocking



the IP's geo-location of the user. This geo-location is possible thanks to a number of free or paid subscription geolocation databases, ranging from country level to state or city with different levels of accuracy IP addresses.

As previously explained, due to its decentralised nature, the removal of content on the LBRY network is only possible if its author decides to remove it. However, Odysee (the largest public facing application for LBRY) has a content moderation system allowing them to geo-block content. Odysee is therefore able to block content for part of its users according to the local laws.

Odysee's geo-blocking system

After an analysis of the <u>Odysee web application</u>²¹ and <u>the code of its open-source desktop</u> <u>application</u>²², we were able to determine that the Odysee geo-blocking system is based on two main services. The extraction of the information by Check First has made possible by the replication of the behaviour of those applications when a user loads content.

Status	Method	Domain	File	Initiator	Туре	Transferred	Si: D Headers Cookies Request Response Timings Stack Trace Security
0	POST	sentry.odysee.tv	/api/2/envelope/?sentry_key=	ui-202211241558.d7		Blocked By uBlock Or	₩ Filter properties
200	POST	api.odysee.com	me	ui-202211241558.d7	json	1,43 kB	98- JSON Raw 🕥
200	GET	Lbry.com	en.json	ui-202211241558.d7	json	44,88 kB	20: success: true
200	GET	odysee.com	get	ui-202211241558.d7	json	256,83 kB	64: error: null
200	GET	api.odysee.com	requirements	ui-202211241558.d7	json	1,12 kB	182 ▼ data: Object { continent: "EU", country: "BE", gdpr_required: true, } continent: "EU"
200	GET	api.odysee.com	list_blocked?auth_token=	ui-202211241558.d7	json	cached	89' country: "BE"
200	GET	api.odysee.com	list_filtered?auth_token=	ui-202211241558.d7	json	cached	33' gdpr_required: true
200	GET	Cdn.cookielaw.org		ui-202211241558.d7	js	cached	3,4 is_eu_member: true
288	GET	api.odysee.live	all	ui-202211241558.d7	json	12,45 kB	70, is_google_limited: true
288	POST	api.na-backend.odysee.c	proxy?m=claim_search	ui-202211241558.d7	json	3,84 kB	7,1:
288	POST	api.na-backend.odysee.c	proxy?m=claim_search	ui-202211241558.d7	json	16,94 kB	61,
200	GET	api.na-backend.odysee.c	status	ui-202211241558.d7	json	894 B	201

The first service is in charge of gathering the visitor's IP address and comparing it to a geo-data database. The service will return a JSON file with the platform legal requirement for the user according to its alleged geo-location. This JSON file is presented as follows:

```
{
    "data": {
        "continent": "EU",
        "country": "FR",
        "gdpr_required": true,
        "is_eu_member": true,
        "is_google_limited": true
    }
}
```

²²https://github.com/lbryio/lbry-desktop/blob/d405ff5ffb2e51d92b50613b9a0d5167555281e2/extras/lbryinc/re dux/actions/filtered.js



²¹https://github.com/lbryio/lbryinc/blob/7faea40d87b78ec91b901c62f501499dc4737025/src/redux/actions/filte red.js

As you can see in the reported JSON data, the user is identified at a wide level (e.g.: EU/US/...) but also at national level (FR - i.e. France). It is important to note that users can easily masquerade their actual origin IP address using a service such as a VPN (i.e. Virtual Private Network) that modifies the exposed user's location.

The second service used by Odysee is a geo-blocking list retrieved by a call to a private API. This list is a JSON file including the different entries of content to be blocked.

An entry is categorised either as *livestream* or *video*. Our analysis has shown that, despite its naming, the livestream category can actually also include both videos and channels. The video category includes only videos and channels.

Each entry is structured as follows :

The first piece of information we're presented with is the claim id of the content blocked. The claim id is the unique identifier of the content on the LBRY network. In our exemple the claim id is: 00032e45fb7bf206d68d140f74e96edcf8b7ad9b.

The second field is about "who has requested the block". An analysis of the JSON has shown us two possibilities at this level. Either the block is coming from an official representation of a country and will be tagged as "countries" or the block is coming from another entity and will be tagged as "specials". In our exemple the content block is tagged as "countries".

The third field is the id of the block. Even if the id is often used in development as an abbreviation of "identifier" in this case the field is used to identify the country in which the content is blocked. Countries are identified with the two letters country code from the user's geo-IP analysis.

The following fields are used to describe the triggering authority for the geo-blocking, the reason behind it and a message to display users facing the geo-blocking containing legal information regarding the action taken in place.



This data has been captured hourly by CheckFirst since 20 October 2022. Data is available on <u>Github</u>²³ and updated hourly.

Visualising the Odysee geo-block list data

Once we acquired a better understanding of the Odysee geo-blocklist, we built a publicly available dashboard in order to share our findings. The dashboard is available at the following URL: <u>https://odysee.checkfirst.network</u>

The home page is composed of a large table including all the claims currently geo-blocked on the official Odysee applications. This table is filtrable by the different fields explained above. Claims have been obfuscated to not promote problematic content, still, we had access to the full claims and were able to perform some analysis on their content.

The blocked claims show two main trends. Most of the geo-blocked video are either terrorist or hate speech content. RT and Sputnik are the only channels geo-blocked in the European Union. This block has not been requested by the EU authorities but by Google and is only valid for the content served through the Odysee Android application.

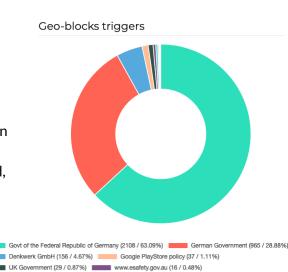
We can also notice that Russia has requested the blocking of 3 videos "Prohibited in the Russian Federation". The content blocked are some parts of a lecture by Grigory Klimov: "*Red Kabbalah*"²⁴,²⁵,²⁶.

The "Stats" page includes visualisation of the data. It's composed of a main graph showing the

evolution of the geo-blocking through time and four pie charts explaining the repartition of the blocks by types, blocks by countries, triggers and reasons. Finally, a form allows the user to specify a time-frame of choice and thus visualise the evolution of the blocklist.

This analysis shows us the few states having actually taken action against illegal content. Germany is clearly the geography where most blocking requests were registered, representing more than 96% of the block list.

The requests are mainly coming from the Government of the Federal Republic of Germany, (92%) for illegal content and Denkwerk GmbH (5%) for copyright infringement.





²³ https://github.com/CheckFirstHQ/lbry-odysee-blocklists

²⁶ https://odysee.checkfirst.network/?id=82af4d0ea4a2ead487ec9bcf6ce6720ec8b51424



²⁴ https://odysee.checkfirst.network/?id=13f375dcb1256dd90d44c38e73313ebe53247a1f

²⁵ https://odysee.checkfirst.network/?id=14b457f1ca4109697af23d04982753d8bf368bf9

Upcoming risks for Odysee

LBRY Inc versus SEC

The tokens used on the LBRY blockchain, which must be held by users in order to upload content, is a digital currency.

On November 7, 2022, the U.S. Securities and Exchange Commission (SEC)²⁷ <u>won its lawsuit</u> <u>against LBRY Inc.</u>²⁸ The judge ruled that the company offered its digital assets as securities²⁹.

As CoinTelegraph reports, the SEC filed a complaint against LBRY Inc. in March 2021, claiming that LBRY Inc. was selling an unregistered security³⁰. "The SEC sought a permanent injunction against the sale of the tokens, disgorgement of all funds received with interest and civil penalties. It did not allege fraud or charge any individuals in the case, however. LBRY Inc. argued that LBC was not intended for investment purposes but had a use on the LBRY blockchain from the moment of its launch. Something with a function is a commodity, not a security. LBRY Inc. further argued that it was not given fair notice that its assets were subject to securities laws."³¹

←	Tweet				
	LBRY # @ @LBRYcom · Nov 29 Since any information given privately to the SEC ends up leaking, we'd like to be upfront about the fact that LBRY Inc. will likely be dead in the near future.				
		RY mission to conti al and SEC debts.	nue on, but the con	npany itself has	
	Q 348	17 905	♡ 3,773	٢	
	John Slaymaker Replying to @LBR What about Odys		ov 29		
	Q 1	11	♡ 98	٢	
	LBRY 🚀 📀 @LBRYcom	Retweet			
Replying to @johnslaymaker					
Odysee will be fine and has a bright future.					
11:46 PM · Nov 29, 2022					

However, this decision should not have any impact on Odysee platform, as LBRY states in a tweet November 29, 2022.

This still raises some questions as the role of LBRY Inc. in content moderation on Odysee is opaque. If LBRY Inc. is dissolved, who will be responsible for enforcing content moderation on the applications allowing users to access content from the LBRY blockchain?

³⁰ A fungible, negotiable financial asset. See https://www.fdic.gov/regulations/laws/rules/8000-6200.html ³¹https://cointelegraph.com/news/sec-wins-lbry-case-but-the-victory-may-have-little-impact-in-the-greater-crypto verse



²⁷ The U.S. Securities and Exchange Commission is an independent agency of the United States federal government, created in the aftermath of the Wall Street Crash of 1929. The primary purpose of the SEC is to enforce the law against market manipulation

²⁸https://www.reuters.com/legal/transactional/us-securities-regulators-win-case-against-crypto-company-lbry-20 22-11-07/

²⁹ "LBRY operates a digital content network. The Odysee video-sharing website is its best-known app. The network uses LBRY Credit (LBC) to reward users for performing tasks, referring new users, contributing to projects and publishing content, according to the LBRY website. LBC can also be mined or purchased."

https://cointelegraph.com/news/sec-wins-lbry-case-but-the-victory-may-have-little-impact-in-the-greater-cryptoverse

Conclusion

As our research has demonstrated, decentralised content platforms like LBRY are and will remain a challenge for the years to come. Specifically, by having no control by design on the content stored in the network and no central authority for their moderation, decentralised platforms are challenging the limits of existing models and regulations.

We would like to underline that the investigation techniques we used allowed us to uncover moderation details of LBRY Inc./Odysee Holdings Inc. through publicly available data. However, this research cannot exhaustively reflect the service's moderation. Their teams may use private moderation tools, inaccessible to us.

The Digital Service Act, the new European content moderation legislation adopted in October 2022 was written to regulate the activities of social media platforms by, for example, forcing them to take down flagged illegal content, including hate speech, child sexual abuse material and terrorist propaganda.

How can LBRY Inc. and/or Odysee Holdings Inc. comply to the request of the Commission to ramp up their efforts to fight problems such as disinformation campaigns, cyber violence against women, and falsehoods on health misinformation?

How will the DSA be enforced when it comes to networks without central authority nor real control on its hosted content? If running afoul of the law is supposed to mean steep fines, who will pay in the case of a decentralised platform?

As shown in this research, it is easy for the platforms to enforce content moderation for a specific application while actually not enforcing the same content moderation on another. This can lead to examples where some content containing child abuse will continue to be displayed to Android users, while being hidden to iOS ones. This raises the question of the double standards of content moderation on applications.

On the other hand, the analysis of the geo-blocking list of the Odysee website is also a good indicator of the current actions taken by governments and agencies in charge of the enforcement of existing laws. The low amount of restricted content and the few actors actually acting to restrain content remains underwhelming.

Will the design of LBRY, its decentralisation, and the lack of regulation enforcement by the authorities on its client Odysee pave the road for the emergence of new threats for societies?

In the meantime we strongly advise policy makers to design internet regulation while keeping in mind innovation and creativity, especially regarding content moderation on platforms using decentralised, community driven, systems or blockchains.



Version control

Author	Date	Notes
Check First	22.11.2022	- Original version
Check First	25.11.2022	 Grammatical corrections Add footnotes with links to the Russian's geo-blocked videos Modified the replication Explanation for more clarity Added review process
Check First	28.11.2022	- Grammatical corrections
Check First	30.11.2022	 Add analysis of the LBRY moderation system Add conclusion on the findings of the LBRY moderation system
Check First	05.12.2022	 Grammatical corrections Switch LBRY vs SEC position in the document Modification of the wording of the conclusions
Check First	12.12.2022	- Final version export

Review process

This document has been reviewed following Check First's process including the review of the final document by two internal employees and two external reviewers qualified in the field of the research. The process assessment grid used by the reviewers is available <u>here</u>³².

The external reviewers for this document are :

- Independent Senior OSINT Investigator
- Independent Policy Analyst

This document have score a total of 87,5 out of 100

 $^{^{32}} https://docs.google.com/spreadsheets/d/1ka2rcMAmiUgDKIiTxXNS5cB0poax8C-GCC2GI1_sRmY/edit?usp=sharing$





Check First is an ally in the fight against disinformation. We gathered skills and knowledge to build a company that is at a cornerstone of the fact-checking world.

We are an accelerator. We provide fact-checkers, researchers and policy makers tools, methodologies and solutions to gather their forces in the fight against fake-news.

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