

Who We Are

The Technology Coalition is a global alliance of leading technology firms that have come together to combat online sexual abuse and exploitation of children. Because member companies have the same goals and face many of the same challenges, we know that collaborating to develop and scale solutions offers the most promising path towards a global solution to the problem.





37.5%

37.5% More than 5000 employees 25% 250-5000 employees

37.5% Less than 250 employees



Member Services Offered

| Game Hosting | 21% |
|--------------------------------------|-----|
| Live streaming | 42% |
| Private file storage | 25% |
| Social Media offerings | 50% |
| Text-Based Content | 21% |
| Web hosting services | 16% |
| Education | 13% |
| Infrastructure and Cloud Services | 38% |





What We Do

The Technology Coalition is the place where the global tech industry comes together to build the tools and advance the programs that protect children from online sexual exploitation and abuse. Each member directly contributes to the operations of the Coalition through collaborative working groups that are focused on solving the biggest challenges industry faces with respect to this issue.

One year ago, we launched Project Protect, an ambitious five pillar plan to combat online child sexual exploitation and abuse. Whether it is funding independent research to inform industry priorities, developing new technology, or sharing hard-won knowledge and effective practice, each pillar of Project Protect is designed to generate objective outcomes that will accelerate industry progress in the fight against online child sexual exploitation and abuse.

Thanks to the hard work of our Member Working Groups, we are pleased to share our progress to date:



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- Invested \$1M to establish the Safe Online Research Fund in partnership with EVAC
- Received 128 proposals from 55 countries via a request for proposals that closed in April
- Currently working with our independent Advisory Group of experts to select the grantees and will announce them in the coming months

Tech Innovation: Accelerate the development and adoption of new technology

- Committed \$1.25 million to a Tech Innovation partnership with THORN
- Currently pursuing two projects that will enable industry to more quickly identify, report and take down abusive content:
 - Universal Video Hashing
 - Improving Cross-Industry Rapid Response Capabilities

Information and Knowledge-Sharing: Expedite the adoption of current technologies & effective practices across industry

- Leverage the resources and experience of our Members to help one another wherever needed Routinely host Member webinars where leading experts in their field educate our members on proven
- tech, successful practices, and operations



"Cloudflare has benefited from our membership with the Technology Coalition by having access to an invaluable open environment where we can learn and contribute in our efforts to fight the spread of CSAM."

Cloudflare

Collective Action: Facilitating aligned efforts to tackle the problem

- Because combatting Child Sexual Abuse Material (CSAM) requires a whole-of-society approach, the Technology Coalition hosts authentic dialogues between industry and external stakeholders to identify practical steps we can take together on the most pressing challenges
- In 2021, we hosted 3 forums with 238 participants from 29 countries representing industry,
- policymakers, regulators, law enforcement, civil society, and survivor advocacy groups







Self-Generated Indecent Imagery Featuring Youth Working Together for Maximum Impact Workshop, April 28 and 29



First Annual Multi-Stakeholder Forum (MSF) The Unique Challenges of "Self-Generated" Imagery: Charting a Collective Path Forward, 15 and 16 June 2021

*Gathered the most attendees

"At Microsoft, we believe digital safety is a shared responsibility requiring a whole-of-society approach. This means that the private sector, academic researchers, civil society, and governmental



and intergovernmental actors all work together to address challenges that are too complex - and too important - for any one group to tackle alone. The Technology Coalition has played a key role in enabling this approach through industry collaboration and multi-stakeholder forums focused on challenging and novel topics such as youth-produced imagery." Microsoft



Transparency and Accountability: Drive greater transparency and accountability across industry with respect to Child Sexual Abuse Material (CSAM)

- Developed a Transparency Guide to support member companies in their transparency journey • Earlier this year, we conducted a survey of all of our Members with respect to their policies and
- practices concerning combatting CSAM
- We are publishing the results of that survey in this report and they will also be included in WeProtect's upcoming Global Threat Assessment
- 71% of TC members are either already regularly publishing transparency reports or will be doing so from this year onwards. Members report on a variety of metrics, such as the number of accounts terminated, reports to national authorities, law enforcement requests, source of first detection, and the



Our Partners



THORN¹



Where Our Members Stand Today

As part of Project Protect, the Technology Coalition Members pledged to increase transparency and accountability in their efforts to combat online sexual exploitation and abuse of children. The following section is our first step towards providing that transparency, and is based on data gathered from the National Center for Missing & Exploited Children's (NCMEC) information on the sources of CyberTipline®Reports, as well as the Technology Coalition's Member Survey.



Implementation of Hash-Based Detection

Technologies such as PhotoDNA enable tech companies and organizations like NCMEC to assign unique "hash-based" alphanumeric identifiers to images of known Child Sexual Abuse Material (CSAM). These "hashes" of known CSAM images are compiled and used by industry to detect further attempts to upload known CSAM to their platforms and to report, remove, or block upload of those images. The hash-based technology for detecting still images is mature and operates on a common hash format used across industry. Hash-based video detection is less developed, and there is not yet an industry standard hash format.

All Technology Coalition Members currently deploy or are in the process of implementing hash-based technology that detects known CSAM images. PhotoDNA remains the most popular image hash-based detection tool for members, used by 75% of companies, with MD5 second most prevalent (38%). 54% of Members currently deploy video hash-based detection technology, with CSAI Match (33%), PhotoDNA for Video (25%) and MD5 (25%) being the most commonly used video hash-based detection tools.

38% of Technology Coalition member companies contribute hashes or keywords to NCMEC's industry hash repository and 8% contribute to the Canadian Center for Child Protection's Project Arachnid.

"We want Pinterest to be a place for inspiration and that means we need to be deliberate about creating a safe and positive space for our users. In 2020, we continued to focus on our internal tooling detection mechanisms -- including PhotoDNA and machine learning tools -- to ensure consistent and effective enforcement with new feature launches."

Pinterest



Additional Means of Detection, Reporting & Deterrence

While not all tools are relevant to all platforms (for example video detection tools are not used on platforms that do not host video), Technology Coalition Members deploy a variety of additional tools and strategies to detect, facilitate reporting, and deter online sexual exploitation and abuse of children.

Classifiers are algorithms that attempt to flag potential (new or unhashed) CSAM for categorization and/or human review



From 2019 to 2020,

by 29%

the number of these

reports submitted by **Members** increased

DETECTION Members deploy:



membership means that we can collectively learn from the challenges that other companies are facing. This means more effective trust and safety procedures that perpetually evolve and improve and a better online experience for everyone."

Clubhouse

Increased Reporting

Our Members' focused investment in identification and reporting capabilities is driving measurable results. In 2020, the National Center for Missing & Exploited Children (NCMEC) received 21.7 million CyberTipline reports of suspected child sexual exploitation. Technology Coalition member companies accounted for 98% of those reports. From 2019 to 2020, the number of reports submitted by Members increased by 29%, and overall CyberTipline reporting increased by 28%. NCMEC stated that the increased volume of reports could be "indicative of a variety of things, including larger numbers of users on a platform or how robust an Electronic Service Provider's (ESP) efforts are to identify and remove abusive content from their platforms."

Source: 2020 NCMEC CyberTipline Data

Disclaimer. Transparency data is based on reports confirmed through the US-based National Center for Missing & Exploited Children, as the single most significant representation of global CSAM. In the future, we hope to expand our analysis to include reporting to additional organizations to better represent global trends.



Looking Ahead



In the coming year, the Technology Coalition will continue to drive forward the ambitious goals of Project Protect and increase the tech industry's collective capacity to protect children from online sexual exploitation and abuse. We understand that no single company, organization, or institution can solve this problem alone, and we look forward to adding new members and building new partnerships in the months ahead. Thank you for working with us to keep children safe online.



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"Facebook conducted an in-depth analysis of the illegal child exploitative content we reported to the NCMEC in October and November of 2020. We found that more than 90% of this content was the same as or visually similar to previously reported content. And copies of just six videos were responsible for more than half of the child exploitative content we reported in that time period."

Facebook

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The Technology Coalition is funded by member companies and does not accept funding from any government agency or NCMEC.