

## CONTENTR Point Tabulation

Free Expression (FE)	Community Safety (CS)
500	500

Balance = the absolute value of FE-CS

Balance -> \$

*Add this amount at the end of your game.*

If Balance less than 50, your platform has a broad appeal to users and advertisers

If Balance is more than 50 and less than 100, some advertisers who wish you focused more on FE or CS

If Balance is greater than 100, you are a niche platform which is great for value aligned advertisers but lacks overall mass appeal

The figure consists of three horizontal blue bars with black outlines, representing monetary values. The top bar is labeled '\$ 80M', the middle bar is labeled '\$ 60M', and the bottom bar is labeled '\$ 40M'. The bars are positioned vertically from top to bottom, with the labels placed to the left of each bar.

Value
\$ 80M
\$ 60M
\$ 40M

## Trust & Safety Account

### Deposit (+)

## Trust & Safety Spend (-)

### Total (final score)