



State of Spam

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Understanding Spam

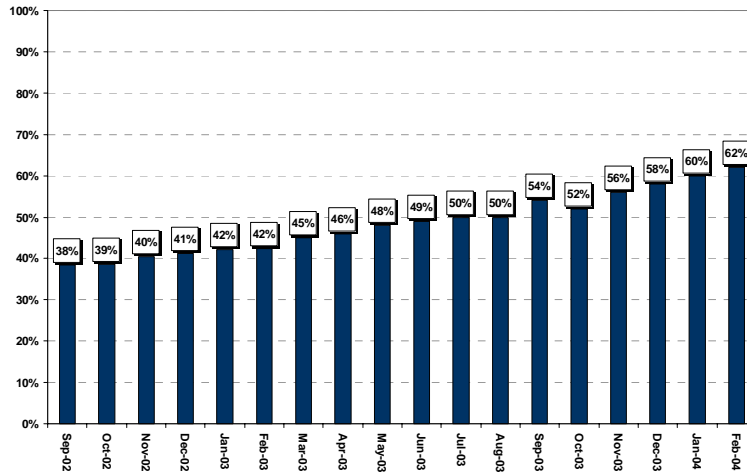
Legal definition of spam Anti-spam laws exist in a number of countries around the world

- Currently no universally accepted definition of 'spam'



Growth of Spam

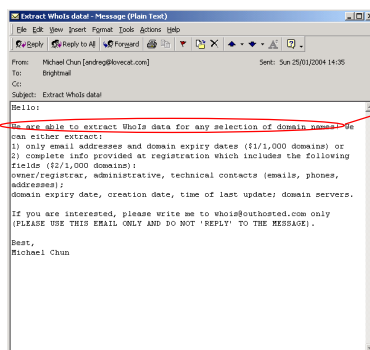
Percentages of Worldwide Internet Email Identified as Spam
Source: Brightmail



Nature of Spam

Unsolicited

- Recipients have no relationship with spammers
- Spam started as a nuisance but now has financial costs for ISPs, businesses and users



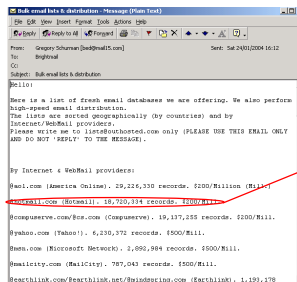
We are able to extract Whois data for any selection of domain names.



Nature of Spam

Bulk

- Spam problem is vast in scale
- Brightmail estimates spam to account for 62 per cent of the world's Internet e-mail
- Individual spammers can send out 200 million messages per day



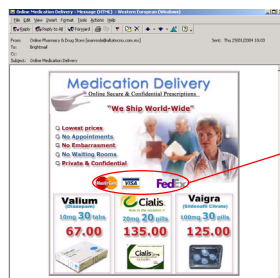
@hotmail.com.
18,720,334
records.



Nature of Spam

Commercial

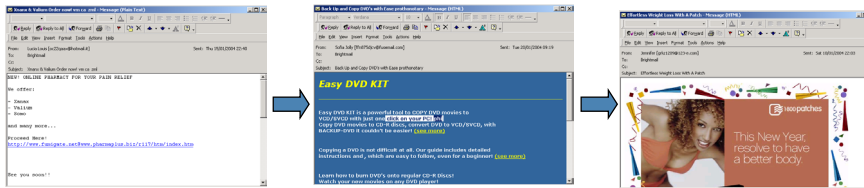
- Spam is commercially motivated with spammers profiting financially from their activities
- It was estimated that spammers made \$250 million in 2002
- The majority of spam contains a call to action



Pathology of Spam

Form

- Spam has moved from being 100 per cent ASCII to 75 per cent HTML in a short space of time
- Some spam consists of nothing more than a single URL



ASCII

HTML

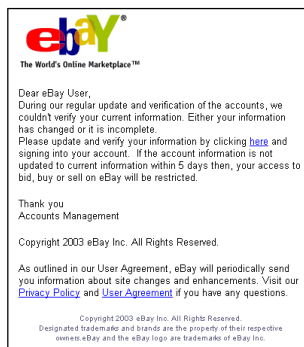
URL



Content

Brand-spoofing

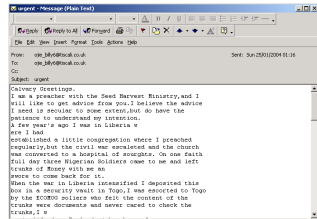
- Spams pretending to come from legitimate well-known companies exploded in 2003



Content

Fraud

- Started as '419' scams
- 2003 saw the first 'phishing' attacks



419

'Phishing'

