COUNCIL WORKING GROUP -
Children Online Protection
Oct 9. Geneva

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Trend Micro

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Children cannot live without the Internet
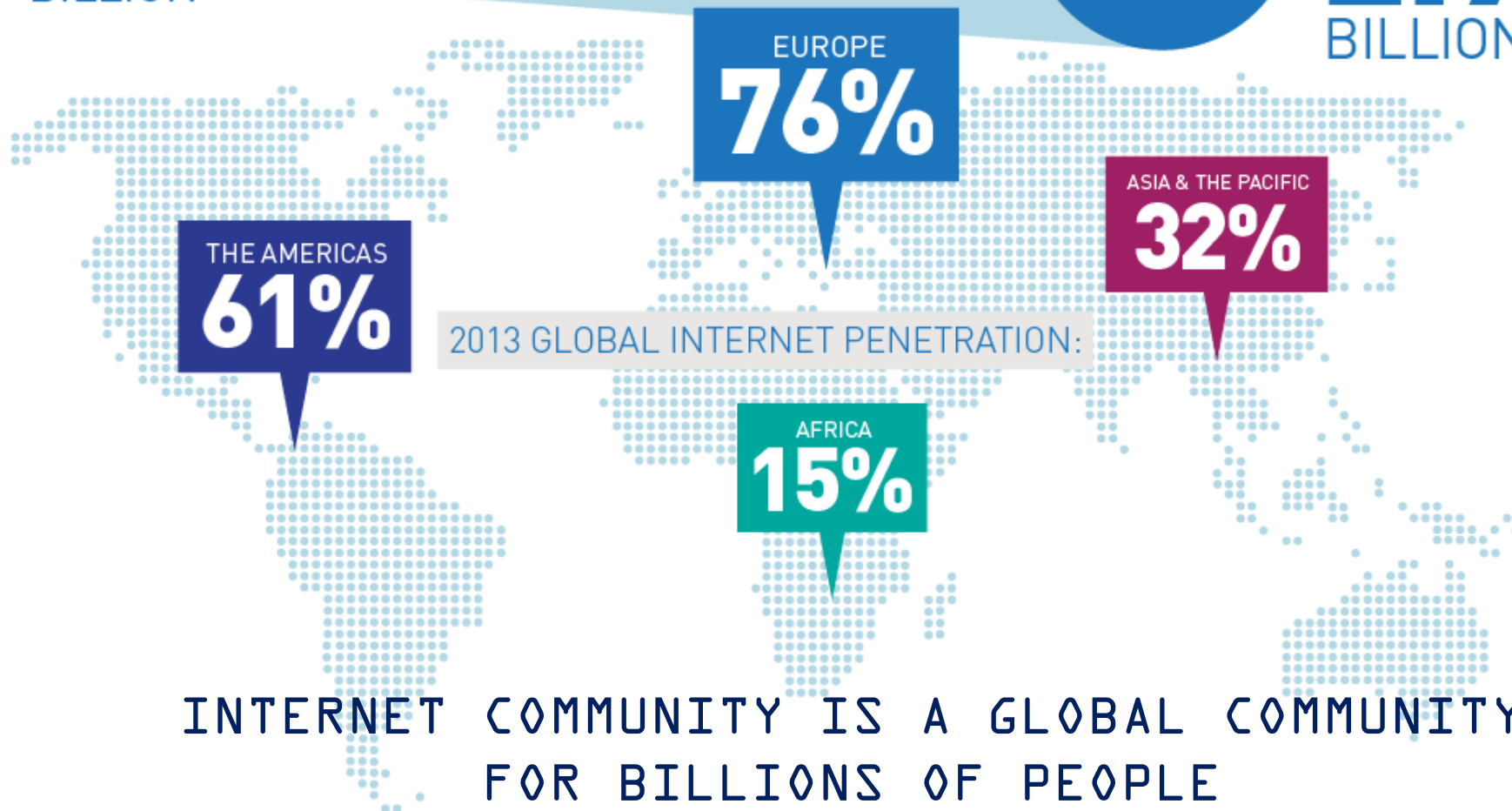
2007 1.3 BILLION

INTERNET POPULATION

2013 2.7 BILLION

EUROPE 76%

ASIA & THE PACIFIC 32%
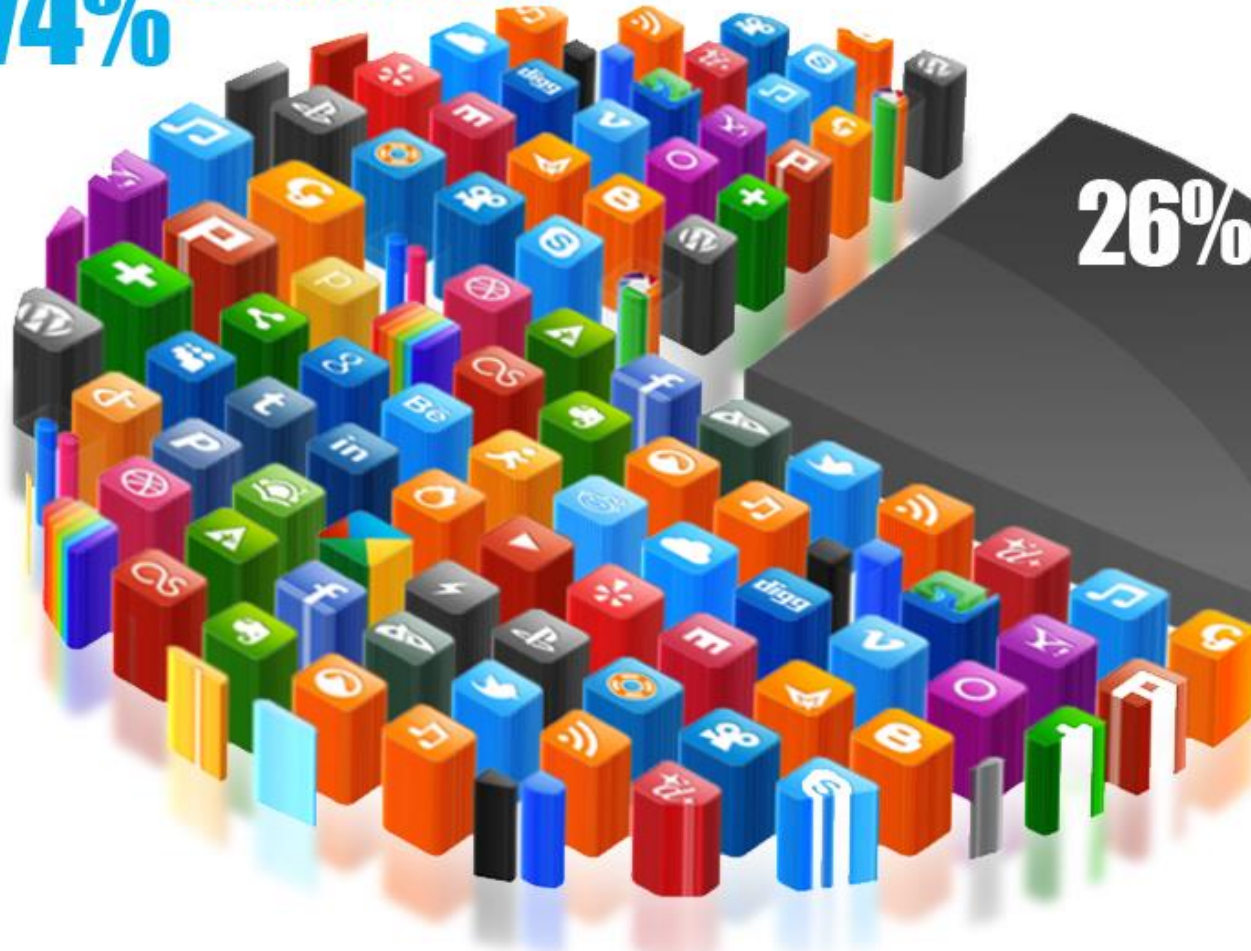
THE AMERICAS 61%

2013 GLOBAL INTERNET PENETRATION:

AFRICA 15%

INTERNET COMMUNITY IS A GLOBAL COMMUNITY FOR BILLIONS OF PEOPLE

The Internet Loves Social Media

74% Use social media

26% Have not used social media

Global Social Media Usage Behaviors

ASIA PACIFIC
42% comment on blogs
43% comment in forums
29% uploaded a video online
50% uploaded a photo online
65% watched a video online
37% actively blog

EUROPE (EMEA)
31% comment on blogs
27% comment in forums
20% uploaded a video online
39% uploaded a photo online
63% watched a video online
13% actively blog

LATIN AMERICA
49% comment on blogs
35% comment in forums
41% uploaded a video online
56% uploaded a photo online
74% watched a video online
27% actively blog

DIVERSE PLATFORMS IN AN AGE OF UNIFIED SERVICES

39% of parents spend 11 hours using media and technology a day

7 in 10 parents have a smartphone at home

35% of parents have both smartphones and tablets at home

DIGITAL NATIVES AREN'T CREATED IN A VACUUM
CHILDREN ARE INFLUENCED BY THEIR PARENTS

3 in 10 parents supervise computer and smartphone use of their children

55% of parents are not "too concerned" over their kids' use of technology and media

17% of parents are likely to give their mobile to their under-2-year-old child to keep them occupied

TREND MICRO™

25 Years of inspiration

Source: Northwestern University, Center on Media and Human Development School of Communication

95%
of US teens
are online

8 in 10
online teens
use some
kind of social
media

78%
of teens have a
cellphone.
47% have a
smartphone

CHILDREN NOW SHARE THE SAME DIGITAL SPACE WITH ADULTS

77%
of online
teens in the
US are on
Facebook

24%
of US teens
are on
Twitter

ARE YOU SAFE ONLINE?

BASIC PROTECTION IS NOT ENOUGH?

CYBERCRIMINAL WIDER RANGE OF THREAT ATTACKS

Mobile Browsing

Prices (in US$):

3 to 150 ▸ SMS spamming services per 100-10,000 messages

100 ▸ **RUSSIA:** SMS delivery tool using fake numbers

General Browsing

Prices (in US$):

0.15-25 ▸ Weekly/monthly anti-malware evasion service

0.01-0.10 ▸ **CHINA:** Compromised webhosts

6 ▸ **RUSSIA:** 1,000 artificial traffic for SEO

295 ▸ **RUSSIA:** Automation tools for blackhat SEO

100-500 ▸ Pay-per-install services

Email

Prices (in US$):

30 ▸ Email spamming and flooding tool

3 ▸ Email fooding service per 1,000 emails

10 ▸ Spamming service per 1,000,000 emails

Social Networking & Messaging

Prices (in US$):

5 ▸ Fullz (full personal info sheets)

97 ▸ **RUSSIA:** Hacking tools for Gmail and other email accounts

130 ▸ **RUSSIA:** Facebook and Twitter hacking service

500 ▸ Corporate email hacking service (per mailbox)

CHILDREN NOW ENCOUNTER THE SAME THREATS WITH ADULTS

THREATS RUN RAMPANT IN SOCIAL MEDIA
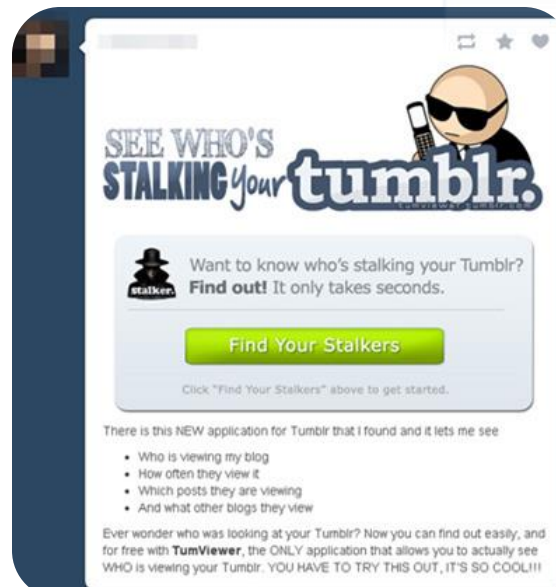
CHILDREN NOW ENCOUNTER THE SAME THREATS WITH ADULTS

ATTACKS ON MOBILE INVOLVE SPOOFING POPULAR APPS

Digital Footprint – Data Correlation made easier ….

Extract data fr[...]ding the coordinate[...]en. The coo[...] with G[...] [lo]cati[...]

21.2756,-157.82602

21.27947,-157.71307   SONY - DS[...]

toTwitterUserGEO
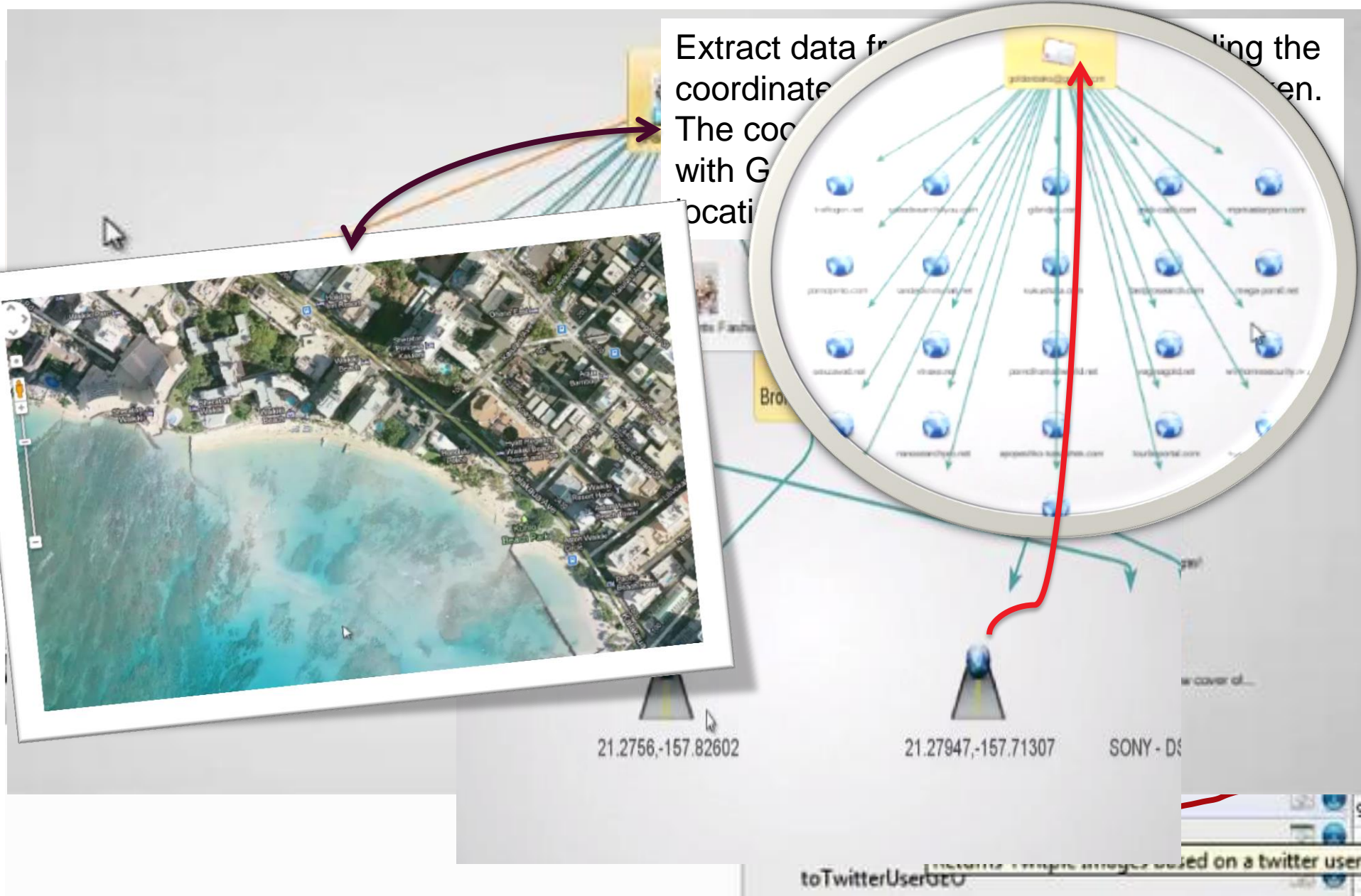
We share a wider platform
nothing separates adult from children

They mirror what we do online

Cyber Attacks doesn't spare no one

Whatever is online stays online forever

Contact

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