



COUNCIL WORKING GROUP -

Children Online Protection

Oct 9. Geneva

Myla V. Pilao
Trend Micro



Children

cannot live

without

the Internet

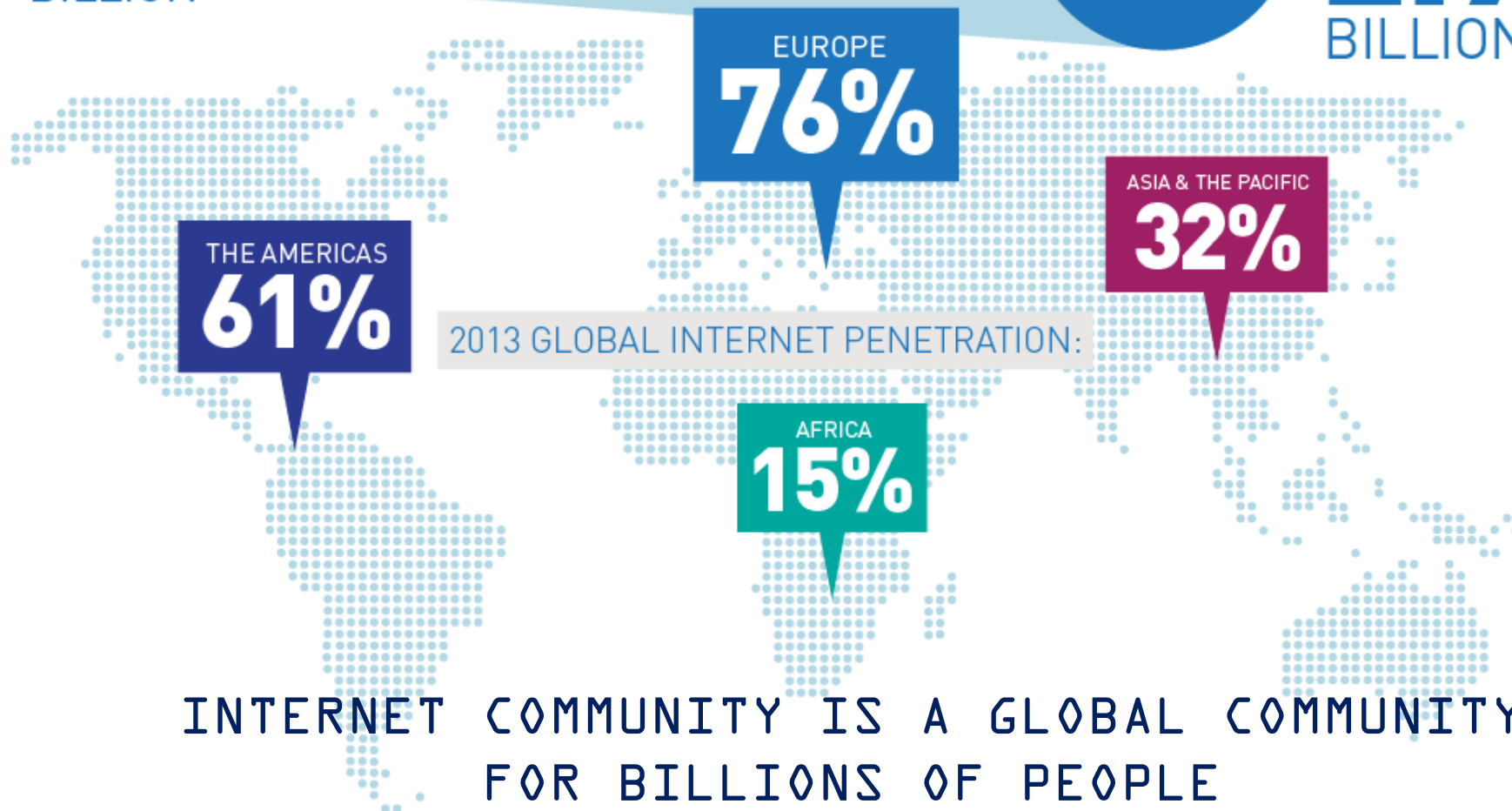
2007
1.3
BILLION



INTERNET POPULATION



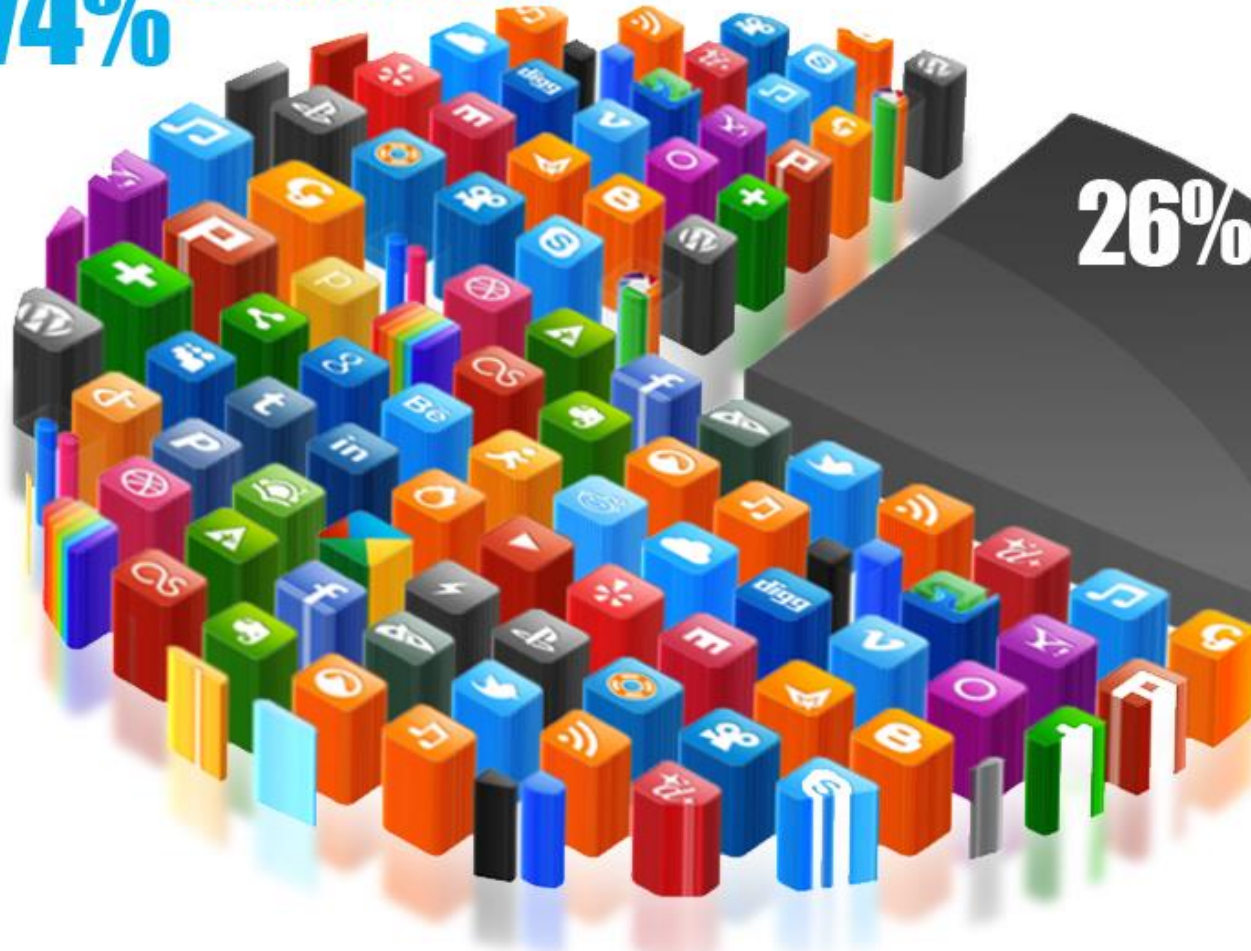
2013
2.7
BILLION



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

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

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

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



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

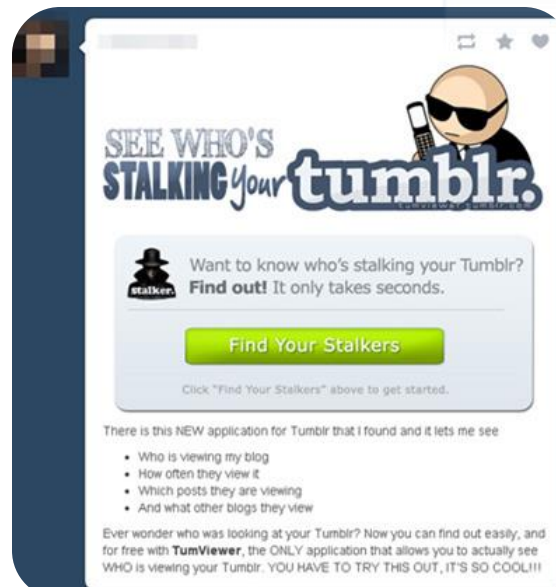
Social Networking & Messaging

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



Bad Piggies download game for android free

Owners of phones on the Android platform is very lucky because they can download the game Bad Piggies for Android for free. This innovation in the field of games, of course, will be one of the most popular developments 2012-2013. Although the game has not come out on public display, it was already possible to say much, because the internet hosts hundreds of trailers to the application. We'll talk more about the rules of news. Continuation of the game Angry Birds do not like its predecessor. Therefore, even avid fans of Angry Birds will need to re-learn. The game is now on the bad pigs, angry birds want revenge for the events that unfolded in the first part of the application. Games will have to help the poor pigs steal the birds' eggs, which are in special containers in the most remote and inaccessible parts of the map. Independently bad pigs can not afford to get to their goals, so players have to invent and build vehicles for the movement, which will deliver pigs to the right place. But all is not so

game is aimed at the players who are looking for a new and interesting game. The game is available for free on the Google Play Store.



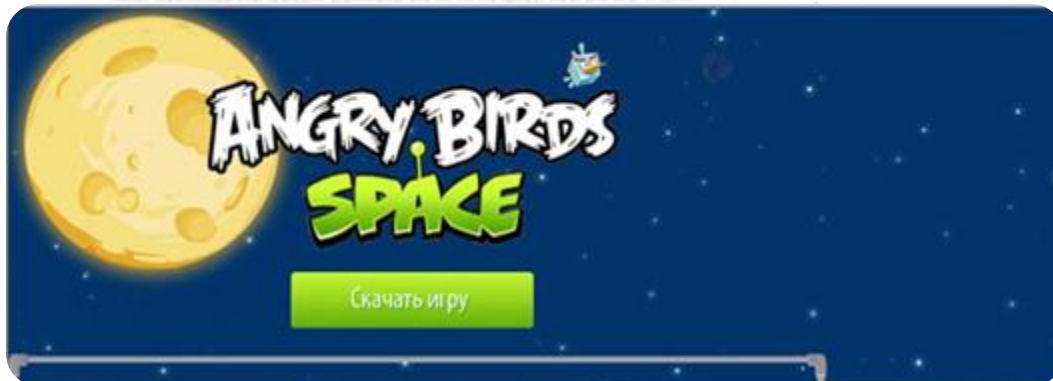
Download Bad Piggies

Play Online

On the phone

The touch

the touch



Candy Crush Saga Cheats

CANDY CRUSH SAGA Cheats

CANDY CRUSH SAGA CHEATS & TIPS



(1) New Gift



FREE

Tips & Strategy

Cheats & Tips Guide to Help You



Quick Start

How to Play Candy Crush Saga



How to Play Candy Crush Saga



Quick Start

Cheats & Tips Guide to Help You

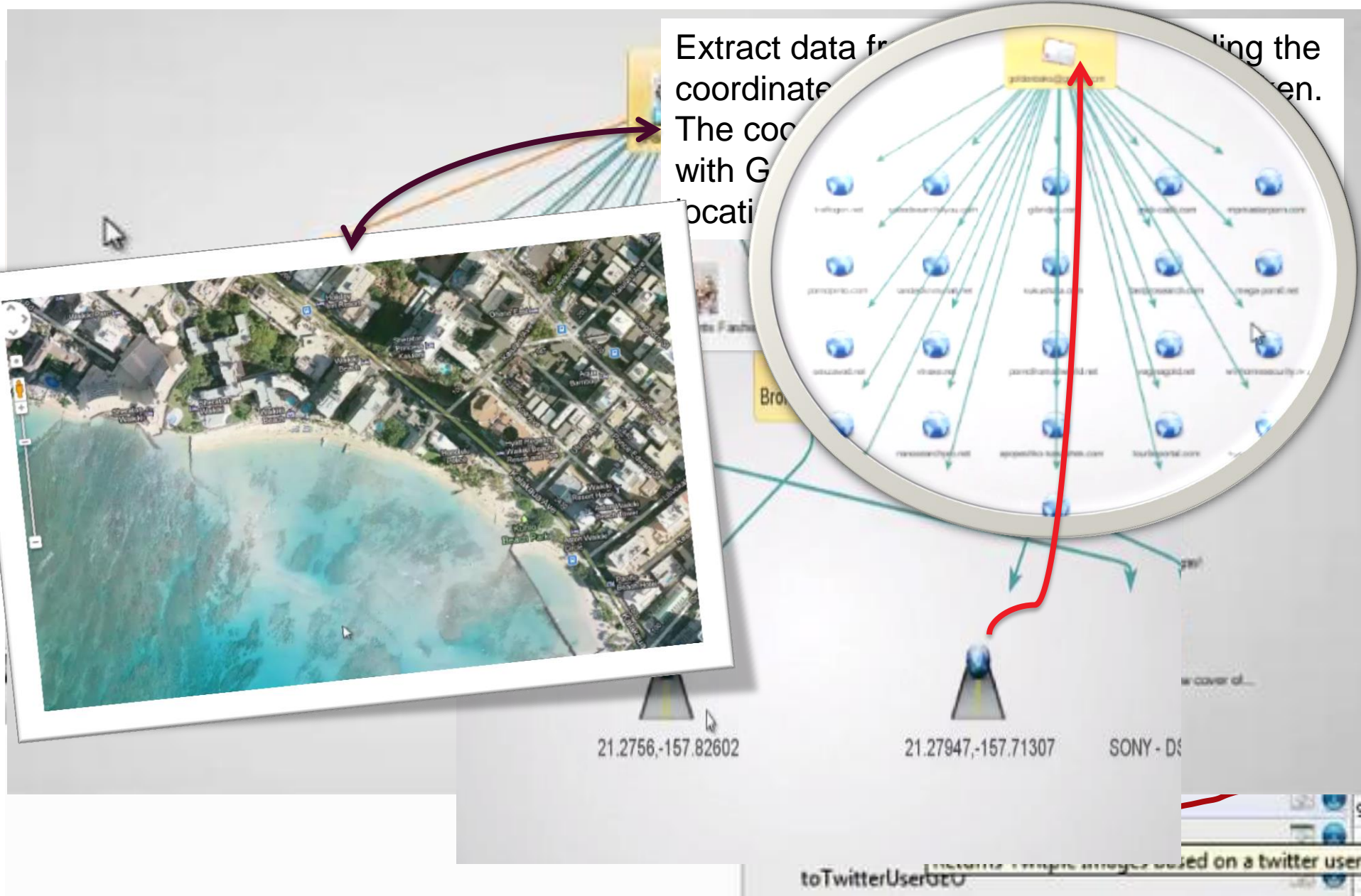


TREND
MICRO



Years of
inspiration

Digital Footprint – Data Correlation made easier



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

Director, Core Technology Marketing
myla_pilao@trendmicro.com

63 9178320550
632 995 6200



Securing Your Journey
to the Cloud