

 ANTI-SPYWARE COALITION

2009 Antispyware Coalition Public Workshop

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**Consumer
Reports**[®]

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Background

- For several years, Consumer Reports has been testing and rating antispam and other protection software.
 - 2002 Antivirus
 - 2003 Antispam
 - 2004 Anti-spyware

In September 2004, we began publishing the annual Consumer Reports State of the Net report

Based on a nationally representative survey measuring the incidence and costs to American consumers of spam, viruses, spyware, and phishing scams

Conducted by the Consumer Reports National Research Center

Results of the 2009 Consumer Reports State of the Net survey appear in the June, 2009 issue of CONSUMER REPORTS and at ConsumerReports.org.

State of the Net 2009

Net threats are almost as prevalent today as when we first conducted our survey five years ago, costing consumers billions in damages. The number of U.S. phishing attacks has increased significantly since last year, according to the Anti-Phishing Working Group.

	Spam	Viruses	Spyware	Phishing
	The incidence of heavy spam is as high as last year.	The frequency is the same as in last year's survey.	545,000 households had to replace computers in the past six months.	34,758 attacks in December 2008 alone.
National Incidence	1 in 3 had heavy levels of spam.	1 in 7 had serious problems.	1 in 12 had serious problems.	1 in 90 lost money.
Total damage	N/A	\$5.8 billion	\$1.7 billion	\$483 million

Source: Consumer Reports National Research Center, based on a nationally representative survey covering the previous month (spam), six months (spyware), and two years (viruses and phishing), projected to 87.2 million Internet-using households (source: eMarketer). Total damage is estimated using the average cost within the time period noted. Source for number of phishing attacks: Anti-Phishing Working Group.

The June 2009 CONSUMER REPORTS also features our 8th annual investigative report on U.S. cybersecurity, plus Ratings of the latest security software. (Ratings are available online to ConsumerReports.org subscribers)

COVER STORY



SUSPICIOUS SITE An online job search led to waves of spam and a disabled computer for Dan and Pat Quigley.

Boom time for cybercrime

The economy and online social networks are the latest fodder for scams

Inside

State of the Net 2009

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A year of threats

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5 ways to protect yourself

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Ratings: Laptops, netbooks, and desktops

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ONE IN FIVE online consumers were victims of a cybercrime in the past two years, according to the latest CONSUMER REPORTS State of the Net survey. That means there's a strong possibility that your money will be added to the \$8 billion we estimate cybercrime cost consumers or that your computer will join the 1.2 million others that we figure were replaced because of software infections during that time.

The overall rate of cybercrime hasn't declined much over the five years we've tracked it. Crooks continue to take advantage of new technologies. And consumers, corporations, and the government haven't done all they could for protection.

The problem stands to get worse as rising unemployment and foreclosures fuel a wave of recession-oriented Internet scams. And the soaring popularity of social-networking services, such as Face-

book, is creating more openings for identity thieves.

Those are some of the highlights from our research and the national survey of 2,081 online households conducted in January by the Consumer Reports National Research Center. Consider these additional findings:

- Online identity theft is widespread. We project that close to 2 million households have suffered identity theft in the past year as a result of Internet-related activity, most often online shopping.
- Phishing—sending authentic-looking but fraudulent e-mail designed to steal sensitive personal information—is a continuing concern. We estimate that about 7 million consumers gave phishers personal information over the past two years. That's 1 in 13 online households. Among scam victims, 1 in 7 lost money, comparable with data from our last survey.

PHOTOGRAPH BY MICHAEL POTTER

COVER STORY




NET THREATS Senior program leader Dean Gallea pits online hazards against software in our labs.

Security software

A free 'suite' matches the best pay products

We also offer a free Online Security Guide at: ConsumerReports.org/security

Online Security Guide CR CONTENT AVAILABLE ONLY TO SUBSCRIBERS



GUIDE TO ONLINE SECURITY

Malware
Conficker worm hasn't wreaked Net havoc. Yet.
Malware gets more malicious
Online dangers
U.S. tops list of dangerous Net places
Net crime up 33 percent
Cybersecurity not a top priority for Congress
MySpace boots sex offenders
Beware of worms on Facebook
Security tips
Update your Windows software
Avoid 'free public Wi-Fi' connections
Upgrade your cell phone's software
How to protect your personal data
New security products for Macs
7 online blunders to avoid

In the Spotlight

Boom time for cyber crime The economy and online social networks are the latest fodder for scams.	5 ways to stay safer online Best ways to protect yourself while on the Net.
Social networks: A new frontier Web sites such as Facebook are fertile hunting grounds for cyber-criminals.	Corporate culpability Experts say business aren't doing enough to protect consumer data.
State of the Net 2009 Online threats are nearly as prevalent today as five years ago.	Beware the swine flu scammers Crooks lure online victims with phony e-mails touting the latest news of the epidemic.


Software Ratings

Best ways to block viruses, bad software, and spam ● ● ● ● ●

Security suites Our Ratings of the latest protection programs now available.	How to choose Find the right suite for your needs.
Our Recommendations We pick the best security programs—one of which is freely available online.	Browsers tools Read how some browsers offer built-in protection tools.

Phishing trip

Can you tell the real e-mails from the fake?



[Go phish](#)

Community

Online security blog

- Read our latest posts on computer security and ID theft.

Forums

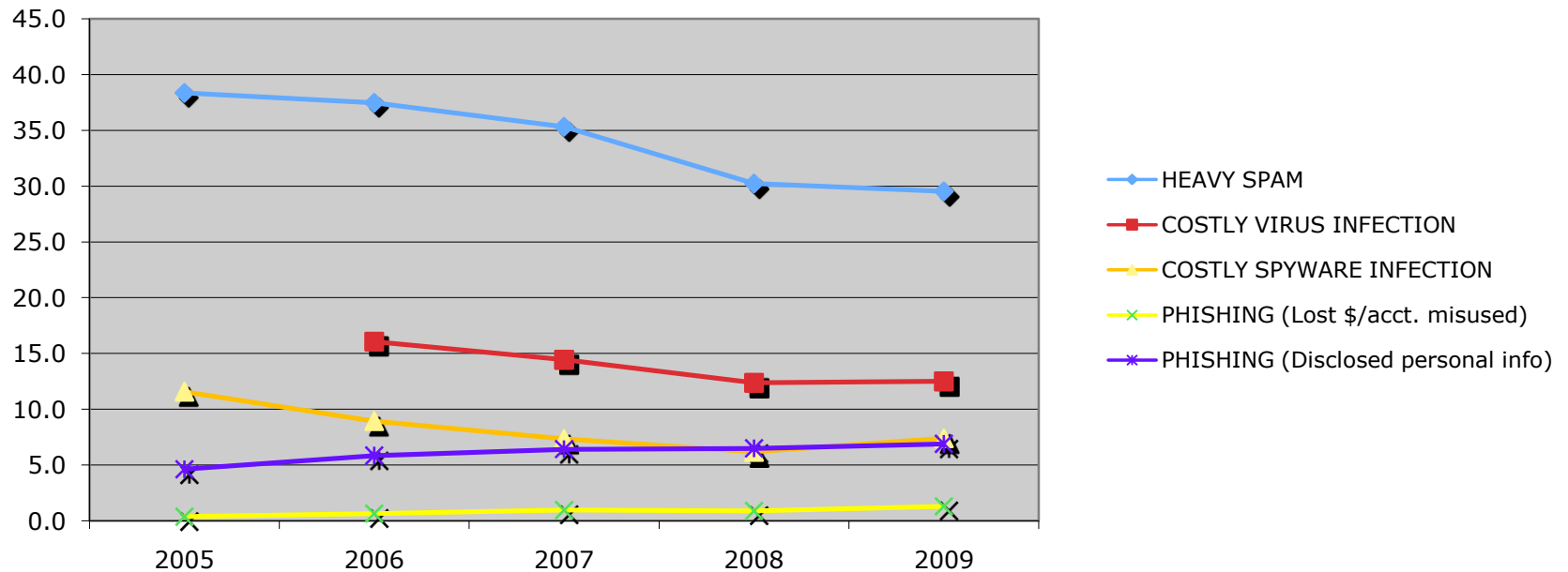
- Security & privacy

The big picture:

A summary of how cybercrime has affected U.S. consumers over the past five years

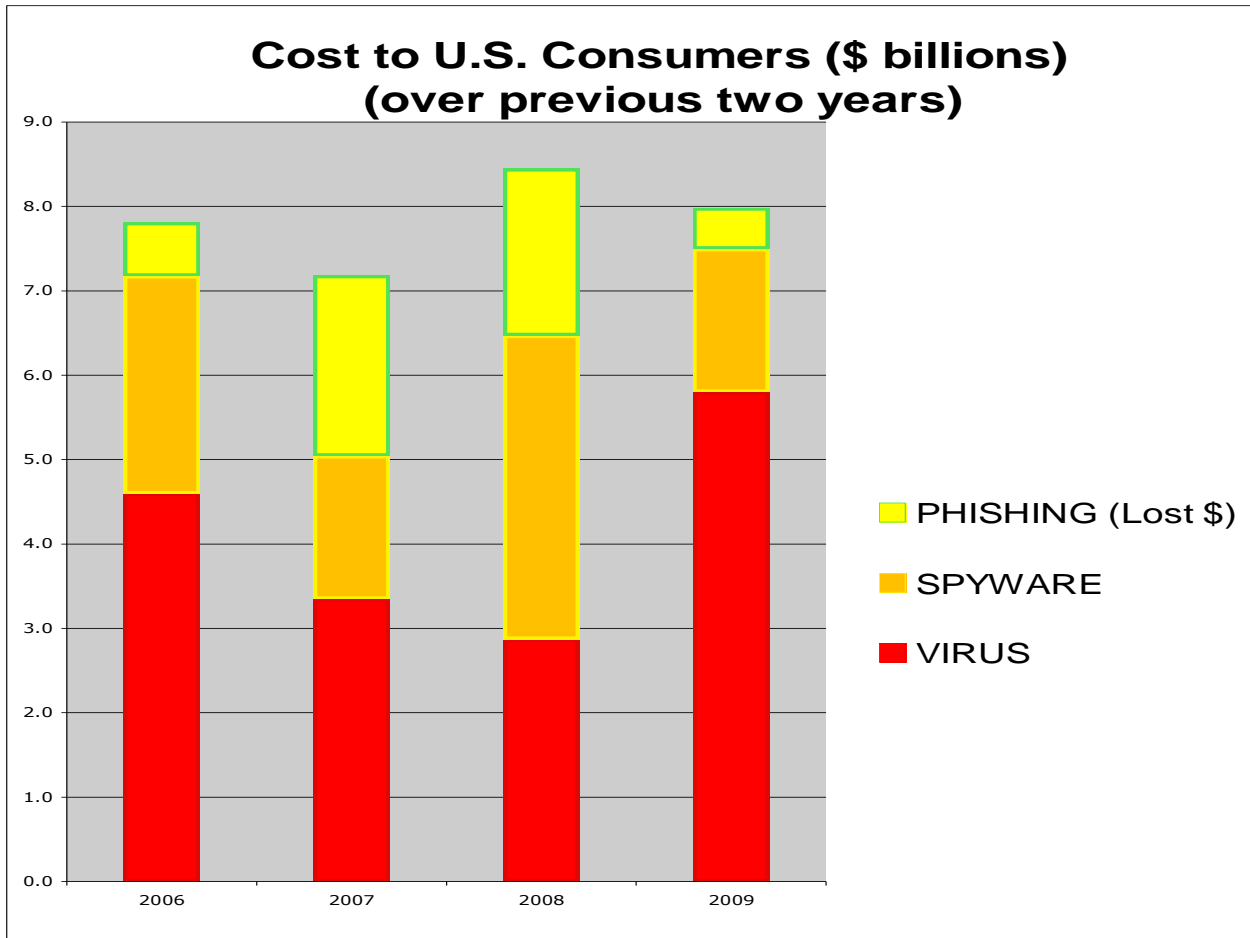
Consumer Net Threats: 2005-2009

Number of U.S. Households that have experienced serious online problems (millions)



Source: Consumer Reports 2005-2009 State of the Net
Consumer Reports National Research Center

The cost: staggering



Source: Consumer Reports 2006-2009 State of the Net
Consumer Reports National Research Center

How does spyware
affect U.S. consumers?

State of the Net 2009

Spyware

545,000 households had to replace computers in the past six months.

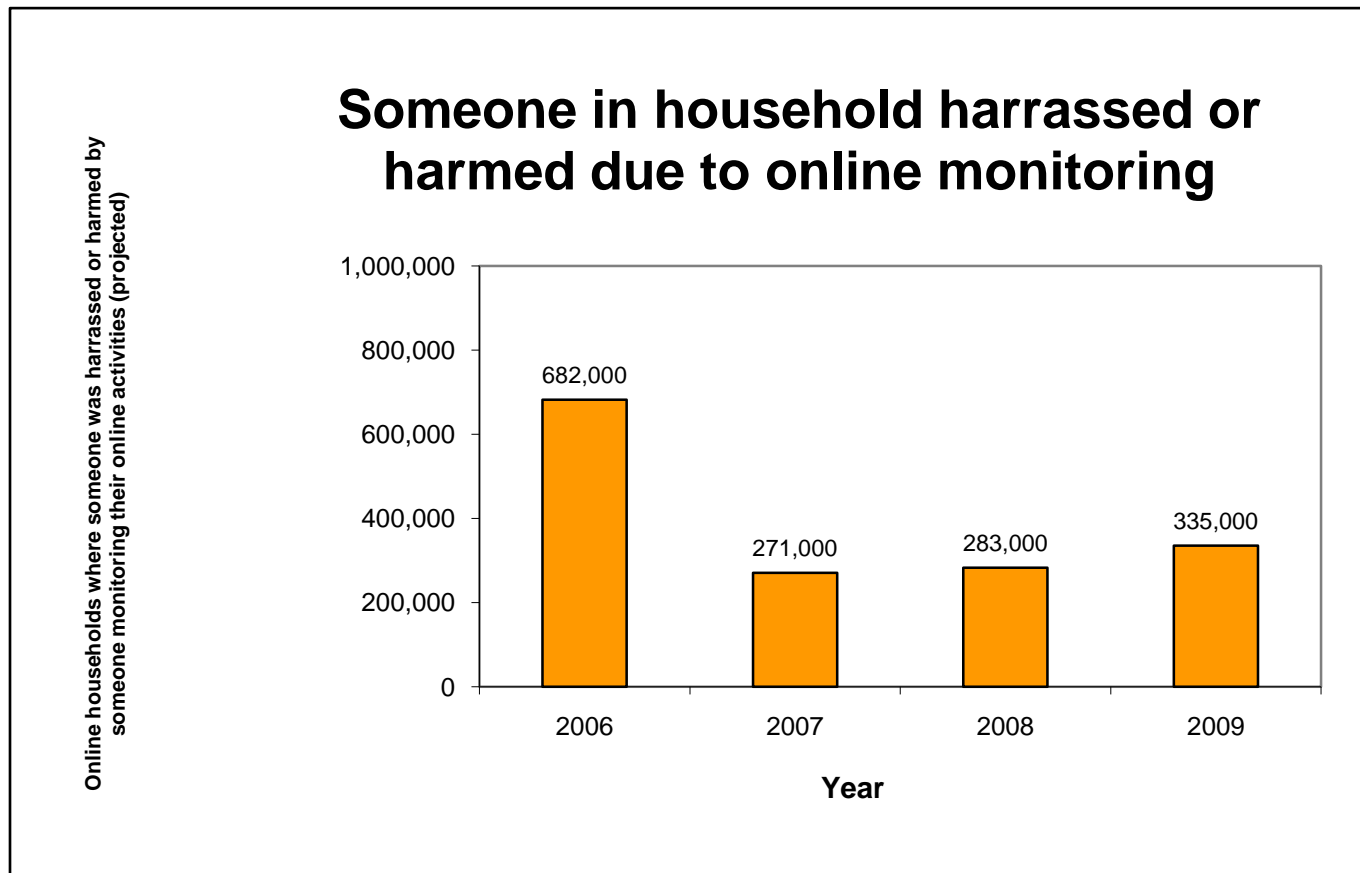
**National
Incidence**

**1 in 12 had serious
problems.**

Total damage

\$1.7 billion

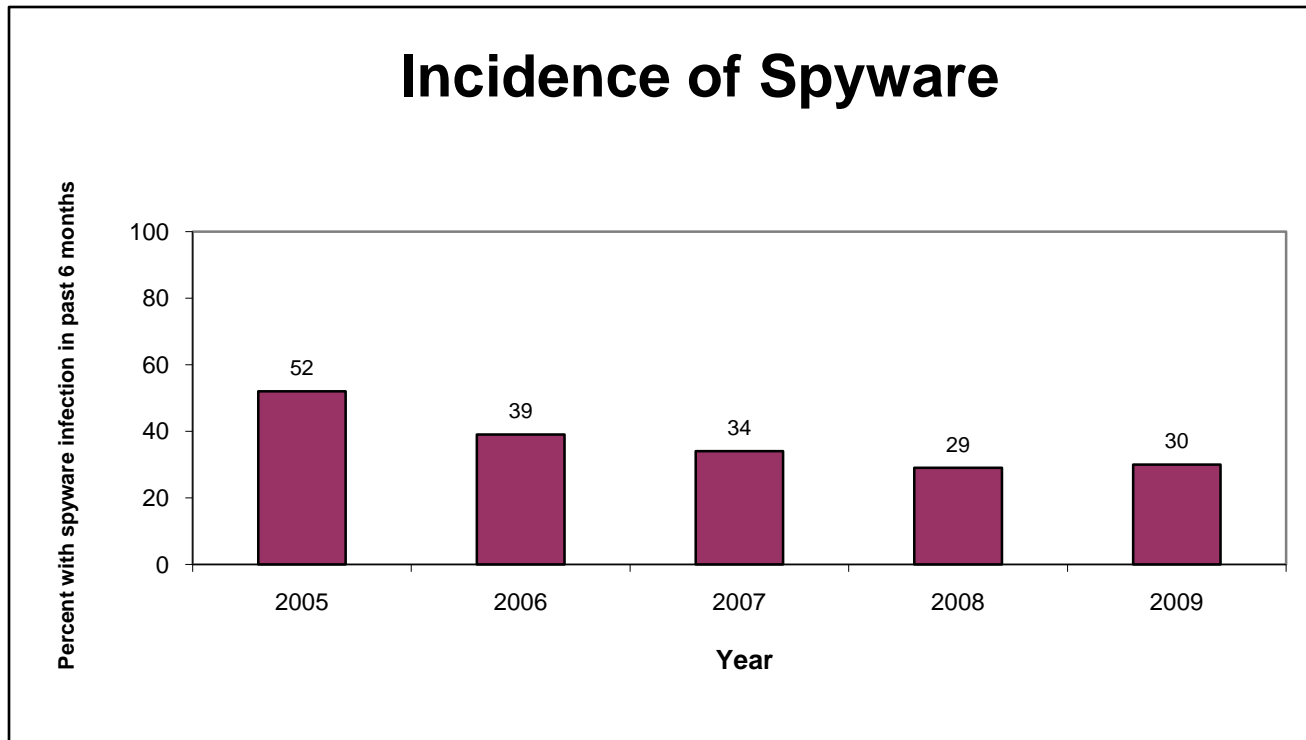
Significant malicious monitoring of online consumers



Source: Consumer Reports 2006-2009 State of the Net
Consumer Reports National Research Center

Are spyware infections
on the rise...
or declining?

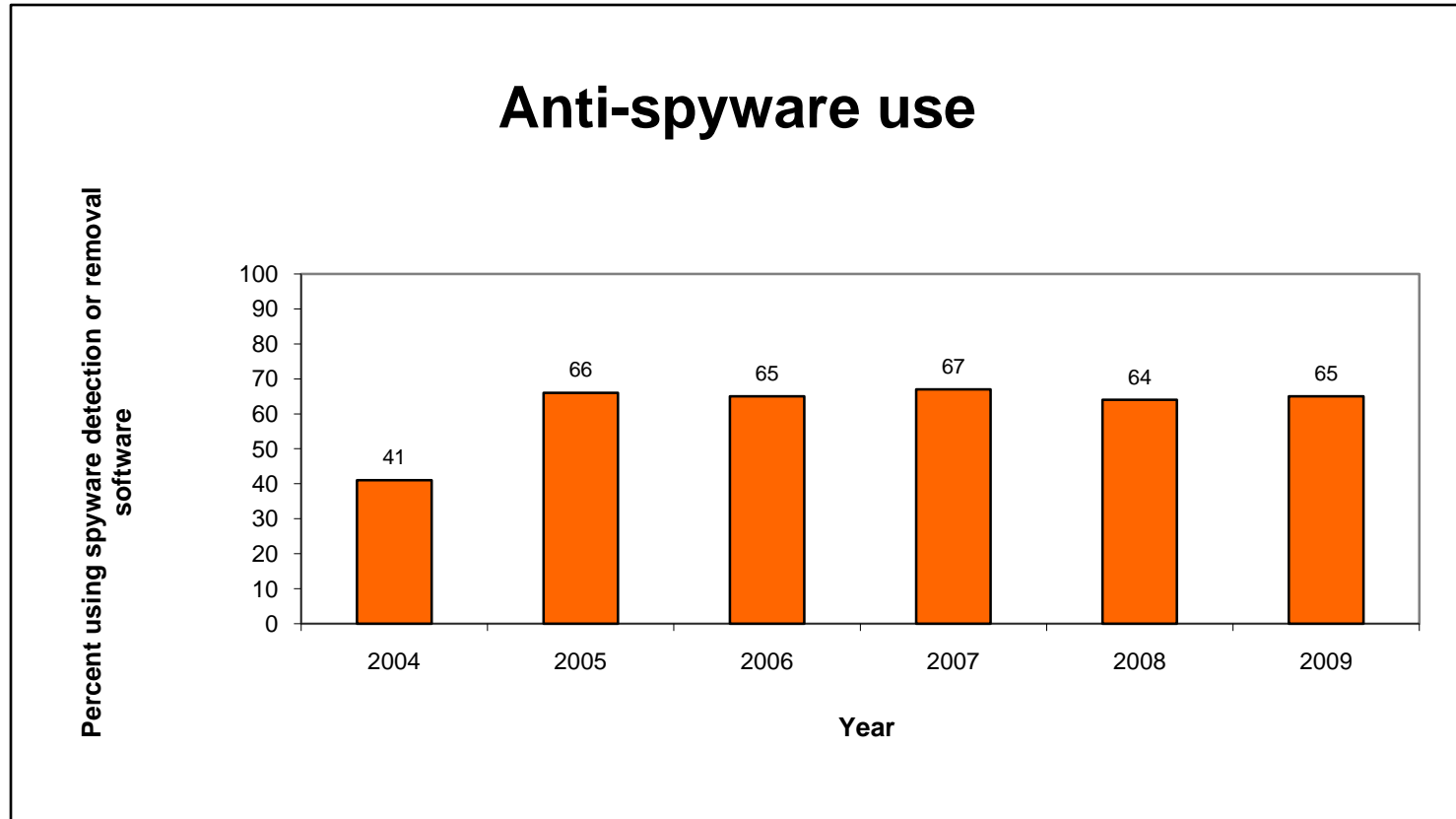
Fewer spyware infections



Source: Consumer Reports State of the Net, 2005-2009
Consumer Reports National Research Center

How many consumers are
protecting themselves
against spyware?

Most use anti-spyware software



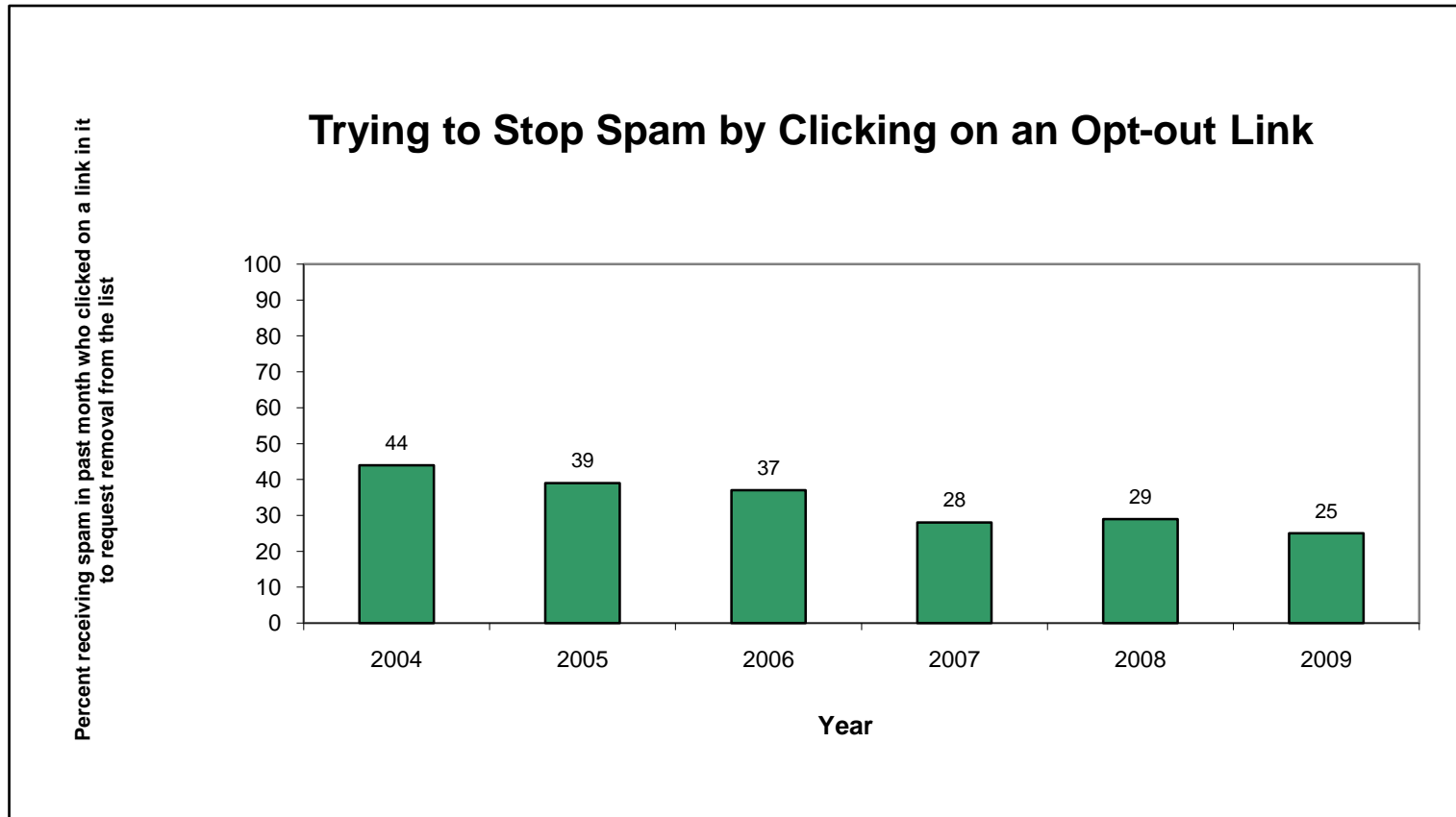
Source: Consumer Reports State of the Net, 2004-2009
Consumer Reports National Research Center

A six-year analysis of our surveys provides some other

GOOD NEWS:

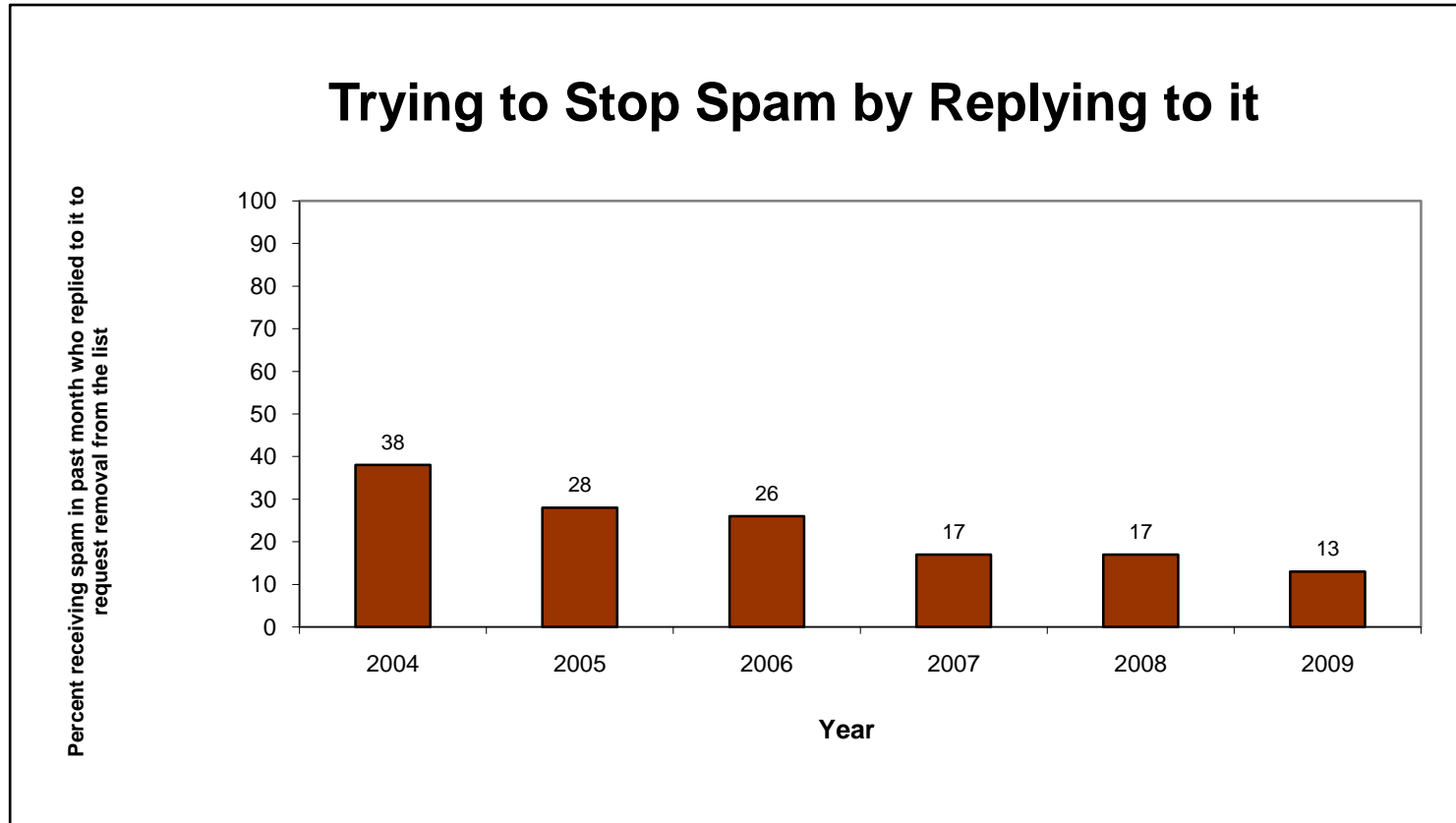
Consumers are getting smarter about protecting their computers against spam, hackers, and viruses

Fewer are clicking on links in spam



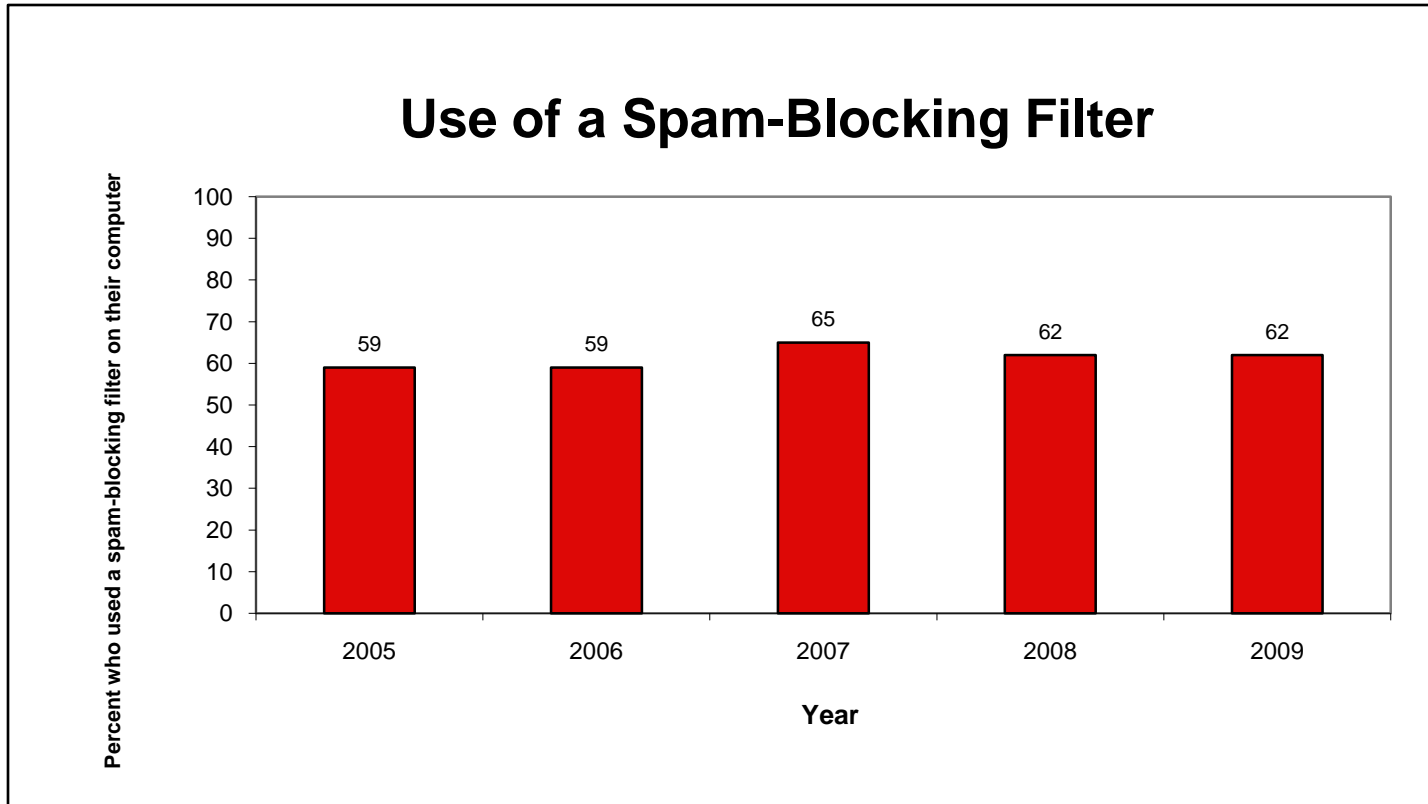
Source: Consumer Reports State of the Net, 2004-2009
Consumer Reports National Research Center

Fewer are replying to spam



Source: Consumer Reports State of the Net, 2004-2009
Consumer Reports National Research Center

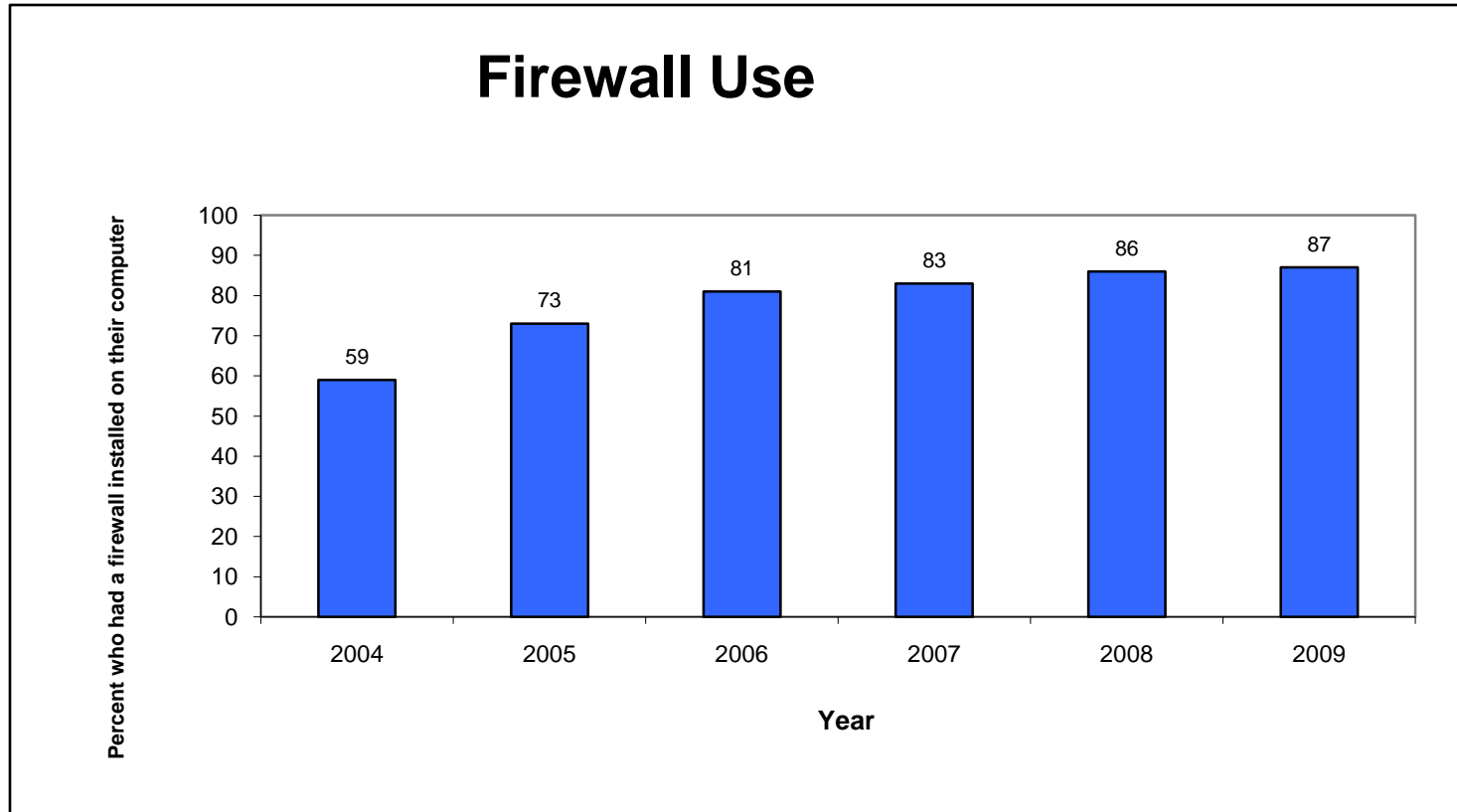
Many use a spam blocker



Source: Consumer Reports State of the Net, 2005-2009

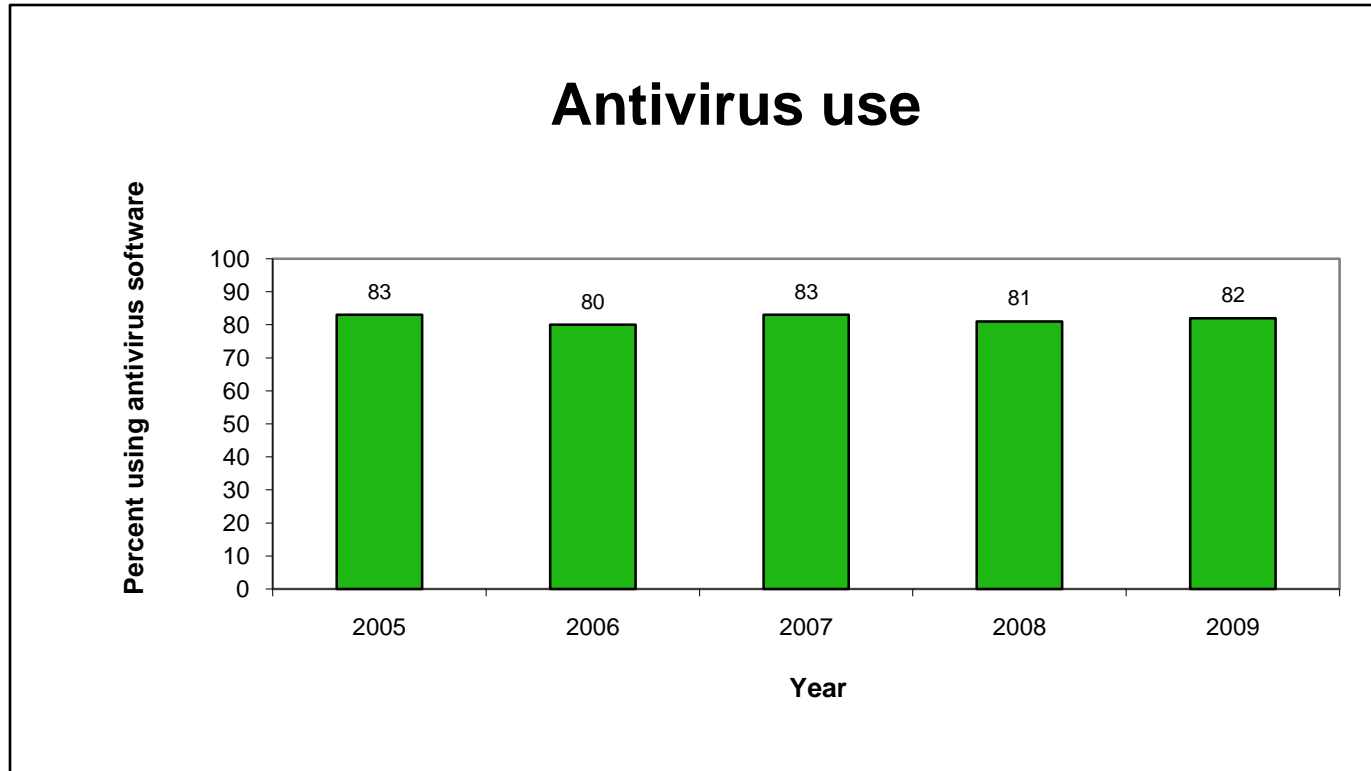
Consumer Reports National Research Center

Most are using a firewall



Source: Consumer Reports State of the Net, 2004-2009
Consumer Reports National Research Center

Many use an antivirus



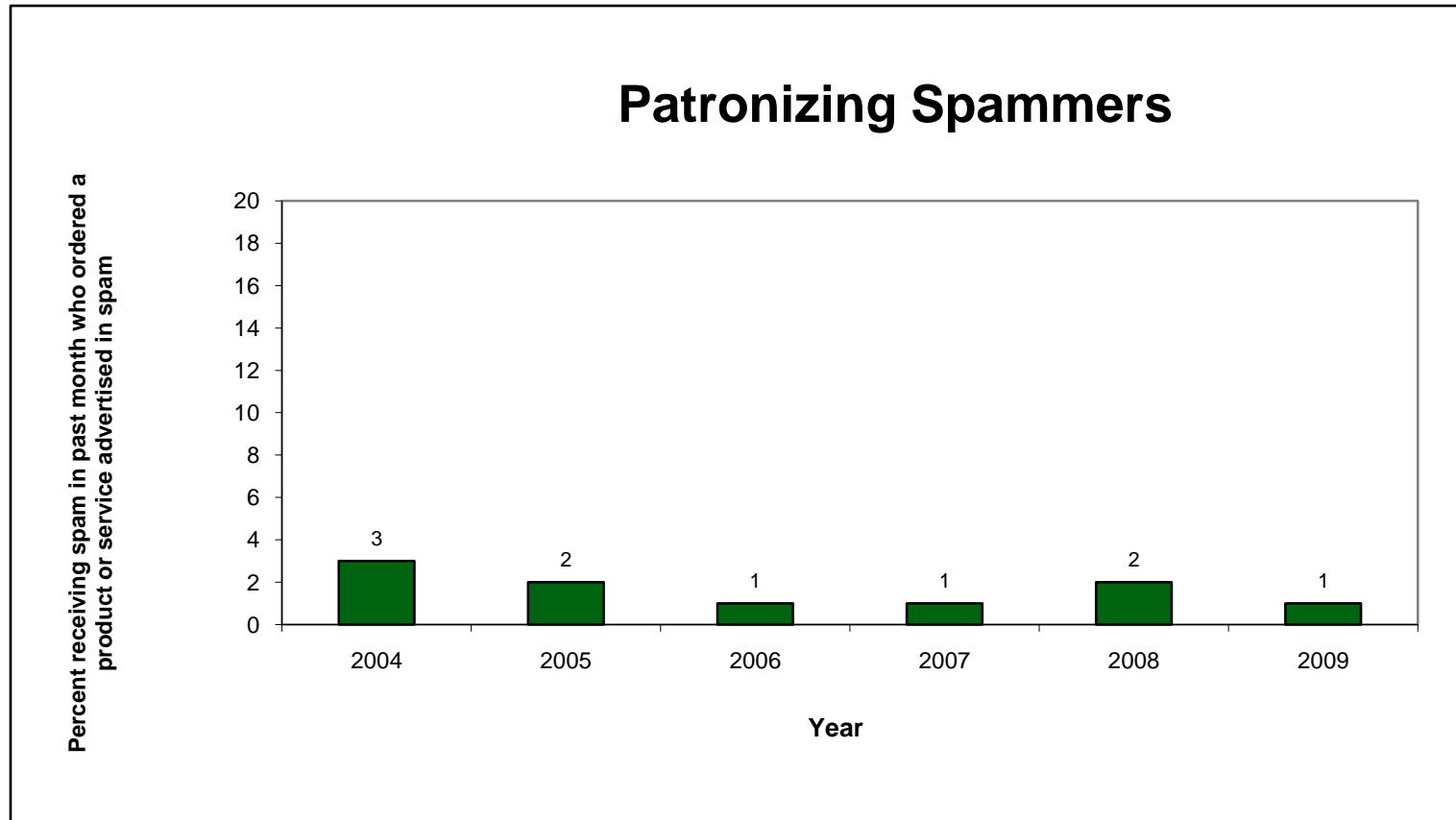
Source: Consumer Reports State of the Net, 2005-2009
Consumer Reports National Research Center

But our analysis also
provides some

BAD NEWS:

A lot of consumers still
engage in behaviors
that help the bad guys

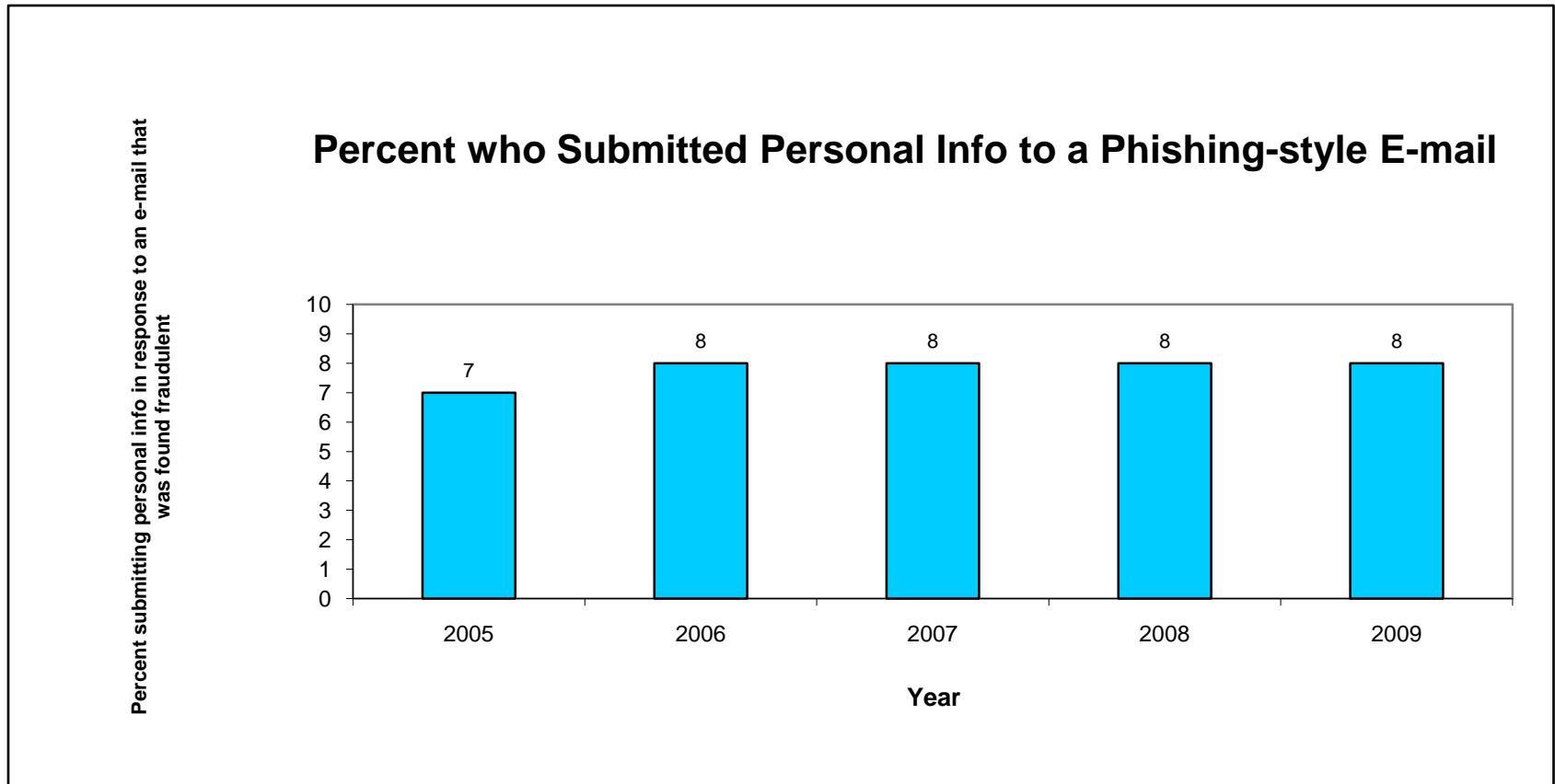
Many still patronize spammers...



Note: 2009 figure represents more than 1/2 million households

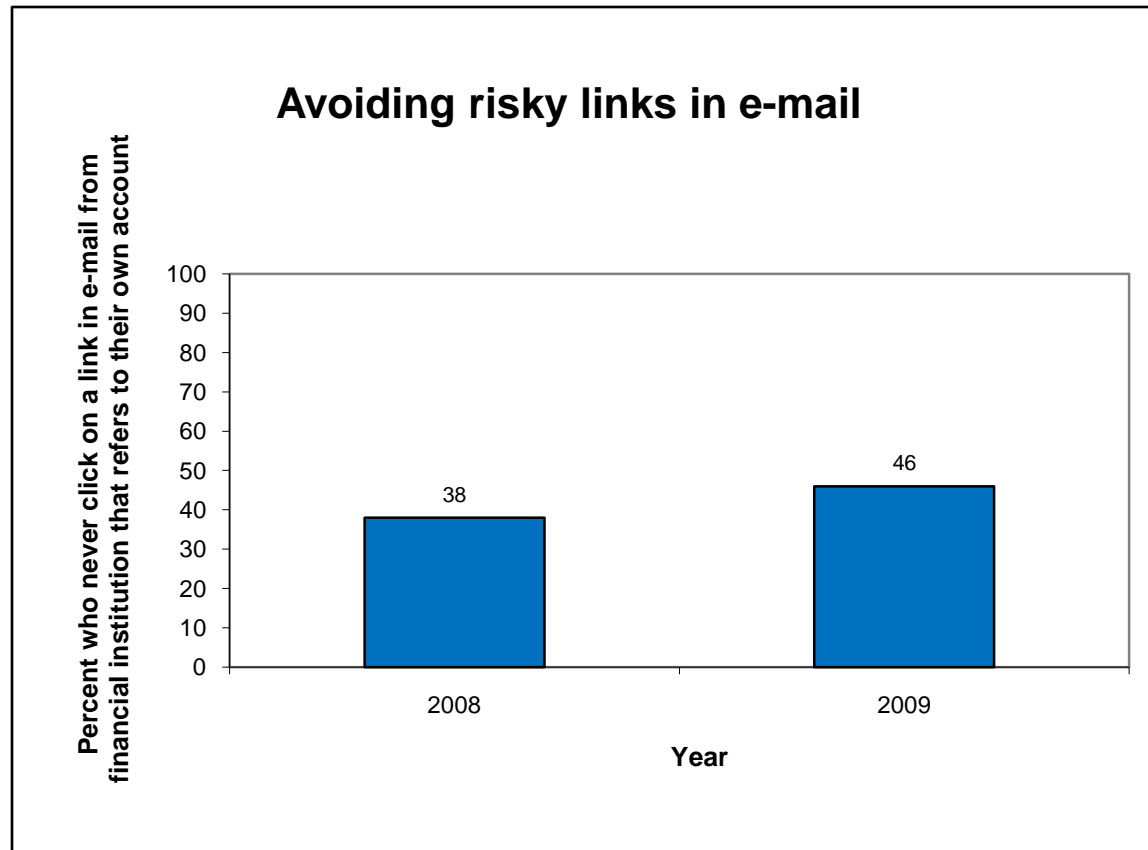
Source: Consumer Reports State of the Net, 2004-2009
Consumer Reports National Research Center

...and many still respond to “phishers”



Source: Consumer Reports State of the Net, 2005-2009
Consumer Reports National Research Center

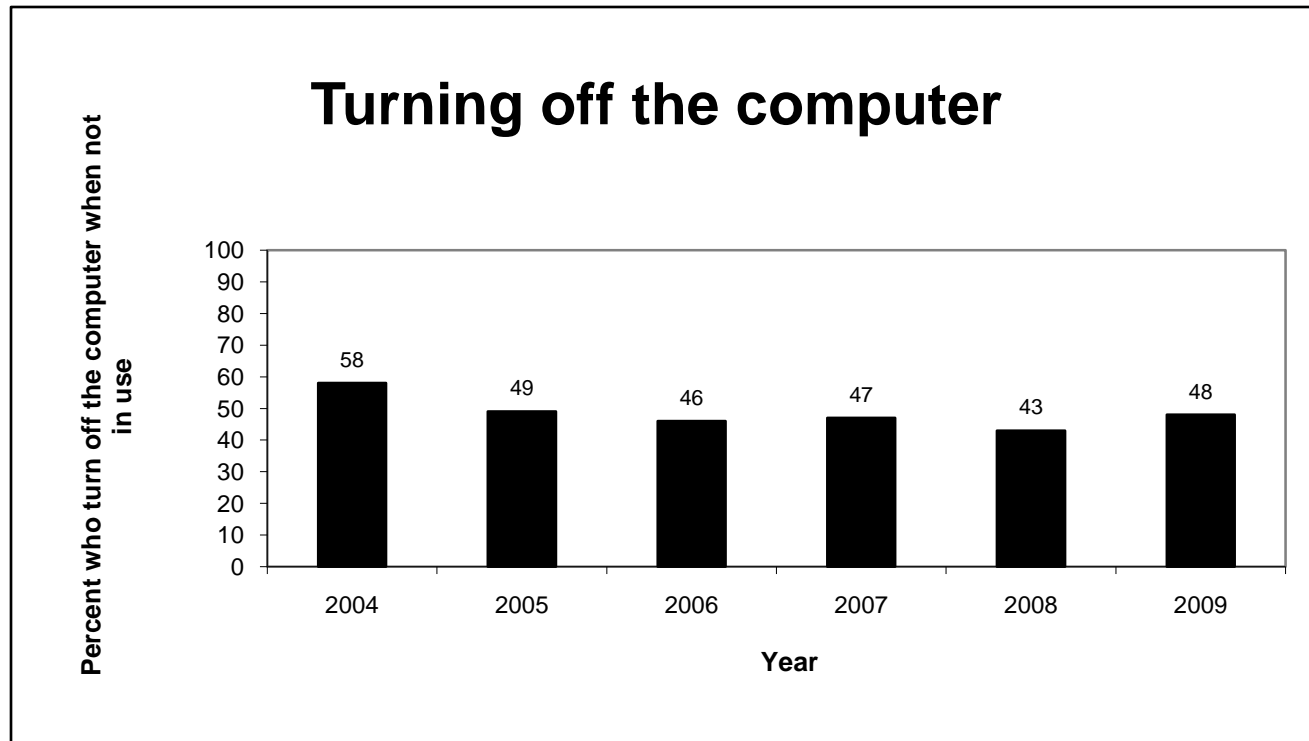
Too few are savvy enough to avoid links embedded in e-mail



Source: Consumer Reports State of the Net, 2008-2009

Consumer Reports National Research Center

Only half turn off their PC

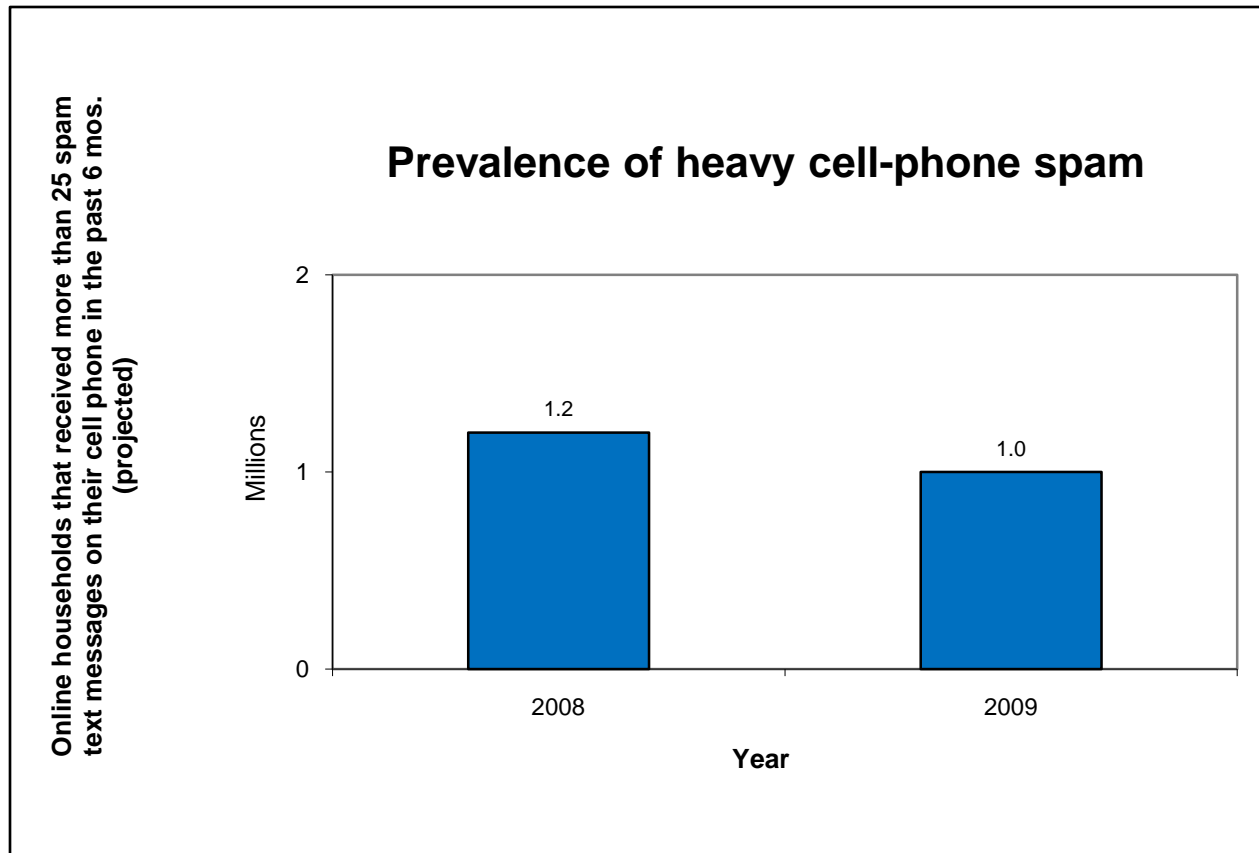


Source: Consumer Reports State of the Net, 2004-2009
Consumer Reports National Research Center

Here are some of
our most recent findings

Cell-phone spam

Not as widespread as e-mail spam



Source: Consumer Reports State of the Net, 2008-2009
Consumer Reports National Research Center

Online Identity Theft

- We project close to 2 million households suffered ID theft in the past year due to Internet-related activity
- Most common cause: Online shopping
- Other causes: hackers, scam e-mail, and online financial transaction

Source: Consumer Reports 2009 State of the Net
Consumer Reports National Research Center

Social networks

- 36 percent of online households use them
- 13 percent of respondents who use them reported some type of abuse
- Most common of these abuses: Spammers using one's "friends" list to send junk mail
- Other abuses: Unauthorized use of a profile; malware infection from a downloaded application

Source: Consumer Reports 2009 State of the Net
Consumer Reports National Research Center

Social networks become a new platform for cybercrime

Twitter spam

Date: Tuesday			
	Twitter	Lorna is now following you on Twitter!	Tue 5/5/2009 9:56 PM
	Twitter	Betty is now following you on Twitter!	Tue 5/5/2009 1:03 PM
	Twitter	Eileen is now following you on Twitter!	Tue 5/5/2009 9:09 AM
	Twitter	Celina is now following you on Twitter!	Tue 5/5/2009 8:25 AM
Date: Monday			
	Twitter	Denise is now following you on Twitter!	Mon 5/4/2009 6:40 AM
	Twitter	Reva is now following you on Twitter!	Mon 5/4/2009 3:38 AM
Date: Last Week			
	Twitter	Juanita is now following you on Twitter!	Fri 5/1/2009 7:06 PM

Fake celebrity postings on “LinkedIn” leads users to malware

Source: My personal e-mail In-box

The screenshot shows a LinkedIn profile for 'BEYONCE KNOWLES NUDE' at 'Company B' in the 'Architecture & Planning' industry. The 'Websites' section lists three links: 'BEYONCE KNOWLES NUDE PART 1', 'BEYONCE KNOWLES NUDE PART 2', and 'BEYONCE KNOWLES NUDE PART 3', all of which are circled in red. The 'Experience' section shows the user is currently at 'Company B' (privately held, 501-1000 employees). The 'Additional Information' section also lists the same three website links, with 'BEYONCE KNOWLES NUDE PART 1' circled in red. The profile is powered by LinkedIn and includes a search bar for finding people you know.

You can help Consumer Reports continue our research:

We are planning our
2010 State of the Net Survey.

We welcome suggestions.

Please send them to Jeff Fox at:

jf@pipeline.com