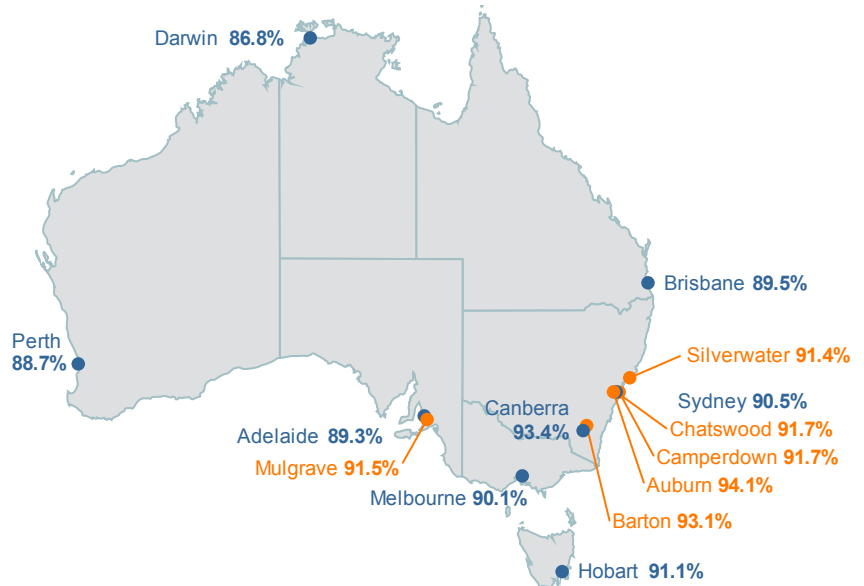




Local Analysis

- Auburn in NSW is the most spammed suburb in Australia, with levels reaching 94.1%. Auburn is one of four suburbs in the top six based in NSW, including neighboring suburb Silverwater. Both have a high concentration of small businesses, a known target for spammers due to the possibility of less security protection than a larger business
- The six most spammed suburbs all have higher spam levels than the national average of 90.7%
- Canberra, with 93.4% spam, is the only state or territory capital city to have spam levels above the Australian average however all the other leading cities are still receiving more than 86.6% spam
- The most spammed industries in Australia are Healthcare, Wholesale, Minerals/Fuel & Professional Services, all with spam levels above 90 percent



Global Analysis

- The areas that are subjected to the highest levels of spam are generally those locations that are populated with a higher density of small-to-medium sized businesses. Similarly, the least spammed places are often home to some of the largest companies
- Between four million and six million computers scattered across the globe have been compromised by cybercriminals without the user's knowledge. These computers now form robotic networks – Botnets, which are controlled by cybercriminals and used to send out more than 87% of all unsolicited mail, equating to approximately 151 billion emails a day
- The global spam rate in September 2009 is 86.4%, but Australian businesses are receiving more than their fair share, with levels reaching 90.7%
- Spammers have preferred professions, with the Engineering and Education sector being top targets globally with spam levels reaching more than 93%

Quote

“Even in challenging economic times, spammers continue to plague businesses with unprecedented levels of unsolicited mail and push them to spend valuable bandwidth and resources on dealing with spam,” said Paul Wood, MessageLabs Intelligence Senior Analyst, Symantec. “For Australian businesses, more than ninety percent of all emails are now unwanted, however as email is the prime communication channel for businesses today, keeping email secure and functional is critical to business success.”

MessageLabs Intelligence Top Tips to Stamp out Spam

- **Protect your email address** - using your primary email address anywhere on the web puts it at risk of being picked up by spammers so be careful where you use it
- **Watch out for the checkboxes** – when you buy or sign up for something online, opt out of being contacted by third parties, you don't know where your address will end up.
- **Don't use the reply, remove or forward options** – acknowledging the spam email using any of these options only validates your email address and can lead to more spam.
- **Use an unusual name** – if you use an email address with numbers in it for instance, you are less likely to receive spam. Spammers often use directories of common names to guess email addresses, e.g. ajones@company.com, bjones@company.com, etc.
- **Avoid clicking on any links in spam messages** – the addresses of links are frequently disguised and often serve only to confirm your existence to spammers. Same with unsubscribe links.

Top Suburb's by Spam Levels

Auburn – NSW	94.1%
Barton – ACT	93.1%
Camperdown – NSW	91.7%
Chatswood – NSW	91.7%
Mulgrave – VIC	91.5%
Silverwater – NSW	91.4%

Top Cities by Spam Levels

Canberra	93.4%
Hobart	91.0%
Sydney	90.5%
Melbourne	90.0%
Brisbane	89.5%
Adelaide	89.2%
Perth	88.7%
Darwin	86.6%

Top verticals by Spam levels

Healthcare	93.5%
Wholesale	92.1%
Minerals/Fuel	91.0%
Professional Services	90.9%

- **Avoid downloading pictures in spam email** – these can identify you as a recipient even if you just view the message in the preview pane. You can view your email as text to prevent this, or you can set your email security to block external images.
- **Use a spam filtering service** – Don't let spam get close to your inbox by having it filtered out beforehand by your ISP or by using an anti-spam service.

About MessageLabs Intelligence

MessageLabs Intelligence is a respected source of data and analysis for messaging security issues, trends and statistics.

MessageLabs Intelligence publishes a range of information on global security threats based on live data feeds from more than 14 data centers around the world scanning billions of messages and web pages each week. More information is available at www.messagelabs.com/intelligence

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