

# Spam levels will peak at 80 percent of all Internet email

Technology, Education and International Collaboration will be the solution to spam

Commenting at today's launch of leading anti-spam vendor Brightmail into the Asia Pacific region, analyst Bruce McCabe of S2 Intelligence stated he estimates spam levels will peak at over 80 percent, before it starts to plateau.

Mr McCabe also predicts a significant shift will be made in the country of origin of spam from North America to Asia and the line between spam and virus attacks will blur.

Spam is a global problem that hits both enterprises and consumers from a cost perspective. With Asia anticipated to account for more than 15 percent of global spam by 2006, international collaboration, education and technology will be important mechanisms in bringing spam down to an acceptable level, said Bruce McCabe, Managing Director, S2 Intelligence.

In addition, spammers are becoming more sophisticated in evasion, using techniques for virus and worm-based attacks and leveraging distributed spam attacks. All of this increases the cost in bandwidth, storage requirements, lost productivity, spam-facilitated fraud and damage wrought by malicious payloads such as viruses, he continued.

Filtering more than 15 percent (800 billion e-mails) of the world's Internet email in 2003 alone, Brightmail sees more email than anyone else in the industry. Based on its extensive Probe Network, a collection of more than 2 million decoy email accounts, statistics have shown spam levels hitting 60 percent of all email in January 2004, up from just 40 percent a year ago.

Not only are we seeing spam rates explode, we are also witnessing a shift in sophistication and significant growth in double-byte character spam originating from Asia, said Garry Sexton, Vice President Asia Pacific, Brightmail.

It's the increase in double-byte spam and the enormous uptake in Internet usage in the region that has led Brightmail to deploy a Brightmail Logistics and Operation Centre (BLOC) in both Taiwan and Sydney to support our local customers in managing their spam levels.

Brightmail's best-of-breed anti-spam software solution is already a winner with some of the largest ISPs in the region including customers TelstraClear and Xtra in New Zealand and Telstra Wholesale and Primus Telecom in Australia.

By being able to access high levels of spam, Brightmail has greater awareness and insight into spam attacks than anyone else in the industry. We use this to our advantage by identifying and automatically distributing spam-blocking updates every 10 minutes and delivering to our customers the industry's leading effectiveness (blocking over 95 percent of the spam) and accuracy rates (a false positive rate of 99.9999 percent), said Sexton.

## About Brightmail

Brightmail, the world leader in anti-spam delivers technology that makes messaging environments secure and manageable. PC Magazine's EDITORS CHOICE for best enterprise anti-spam software, Brightmail Anti-Spam protects the email networks of businesses, government agencies and service providers, blocking unsolicited bulk email, or spam, while assuring that legitimate mail is reliably delivered. Brightmail protects over 1,800 of the world's leading enterprises, including Airbus, Avaya, eBay, Bechtel, Booz Allen Hamilton, Cisco, Deutsche Bank, Lucent Technologies, Microsoft, Motorola, SAS and Terra Lycos. Brightmail also provides spam protection for the leading Internet service providers, including AT&T WorldNet, EarthLink, MSN, TelstraClear, Telstra Wholesale, Primus Telecom, Xtra and Verizon Online. Brightmail now protects more than 300 million service provider customers, and 5 million enterprise email users worldwide. Headquartered in San Francisco, California, Brightmail is a private, profitable company backed by world-class investors and partners. For more information, visit [www.brightmail.com](http://www.brightmail.com).