



Barracuda Networks Spam Report
Publication Date: December 12, 2007

I. Spam Report Goal

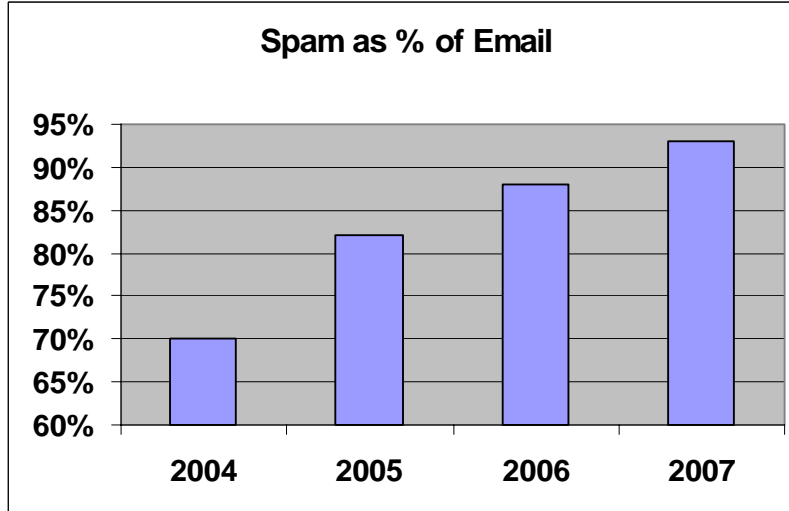
Bring additional executive insights on spam trends and their impact on businesses. Assessment to include spam volume trends, business professionals' view of spam, annual evolution of spam type, and seasonal nature of spam.

II. Spam Volume Trends

Methodology: The spam volume data was derived from an analysis of more than 1 billion emails from Barracuda Networks' received daily by more than 50,000 Barracuda Networks' customer. Barracuda Networks' customer base spans technology, retail, pharmaceutical, government, financial services, etc. A representative list of Barracuda Networks' customers can be found below:

http://www.barracudanetworks.com/ns/customers/customer_verticals.php

Comment: Spam volume has grown from 70 percent of email in 2004 to 90-95 percent of email in 2007.



III. Business Professionals' View of Spam

Methodology: Barracuda Networks' authorized a survey to be executed by a third party, and participants were not told which company sponsored the survey. A request to participate in the survey was sent to 2350 business professionals throughout the United States during the time period from September 7, 2007 to November 15, 2007. 261 responses were received, which was an 11% survey response rate.

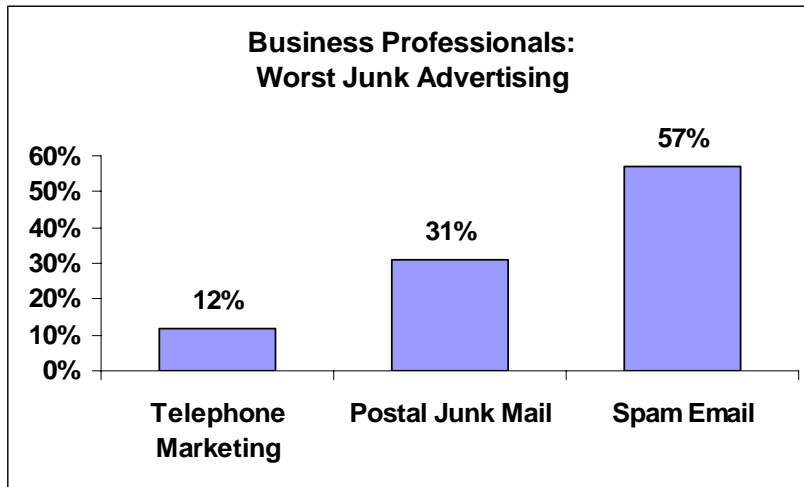
Worst form of Junk Advertising

Responses:

Telephone Marketing 12%
Postal Junk Mail 31%
Spam Email 57%

Total 100%

Comment: Majority view spam as worst junk advertising.



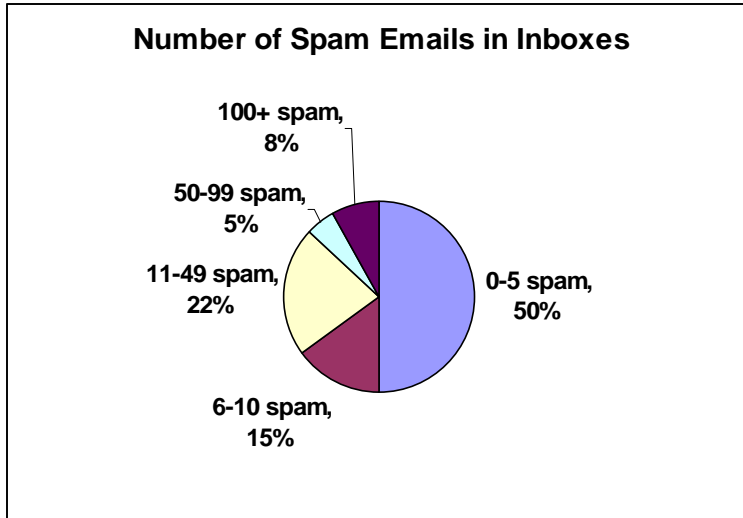
of Spam Emails in Inbox Daily.

Responses:

0-5 spam 50%
6-10 spam 15%
11-49 spam 22%
50-99 spam 5%
100+ spam 8%

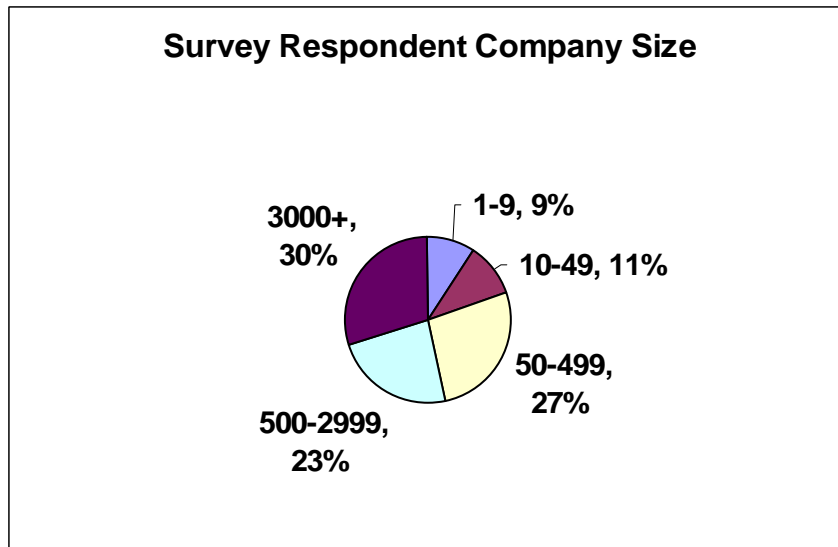
Total 100%

Comment: Half get 5 or less spam emails daily, almost 2/3rds (65%) get 10 or less. 13% get 50 or more spam emails daily.



Company Size

# of employees	Percentage
1-9	9%
10-49	11%
50-499	27%
500-2999	23%
3000+	30%
Total	100%



IV. Annual Evolution of Spam and Spam techniques

Barracuda Networks' report also tracked the evolving complexity of spam techniques over the past several years, and found that the majority of spam emails in 2007 utilized identity obfuscation techniques, in which spammers send email from diverse sources throughout the Internet, thus hiding their own identity from traditional reputation checks that profile sender network addresses. Further, by registering new domains or by redirecting to spam Web domains through reputable blogs, free Web site providers, or URL redirection services, spammers can effectively hide their identities from traditional reputation checks that profile spam Web domains.

Spammers also increased the usage of attachments, such as PDF files and other file formats in 2007. Prominent spam techniques from previous years include:

2006 - Image spam, botnets

2005 - Rotating URL spam

2004 - Automated generation of spam variants

2003 - Open relays, blast emails, spoofing

V. Spam Customized by Holiday

Spammers are increasingly emulating retail store fronts by tailoring their content around national holidays. For example, Barracuda Networks detected a significant increase in the number of emails directing recipients to phishing Web sites on Thanksgiving Day 2007 as scammers rushed to cash in on the 'Black Friday' and 'Cyber Monday' online consumer shopping sprees. In January, consumers can expect to be flooded with New Year's Resolution spam in the form of weight loss ads and offers for online college degrees.

For more statistics on spam and email threats, please visit Barracuda Central, a 24/7 security operations center that continuously monitors and blocks the latest Internet threats, at www.barracudanetworks.com/barracudacentral.

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