

**7th Statistical Survey Report on
the Spam Status in China
(March 2006)**



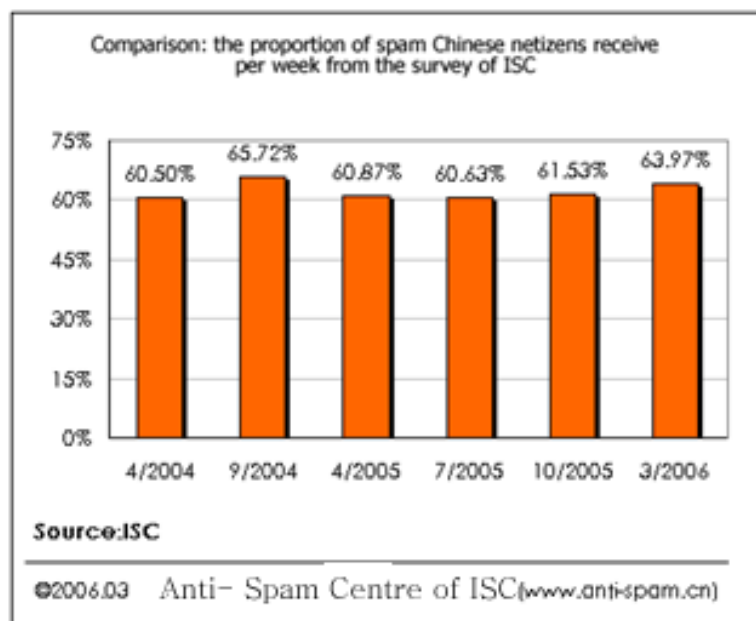
Internet Society of China

The 1st of 2006, totally the 7th Statistical Survey Report on the Spam status in China was finished on March 10th. It was organized by ISC and carried out by Anti-Spam Center of ISC, which lasted two and a half months. The Survey was carried out mainly in the form of online questionnaire with the paper questionnaire as supplement. General and enterprise questionnaire were released respectively targeting at the vast number of Internet users and professional practitioners. A total of 74,491 copies were collected, among which 15,681 valid samples were selected for statistical analysis after reasonable filtering.

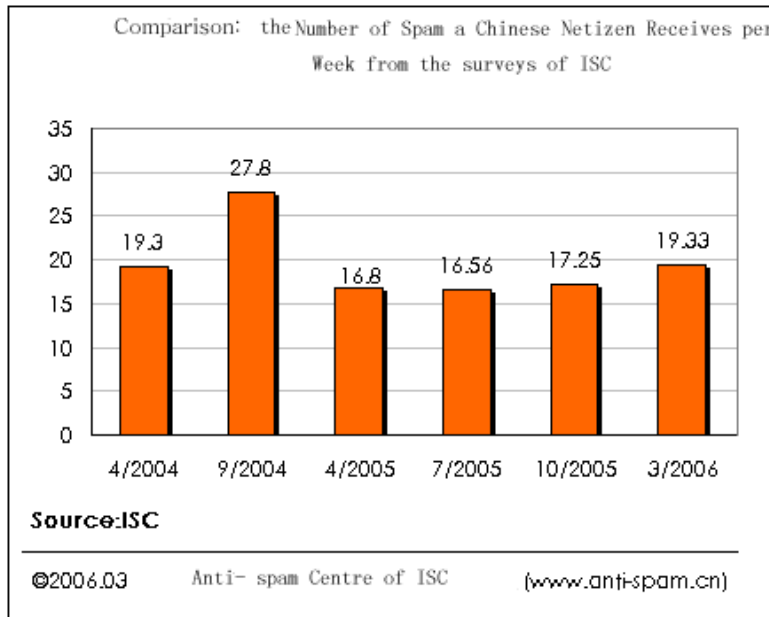
On the basis of the continuity of the former six surveys, the questionnaire content, the method of collecting samples as well as the analysis of the findings this year had gained adjustment and improvement. According to this Survey, a valuable data for reference was excavated that Spam caused national economy loss.

1. The Spam increased sharply, and the Spam control remains a long way to go.

The latest survey shows that the proportion of Spam received by Chinese Internet users rises from 61.53% to 63.97% between November 2005 and March 2006, which rises 0.9% comparing with the previous survey.



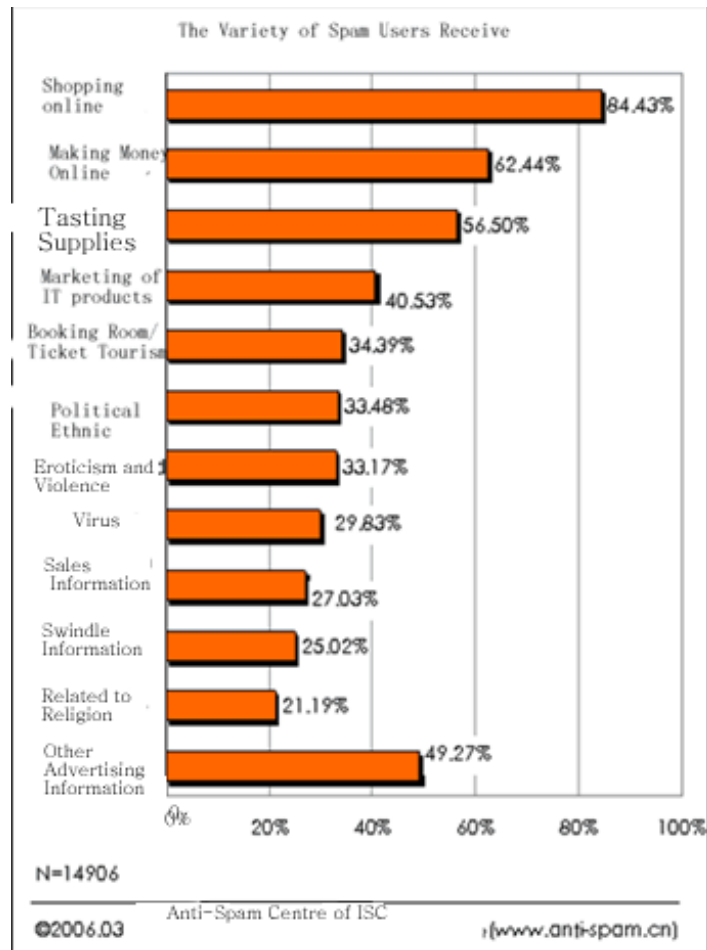
The Internet user received an average of 19.33 Spam per week, which increases 2.08 compared with 17.25 per week in October 2005.



The above two sets of data shows that the index in the first Survey of 2006 all surpasses previous findings in 2005. The task of Spam control is still arduous.

2. The increase of marketing promotion information on holidays may be the main cause of rising Spam

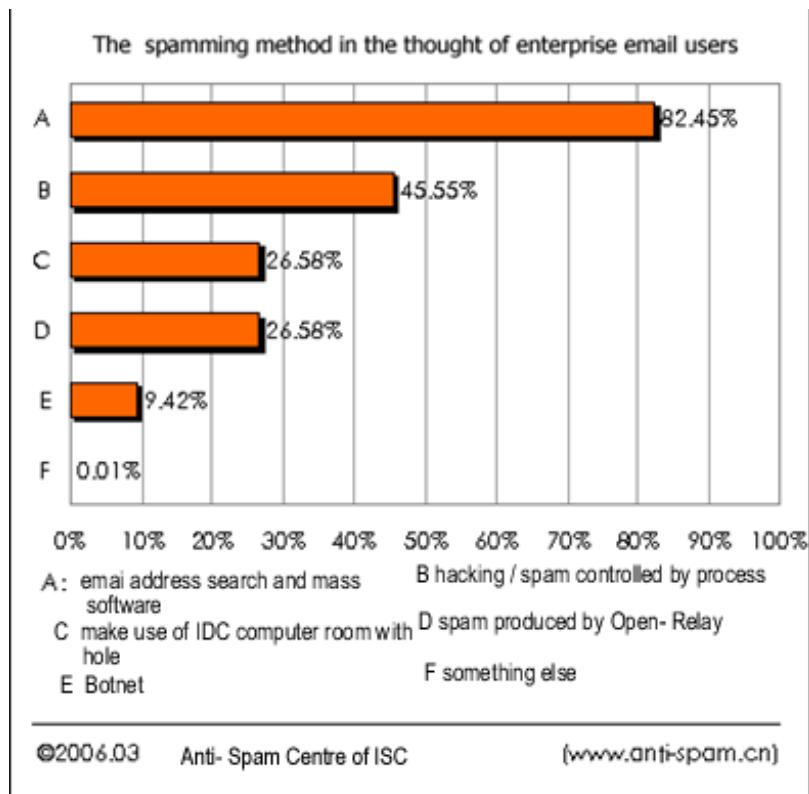
The Survey shows that the proportion of various marketing promotion and other advertising information is higher than other kinds of Spam users receive. 84.43% of the users primarily receive Spam on online shopping while 49.27% of them receive other kinds of advertising ones. The analysis shows that this Survey was launched around the Spring Festival that businesses all made use of this opportunity to send marketing and advertising messages including discount, depreciation information to attract the users to read and then achieve their aim of promotion.



Meanwhile, the Survey reveals that Spam received by the share email addresses is two times higher than that of the ones without sharing. The share emails receives 9.82 Spam per week on average, while the non-sharing ones receive 22.41 per week.

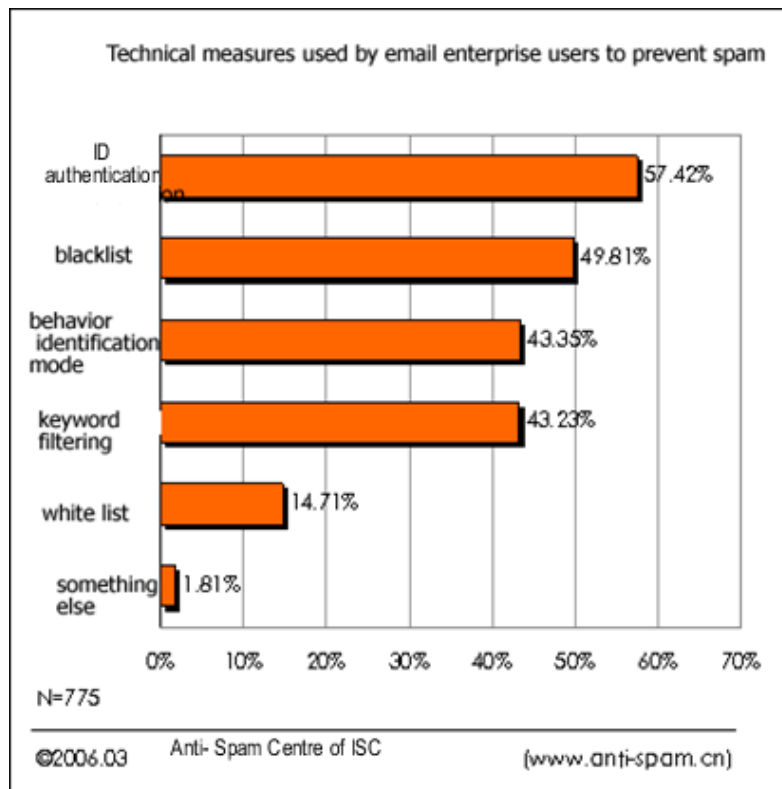
3. Address search and mass emailing software are still the roots of Spam

It is drawn from this Survey that many enterprise users consider address search and mass emailing software are the first choices of Spamming, accounting for 82.45%, which is consistent with the previous findings. Preventing the flood of address searching and mass emailing software using is the indispensable process in Spam control.



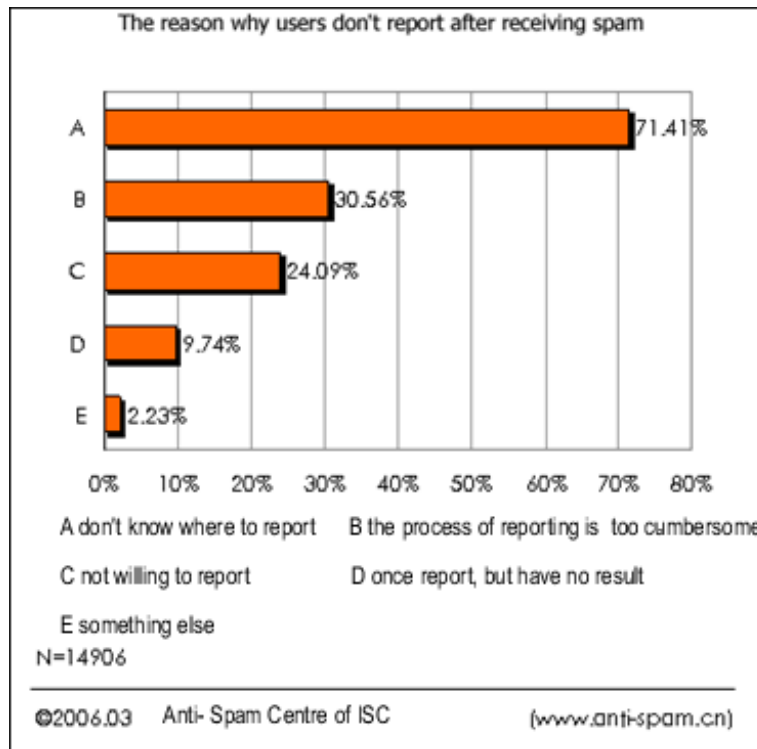
4. ID authentication technology attracts attention and blacklist is still recognized.

The survey shows that ID authentication technology among various anti-Spam technique measures attracts more and more focus from enterprises, accounting for 57.42%, higher than last survey by nearly 9%. Meanwhile, the blacklist technique can't be neglected. It's still recognised, accounting for 49.81%, which is higher than previous result.



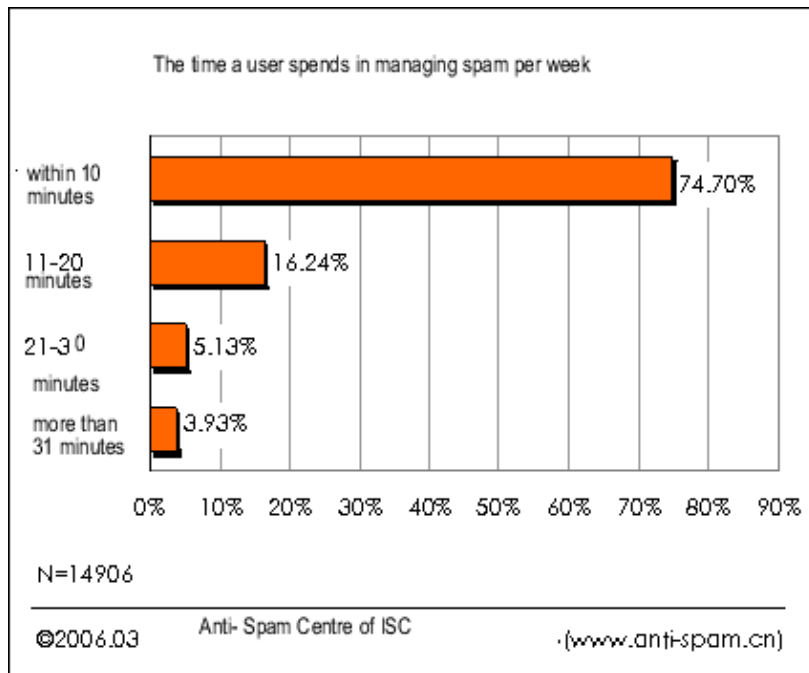
5. The public awareness of Spam complaint and report is enhanced

The Survey reveals that after receiving Spam the users who don't know where to report account for 71.41%. This proportion has declined compared with previous findings, which demonstrates the popularization and education of anti-Spam knowledge have taken effects. However, 30.56% of the users express that they won't report due to the complicated report process. This index rises by some extent, which indicates the Spam complaining and reporting platform needs to improve and it also needs the attention and support from the industry making the reporting system itself more perfect and much easier for complaining and reporting.



6. Spam causes a loss of 6 billions Yuan to the national economy annually, Spam control means contributing to retrieve economical loss

Based on the China GDP in 2005 and combined with the time users spending in handling Spam per week, the average time spent is calculated as 13.15 minutes. According to the scientific proportion calculation, Spam will cause a loss of 6.069 billions RMB of GDP annually. This is just the relative loss in accordance with calculation of time, without regarding to extra pay such as the cost by running mail server to handle Spam and relevant human resources cost. It is obvious the ultimate loss is more serious if above issues being calculated altogether. The damage to the national economy caused by Spam is increasing year by year. If corresponding measures are not adopted timely, the problem will become more serious.



Here we would like to express the sincere gratitude to the Internet-related companies and netizens, from whom his Survey gains active response and great support, and special thanks to Beijing Symantec Information Technology Limited Corporation for the sponsored prizes. The Anti-Spam Committee of ISC will continue to launch research and survey on anti-Spam field and probe into the development trend of Spam, reflect the obvious problems faced by the industry and netizens, and provide detailed reference data for carrying out the further comprehensive control of Spam.