

**8<sup>th</sup> Statistical Survey Report on  
the Spam Status in China  
(June 2006)**



**Internet Society of China**

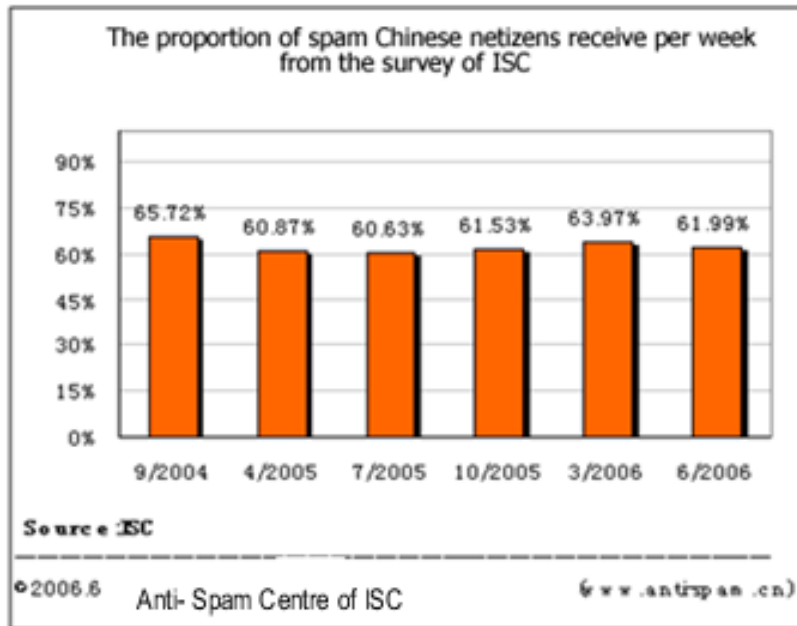
The 2<sup>nd</sup> of 2006, totally the 8<sup>th</sup> Statistical Survey Report on the Spam status in China, carried out by Anti-Spam Center of ISC, was finished on June 10<sup>th</sup>.

On the basis of the continuity with the former seven surveys, issues which are related to the new anti-spam regulation "Measures for the Administration of Internet E-Mail Service" (hereinafter referred to as "Regulation") constituted by Ministry of Information Industry (MII) are added to this new Survey. Meanwhile, the questionnaire content, the method of collecting samples as well as the analysis of the findings had gained further adjustment and improvement. Thus the data of this survey is of more scientific and referential value.

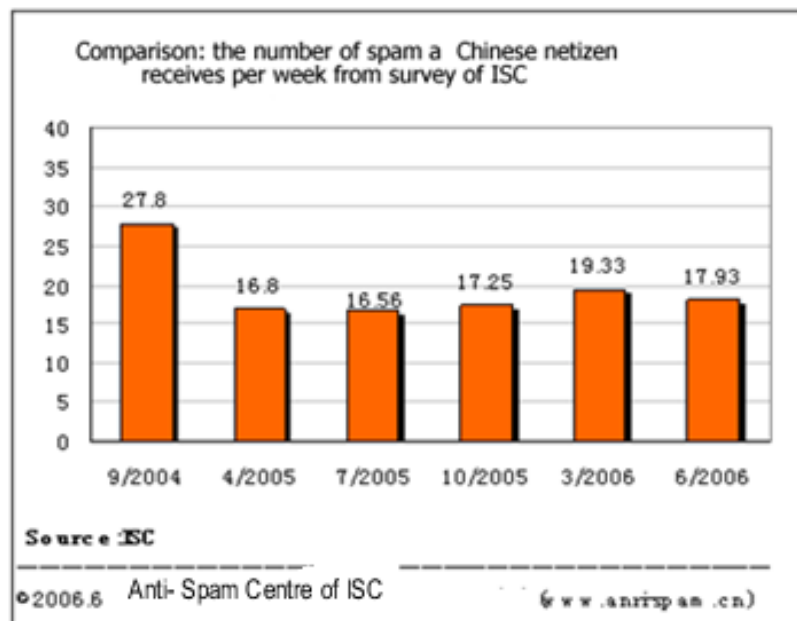
This Survey is mainly in the form of online questionnaire. General and enterprise questionnaire were released respectively targeting at the vast number of Internet users and professional practitioners. A total of 56,504 copies were collected in 3 months, among which 14,120 valid samples were selected for statistical analysis after reasonable filtering.

#### 1. The Spam declines, anti-Spam efforts gains phase achievement

The latest Survey shows that the proportion of Spam received by Chinese Internet users declines from 63.97% to 61.99% between March 2006 and June 2006, down by 1.98%.



Internet user receives 17.93 Spam per week on average, which reduces 1.4 per week compared with 19.33 from last Survey.

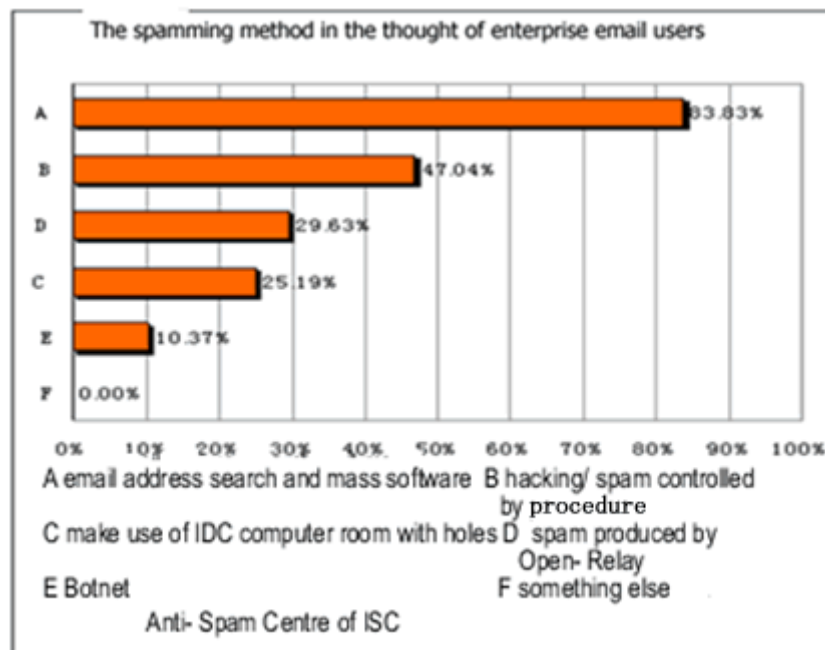


These two sets of data show that the various Spam index in the second Survey are lower than last Survey. It is obvious that the "Sunshine Green Network Project" initiated by Ministry of Information Industry on February 21, has played an important role on Spam control. Meanwhile, the Regulation adopted also frightens the

Spammers. Anti-Spam efforts gains phase achievement due to a series of measures being implemented.

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

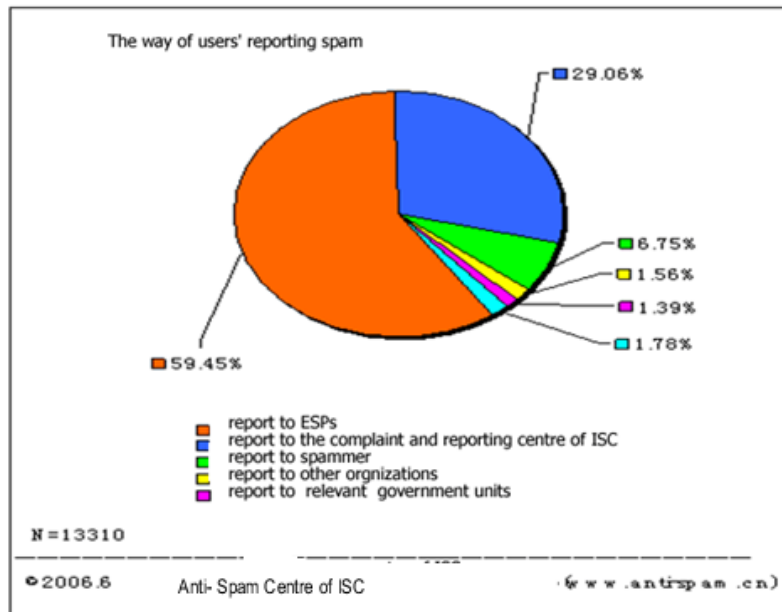
It is drawn from this Survey that 83.83% enterprise users consider address search and mass emailing software are the main origin of Spam, which increases 1 percent compared with previous findings. In addition, Spam caused by hacker attack and botnets (also Zombie network) accounts for 47.04%. Dynamic IP addresses are used to confuse the email origin and route that the Spammers are hard to trace. Preventing the flood of address searching and mass emailing software using is the indispensable process in Spam control.



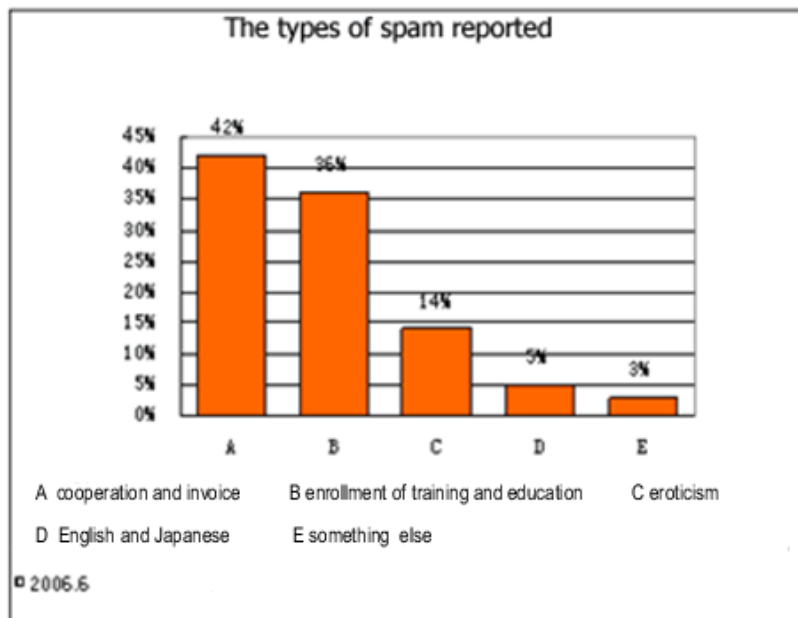
3. The anti-Spam public awareness is enhanced.

The survey shows that about 20% email users choose to report after receiving Spam, 59.45% report to ESP, and 29.06% report to ISC Reporting and Complaint Center for Email Abuse. Since the foundation of the Center, an important part of "Sunshine Green Network Project", set up at 12 o'clock on February 21, it has received 104,854 complaints until 12 o'clock on June 20. Among them there are 4,525 reporting

telephones (during work time) from the reporting hotline 010-12321. There are 95665 reporting emails and 4664 reporting online messages received by the Center.

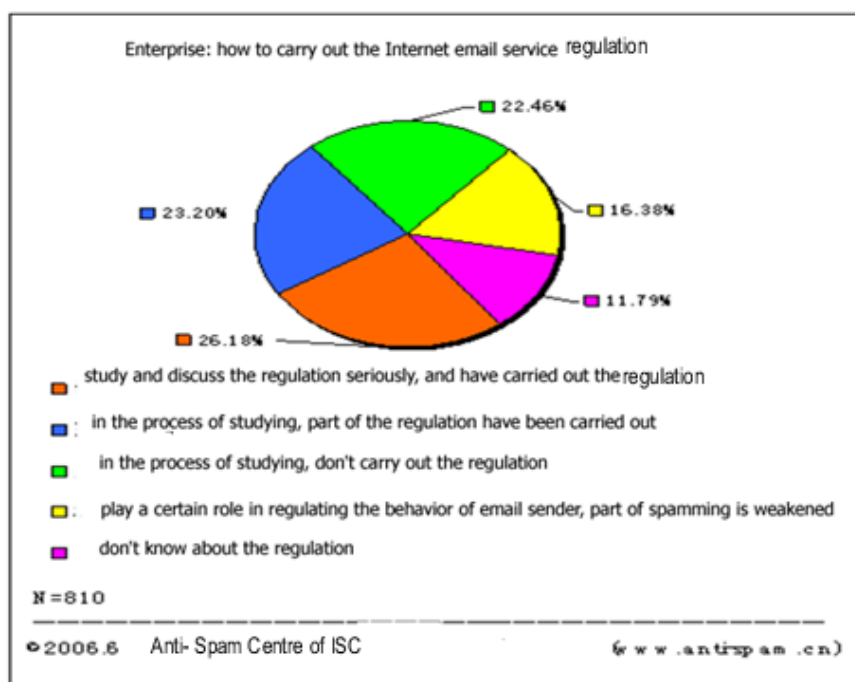


Among the 95665 reporting Spam, 42% are relevant to cooperation and invoice, 36% are training and education enrollment. Therefore, the illegal commercial advertising email remains the work focus.

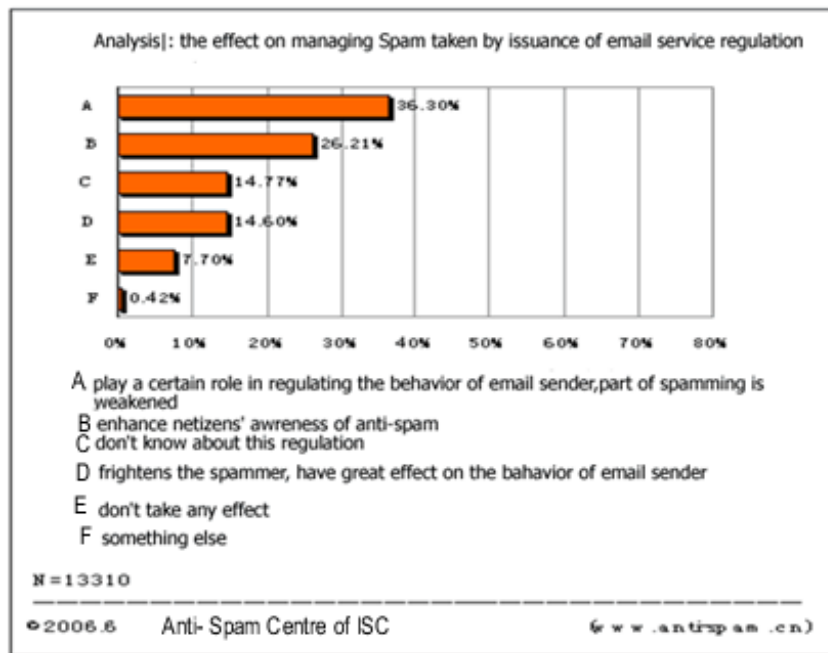


4. The issuance of Regulation has good effect on the society

Since the issuance of Regulation by MII on February 21, it has attracted the attention from all walks of the society. According to the Survey, 26.18% of the enterprises organize study and implement it strictly, 48.64% are in the process of learning, 16.38% consider it play a certain role in regulating the behavior of email sending and part of Spamming is weakened. Only 11.7% of a small number of enterprises have not heard of this Regulation.



Meanwhile, 36.30% of the netizens consider the Regulation has played a certain role in regulating the behavior of email sender and part of Spamming is weakened. 26.21% consider it enhances social awareness of anti- Spam, 14.60% consider it frightens the Spammer, 14.77% don't know about the Regulation, and 7.70% consider it doesn't take any effect.



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 and Shuo Qi (Shanghai) Information Technology Limited Corporation for the sponsored prizes. In the future, we 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.