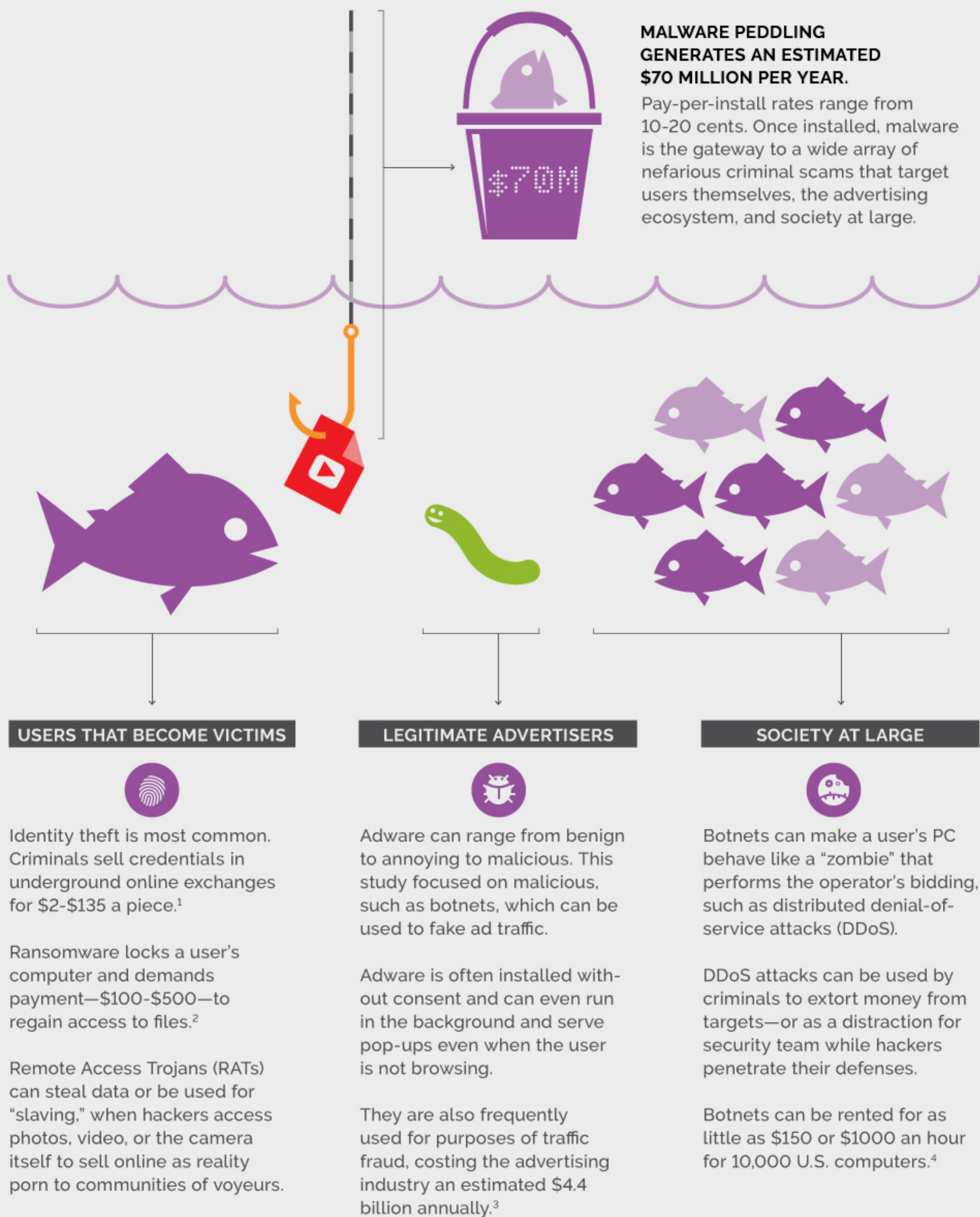


THE CRIMEWARE ECONOMY:

DON'T TAKE THE BAIT

CONTENT THIEVES ARE NO LONGER SATISFIED WITH TARGETING CREATORS, NOT WHEN THERE IS BIG MONEY TO BE MADE FROM PREYING ON CONSUMERS AS WELL. VISITORS OF CONTENT THEFT WEBSITES PUT THEMSELVES AT RISK OF IDENTITY THEFT, FINANCIAL LOSS, AND HAVING THEIR COMPUTERS TAKEN OVER BY HACKERS.



1 "Markets for Cybercrime Tools and Stolen Data", Rand National Security Research Division, 2014.

2 "Internet Security Threat Report" Symantec April 2015.

3 "What is an untrustworthy supply chain costing the US digital advertising industry?" Interactive Advertising Bureau (IAB) and EY November 2015.

4 "How Much Does a Botnet Cost?" ThreatPost February 28, 2013.