

# BRANDJACKING: A RISING THREAT

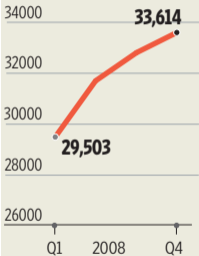
Comparison of various threat types\* and their growth in 2008.

## Offensive content



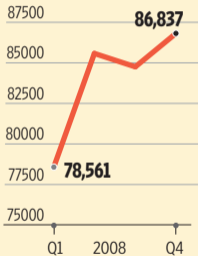
Q-o-q **23%**  
Y-o-y **21%**

## Pay-per-click abuse



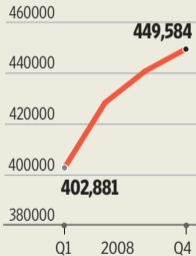
Q-o-q **2%**  
Y-o-y **24%**

## False association



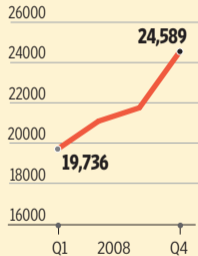
Q-o-q **2%**  
Y-o-y **20%**

## Cybersquatting



Q-o-q **2%**  
Y-o-y **18%**

## E-commerce sites



Q-o-q **13%**  
Y-o-y **46%**

\* Threat types are not exclusive of other threats. Data is based on weekly samples averaged over one quarter.

Source: MarkMonitor report