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# Protect the Press Poll Findings

Media Presentation  
July, 2009



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## Protect the Press Poll

- Online survey conducted by the Business Performance Management (BPM) Forum in conjunction with AVG
- Aimed to determine to what extent the media is subject to online threats and risks and the resulting business impact
- Completed in July of 2009, examines the security priorities, prevention mechanisms, and breaches that editors, reporters, and publishers face in their daily business
- > 100 participants from the press representing print, broadcast, online media covering technology, business and consumer beats

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What do you see as the top security threats or risks you face as a reporter who relies heavily on connectivity, the Internet, and a functioning computer? (Please select top three):

Compromising the anonymity/integrity of my sources

Opening my company to unseen security breaches

Losing a scoop or story advantage

Infesting my computer with malware or spyware

My submission being intercepted by outsiders

Having my identity compromised or stolen

Sensitive data or records being lost or corrupted

Losing my laptop/PDA/smartphone

Other (please specify)

Have you ever lost critical data or experienced a system failure as a result of a malware infection?

No

Yes. How did this impact your ability to research and file stories?

What security breaches, failures or threats have you experienced? (Please select all that apply)



## Key Findings

*The press, like other highly informed users fail to understand a personal role in securing cyberspace*

Although 51% place strong importance on information security and data privacy,

- 80% rarely or never inform their network administrator or service provider of their security concerns
- > 60% say their IT department or service provider is doing just OK or not very well at protecting their computers
- 13% have experienced critical data loss or system failure due to malware





## Threats Are Prevalent

- Biggest online risk activities: downloading content, email, online correspondence and research
- Top computer security issues that they are worried about are malware or spyware, identity theft and security breaches
- Spam, phishing, and malware infection are the top threats that they actually face





## Press Not Taking Simple Steps to Protect Themselves

**Although 57% consider themselves advanced or expert at detecting online risks,**

- One third never change their password, and a quarter rely on their company to change the password for them
- Nearly 60 percent of those that placed importance on information security never change their password
- 80% rarely or never inform their network administrator or service provider of their security concerns
- 30% can't remember all security software they have





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## Informed, Seemingly Protected Group

- 52% have written about security issues
- The most popular security software installed is anti-virus (82%), pop-up blockers (74%), spam filtering (71%) and firewall (71%)
- 34% tech writers





## What Can Users Do?

- Take more personal responsibility for simple security actions
- Inform network administrators or service providers of concerns
- Download AVG's free LinkScanner product <http://linkscanner.avg.com/>
- Subscribe to AVG Chief Research Officer Roger Thompson's blog at <http://thompson.blog.avg.com/>
- Check out Slam the Online Scam site [www.slamtheonlinescam.com](http://www.slamtheonlinescam.com)

