

Incopro analysis
Topline results

The following document sets out the key findings from the analysis carried out by Incopro, in which analysts have tracked and recorded occurrences of Potentially Unwanted Programs (PUPs) on unauthorised websites.

Incopro analysed the top 30 unauthorised websites in terms of popularity in the UK – this amounts to a 43% share of the Estimated Alexa UK usage of the top 250 sites in the Incopro Intelligence Database. In addition, ad networks, social networks and other intermediaries have been tracked and recorded.

Important statistics that the analysis has unveiled are as follows:

- 29 of the 30 unauthorised websites had malware or credit card fraud elements present
- 26 of the 30 unauthorised websites had malware/virus elements present
- 21 of the 30 unauthorised websites had credit card fraud elements present
- 21 of the 30 unauthorised websites used at least one type of social network on the site (Facebook, Twitter or Google)
- A total of 194 unique intermediaries were detected across the 30 sites analysed, and a detection of 818 occurrences overall

NB. All of the PUPs detected require the user to actively take action for it to enter their device e.g. click-through or download a programme when prompted. No driveby downloads were detected.

The PUPs detected have varying levels of consequences to the user/device. The following gives an indication:

- iLivid Badoo
 - Most common PUP found on 10 of the unauthorised websites
 - It affects devices through modifying internet browser settings without the user's permission i.e. installs browser extensions, toolbar and other plug-ins
 - Part of the reason for doing this is so the scammer can increase the awareness/popularity of other sites they run
- InstallCore
 - It is a malicious software found on 5 of the unauthorised websites

- It includes rootkit capabilities, allowing it to bury into the operating system and enable access to your device remotely to a scammer
 - The consequence of this is your device and data is fully exposed to the scammer
- Cinaplay
 - A credit card scam found on three of the 30 unauthorised sites
 - Detail: to be added in by Incopro