
Neustar Study Reveals High DDoS Attack Threat Levels in Europe

Mar 31, 2015

Survey shows more than half of companies attacked have critical data stolen

March 31, 2015 - Sterling, VA - [Neustar, Inc.](#) (NYSE: [NSR](#)), a trusted, neutral provider of real-time information services and analytics, today announced findings from its third annual European Distributed Denial of Service (DDoS) Attacks & Impact Report. The findings highlight a substantial increase in the complexity, length and cost of DDoS attacks on businesses.

“The study findings make it clear that DDoS attacks are being used as tools for weaponization and smokescreening. Businesses, regardless of their industry and location, need to be prepared to defend against DDoS attacks as well as other signs of potential compromise,” said Margee Abrams, CISSP director of product marketing, at Neustar. “Whether your company is in Europe or the Americas, customers expect businesses to take a high standard of care to safeguard their information and privacy,” Abrams added.

Additional European survey findings:

- 52 percent of companies attacked also find themselves victims of theft: customer data, intellectual property, or funds – a 24 percent increase from 2013.
- 40 percent of companies estimate hourly losses near \$150,000 - a 470 percent increase from last year
- 26 percent of companies said brand/consumer trust is the biggest loss as a result of a DDoS attack
- More than one-third of DDoS attacks affected businesses from one to two days.

The study also points out that 69 percent of financial institutions reported six or more DDoS attacks per year by hackers looking to make a political statement.

In response to the pervasive DDoS attacks, companies located within the United Kingdom are becoming more secure savvy. According to the study, a third of all UK businesses are securing their sites by employing hybrid DDoS protection – a highly recommended approach that allows companies to mitigate DDoS attacks by combining on-site hardware and cloud-based solutions.

To conduct the study, Neustar surveyed 250 European companies across a diverse range of industries including financial services, technology, retail, government & public sector, health care, energy & utility,

telecommunications, e-commerce, Internet services and media. The study in its entirety is located [here](#).

Neustar will release its U.S. based study in mid-April.

About Neustar, Inc.

Neustar, Inc. (NYSE: [NSR](#)) is the first real-time provider of cloud-based information services and data analytics, enabling marketing and IT security professionals to promote and protect their businesses. With a commitment to privacy and neutrality, Neustar operates complex data registries and uses its expertise to deliver actionable, data-driven insights that help clients make high-value business decisions in real time, one customer interaction at a time. More information is available at www.neustar.biz.