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Grannies take charge of home internet security

~ purchasing demographics undergo significant change during 2002 to present ~

Research has revealed that security-conscious grannies are taking charge of protecting PCs against viruses, hackers, phishing and other Internet threats.

Retired people now account for two-fifths of home-computer internet security purchases in the UK.

Women are also rapidly closing the gender gap. The proportion of purchases made by women increased by 11.2 per cent year-on-year during 2002-2004. If this trend continues, women will overtake men by 2007 as the primary purchasers of internet security software and subscription services to protect home-computers.

These are the headline findings of research undertaken by Preventon, a leading managed internet security solutions provider.

The research was based on an in-depth demographical analysis of new end-customers between 2002 – 2004, taking an average sample size of 750 people per year.

Preventon's technology provides a platform for ISPs to offer consumers a subscription-based blended internet security service for their home PC. The company's customers, which include Tier-1 European ISPs such as Wanadoo and Planet Internet, have a combined subscriber-base of over 40 million.

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The research also found that the percentage of internet security purchases made by students has quadrupled over the last three years. New subscription-based internet security services have helped to drive the cost of protection down, making it more affordable to people with less disposable income.

The percentage of prosumers (professional consumers) buying internet security solutions has also grown strongly and prosumers now account for 15% of all home PC internet security buyers. It is likely this trend will continue as more and more people work from home or remotely from the office and need to protect their home PCs and laptops.

“The research shows that people of all ages and walks of life are taking action to protect their PCs,” said Paul Goossens, CEO at Preventon. “This is extremely encouraging, as it suggests that the public at large is heeding the message about the critical need for internet security.”

“The research also provides evidence that we’re moving into the mass market for internet security. ISPs now have a great opportunity to boost revenues through offering subscription-based security services to consumers,” added Goossens.

For more information on Preventon, please visit its website at: <http://www.preventon.com>

(365 words)

NOTES TO EDITORS

Preventon is a leading managed internet security solutions provider.

Its subscription-based platform enables ISPs to increase revenues, loyalty and market share by delivering a compelling blended internet security service to consumers.

The Preventon Secure Internet Desktop (PSID) suite provides ‘corporate-strength’ protection against all major internet security threats and malware including viruses, trojans, spyware, phishing and hacking attacks. It also provides comprehensive content filtering, anti-spam and Parental Control tools.

PSID’s uncomplicated and refined interface enables non-expert users to configure powerful desktop security in minutes. Designed to be delivered on a subscription-basis by an ISP, PSID reduces the hassle, cost and complexity of protecting home PCs.

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Preventon's ISP customers, which include Tier-1 European service providers such as Wanadoo and Planet Internet, have a combined subscriber-base of over 40 million. The company is headquartered in Mayfair, London, with an R&D and product development lab on the M4 corridor.

www.preventon.com

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