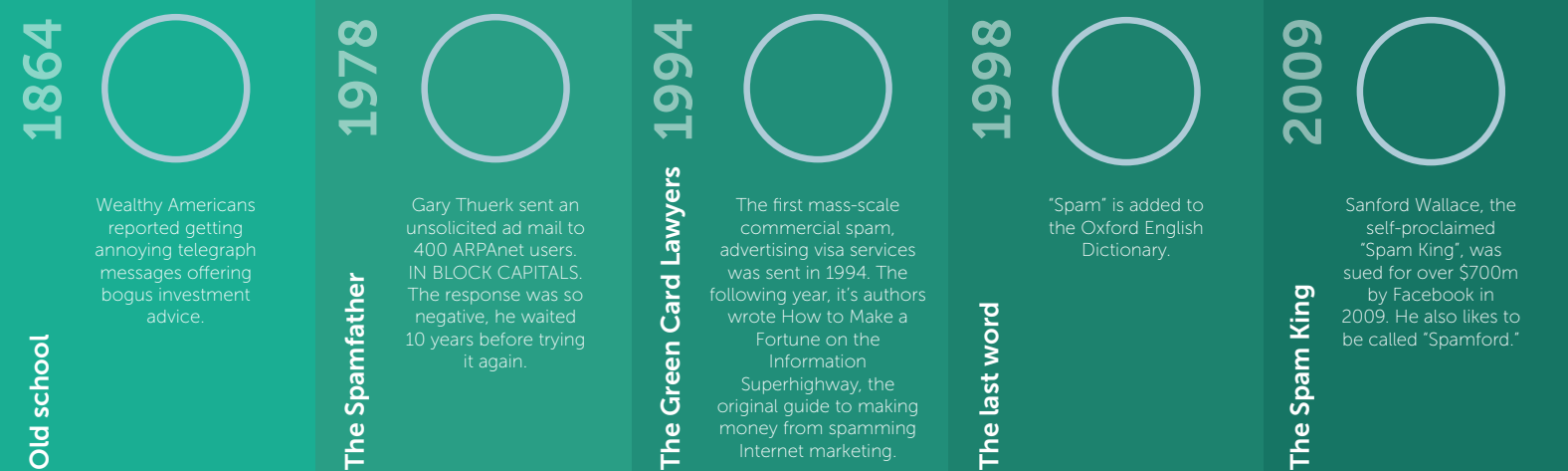


SPAM: A POTTED HISTORY

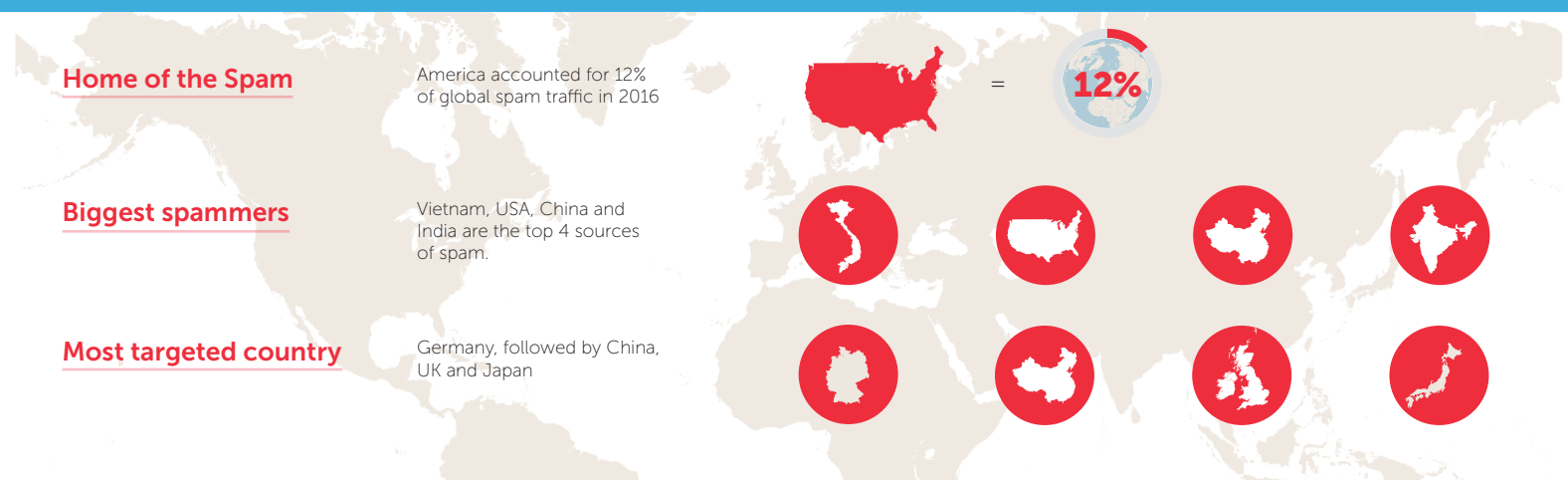
It might be named after a Monty Python comedy sketch, but spam is no joke. More than half of all email sent globally is spam, wasting time, resources – and patience. And, as we'll see, it's always finding new ways to clog up your communications arteries...



SPAM WAS HAPPENING WAY BEFORE EMAIL



SPAM MAKES UP A STAGGERING AMOUNT OF DAILY EMAIL VOLUME



SIZE MATTERS

\$1250

Annual productivity cost per employee of spam

13

number of hours spent scanning and deleting spam every year

Watch Season 7 of Game of Thrones (almost) twice.

ENERGY VAMPIRE

The carbon output of sending 130 emails

driving 1.2kms in an average car

The global carbon footprint of spam

the greenhouse gases of 3.1 million cars in a year