

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

1864 — Old school

Wealthy Americans reported getting annoying telegraph messages offering bogus investment advice.

1978 — The Spamfather

Gary Thuerk sent an unsolicited ad mail to 400 ARPAnet users. IN BLOCK CAPITALS. The response was so negative, he waited 10 years before trying it again.

1994 — The Green Card Lawyers

The first mass-scale commercial spam, advertising visa services was sent in 1994. The following year, it's authors wrote How to Make a Fortune on the Information Superhighway, the original guide to making money from spamming Internet marketing.

1998 — The last word

"Spam" is added to the Oxford English Dictionary.

2009 — The Spam King

Sanford Wallace, the self-proclaimed "Spam King", was sued for over $700m by Facebook in 2009. He also likes to be called "Spamford."

SPAM MAKES UP A STAGGERING AMOUNT OF DAILY EMAIL VOLUME

Home of the Spam

America accounted for 12% of global spam traffic in 2016



Biggest spammers

Vietnam, USA, China and India are the top 4 sources of spam.

Most targeted country

Germany, followed by China, UK and Japan



S1ZE MA££ERS

$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