



## Commtouch Enterprise Anti-Spam Helps Television Academy

### Striving for Excellence in TV Industry

Founded by Syd Cassyd in 1946, the Academy of Television Arts & Science became both a place for serious discussion as well as a place to celebrate the television industry's finest achievements with its annual Emmy® Awards ceremonies. The Emmy® Awards recognize excellence within various areas of the television industry and are a symbol of peer recognition from over 14,000 members of the Television Academy.

### Asian Spam Attacks the President

About two years ago, when Stephen Laughlin joined the Television Academy as Director, Information Technology, the organization was getting around 3,000 emails a day with 75% of them being spam. To make the problem even worse, the spam messages were distributed unevenly between email users, heavily attacking those who used email the most. The President of the Television Academy was getting an average of 200 spam messages in his inbox per day. A lot of Asian spam and blank emails containing viruses were entering the organization, wasting resources, lowering overall productivity, and creating security risks.

### With Commtouch, Spam Becomes a Horror Story from the Past

The Television Academy first discovered Commtouch's Enterprise Anti-Spam with the help of Network Magic Unlimited, an IT consulting firm. The IT department was especially concerned about compatibility issues, since they were using both Macintosh and PC machines in their environment, but Commtouch's solution proved to work perfectly with both. "Since the first day of installation, we barely had to touch it ever again," says Stephen Laughlin, IT Director. The low maintenance requirements, high catch rate, and flexibility in configuration made Commtouch the best choice for their anti-spam needs. Watching over 3,000 daily spam messages just disappear, made the memory like a horror story from the past.

### New Battle Brings New Victory

Spammers keep changing their techniques and tactics trying to trick existing anti-spam solutions. With Commtouch's proactive approach to spam, whenever new threats arise, Commtouch is ready to beat them. Recently, the Television Academy observed a high increase in the amount of image-based spam, such as the stock 'pump and dumps'. Luckily, Commtouch had already addressed this problem by releasing a new version of product. "Since upgrading to the latest version of Commtouch Enterprise Anti-Spam; we forgot what imaged-based spam is," reflects Mr. Laughlin.

### Commtouch Enterprise Anti-Spam Solution

The Commtouch Enterprise Anti-Spam Solution Version 4.1 is an on-premise software solution supporting any email platform and is risk-free to the mail flow. Unique features include:

- **New Feature: complete protection against image-based spam**
- Best detection/accuracy performance: 97% spam detection coupled with the industry's lowest false positive levels
- Real-Time Detection: immediate protection from new spam outbreaks
- Absolute flexibility in deployment and administration
- Full user control, without user installation

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