**Web brands selling
sexual abuse imagery**

● Total   ● Previously
active brands   unseen

▲
% + from 2015

800 766   +15%
     ●

664
●

573   +34%
427
●

●

400
    2015   2016
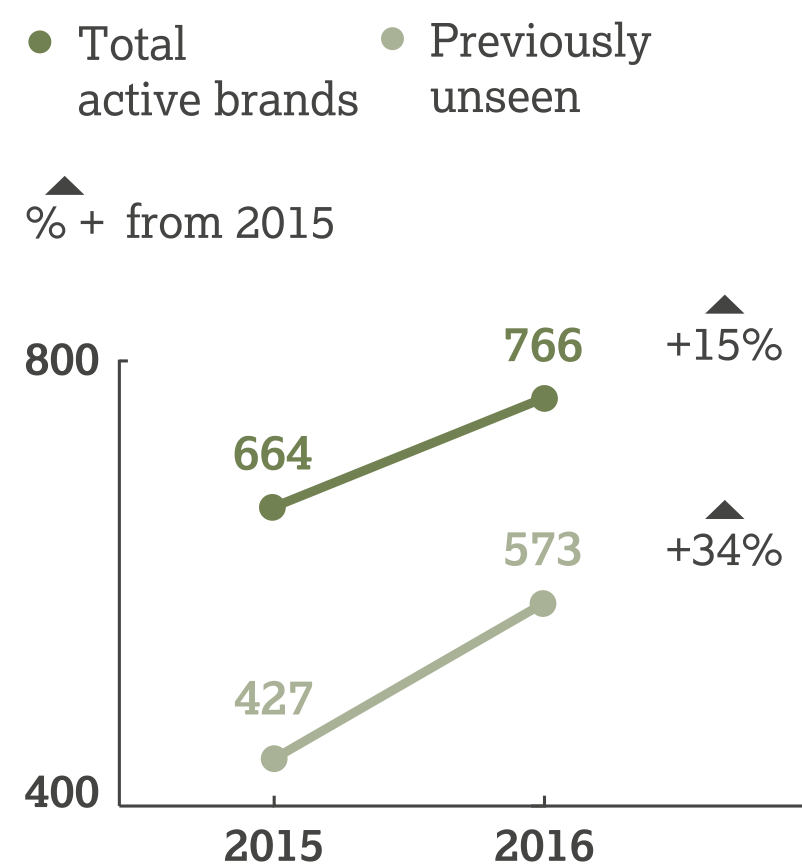
We've also seen a rise in the
number of previously unseen
brands. In 2016, we saw 573
previously unknown brands, 226 of
which were disguised websites.

Web brands

Our Website Brands Project started in 2009. Since then, we've been tracking the different "brands" of dedicated child sexual abuse websites. These dedicated commercial websites are constantly moving their location to evade detection and our analysts see the same websites appearing on many different URLs over time. Since the project began we've identified 2,771 unique website brands.

We analyse:

• hosting patterns,

• registration details, and

• payment information.

We believe the majority of commercial child sexual abuse websites are operated by a small number of criminal groups.

In 2016, the most prolific group accounted for 27% of our total commercial child sexual abuse content reports.

Since 2014, we've seen an increase in the number of active "brands" selling child sexual abuse imagery.

• 664 brands seen in 2015.

• 766 active brands in 2016.

We've also seen a rise in the number of previously unseen brands:

• In 2015, 427 brands were previously unknown to us.

• In 2016, we saw 573 previously unknown brands, 226 of which were disguised websites.

We monitor trends and work with our financial industry Members to disrupt the commercial distribution of child sexual abuse imagery.