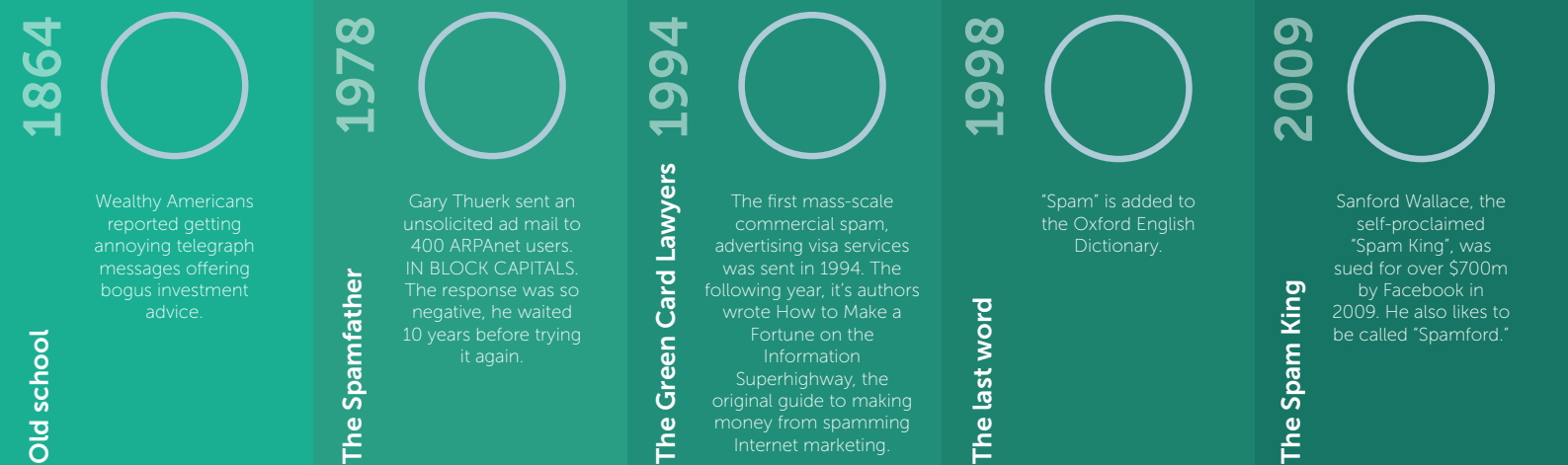


# SPAM: A POTTED HISTORY

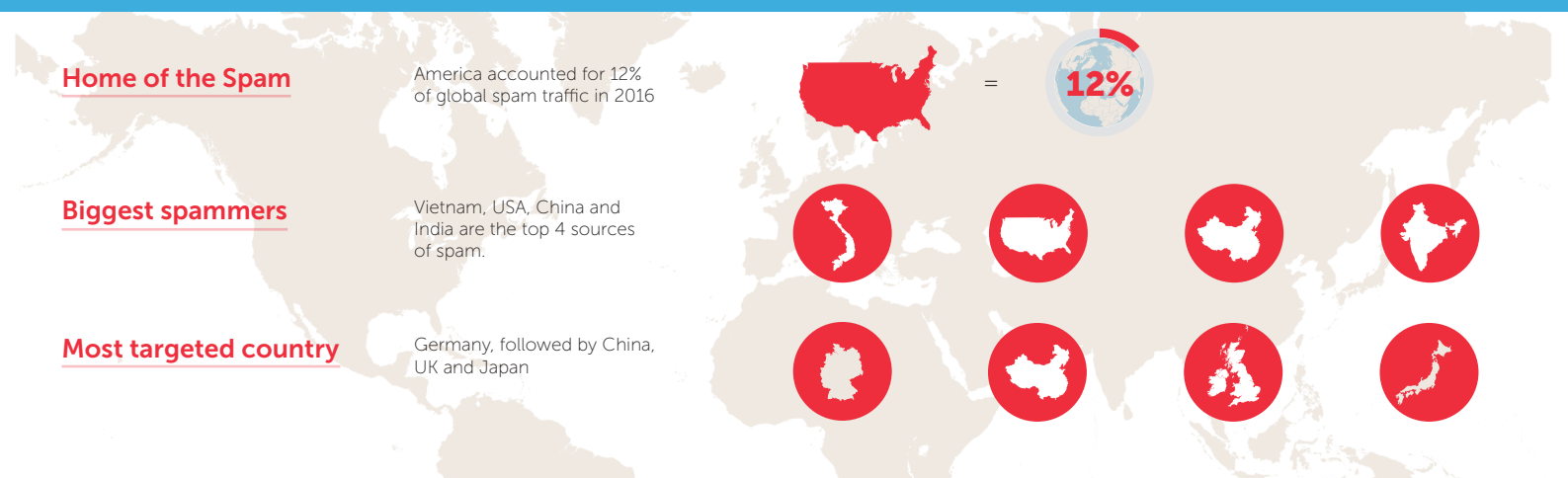
It might be named after a Monty Python comedy sketch, but spam is no joke. More than half of all email sent globally is spam, wasting time, resources – and patience. And, as we'll see, it's always finding new ways to clog up your communications arteries...



## 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