Center for Cybercrime Studies presents

Matthew Cheng

eCoupons.com
New Jersey

Graduate Student
Digital Forensics and Cyber Security Program
John Jay College of Criminal Justice

Adware & Malware in Online Advertising

Online advertising revenue is expected to reach $50 billion in the U.S. and over $100 billion worldwide. The Internet Advertising Bureau (IAB) estimates that 36% of all web traffic is fake, perpetrated by computers controlled by adware and malware. Fraud has become a pernicious threat to the Internet economy. This lecture examines adware and malware in online advertising and how the U.S. government, in response to the growing Botnet threat, and the need to gather evidence in multiple jurisdictions, is seeking changes to the venue requirement of warrants for electronic evidence.

Matthew Cheng is the owner of eCoupons.com – a marketing/technology business in New Jersey. He graduated with a Bachelor's of Science in Computer Information Systems from John Jay College of Criminal Justice and has extensive experience in affiliate marketing. Matthew is interested in marketing forensics, Python programming and teaching his 3 year old daughter that not every screen is a touchscreen.

Tuesday, April 21 @ 1:40 PM

Mathematics & Computer Science Conference Room
6th Floor, New Building, Room 6.63.37

RSVP @ CyberCrimeCenter@jjay.cuny.edu

Refreshments will be served! For additional information please contact Professor Doug Salane, Director of the Center for Cybercrime Studies at 212-237-8836 or dsalane@jjay.cuny.edu. Information on this and other lectures is available on the Events page of the Center for Cybercrime Studies Web site http://johnjayresearch.org/ccs.