

# 2016 DDoS Impact Survey

## INTERNET SERVICE PROVIDER RESPONSIBILITY



85% agree that upstream ISPs should offer additional DDoS mitigation services to eliminate the problem completely

85%

## INTERNET SERVICE PROVIDER OPPORTUNITY



Just over half indicate that they would be willing to pay their upstream ISP for a premium DDoS protection service

51%

45%

34%

## LOST CUSTOMER TRUST



Nearly half indicate that loss of customer trust/confidence was the most damaging effect of a DDoS attack

## LOST REVENUES



34% Indicate lost revenues were the worst effect of a DDoS attack