

Internet Watch Foundation (IWF) sign up to WebtraffIQ

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Internet Watch Foundation (IWF) sign up to web analytics vendor WebtraffIQ

----Begins---

The Internet Watch Foundation (IWF) has appointed web analytics vendor WebtraffIQ <http://www.webtraffiq.com/> to provide customary and bespoke analysis for its website <http://www.iwf.org.uk>.

Founded in 1996, the IWF provides an internet hotline for the UK public to report their exposure to potentially illegal content online. The IWF works in partnership with the UK internet industry and the police, as well as various government departments. The IWF participates in the work of the Home Secretary's Internet Task Force for the Protection of Children on the Internet chaired by Paul Goggins MP and also has close ties to the Criminal Law Policy Unit and the High Tech Crime department, all of whom work together and strive to make the Internet a safer domain for children and the general public.

The appointment will see WebtraffIQ further streamline and develop the principal services it provides to the IWF and then tailor specific offerings relative to the specialist internet work the IWF does and in order to fully utilise the facilities offered by its new website. Since its launch in October 2004, the website is currently attracting 3,500 unique users per week.

Tony Fagelman, General Manager at the IWF comments, "WebtraffIQ will be providing its full web analytics tools and services to the IWF indefinitely. Currently, the most interesting aspect of this project is the creation of new reporting and analysis that will assist the IWF internally with our customer/user requirements and in the future with external investigations".

WebtraffIQ is an accurate real-time visitor behaviour tracking and analysis product and service that enables businesses to understand who interacts with them offline and online. WebtraffIQ allows the visualisation of multi-channel media and mediums including websites, Intranets, search engines, above and below- the-line marketing and PR.

Marcos Richardson, European Director at WebtraffIQ explains, "We are proud to support the IWF by further developing our services to help the work they do in minimising the availability of potentially illegal Internet content."

"WebtraffIQ will be concentrating its reporting on specific aspects relating to IWF user profiles. In doing so; creating a visual picture of users preferred navigation, stickiness and site interest areas, enabling the optimum organic growth of the IWF website and mission.

We are committed to forging ethical practices within our industry, and this appointment allows us to strengthen ties with organisations that share the same synergy", concludes Richardson.

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----Notes to editors----

This press release is available in PDF, plain text and Word formats. Photographs are available of the WebtraffIQ team.

The media spokespeople for WebtraffIQ are Marcos Richardson, European Director and Kevin Hutchinson, Chief Technical Officer (CTO).

About the Internet Watch Foundation (IWF):

The IWF is the only authorised organisation in the UK which provides an internet 'hotline' for the public to report their exposure to illegal content online.

We aim to minimise the availability of potentially illegal internet content that specifically;

- child abuse images hosted anywhere in the world
- criminally obscene content hosted in the UK.
- criminally racist content hosted in the UK.

We work in partnership with UK Government Departments such as the Home Office and the Department of Trade and Industry to influence initiatives and programmes developed to combat online abuse.

This dialogue goes beyond the UK and Europe, to ensure greater awareness of global issues and responsibilities.

We are funded by the EU and the UK internet industry including Internet Service Providers (ISPs), Mobile Operators & manufacturers, Content Service Providers (CSPs) and telecommunications & software companies.

Through the hotline reporting system, we help ISPs to combat abuse of their services by operating a 'notice and take down' service which alerts them to any illegal content found on their system and we assess material reported to us and pass on any relevant details to Law Enforcement Agencies.

As a result, the amount of illegal content hosted in the UK has been reduced from 18% in 1997 to less than 1% in 2003.

As the number of people using the internet and the diversity of content available continues to grow, the mechanisms of dealing with illegal content must be better known and understood.

In partnership with many organisations, we strive to create continued awareness of the role and purpose of the IWF and aim to foster trust and reassurance in the internet for current and future users.

About WebtraffIQ:

<http://www.webtraffiq.com>

WebtraffIQ is a real-time visitor tracking and reporting analysis product and service for business web sites and e-commerce enterprises. The system has undertaken a four-year research and development-testing period and is used by over 400 individual web sites.

WebtraffIQ provides a campaign tracking service which enables clients to see how various online and offline marketing techniques are working, in effect creating a rich picture of a web site's activities.

WebtraffIQ's clients include: Business Link [Kent], City & Guilds, Eyetracker, Mando Group, Perceptor, Reuters Business Insight, Royal Institution of Chartered Surveyors [RICS], The National Baseball Hall of Fame and Museum and Tiscali UK.

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