The 8 cybercrime trends to watch out for

Who will harness new technologies and the psychology of human behavior more effectively – **us or the cybercriminals?**

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400+
employees from diverse backgrounds

Easy to use, customize, and scale

4,500+
customers across all industries

100% GDPR-compliant and ISO 27001-ready

3,000,000+
users across the globe

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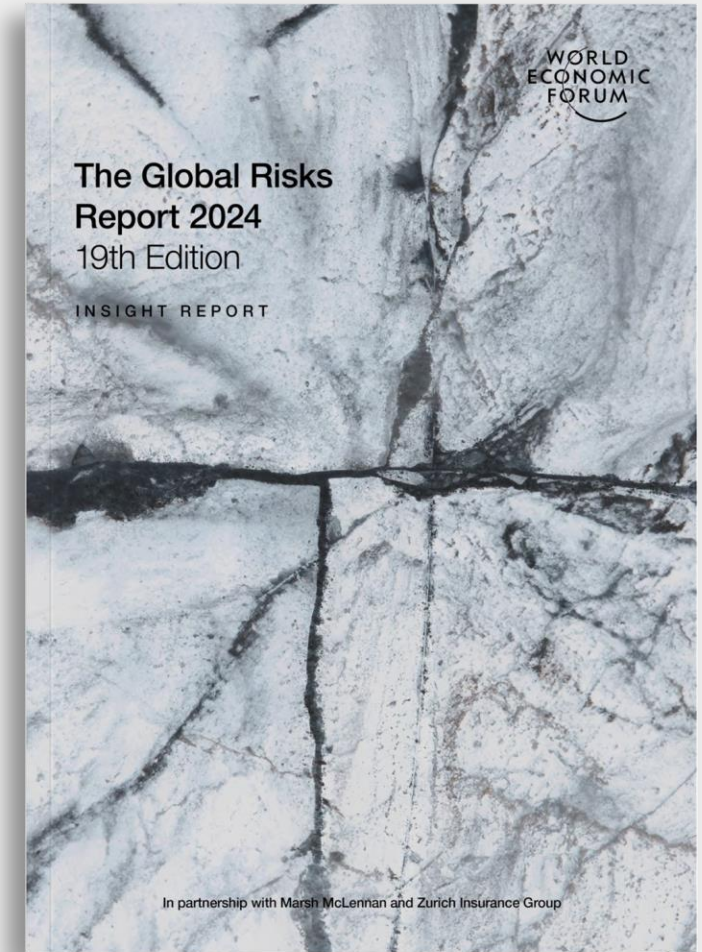
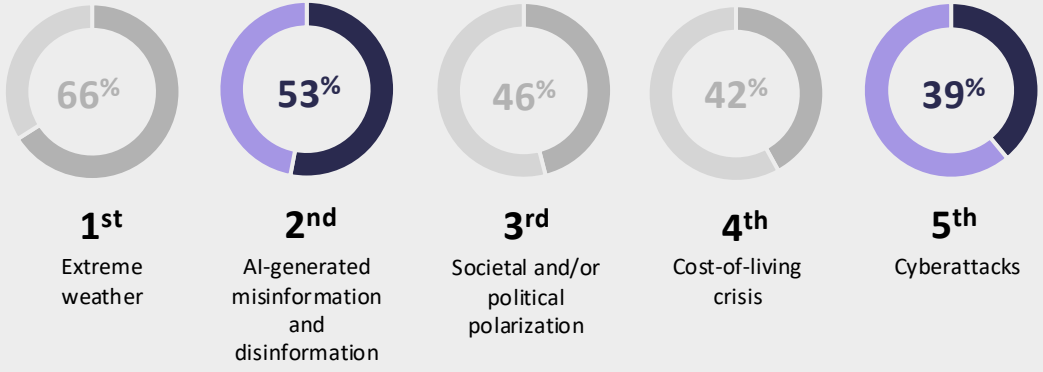
GLOBAL EXPERTS AGREE

Two of the biggest risks to society in 2024 are AI-generated disinformation and cyberattacks



WORLD ECONOMIC FORUM



Sources: World Economic Forum, 2024.

Cybercrime Trends 2024

- How is **AI** contributing to the **professionalization** and sophistication of **cybercrime**?
- Why are **phishing** and **social engineering** more **successful** today than ever before?
- **Featuring:**

Ralf Schneider
Allianz Senior Fellow and Head of Cyber Security and NextGenIT Think Tank

John Noble
Non-executive director and chair of the Cyber Security Committee of NHS Digital in England

Download here!

THIS YEAR, THE REAL BATTLE BEGINS

The cybercrime trends to watch out for

1 **Artificial intelligence**

2 **Quantum hacking**

3 **Professionalization of cybercrime**

4 **Global tensions & hacktivism**

5 **Disinformation-as-a-service**

6 **Public sector and critical infrastructure**

7 **Pretexting and multichannel tactics**

8 **Rising burnout rates**

AI IS EVOLVING TOO RAPIDLY

AI-generated deepfakes look too real – and are scamming people

CNN

World / Asia

Finance worker pays out $25 million after video call with deepfake 'chief financial officer'

1 in 4

Have experienced a **voice cloning attack** or know someone who has

Source: McAfee

CEO of world's biggest ad firm targeted by deepfake scam

Exclusive: fraudsters impersonated WPP's CEO using a fake WhatsApp account, a voice clone and YouTube footage used in a virtual meet

Mark Read, CEO of WPP, the largest global advertising and public relations agency. Photograph: Toby Melville/Reuters

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THANKS TO RANSOMWARE-AS-A-SERVICE

The professionalization of cybercrime will reach a new level of maturity by 2024

31%

of the companies that experienced a cyberattack in the last 3 years were attacked with **ransomware**.

4.54 mil. USD

The **average cost** of a successful ransomware attack per company - ransom not included.

x 2

In **2023**, the number of **ransomware victims doubled** compared to 2022.

Ransomware-as-a-Service: Cybercriminals are now just a visit to the dark web and a crypto payment away from having all the tools they need to launch destructive ransomware attacks:

INSIDER

One of the biggest US insurance companies reportedly paid hackers $40 million ransom after a cyberattack

The Guardian

Ransomware hackers demand $70m after attack on US software firm Kaseya

Quellen: Human Risk Review 2023, IBM's Cost of a data breach 2022; Black Kite, 2023.

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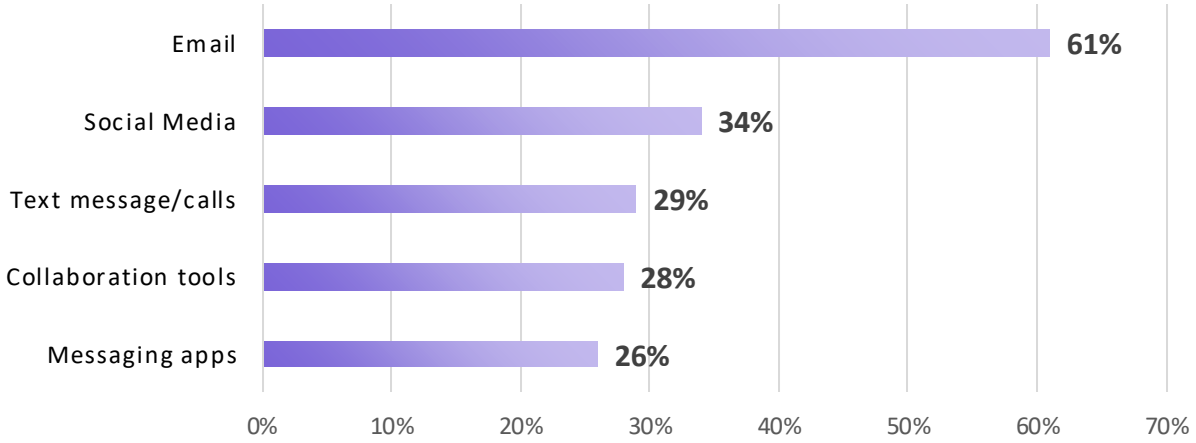
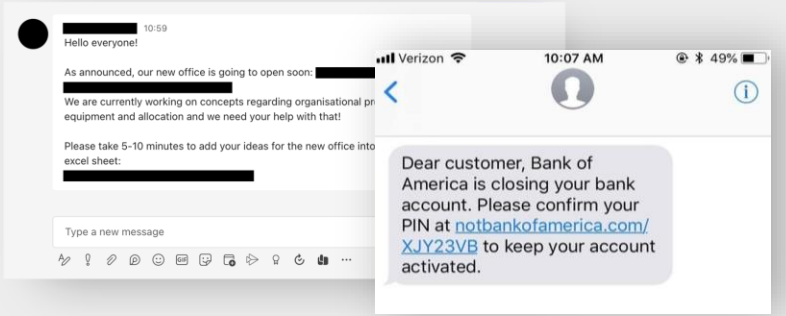
SOCIAL ENGINEERING IS BECOMING MORE COMPLEX

As we diversify our communications channels, so do cybercriminals

Top channels in which companies are targeted

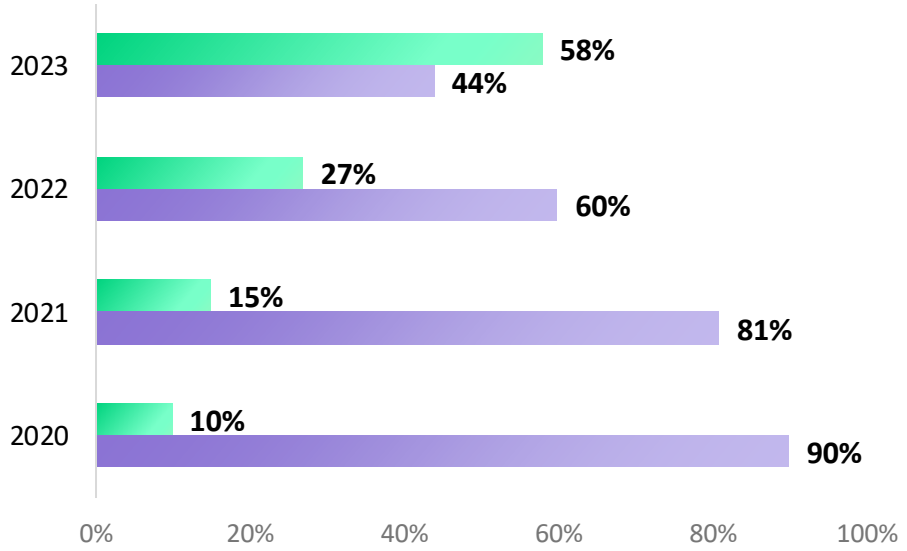


Messaging apps scams

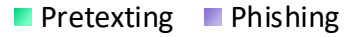


Text messages

Pretexting doubling & becoming **#1 of Social Engineering action**



Action varieties in Social Engineering incidents



Sources: Human Risk Review 2023; Verizon data breach reports 2020-2023.

TECH IS ADVANCED ENOUGH NOW

Hackers can launch automated, sophisticated social engineering attacks at scale

Channel diversity

Hyperpersonalization

Mass scalability

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AS A RESULT

In 2024, expect more breaches that involve the human element

Allianz

Cyber incidents
Top business risk
by Allianz Risk Barometer 2024

FORRESTER®

90% of data breaches will include a human element

Our cyber security measures will remain incomplete until we focus on people – just as hackers do.