

BLACK HAT ASIA 2015 HIGHLIGHTS

Black Hat Asia 2015 welcomed more than 1,100 of the region's brightest security professionals. The event featured twenty-eight Briefings and nine Trainings, presented by forty-five of the industry's leading researchers, alongside a robust Business Hall featuring top security solution providers. This year's event also featured the regional debut of Arsenal – an area where independent researchers showcased their open-source tools.

KEY ATTENDEE HIGHLIGHTS FROM BLACK HAT ASIA 2015:

JOB LEVEL & RESPONSIBILITY:

- Two out of three Black Hat Asia 2015 attendees have a role in the purchasing decision
- Nearly two-thirds of Black Hat Asia 2015 attendees are Manager-Level or higher

GEOGRAPHIES:

- Top 5 countries represented were Singapore, USA, India, Japan and China
- 59 countries were represented in total at Black Hat Asia 2015
- 63% of Black Hat Asia 2015 attendees were local from Singapore

CONTACTS:

- Over 81% of Black Hat Asia 2015 attendees indicated they would follow-up with a Black Hat Asia Sponsor to continue the conversation or visit the Sponsor's website after visiting the Business Hall
- Nearly two-thirds of 2015 attendees are likely to recommend Black Hat Asia to a friend or a colleague

ENGAGED AUDIENCE:

- 70% of 2015 attendees also attended Black Hat Asia in 2014
- 64% of Black Hat Asia 2015 attendees spent more than four hours in the Business Hall

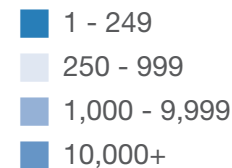
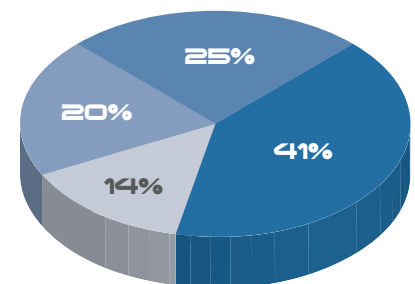
RESEARCH & FEATURED STORIES

Black Hat Asia 2015 saw incredible coverage – welcoming credentialed members of the media from Reuters, The Straits Times, Digital News Asia, IDC, Convergence Asia, and more.

HIGHLIGHTS INCLUDE:

- Talk, "Hopping on the CAN Bus," received coverage around the world** – from eastern and western Europe to all parts of Asia, the US, and everywhere in between. It garnered nearly 74,000 views from a Forbes feature alone.
- Talk, "Manna From Heaven: Improving the State of Wireless Rogue AP Attacks,"** from seasoned Black Hat speaker, Daniel Cuthbert, was featured in print/online for The Straits Times as well as AsiaOne.
- Talk, "Decentralized Malware on the Blockchain," was featured in Forbes** (with more than 5,000 views), International Business Times, SC Magazine UK, PYMNTS, News BTC, IT-Online, and more.

COMPANY SIZE



TOP 5 INDUSTRIES

