



ESP INFORMATION REPORT

Meta

CREATION DATE: DECEMBER 2022

This Report is provided to the attendee of the 2022 CyberTipline Roundtable whose attendance represents the Electronic Service Provider (ESP) that the Report describes. The information contained in this Report is derived exclusively from NCMEC's records and is current only as of the creation date indicated above. The information contained in the Report may not be comprehensive. This Report is intended solely for informational purposes in furtherance of NCMEC's nonprofit mission to operate the CyberTipline. Please treat the information in this Report as sensitive and confidential and do not reproduce or further distribute this Report.

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META3047MDL-034-00112913
METANMAG-002-02079124
PLTF EX-01028_0001

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OVERVIEW



Meta submitted a total of **18,779,802** reports to the CyberTipline from January 1st, 2022 through October 15th, 2022, containing a total of **47,695,050** uploaded files (31,672,944 uploaded files were reported files; 16,254,706 were supplemental). The CyberTipline received feedback from law enforcement regarding **94,446** of these reports, including **1,526** that appear to be related to an arrest or conviction. This report further details features or trends seen in CyberTipline reports submitted by Meta.

Facebook will be represented as **ESP #7**, Instagram will be represented as **ESP #15**, and WhatsApp will be represented as **ESP #21** on any anonymized group presentations shown during the 2022 CyberTipline Roundtable. The specified or named information in this report has only been shared with the Meta representative(s) in attendance.

ESP REPORT AND NOTIFICATION BREAKDOWN

REPORT OVERVIEW

	Total Reports	ESP Escalated Reports	Meme Reports ¹
Facebook	15,952,159	5,780	1,416,812
Instagram	2,044,140	6,513	526,513
WhatsApp	783,503	0	6,143

REPORTS BY NCMEC PRIORITY

	Priority E	Priority E - ECD Escalation	Priority 2	Priority 1
Facebook	15,944,974	6,257	854	74
Instagram	2,037,077	6,431	594	38
WhatsApp	783,447	56	0	0

¹ Defined as a report where all reported files have been tagged as Potential Meme by the reporting ESP.

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BREAKDOWN BY INCIDENT TYPE

	Suicide Threats	Child Sexual Molestation	Apparent CSAM	Child Sex Trafficking
Facebook	49	164	1,604,668	8
Instagram	38	29	163,737	4
WhatsApp	0	3	384,200	0

UPLOADED FILES OVERVIEW

	Total Files	Total Reported Files	Total Reports with Reported Files	Average Number of Reported Files per Report	Supplemental ²
Facebook	41,091,347	26,137,917	15,382,354	1.63	14,953,430
Instagram	3,984,331	2,683,055	2,008,250	1.31	1,301,276
WhatsApp	2,619,372	2,851,972	751,961	3.48	0

REPORTED FILES

	Images	Videos	Other	Potential Meme ³	Reviewed by ESP	Not Viewable
Facebook	8,701,068	17,436,828	21	1,996,749	164,216	8,701,068
Instagram	523,417	2,159,634	4	667,626	43,966	2,639,089
WhatsApp	869,321	1,9982,632	17	6,231	77,422	2,774,530

NOTIFICATIONS

	Total Notices	First	Second	Third	Average Days to Take Down
Facebook	9	9	3	1	3.99
Instagram	13	13	2	0	3.66
WhatsApp	2	2	1	1	5.21

² Count of files tagged as Supplemental by the reporting ESP.

³ Count of Reported Files tagged as Potential Meme by the reporting ESP.

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ESP REPORT FEATURES

ESP REPORTING PRACTICES

Uses ISPWS?	Submits Supplemental/Deep Dive Reports?	Submits ESP Escalations?	Provides Incident Date/Time Description?
✓	✓	✓	x

ACTIONABILITY

	Suspect Information	Location Information	Total Actionable Reports
Facebook	99.99%	98.41%	5,453,364
Instagram	99.99%	99.57%	1,069,819
WhatsApp	94.21%	95.24%	522,906

UTILIZATION OF UPLOADED FILE FEATURES

Provide Metadata	Potential Meme Tag	File IP Events include Timestamp	Labels File Upload IP Events
✓	✓	✓	✓

UTILIZATION OF XML FIELDS

Utilization of File Tags	Indication if EXIF Viewed by ESP	Terms of Service	Company Template
✓	x	x	x

ESP HASH INITIATIVES

	Access	Date of Last Ingest	Date of Last Entry
NGO Platform	✓	December 2 nd , 2022	N/A
Industry Platform	✓	December 2 nd , 2022	May 25 th , 2022
Exploitative List	✓	December 2 nd , 2022	N/A

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ESP FEEDBACK PROVIDED TO NCMEC BY LAW ENFORCEMENT

FEEDBACK FROM DOMESTIC LAW ENFORCEMENT AGENCIES

	Total	Conviction	Arrest	Ongoing Investigation	Referred	Closed
Facebook	39,253	9	797	1,472	26	36,949
Instagram	31,224	8	386	893	5	29,932
WhatsApp	2,396	0	40	243	0	2,113

FEEDBACK FROM INTERNATIONAL LAW ENFORCEMENT AGENCIES

	Total	Conviction	Arrest	Ongoing Investigation	Referred	Closed
Facebook	8,720	1	271	6,600	13	1,835
Instagram	10,238	0	10	9,635	3	590
WhatsApp	2,615	0	4	2,543	1	67

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APPENDIX A – ANONYMIZED GROUP DATA

Appendix A includes anonymized group comparisons as presented during the 2022 CyberTipline Roundtable.

USE OF REPORTING FEATURES

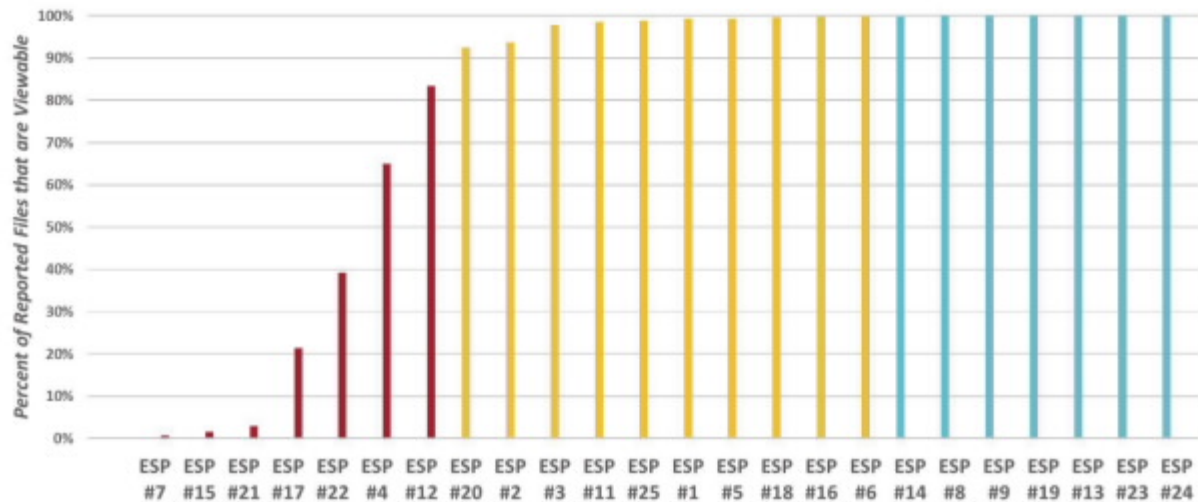
Provides Metadata		Submits ESP Escalations		Provides Incident Date/Time Description	
YES	NO	YES	NO	YES	NO
ESP #7	ESP #1	ESP #1	ESP #2	ESP #1	ESP #2
ESP #12	ESP #2	ESP #4	ESP #3	ESP #3	ESP #4
ESP #17	ESP #3	ESP #6	ESP #5	ESP #7	ESP #5
ESP #20	ESP #4	ESP #7	ESP #8	ESP #13	ESP #6
ESP #24	ESP #5	ESP #9	ESP #11	ESP #15	ESP #8
	ESP #6	ESP #10	ESP #12	ESP #17	ESP #9
	ESP #8	ESP #15	ESP #13	ESP #18	ESP #10
	ESP #9	ESP #16	ESP #14	ESP #20	ESP #11
	ESP #10	ESP #17	ESP #18	ESP #21	ESP #12
	ESP #11	ESP #19	ESP #21	ESP #24	ESP #14
	ESP #13	ESP #20	ESP #22		ESP #16
	ESP #14	ESP #24	ESP #23		ESP #19
	ESP #15	ESP #25			ESP #22
	ESP #16				ESP #23
	ESP #18				ESP #25
	ESP #19				
	ESP #21				
	ESP #22				
	ESP #23				
	ESP #25				

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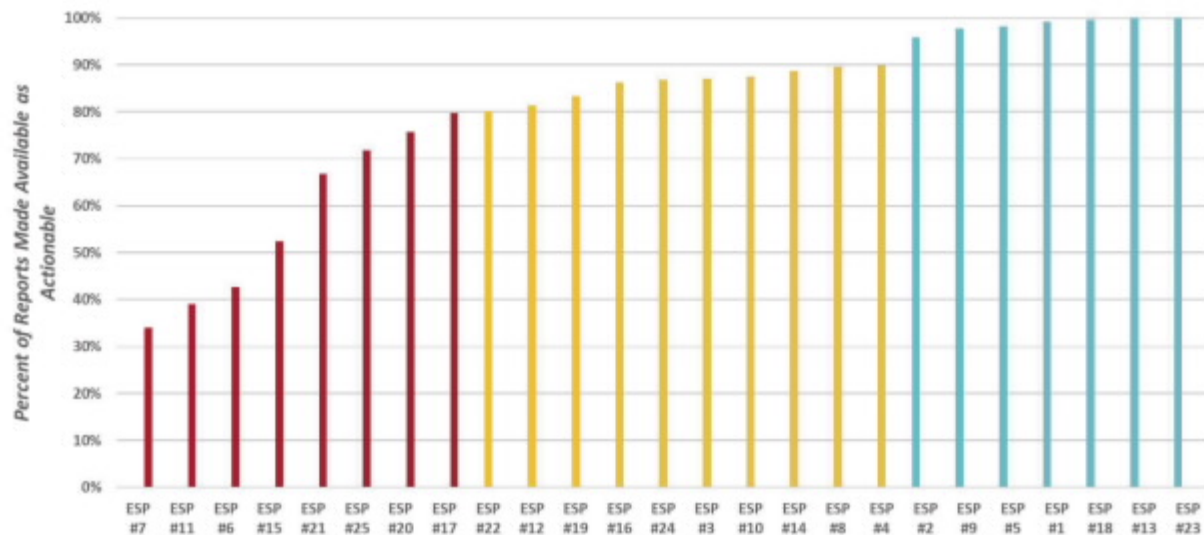
FILE VISIBILITY

This chart displays the percentage of total reported files submitted by each ESP between January 1st- October 15th, 2022 that were visible to NCMEC. These files contained indication that they were viewed by the reporting ESP or were publicly available.



REPORT ACTIONABILITY

This chart displays the percentage of reports NCMEC made available to Law Enforcement as actionable.



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SUSPECT IDENTIFIERS

This chart displays the percentage of reports that contain information provided by the reporting ESP at least ONE of the following structured fields; Suspect ESP Identifier, Suspect Email Address, Suspect Screen Name.⁴



LOCATION INFORMATION

This chart displays the percentage of reports that contain information provided by the reporting ESP at least ONE of the following structured fields; Suspect IP Address, Uploaded File IP Address, Suspect Phone Number, Suspect Estimated Location, Suspect Address, Incident Phone Number, Incident Latitude/Longitude.⁵



⁴ Please note this does not include data from reports where the reporting ESP has indicated Third Party Hosted.

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APPENDIX B – CYBERTIPLINE BEST REPORTING PRACTICES

This appendix overviews five improvable ESP reporting trends seen in CyberTipline submissions and details NCMEC's feedback and suggested best practices. This appendix may be referred to when reviewing the "ESP Report Features" section of this information report.

LACK OF CONTEXT OR PERTINENT INCIDENT INFORMATION PROVIDED IN REPORTS

- Trend:
 - o Submitted reports do not contain enough context or pertinent incident information to be actioned by law enforcement.
- Feedback:
 - o Reports that do not contain incident information cannot be actioned because it is unclear how the report was generated or when the incident occurred.
 - Example: report does not contain a description to indicate what the incident date and time reflect.
 - Example: IP events are unlabeled, so it is unclear if an upload occurred.
 - Example: IP events do not contain timestamps, so it is unclear when an event occurred or who was associated with the IP address at that time.
 - o Reports that do not contain enough context cannot be actioned because it is unclear what incident occurred.
 - Example: possible enticement where there is no indication that the victim is a potential minor.
 - o Reports do not contain any user information to identify a possible suspect.
 - Example: file-based report with only a zip code
 - o Reports do not contain any location information for NCMEC to determine a jurisdiction.
 - Example: report only containing an ESP Identifier and incident information.
- Best Practice:
 - o Include a description of any incident times, label IP events, provide timestamps for IP events, and provide clear context for the incident that is being reported.
 - o Include information regarding suspect identifiers.

LACK OF FILE ANNOTATION BY REPORTING ESP

- Trend:
 - o Submitted uploaded files are not labeled with industry classifications or other available reporter tags.
- Feedback:
 - o Use of industry classifications and reporter tags assists in the initial triage of reports by providing context of what the uploaded files depict.
 - o When files are not annotated, international law enforcement agencies do not receive any uploaded file contextual summary for auto-referred reports.
 - Example: if the files are not annotated, the summary of an auto-referred report containing 500 images of anime would appear the same as the summary of an auto-referred report containing 500 images of egregious CSAI.

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- When files are not appropriately tagged by the reporting ESP, any automated processing or triaging systems are unable to occur. This can cause a disproportionate amount of time to be spent working on a large volume of non-actionable reports.
 - Example: When a report resolves internationally and contains untagged Potential Meme images, it is auto-referred as an actionable report to international law enforcement.
 - Example: When a report contains untagged Potential Meme images, CyberTipline analysts must manually review and process the reports.
- Best Practice:
 - Utilize the available uploaded file reporter tags (Potential Meme, Viral, Possible Self-Production, Bestiality, Violence/Gore, Physical Harm, and Anime/Drawing/Virtual/Hentai) and industry classifications when submitting uploaded files.

NON-REPORTABLE CONTENT

- Trend:
 - Reports containing adult content, inanimate objects, or other non-reportable incidents are being submitted.
- Feedback:
 - CyberTipline analysts spend a disproportionate amount of time identifying and manually processing these reports, which are not sent to law enforcement as they are not actionable. This takes time away from processing actionable, high-value reports.
 - These reports may be auto-referred to international law enforcement agencies, which similarly affects their triaging and takes time away from processing actionable reports.
- Best Practice:
 - Ensure reports submitted to the CyberTipline concern child sexual exploitation.

STRUCTURED REPORTING FIELDS NOT BEING UTILIZED

- Trend:
 - Submitted reports contain pertinent information in free text fields rather than the available structured fields.
- Feedback:
 - Reports contain free text templates indicating the reporting ESP has viewed the uploaded files submitted in the report, but the structured File Details field does not contain this information. These files must be manually overridden by a CyberTipline analyst to be viewed, and as they are initially unviewable they do not receive initial triage by automated system alerts (such as unique PhotoDNA clusters or alerts concerning available EXIF metadata).
 - Reports contain free text templates indicating the reporting ESP has viewed EXIF metadata associated with the uploaded files, but the structured File Details fields do not contain this information. When this information is not provided in a structured field, it will not receive initial triage by automated system alerts (such as EXIF metadata alerts for a recent create date or EXIF metadata alerts for included GPS information).
 - Reports contain free text templates indicating the uploaded files appear to depict anime or were shared for comedic effect, but the structured File Details fields do not contain this information. This prevents

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automated report triaging from occurring, and CyberTipline analysts must manually process these reports. Similarly, these reports may be auto-referred as actionable to international law enforcement agencies.

- Reports contain additional identifiers associated with a reported user in a free text field rather than available structured fields. This prevents automated system alerts from running (such as a suspicious email domain or suspicious IP address) and slows down CyberTipline analyst processing as information must be manually deconflicted from free text fields.
- **Best Practice:**
 - Enter report information into the available structured fields whenever possible.

SUBMISSION OF MULTIPLE SINGLE IMAGE REPORTS RELATED TO THE SAME USER

- **Trend:**
 - Multiple reports related to the same user are submitted in quick succession, and each report only contains one uploaded file.
- **Feedback:**
 - This creates more work for law enforcement when they are referring reports out for investigation, and some agencies must treat each separate report as an individual write up.
 - Some law enforcement agencies' downloader or triage systems are unable to receive large volumes of reports at once, which can cause referrals to span over several days and prohibits their ability to receive other reports.
 - Reporting statistics are skewed when numerous single image reports are generated for the same user.
 - This slows down report processing for the CyberTipline, as analysts must identify related reports, group them together for law enforcement, and access them individually to review the reported information.
- **Best Practice:**
 - Rather than submit numerous related reports in quick succession that contain a single image, submit one report with multiple images.

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