

DEMYSTIFYING THE HOSTING INFRASTRUCTURE OF THE FREE CONTENT WEB: A  
SECURITY PERSPECTIVE

by

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A dissertation submitted in partial fulfilment of the requirements  
for the degree of Doctor of Philosophy  
in the Department of Computer Science  
in the College of Engineering and Computer Science  
at the University of Central Florida

Spring Term  
2024

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## **ABSTRACT**

This dissertation delves into the security of free content websites, a crucial internet component that presents significant security challenges due to their susceptibility to exploitation by malicious actors. While prior research has highlighted the security disparities between free and premium content websites, it has not delved into the underlying causes. This study aims to address this gap by examining the security infrastructure of free content websites. The research commences with an analysis of the content management systems (CMSs) employed by these websites and their role. Data from 1,562 websites encompassing free and premium categories is collected to identify CMS usage and its association with malicious activities. Various metrics are employed, including unpatched vulnerabilities, total vulnerabilities, malicious counts, and percentiles. The findings reveal widespread CMS usage, even among websites with custom code, underscoring the potential for a small number of unpatched vulnerabilities in popular CMSs to lead to significant maliciousness. The study further explores the global distribution of free content websites, considering factors such as hosting network scale, cloud service provider utilization, and country-level distribution. Notably, free and premium content websites are predominantly hosted in medium-scale networks, known for their high concentration of malicious websites. Moreover, the research delves into the geographical distribution of these websites and their presence in different countries. It examines the occurrence of malicious websites and their correlation with the National Cyber Security Index (NCSI), a measure of a country's cybersecurity maturity. The United States emerges as the primary host for most investigated websites, with countries exhibiting higher rates of malicious websites tending to have lower NCSI scores, primarily due to weaker privacy policy development. In conclusion, this dissertation uncovers correlations in the infrastructure, distribution, and geographical aspects of free content websites, offering valuable insights for mitigating their associated threats.

To my family.

## ACKNOWLEDGMENTS

All praise is due to Allāh, Creator of the heavens and the earth, the Most Gracious, Most Merciful. His boundless mercy and infinite wisdom have illuminated the path of knowledge, guiding us with patience and perseverance through life's challenges. May we always be grateful for His countless blessings, seeking His guidance in all our endeavors.

I am profoundly grateful to my advisor, Professor David Mohaisen, for his unwavering support and invaluable mentorship throughout this journey. Your expertise, patience, and dedication have enriched my knowledge and instilled in me the confidence to navigate the complexities of my field. Your belief in my potential and constructive feedback have been instrumental in my academic and personal growth and have been a constant source of inspiration.

I extend my profound gratitude to the esteemed committee members, Prof. Cliff Zou, Prof. Sung Choi Yoo, and Prof. Xueqiang Wang. Your insightful feedback and unwavering support have been pivotal in my academic journey. The depth of your expertise and the rigor of your critiques have shaped my research and critical thinking skills.

My colleagues at the Security and Analytics Lab (SEAL) deserve special mention for creating a supportive research environment, especially Ali, Abdulaziz, Abdulrahman, Ahod, Hattan, Mohammed, Soohyeon, and Jie. Moreover, I would like to thank my collaborators outside SEAL: Prof. DaeHun Nyang (Ewha Womans University), Prof. Saeed Salem (Qatar University), and Prof. Ahmed Abdalaal (Islamic University of Gaza; work done as a Fulbright Scholar).

Finally, my greatest appreciation goes to my parents, grandparents, uncles, aunts, siblings, and cousins for their love, prayers, and sacrifices. Your unwavering support has been my foundation. In addition, I extend my heartfelt thanks to my friends who remained close through all circumstances.

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## CHAPTER 1: INTRODUCTION

Websites have become an essential part of daily life. They provide countless services to their users. Some websites deliver one or more types of content, while others perform a specific task. Websites that deliver content to their users can be classified according to the fee they require to access their content. If website content is accessed for a fee, the websites are classified as Premium Content Websites. On the other hand, Free Content Websites provide content to the user without explicit cost. Recent studies show that a hidden cost is associated with the use of free content websites [10, 11, 13]. Some of the hidden costs are related to user privacy. Another cost is the risk exposure to which the user is exposed by using a vulnerable or malicious free content websites. In this dissertation, we will investigate the hidden causes for the lax free content websites' security, informing decision-makers to form higher security standards that will protect the Internet. We are particularly interested in the most popular types of content according to Alabduljabbar *et al.* [12], which are (books, games, music, movies, and software) content websites.

One of the potential causes of the security lack in free content websites is their Content Management System (CMS). The vulnerabilities associated with CMSs can decrease the security level of free content websites or premium content websites. The vulnerable CMS can spread and multiply widely because multiple websites use it. Therefore, we investigate the frequency distribution of free and premium content websites over CMSs. Looking to find the highly used CMS and check how many vulnerabilities have been discovered for this CMS. How severe are these vulnerabilities? Are there differences between free and premium content websites in terms of their CMSs? free content websites are shown to be the most vulnerable and malicious environment compared to other parts. Therefore, studying the distribution of free content websites compared to premium content websites on the Internet is very important to determine the root causes of malicious and vulnerable environments. Knowing the distribution on the different scales of the network, the Cloud Service

Provider (CSP), and the geographical locations that contain this malicious environment is a step toward identifying and eliminating the risks that could threaten the Internet.

Exploring the enumeration of network vulnerability gives a readiness for the worst-case scenario. In addition, it will allow content providers to make their websites more resilient and robust. Additionally, it will help to perform a better enumeration that will be significant. Moreover, it will provide some prevalence affinity characterization of vulnerabilities with certain other variables, such as types of websites that may be excluded. However, it will help to understand which infrastructures are mainly used for certain types of malicious behavior to control them. Understanding the distribution of infrastructure on various network scales is a fundamental aspect of network management. By mapping the infrastructure, one can devise and implement effective containment and isolation techniques. If the infrastructure resides predominantly within a specific, smaller segment of the network, this offers distinct advantages. This allows for quick isolation, which in turn minimizes the potential disruption to the broader network. In such a scenario, the unaffected parts of the network, which host benign content, can continue to function without interruption.

In contrast, when infrastructure is distributed more broadly or diffusely across larger network scales or multiple networks, challenges arise. Here, the development of a targeted containment strategy becomes complex. Such a widespread distribution could potentially lead to larger disruptions during containment efforts, highlighting the importance of nuanced network profiling in the development of efficient strategies. Understanding the distribution of malicious content across CSPs is vital to effective risk mitigation. Large CSP networks make blocking all nodes costly, whereas smaller networks with concentrated malicious nodes can be feasibly blocked. If a CSP has few malicious nodes within a vast network, the strategic approach involves investigating the provider's country of operation to leverage local regulations for appropriate actions.

Assessing the geographical distribution of the free content websites helps point out malicious web-

site hotspots. Users benefit by understanding cross-border vulnerabilities. If victimized by free content websites from another country, knowledge of that nation's cyber laws can inform legal recourse. This also shapes defense strategies against CSPs with many malicious websites. Existing cyber security agreements between countries can influence strategies. A country's concentration of malicious free content websites could inversely correlate with its maturity in cyber security policy, suggesting potential avenues for improvement.

Given the fast increase in the number of data breaches on free content websites. We find it important to focus on the need to investigate the root causes of the lax security on free content websites compared to other websites. Taking into account the popularity and global spread of these sites.

### Statement of Research

In this dissertation, we take a step in investigating the security of free content websites. We propose four studies that explore the affinities of the different hosting patterns and infrastructures utilized by free content websites and their malicious behavior, as further studies elaborate.

#### **Do Content Management Systems Impact the Security of Free Content Websites? (§ 3).**

Website vulnerabilities, particularly within free content platforms, can put countless users at risk. These vulnerabilities, once introduced, can rapidly proliferate across the Internet. Often, these free platforms are attractive targets for malevolent activities, leveraging newly discovered weaknesses. A key observation is the prevalent use of Content Management Systems (CMSs) among such sites, leading to a situation where a single CMS vulnerability can compromise multiple websites, amplifying the risk for users. To go deeper into this issue, we conducted a methodical study of more than 1,500 free and premium content websites. Our analysis focused on the CMSs they employ and their related security attributes. Through the evaluation of metrics such as unpatched

and total vulnerabilities, along with malicious activity counts, we were able to discern patterns across various content genres such as books, games, music, movies, and software.

**Measuring the Hosting Infrastructure of the Free Contents Web (§ 4).** Recent research underscores the widespread of free content websites relative to premium. Multiple websites often share a single hosting infrastructure, meaning that the security of one can impact the others. If a significant portion of nodes within a network are malicious, the entire network may be considered suspect. Assessing the security of networks that host free content sites aids in developing more effective containment approaches. By segmenting the issue, we can discern the prevalent structures of these networks. Recognizing high concentrations of malicious sites can guide preventive measures, but care must be taken not to penalize benign sites. A proactive approach involves regulating the hosting infrastructure, especially focusing on cloud service providers (CSPs) and specific geographic distributions linked with malicious activity. Enhanced governance over these CSPs and regions can further mitigate risks. To this end, we conducted a detailed analysis of the global distribution patterns of free content websites, comparing their hosting, Cloud Service Providers (CSP), and country-specific distributions to premium sites. By benchmarking against Alexa's top-1M general sites, we delved into their security features. Our findings reveal that both content types predominantly use medium-sized networks, often associated with high malicious risk. Furthermore, free content sites showed distinct distribution trends. This research provides a clearer understanding of the ecosystem of free content websites through a quantitatively focused assessment.

**Understanding the Country-Level Security of Free Content Websites and their Hosting Infrastructure (§ 5).** Free content websites are popular and diverse around the globe. To control the spread of malicious free content websites on the Internet, collaboration is required between hosting providers in terms of geographical location. Hosting countries can emphasize the security standard in hosting free content websites and regulate the spread of malicious websites. Improving cyber

security policies is required to ensure the existence of collaboration between nations. The National Cyber Security Index (NCSI) provides an index score that measures the different aspects of security development in particular nations. Indicating the maturity of cyber security policies, digital development, and the level of protection of digital services per country, linking that with the hosting pattern of malicious and benign free content websites would reveal the weakness that needs to be improved around the globe. Thus, we examined the distribution of malicious sites among 1,562 content websites relative to the NCSI, a metric reflecting a country's cybersecurity maturity. The majority of these sites, encompassing various content categories, were compared with a subset of Alexa's top million websites. By identifying the predominant hosting nations and their associated percentages of malicious sites, our research highlights regional hosting vulnerabilities and underscores the need for strategic policy enhancements to counteract cyber threats.

**The Infrastructure Utilization of Free Contents Websites Reveal their Security Characteristics: A Correlation Analysis (§ 6).** Free Content Websites are a significant element of the Web, and realizing their use is essential. Previous work showed that free content websites are highly malicious compared to other types of websites. In this study, we analyze free content websites around the world by studying how they correlate with different network sizes, cloud service providers, and countries, depending on the type of content they offer. Additionally, we compared these findings with those of premium content websites. Our analysis concluded that free content websites correlate mainly with networks of medium size, which are associated with a higher concentration of malicious websites. Moreover, we found a strong correlation between premium content websites, cloud, and country hosting patterns. At the same time, some correlations were also observed with respect to free content websites but with distinct patterns that contrasted each other for both types. Our investigation contributes to understanding the ecosystem of free content websites through correlation analysis, and the indicative results point toward controlling the potential risks caused by these sites through adequate segregation and filtering due to their hosting concentrations.

**Organization.** This dissertation organized as follows: First, in Chapter 2 we outline the related work. Next, Chapter 3 based on a work that appeared in [14], titled “Do Content Management Systems Impact The Security Of Free Content Websites?”. The following is Chapter 4, based on the work published at the ACM Cloud Computing Security Workshop (CCSW 2023) [22], and titled “Entangled Clouds: Measuring the Hosting Infrastructure of the Free Contents Web”. Moreover, in Chapter 5, we presented the work titled “Understanding the Country-Level Security of Free Content Websites and Their Hosting Infrastructure”, based on the work presented at the 10th IEEE International Conference on Data Science and Advanced Analytics (DSAA 2023) [21]. Nevertheless, Chapter 6 based on the work presented in the 12th International Conference on Computational Data and Social Networks (CSoNet 2023) [23], and titled “The Infrastructure Utilization of Free Content Websites Reveal Their Security Characteristics: A Correlation Analysis”. Finally, in Chapter 7, we summarize the main points of this dissertation.

## CHAPTER 2: RELATED WORK

Several prior works studied the security, privacy, and modeling of free content websites [10, 11, 12, 13, 52, 74], the role of the infrastructure, for example, using CMS in free content websites [14], detecting bots in game content [53], malicious activities including malware classification and vulnerability assessment [15, 16, 26, 45, 64, 66, 86], understanding and improving the security of the top-used websites and network-level characteristics [25, 28, 29, 32, 34, 40, 50, 51, 54, 56, 58, 63, 72, 75, 79, 88, 89], statistically analyzing domain-specific security breaches in web services (e.g., of health providers) and associated network characterization [17, 18, 19, 20], and investigating the security of the infrastructure and its role in securing web services [47, 48, 67, 73, 87]. Numerous works [27, 36, 46, 57] analyzed various security features of the web infrastructure.

Moreover, several works explored the regional analysis for domain-specific websites, such as governments and universities. The key difference in this study is that we investigate the security of free content websites across different countries, utilizing various new features of their modeling and contrasting them to the general web population. This, as a result, supplements the other efforts focused on understanding the security, privacy policies, accessibility, or performance of such websites [27, 76, 78, 82, 83, 84, 85, 90, 91, 92]. While other studies performed a correlation analysis on different aspects of security with websites such as [30, 59, 60, 72, 81]. Given the multitude of studies and space constraints, we focus on a select group of highly relevant studies.

### Websites Security Analysis

free content website's security and privacy have been a significant concern. Alabduljabbar *et al.* [12] investigated the security of free content websites by analyzing SSL certificates and examin-

ing the certificate issuer, validity, and signature. They also studied the validity of these certificates by identifying if they were genuine or fake, the coverage term, validity, and website security. They found that 36% of the free content websites use invalid, expired, or fake SSL certificates. Another study performed component and website-level analyzes to understand vulnerabilities using two main standard tools, VirusTotal and Sucuri [11], linking free content websites to significant threats. Mindful of the implicit security cost, another work has looked into the interplay between privacy policies and the quality of those websites. Namely, the prior work examined user comprehension of risks linked to service use through privacy policy understanding [13]. The researchers investigated free content websites' privacy policies and their expressiveness utilizing TLDR [10], a natural language processing (NLP) pipeline for privacy policy analysis [44]. They also examined the uniqueness of the policy for each free content website compared to premium content websites. Among other interesting findings, they concluded that free content websites' privacy policies are unclear in stating their data collection practices do not provide useful information compared to premium content websites' policies, and utilize mostly predefined privacy policy templates, which may not state the actual data tracking, storage, and sharing practices of users data.

Free hosting infrastructure and its security are also studied. Roy *et al.* [74] examined the problem of phishing attacks hosted on free web hosting domains (FHDs), which can evade detection and takedown by anti-phishing entities. A large-scale analysis of 8.8k FHD URLs shared on Twitter and Facebook found that these attacks remain active for 1.5 times longer than regular phishing URLs, have 1.7 times lower coverage from blocklists, and take 3.8 times longer to be detected by security tools compared to regular phishing attacks. Several works examined the security of the top-used website by Alexa. Kontaxis *et al.* [50] performed a study on the security of cross-domain policies in Rich Internet Applications (RIA) such as Microsoft Silverlight and Adobe Flash. These tools are used widely with cross-domain policies that might be maliciously used to threaten user privacy. The authors performed their study on Alexa's top 100K websites and Fortune 500 companies'



websites at the country level. They found more than 6,500 vulnerable websites exposed.

Several works investigated the relationship between the quality of service, usability, and security of websites based on their content. Figueras-Martín [37] analyzed the Freenet darknet's website connectivity, relationships, and content. The results showed a significant general availability of websites on Freenet, significant nodes within the network connectivity structure, and predominant illegal content. Li *et al.* [54] investigated websites' malicious advertising activities, using 90,000 leading websites by identifying how attackers reach advertising networks. They further unveiled the role of malicious nodes in malicious web advertising by studying their different characteristics and interaction information.

### Measuring the Hosting Infrastructure

The security of the website's infrastructure is essential to secure the network since almost half of the used websites often reside within specific content management systems [14, 65]. Analyzing network association and security of websites has been explored by Noroozian *et al.* [68], who performed a longitudinal study of broadband CSP security efforts in mitigating IoT malware, namely Mirai. They investigated the Mirai infection rate across 342 global CSPs and found that 55% of the difference in the infection rate is due to the number of subscribers to that CSP.

Wickramasinghe *et al.* [89] examined the hosting patterns of malicious domains by analyzing the hosting types of IP addresses employed by malicious websites. They found that more than 95% of the malicious websites are hosted on regular hosting IPs. In contrast, 97.1% of these malicious websites are co-hosted with unrelated benign websites, and the top 5 hosting providers for malicious domain hosts were Cloudflare, Amazon, Google, OVH, and Microsoft. The study suggests that more should be done by hosting providers to safeguard their shared hosting infrastructures.

Fryer *et al.* [38] investigated the problem of malicious web pages and the solutions the hosting providers could implement. Liao *et al.* [55] examined the problem of long-tail SEO (search engine optimization) spam on cloud web hosting services and identified 3,186 abusive cloud directories for long-tailed SEO spam by analyzing 15,774 cloud directories across 10 major providers. They unveil monetization strategies spammers use and their evasion techniques, such as obfuscation via link shorteners and client-side JavaScript when a platform does not support server-side scripting.

Tajalizadehkhoob *et al.* [80] studied the distribution of web security features and software patching practices in shared hosting providers to understand their influence on website compromise. Wang *et al.* [87] examined the consolidation of DNS and web hosting providers, an increasing trend that may have wide-reaching implications for the security, reliability, and accessibility of the Internet. They found that Amazon and Cloudflare are responsible for exclusively hosting the name servers for over 40% of domains and only five organizations (Cloudflare, Amazon, Akamai, Fastly, and Google) host about 62% of the Tranco top 10K index pages and most external page resources.

### Country-Level Security of Free Content Websites

Another study investigated the security of the top-used website lists provided by Alexa. Raponi and Di Pietro [72] performed a detailed analysis of Alexa's top 200 websites with domains registered in certain European countries and analyzed the password recovery management mechanisms adopted by each website. They found more than 54% of the websites in France, 36% in Italy, 47% in Spain, and 33% in the United Kingdom to be vulnerable in December 2017, with almost no difference a year later, highlighting minimal progress in adapting the General Data Protection Regulation (GDPR) standard. Verkijika *et al.* [84] investigated the public values delivery of web-based platforms in Sub-Saharan Africa by analyzing 279 e-government websites from 31 countries, revealing a lack of various features associated with accessibility, citizen engagement,

trust development, responsiveness, dialogue, and quality of service among the surveyed websites.

Shafqat *et al.* [78] conducted a comparative analysis of 20 countries' National Cyber Security Strategies (NCSS) using different metrics, such as perception of cyber threats, organization overviews, critical sectors and infrastructure, incident response capabilities, etc. Their results show that while all countries have defensive measures to protect their cyberspace from threats, there is variation in the approaches they use. The study concludes with recommendations nations may use to design their NCSS documents with global best practices for improved cyber resilience.

Vaughan *et al.* [82] examined the coverage of websites from four countries—United States, China, Singapore, and Taiwan—in four major search engines—Google, Yahoo!, MSN, and Yahoo! China—and found that the United States-based sites had higher coverage rates than those from other countries. Moreover, they found that the Chinese sites had the lowest average coverage rate. They also found that the language factor did not explain this difference in representation, although visibility, measured by the number of links to a site, did affect its chance of being indexed. Yahoo! China provided better coverage for Chinese and surrounding region sites than the global Yahoo! engine.

Velasquez *et al.* [83] investigated the accessibility, resources, and staff availability provided by 1,517 public library websites in Australia, Canada, and the United States. The research aimed to extend the definition of physical library branches into their digital counterparts. To assess this, 18 criteria were used to determine if they were present on each website, and descriptive statistics revealed that Canadian and United States libraries met more criteria than Australian libraries. However, in general, many similarities between the websites of all three countries were found. Banger *et al.* [27] presents the results of an extensive study of web hosting, with a particular focus on differences between ads and regular content. A virtual private network (VPN) service was used to collect data from top country-specific websites in 52 countries, and the findings show that ads employ more servers for broader load distribution.

While there is an overlap between the prior work and ours in the analyzed modalities, our work stands out in utilizing those modalities to understand the ecosystem of free content websites with the premium and general websites to their geographical distribution and co-location in countries with varying security policy standings.

### Websites Correlation Analysis

Several works performed a correlation analysis related to website security where Visschers *et al.*[30] provides an in-depth exploration of the cost of cybercrime and its relationship to the web security posture. Spearman's rank correlation coefficient was used to assess this relationship, revealing a negative correlation between the use of client-side security mechanisms and both unauthorized accesses' impact as well as extortion costs. Mezzour *et al.*[60] examines the relationship between social and technological factors and international variations in network-based attacks and hosting. Using Symantec's Intrusion Prevention System (IPS) telemetry data. The authors found a strong correlation between countries' wealth and technical sophistication, with web attacks most prevalent in western Europe and North America. The results also suggest that Eastern European countries are disproportionately targeted for attack hosting due to corruption facilitation by law officials, while African countries rank lowest on attack hosting. Surprisingly, China is not among the top 10 attack-hosting countries.

Logistic regression analysis provided further insight into the impact different security features had on these findings. The implications for businesses were discussed, which may prove useful when setting insurance premiums or audit costs related to cybersecurity, though more research is needed in this area due to the limited sample size.

Furthermore, Mekovec *et al.*[59] examines how user perceptions of security and privacy impact

their evaluation of online services. Through a survey with 185 participants who are frequent consumers of e-services, it was found that there is a significant negative correlation between perceived security and privacy. Additionally, the findings suggest an overall neutral attitude towards internet privacy, though higher levels of provided security seemed to decrease concern about associated privacy issues but increased customer satisfaction with the offered service.

## **CHAPTER 3: DO CONTENT MANAGEMENT SYSTEMS IMPACT THE SECURITY OF FREE CONTENT WEBSITES?**

Today, free content websites are an essential part of the Internet, providing ample resources to users in free books, movies, software, and games. The security of free content websites has always been a focal point of debate and studies. The main questions around the study of free content websites have been their security and privacy: what are the costs associated with using those websites? Those costs have been studied by contrasting free content websites with premium websites— websites that provide similar content but charge fees—across multiple dimensions, e.g., vulnerabilities in code, infrastructure utilization, and the richness of the privacy policies [8, 19, 20, 71, 84].

For instance, it was found that there is a higher level of maliciousness in free content websites than in premium websites, which makes free content websites unsafe for the users [11]. Digital certificates used by those websites are shown to be problematic [12]. Their privacy policies are shown to be limited in covering essential policy elements [13]. Despite the importance of the literature, it falls short in determining the root cause for the lack of security and privacy in free content websites. The contrast provided in the literature highlights that free content websites are a source of lurking risks and vulnerabilities that could expose users and their data to significant security costs. However, there is a lack of a study that looks into various potential contributors to the vulnerability to better understand a mitigation strategy for those risks.

To address this gap, we revisit the security analysis of free content websites. The critical insight we utilize for our analysis is that the security of any website is best understood by understanding the codebase of its content. In essence, we also hypothesize that many of the vulnerabilities associated

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The work in this chapter has been published at Computational Data and Social Networks 11th International Conference, (CSoNet 2022) [14].

with those websites could be caused by a repeated software design pattern in their codebase, as is the case with other web technologies. We find that we can understand the repeated patterns by studying the utilization of third-party content management systems (CMS's), which are heavily used in today's websites.

### Summary of Completed Work

In this work, we contribute to the state-of-the-art by analyzing and contrasting the security of free content websites through the lenses of CMS analysis using 1,562 websites. We annotate the websites with their malicious attributes and systematically evaluate the role of CMS as a contributing factor. We find that a significant number of the websites ( $\approx 44\%$ ) use CMS's, which comes with vulnerabilities and contributes to maliciousness. We find that the use pattern of CMS's is unique across different types of websites and categories. The top-used CMS's have common aspects, such as unpatched vulnerabilities, which help explain the maliciousness of websites using them.

### Dataset and Data Annotation

**Websites.** We compiled a data set that contains 1,562 websites as appears in 3.1, with 834 free and 728 premium, which has been used in previous work [11, 12, 13]. In selecting those websites, we consider their popularity while maintaining a balance per the subcategory of a website. To determine the popularity of a website, we used the results of the Bing, DuckDuckGo, and Google search engines as a proxy, where highly ranked websites are considered popular. To balance the dataset, we undertook a manual verification approach to vet each website across the subcategory (see below). That is, we classified the websites into five categories based on the content they predominantly serve: software, music, movies, games, or books. The following are the free and

premium content websites count per category: books (154 free, 195 premium), games (80 free, 113 premium), movies (331 free, 152 premium), music (83 free, 86 premium), and software (186 free, 182 premium).

**Dataset annotation.** For our analysis, we supplement the data set in various ways. We focus mainly on information reflecting the exposure to user risk [12]. We determine whether a website is malicious or benign using the VirusTotal API [6]. VirusTotal is a framework that offers cyber threat detection, which helps us analyze, detect, and correlate threats while reducing the required effort through automation. Specifically, the API allowed us to identify malicious IP addresses, domains, or URLs associated with the websites we use for augmentation.

**CMS's.** Since this work aims to understand the role of software (CMS, in particular) used across websites and its contribution to threat exposure, we follow a two-step approach: (1) website crawling and (2) manual inspection and annotation. First, we crawl each of the websites and inspect its elements to find the source folder for the website. From the source folder, we list the source and content for each website to identify the CMS used to develop this website. This approach requires us to build a database of the different available CMS's to allow annotation automation through regular expression matching. We cross-validate our annotation utilizing existing online tools used for CMS detection. We use CMS-detector and w3techs, two popular tools, to extract the CMS's used for the list of websites. For automation, we build a wrapper that prepares the query with the website, retrieves the response of the CMS used from the corresponding tool, and compares it to the manually identified set in the previous step. Among the CMS's identified, WordPress is the most popular, followed by Drupal, Django, Next.js, Laravel, CodeIgniter, and DataLife. In total, we find 77 unique CMS's used across the different websites, not including custom-coded websites.

**Vulnerabilities.** Our dataset's final augmentation and annotation are the vulnerability count and patching patterns. For each CMS, we crawl the results available in various portals concerning the



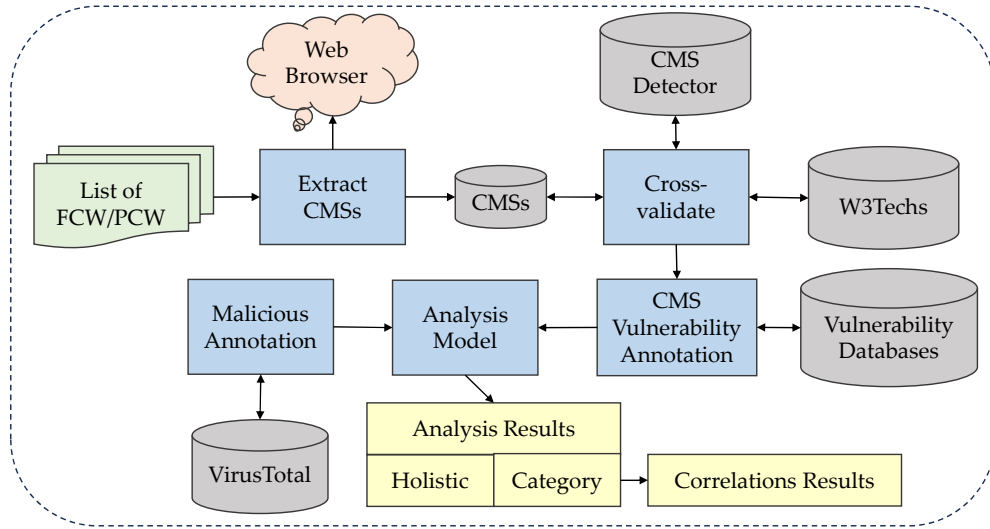


Figure 3.1: Analysis Workflow

current version of the CMS to identify the associated vulnerability. Namely, we crawl such information from cvedetails, snyk.io, openbugbounty, and wordfence. Finally, to determine whether a vulnerability is patched or not (thus counting the number of unpatched vulnerabilities), we query cybersecurity-help. [1, 4, 5, 3, 69, 39, 31].

### Analysis Methods

The key motivation behind our analysis is to understand the potential contribution of CMS's to the (in)security of free content websites, which has been established already in the prior work, as highlighted in section 2. To achieve this goal, we pursue two directions. The first is a holistic analysis geared toward understanding the distribution of various features associated with free content and premium websites (combined). The second is a fine-grained analysis that considers the per-category analysis of vulnerabilities. In essence, our study utilizes frequency analysis of various features to understand trends and affinities and a holistic view of vulnerabilities. The features are:

- ① **CMS.** This feature signifies the industry name of the content management system utilized by the free content website, premium content website, or both.
- ② **Count.** Signifies the number of websites that use a given CMS for their operation. Particularly, we assume each given website utilizes only one CMS, which has been the case in our analysis.
- ③ **Percent.** This feature signifies the normalization of the count feature by the total number of studied websites. We use the percentage to understand a relative order of the CMS's contribution that is easier to interpret.
- ④ **Malicious count (MC).** This is calculated per CMS. It highlights the total number of websites utilizing the given CMS deemed malicious. For our maliciousness check, we utilize the output of VirusTotal, where a website is deemed malicious if at least one scanner has flagged it as malicious.
- ⑤ **Malicious percentage per CMS (MPCP).** This feature signifies the normalized MC by the count feature. It highlights the significance (as a percentage) of the malicious websites for the given CMS. It highlights the actual relative contribution of the CMS to the maliciousness of websites taking into account their relative representation in our dataset.
- ⑥ **Malicious percentage (MP).** This feature signifies the MC feature normalized by the total MC value (i.e., the overall number of malicious websites) by capturing a given CMS's relative contribution to the total number of malicious websites. It signifies the contribution irrespective of the representation of that CMS in our dataset. The gap between MPCP and MP signifies whether a given CMS is more secure in the abstract or not.
- ⑦ **Total vulnerabilities (TV).** This feature signifies the total number of vulnerabilities associated with the given CMS.

**⑧ Unpatched vulnerabilities (UV).** This feature signifies the total number of unpatched vulnerabilities associated with the given CMS.

**⑨ Correlation analysis.** This feature identifies the relationship between the CMS's and the maliciousness of the sites. For that, we use the Pearson correlation, defined as  $\rho_{X,Y} = \frac{\text{cov}(X,Y)}{\sigma_X \sigma_Y}$ . Here,  $X$  is a random variable associated with free content/premium content type (malicious vs. benign), and  $Y$  is a random variable capturing the CMS's associated with the given type.

## Overall Analysis Results and Discussion

First, we explore the distribution of the various features outlined earlier in a holistic manner, considering the free vs. premium labels of the websites. The results are shown in Table 3.1, and we make the following observations.

**(1)** The total number of malicious websites is 525 out of 1,561 websites, corresponding to 33.63% of them. This number is surprisingly large, especially in contrast to general website maliciousness levels, which are estimated at 1%.

**(2)** In terms of vulnerability, the maliciousness of those websites corresponds to 2,760 vulnerabilities in the CMS's the websites employ. Among them, 145 are unpatched at the time of our scanning. While small as a percentage (only 5.25%), we note that some of those unpatched vulnerabilities are associated with the most popular CMS's our dataset. For example, one unpatched vulnerability is associated with WordPress, which is used by more than 24% of websites and is associated with 32% of the total number of malicious websites. This supports our hypothesis on the role of CMS's as an amplification avenue of vulnerabilities and associated impact, where a single vulnerability could be utilized to contaminate a large number of websites and recruit them

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<https://ophtek.com/what-are-malicious-websites/>

into malicious endeavors.

(3) We observe that a majority of the websites (883, or 56.6%) in our dataset use custom code, with 30.5% (or 269) of them being malicious. Custom-coded websites made up 51.2% of the total malicious websites. In contrast, while the websites that used CMS's represented 43.4% of all websites, they had 48.8% of all malicious websites, which corresponds to 37.8% maliciousness among those that utilize CMS's.

(4) Our estimate of the role of CMS's serves only a lower bound, as we do not consider the potential for shared codes among custom websites (i.e., websites that do not use a standard CMS). Those websites might be reusing cross-website codes, which could amplify the vulnerabilities.

(5) We observe a range of percentages of vulnerabilities and maliciousness across the website groups utilizing different CMS's, where that percentage sometimes exceeds 40% (well above the average) even with major CMS's; e.g., WordPress (44.3%), Next.js (53.85%), and Shopify (70%). These results show a significant trend in the maliciousness of the websites based on their platforms.

### Category-based Analysis Results and Discussion

The main results provided in section 3 are profound, although they do not look into the individual categories and how they differ (if at all). To help answer this question, we conduct the same analysis we had in section 3, but per category; for books, games, movies, music, and software. Our analysis provides a contrast against the mean (§3) and group (free vs premium).

**General Observations.** Before delving into the specific analysis of each category, we make the following broad observations. (1) We notice that while the use of CMS's is common among both the free content and premium websites, the usage follows different patterns: whereby the number

Table 3.1: Distribution of the combined free and premium websites across different CMS’s. Studied distribution characteristics are for each CMS: the percentage among all websites (percent), the count, malicious count (MC), malicious per CMS websites count (MPCP), the malicious percentage among the total websites (MP), the total number of identified vulnerabilities with the given CMS (TV), and the total number of unpatched vulnerabilities for the given CMS (UV).

CMS	Count	Percent	MC	MPCP	MP	TV	UV
Custom code	883	56.57	269	30.46	17.23	–	–
WordPress	379	24.28	168	44.33	10.76	8	1
Zendesk	26	1.67	11	42.31	0.70	2	2
Drupal	25	1.60	3	12.00	0.19	228	0
Adobe EM	22	1.41	1	4.55	0.06	93	0
Shopify	20	1.28	14	70.00	0.90	0	0
Magento	18	1.15	5	27.78	0.32	210	3
Next.js	13	0.83	7	53.85	0.45	9	0
Laravel	9	0.58	2	22.22	0.13	9	1
vBulletin	9	0.58	3	33.33	0.19	0	0
HubSpot CMS	8	0.51	5	62.50	0.32	3	0
Bigcommerce	6	0.38	0	0.00	0.00	20	0
Django Framework	6	0.38	1	16.67	0.06	1	0
Salesforce C360	6	0.38	0	0.00	0.00	1	0
Gatsby	5	0.32	2	40.00	0.13	1	0
IPS Community	5	0.32	2	40.00	0.13	3	0
Joomla	5	0.32	1	20.00	0.06	83	2
Oracle CX	5	0.32	0	0.00	0.00	25	0
Salesforce Cloud	5	0.32	5	100	0.32	56	0
Sitecore CMS	5	0.32	2	40.00	0.13	19	1
Others	101	6.47	24	23.76	1.54	1,989	135
Total	1,561	100	525	–	33.63	2,760	145

of CMS’s utilized by the free content websites is small, it is prominent in the case of premium websites, with a more significant heavy-tailed distribution (i.e., a significant number of the CMS’s have a minimal representation in terms of the websites that utilize them). This is very well-captured in the “others” row in every table, where we combine the CMS’s with 1-2 websites. We observe that “others” in the case of premium websites is significantly more than that in the free content websites part of the table. (2) Across the different websites, we observe inconsistent patterns concerning the division between custom code and CMS: where it is significantly greater in the

Table 3.2: Distribution of free vs. premium **books content websites** across different CMS's. Studied distribution characteristics are for each CMS; Keys are as in Table 3.1.

Free Content Websites					
CMS	Count	Percent	MC	MPCP	MP
Custom code	115	75.16	31	26.96	20.26
WordPress	22	14.38	10	45.45	6.54
Drupal	3	1.96	0	0.00	0.00
Django Framework	2	1.31	1	50.00	0.65
vBulletin	2	1.31	1	50.00	0.65
Others	9	5.88	3	33.33	1.96
Total	153	100	46	–	30.07
Premium Websites					
Custom code	84	43.08	19	22.62	9.74
WordPress	46	23.59	12	26.09	6.15
Shopify	10	5.13	7	70.00	3.59
Drupal	7	3.59	0	0.00	0.00
Magento	6	3.08	2	33.33	1.03
Others	42	21.53	13	30.95	6.67
Total	195	100	53	–	27.18

case of free content websites vs premium for books (75% vs 43%), movies (86% vs 51%), music (65% vs 51%), and software (59% vs 30%), the pattern does not hold for games (47% vs 56%).

**① Books.** The results in Table 3.2 show that there are 153 free content websites and 195 premium websites. With 348 websites, 149 use a CMS, and 199 use custom code. Under this category, 46 (30.8%) of free content and 53 (27.2%) of premium websites are malicious. In total, 99 (28.5%) of the books' websites are malicious. This result shows that slightly more free content websites are malicious. In contrast, both types of websites have a malicious percentage that is less than the average (33.6%) per Table 3.1. Interestingly, the free content websites have a 39.5% chance of being malicious vs. a 30.6% chance for the premium.

It is natural to ask whether the ranking of the CMS's persists in both the free content and the premium websites. While the top CMS is the same in both cases, others in the top 4 for the free

content (ordered) are Drupal, Django, vBulletin vs. Shopify, Drupal, and Magento for premium. Shopify is the most malicious CMS (percentage-wise) with 70%. It is used only in the premium books category, in contrast to the top (count-wise) malicious CMS (WordPress) used in both.

Table 3.3: Distribution of free vs. premium **games content websites** across different CMS's. Studied distribution characteristics are for each CMS; Keys are as in Table 3.1.

Free Content Websites					
CMS	Count	Percent	MC	MPCP	MP
Custom code	38	47.50	22	57.89	27.50
WordPress	34	13.75	18	52.94	22.50
DataLife Engine	2	2.50	2	100	2.50
vBulletin	2	2.50	0	0.00	0.00
Discuz!	1	1.25	0	0.00	0.00
Others	3	3.75	1	33.33	1.25
Total	80	100	43	–	53.75
Premium Websites					
Custom code	64	56.64	15	23.44	13.27
WordPress	22	19.47	8	36.36	7.08
Magento	4	3.54	2	50.00	1.77
Zendesk	4	3.54	1	25.00	0.88
Bigcommerce	2	1.77	0	0.00	0.00
Others	17	15.04	9	52.94	7.96
Total	113	100	35	–	30.97

**② Games.** Similarly, as shown in Table 3.3, there are 80 free content and 113 premium websites for games. With 193 websites in total, 91 of them are shown to use CMS, while 102 used custom code. Among the free content games websites, 43 (53.75%) are shown to be malicious in comparison to 35 (31%) of the premium games websites. Put together, the total number of malicious games websites were 78 (roughly 40%). From these results, we make several observations: (1) significantly more free content websites are malicious, (2) both types of websites have a malicious percentage that is close to or significantly higher than the average (33.6%) per Table 3.1, and (3) the free websites have a 50% chance of being malicious when using a CMS compared to about 40% in the case of the premium websites.

Table 3.4: Distribution of free vs. premium **movies content websites** across various CMS's. Studied distribution characteristics are for each CMS; Keys are as in Table 3.1.

Free Content Websites					
CMS	Count	Percent	MC	MPCP	MP
Custom code	285	86.10	105	36.84	31.72
Wordpress	34	10.27	17	50.00	5.14
Django Framework	2	0.60	0	0.00	0.00
Laravel	2	0.60	1	50.00	0.30
DataLife Engine	1	0.30	1	100	0.30
Others	7	2.11	4	57.14	1.21
Total	331	100	128	-	38.67
Premium Websites					
Custom code	78	51.32	6	7.69	3.95
WordPress	18	11.84	5	27.78	3.29
Zendesk	11	7.24	5	45.45	3.29
Adobe EM	6	3.95	0	0.00	0.00
Drupal	4	2.63	2	50.00	1.32
Others	35	23.03	5	14.29	3.29
Total	152	100	23	-	15.13

We notice that the top CMS is observed to be the same in both cases. However, others in the top 4 for free content (ordered) are DataLife Engine, vBulletin, Discuz! vs. Magento, Zendesk, and Bigcommerce for premium game websites. DataLife Engine is also shown to be the most malicious CMS (percentage-wise) at 100%, and is only used in the free games category, in contrast to the top (count-wise) malicious CMS (WordPress) used in both categories.

**3 Movies.** As shown in Table 3.4, we found that 331 free content websites and 152 premium content websites serve movies. Among the 483 websites, 120 used a CMS, while 363 used a custom code. On the other hand, 128 (38.7%) are shown to be malicious in the free content category vs. 23 (15.1%) for the premium websites category. This result is somewhat expected, given the general association of free movie websites with malicious content distribution. Overall, we found that 151 (30.26%) of the websites in the movies category are malicious. As such, we make the following



observations: (1) significantly more free content websites are malicious (23% gap), and (2) both types of websites are slightly less likely to be malicious than the average (33.6%).

We also explore the trend in top CMS's, which are shown to be the same in both categories. Others in the top 4 for the free content (ordered) are Django Framework, Laravel, DataLife Engine vs. Zendesk, Adobe Experience Manager, and Drupal for premium. We notice a draw between WordPress and Laravel for the most malicious CMS (as a percentage) for the free websites with 50%. We also notice that Drupal is the most malicious CMS used only in premium movies with a percentage of 50%. On the other hand, the top (count-wise) malicious CMS is (WordPress) which is used in the free and premium movies websites.

Table 3.5: Distribution of free vs. premium **music content websites** across different CMS's; Keys are as in Table 3.1.

Free Content Websites					
CMS	Count	Percent	MC	MPCP	MP
Custom code	54	65.06	24	44.44	28.92
WordPress	18	21.69	5	27.78	6.02
Drupal	2	2.41	0	0.00	0.00
MediaWiki	2	2.41	0	0.00	0.00
Shopify	2	2.41	1	50.00	1.20
Others	5	6.02	2	40.00	2.41
Total	83	100	32	–	38.55
Premium Websites					
Custom code	44	51.16	7	15.91	8.14
WordPress	19	22.09	2	10.53	2.33
Zendesk	4	4.65	2	50.00	2.33
Gatsby	3	3.49	1	33.33	1.16
Oracle CX	2	2.33	0	0.00	0.00
Others	14	16.28	3	21.43	3.49
Total	86	100	15	–	17.44

④ **Music.** As illustrated in Table 3.5 there are 83 free content and 86 premium content websites, out of which 98 websites use custom code and 71 use a CMS, giving us a total of 169 websites.

Table 3.6: Distribution of free vs. premium **software content websites** across different CMS's. Studied distribution characteristics are for each CMS; Keys are as in Table 3.1.

Free Content Websites					
CMS	Count	Percent	MC	MPCP	MP
WordPress	111	59.68	81	72.97	43.55
Custom code	69	37.10	33	47.83	17.74
Contentteller	1	0.54	0	0.00	0.00
IPS Community	1	0.54	1	100	0.54
Jimdo	1	0.54	0	0.00	0.00
Others	3	1.61	1	33.33	0.54
Total	186	100	116	–	62.37
Premium Websites					
WordPress	55	30.22	10	18.18	5.49
Custom code	52	28.57	7	13.46	3.85
Adobe EM	14	7.69	0	0.00	0.00
Drupal	7	3.85	0	0.00	0.00
Next.js	5	2.75	4	80.00	2.20
Others	49	26.92	13	26.53	7.14
Total	182	100	34	–	18.68

Overall, 32 (38.6%) of free content were reported as malicious sites compared to 15 (17.44%) of premium content sites. This result conveys the following: (1) Free music websites are significantly more likely to be malicious compared to premium music sites. (2) It is noticeable that music websites are slightly less likely to be malicious than the average. Namely, the free websites have twice the chance of being malicious compared to the premium websites (40% vs. 20%).

Similarly, the most utilized CMS under the music category is WordPress in the free and premium content alike, followed by (ordered) Drupal, MediaWiki, and Shopify in free content, and Zendesk, Gatsby, and Oracle CX Commerce in the premium websites. Where the most malicious CMS (percentage-wise) is Shopify in free music, the results show that Zendesk is the most malicious CMS in premium music with a similar percentage for both CMSs (50%).

**5 Software.** For The last category, results in Table 3.6 show that 247 websites use CMS's com-

pared to 121 websites that use custom code, for a total of 368 websites; 186 for free content and 182 are premium. Overall, we found 116 (62.4%) of the free content websites are malicious vs. 34 (18.7%) of the premium websites, which adds up to a total of 150 (40.76%) malicious software websites. The results illustrate a significant difference between the free and the premium malicious websites with enormous trends in software-free content. On the other hand, both types have a more malicious percentage than the average (33.63%). Interestingly, the free software websites have more than 60% chance of being malicious against the 20% chance for the premium websites. Unique to this category, the top code base is not the custom code but WordPress, which deviates from the last four categories. Moreover, the other most used CMS's (ordered) are Contentteller, IPS Community Suite, and Jimdo, among free websites, vs. Adobe Experience Manager, Drupal, and Next.js for the premium. Nevertheless, Contentteller is shown to be the most malicious CMS with a chance of 100% maliciousness and has been used only in the free software category. In contrast to the top (count-wise) malicious CMS (WordPress) used in both free and premium.

### Putting it Together: Discussion

**❶ Correlation Heatmap.** The correlation heatmap is shown in Figure 3.2. Most malicious sites are free content websites based on the correlation heat map. We also find that the free software websites are the most malicious, shown in Table 3.6 with (62.37%) malicious percent. In contrast, the relation between the maliciousness of a website and the premium category is relatively weak. We also find that the premium category uses more CMS's than the free websites. Ultimately, free content websites using custom code are the most malicious. The second most are the sites using WordPress, which are likely to be malicious for both the free and premium categories. Premium websites using Zendesk and Shopify are the most malicious among the other premium websites.

**❷ Further Discussion.** Based on the previous results, we infer that CMS websites have a higher

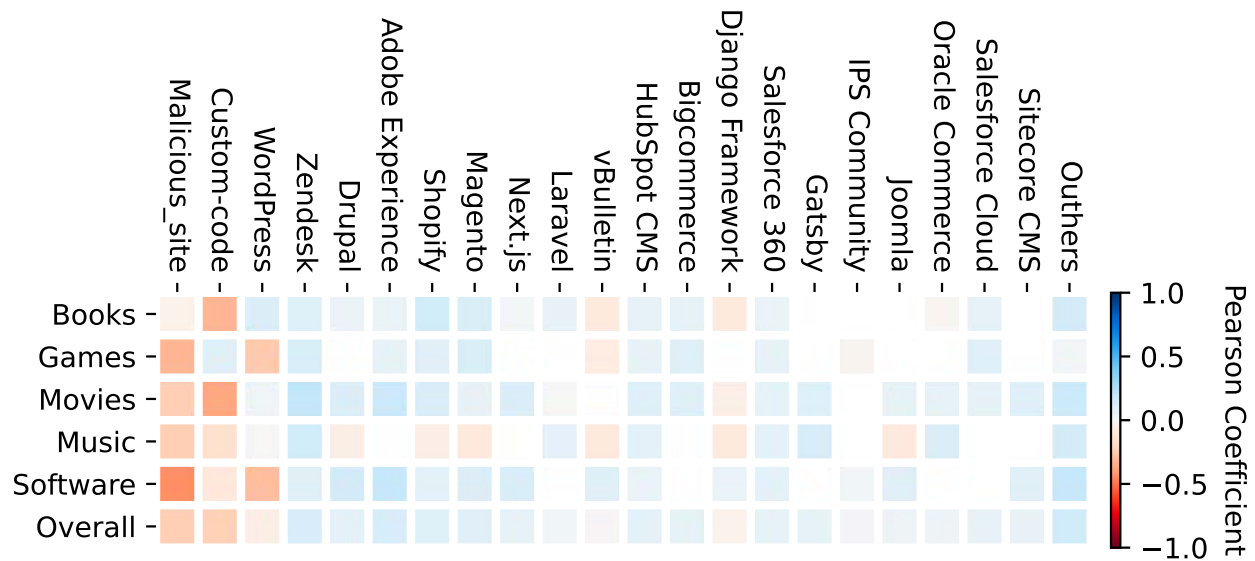


Figure 3.2: Correlation Heatmap: Pearson correlation coefficient shows the linear relation between two features. This case shows the most contributor CMS’s based on Table 1 and the five content categories (Books, Games, Movies, Music, and Software). It depicts the relation between the maliciousness of the websites and the different categories. The yellow color means that this feature strongly relates to free categories. In contrast, the blue color reflects the strong relation with the premium content. The white color represents the weak relation.

malicious percentage than custom code websites. Table 3.1 shows that 30.46% of the custom code websites are malicious against 38.55% of the websites that use CMS’s. We also find that the free content sites have the highest vulnerabilities and maliciousness compared to premium websites in the per-category comparison. We also notice that websites that use specific CMS’s, such as WordPress, Shopify, Next.js, Gatsby, and Sitecore, have a high chance of being malicious. It will be hard to generalize these results among the CMS’s that only occur once or twice, even if they have a 50% chance of being malicious.

One outcome of this study is the assessment of the risk of CMS’s that are generally associated with malicious websites. Taking five as a threshold of occurrence with a malicious percent higher than 30%, Shopify is considered high-risk, with 20 websites and 70% of them being malicious. When

applying the same criterion to other CMS's, we find that Next.js (53.85%, 13 times), WordPress (44.33%, 379 times), and Zendesk (42.31%, 26 times) are high-risk. We highlight the possibility of reducing the attack surface of websites by not using a high-risk CMS or by fixing the CMS to restrict these vulnerabilities.

We noticed that the CMS with a lower malicious percentage has the highest number of total vulnerabilities but the lowest number of unpatched vulnerabilities. We highlight a pattern to use in practice: those with lower unpatched vulnerabilities are likely CMS's that provide good maintenance and apply the latest security standards. One can recommend reducing the risk of websites using CMS's using the same insights. It has been argued that this could be accomplished by having ongoing monitoring and management of the free content websites [70].

### Summary and Concluding Remark

Free content websites are an exciting web component. Our study shows various analyses to uncover specific risks associated with those websites in contrast to premium and highlights the significant challenges with the free content websites in terms of increased vulnerabilities to maliciousness. Although well-established that free content websites are more likely to be malicious, we tie this likelihood to their utilization of CMS's, in aggregate and at a per-category analysis. Recognizing this problem and the potential role CMS's play in websites security, it is essential to generalize this insight to a larger number of websites, contrast those trends to other general websites (besides the free content vs. premium), and conduct measurements over time to capture the security dynamics.

## CHAPTER 4: ENTANGLED CLOUDS: MEASURING THE HOSTING INFRASTRUCTURE OF THE FREE CONTENTS WEB

Websites are broadly classified into two types based on whether they require payments: free and premium content websites [13]. As the name indicates, free content websites do not require any payment for their service while providing content such as books, music, movies, software, and games. On the other hand, premium content websites ask for a premium to access the same type of content. Both types of web content and associated websites are prevalent, although free content websites are rising for their appeal because of the convenience. However, this appeal resulting in wide use makes them a target for security and privacy threats [11]. Free content websites are an essential part of the Internet, and their wide use signifies their associated risks. This risk is further seen in the various analyses showing that the free content websites have poor privacy policies that do not protect the users' rights and data [10]. Moreover, free content websites contain some of the most vulnerable and malicious contents compared to their premium counterparts or the general web (e.g., Alexa's top million websites) [9, 11, 12, 13, 14, 24, 51].

**Shortcomings of the Literature.** Despite several studies on understanding free content websites' ecosystem and security, the literature did not explore the infrastructure employed by free content websites and how they differ from premium content websites. To gain an understanding of the interplay between free content websites and Internet infrastructure, it would be essential to (1) study the contributing networks to the phenomenon of free content websites, and whether there is an affinity between the networks size and the security of free content websites, (2) analyze the

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The work in this chapter has been published at The ACM Cloud Computing Security Workshop (ACM CCSW 2023) [22].

affinity between Cloud Service Providers (CSPs), their attributes, and the security of free content websites, (3) understand the distribution of the free content websites, in contrast to the premium content websites, spatially at the country level. In this work, we explore these dimensions by modeling free content websites, contrasted to premium content websites and the general web population, to improve our understanding of their ecosystem and associated risks.

**Our Approach and its Rationale.** Our study is multi-faceted, and each of the studied dimensions carries importance and rationale. The study of the network characteristics of free websites in contrast to premium websites is critical to model a part of the Internet, given its prevalence, and to shed light on more profound insights into the root causes, or even correlations, of Internet vulnerabilities in situ. Moreover, understanding the distribution of free websites over the different network scales, CSPs, and geographical locations containing the most malicious content is a step toward identifying and eliminating the risks that pose threats to Internet users. Finally, understanding the deployment of free websites at the country level will highlight the effectiveness of security policies and regulations in encountering potentially malicious web content and their hosting.

We employ network analysis methods to understand the hosting patterns of free websites by studying the size of networks they mostly reside within. To achieve this goal, we divided the networks into four sizes: small, medium, large, and very large. We identify each type based on the subnet mask assigned to the IP address with each domain. Each IP is assigned a subnet mask that represents the number of possible addresses reserved by that hosting provider, which indicates the number of possible associated neighboring publicly addressable hosts to the studied websites.

Knowing the distribution of free content websites over network scales will help guide practical defenses. Since free content websites were reported to be more malicious than other websites types of websites[13, 14], such a knowledge of the most used network scales will simplify the implementation of a containment and isolation technique within the malicious infrastructure at the

network level. For example, if the scale of the network that hosts the potentially malicious free content websites is small, isolating the malicious hosts from a whole network (prefix) could be the most effective approach without risking interrupting communication with many benign hosts. Alternatively, if the network with the potentially malicious free content websites is extensive, such a decision cannot be made without interrupting the communication, favoring the individual hosts filtering for containing these free content websites.

Understanding the distribution of malicious free content websites over networks can also guide containment strategies under limited resources. For example, identifying which networks are hosting a majority of the malicious free content websites can help prioritize those networks in a containment effort. Similarly, CSP-level profiling of such free content websites can help determine the appropriate risk prevention procedures without affecting other benign host associations.

By investigating the geographical locations of these CSPs, we can better understand what strategies can be done to ensure network security based on the country's rules, regulations, and Cybersecurity policies. Understanding the distribution of free content websites over countries is necessary to identify the concentration of malicious websites and infrastructures. As a result, it will help the users of these services protect themselves from being victimized by a vulnerability that cannot be controlled or governed by the law of the same country. For example, if a user uses a free content website that resides in a different country and the website victimizes the user, the user would know if the law of the free content website country is strict and elaborated so that the user can perform legal action against that free website. They can legally remove any acquisitions, definitions, misinformation, or malicious content from the free content website. Also, it will help to determine the necessary actions against the CSPs that contain the most malicious websites.



## Summary of Completed Work

Starting with a dataset that consists of 1,562 free and premium content websites (combined), used in the previous works [13, 10, 14] and augmented across various dimensions, and a sample of Alexa’s million websites [41], we deliver the following contributions. (1) **Hosting and Network-level Analysis.** We systematically and comprehensively measure, analyze, and contrast the hosting patterns of free and premium content websites, and their distribution among network scales (§4). Moreover, we examine free and premium content websites distribution among scales by taking into account the type of content they serve (§4). We measure the concentration of malicious websites in both cases and use various metrics of security across the different network scales. (2) **Hosting Networks Spatial Analysis.** We identify the malicious free and premium content websites and examine their affinities with various infrastructure attributes. Besides the network scale, we enumerate the hosting countries and highlight heavy-tailed and highly focused hosting patterns (§4). (3) **Cloud Service Providers (CSPs) Analysis.** We enumerate the commonly used CSPs for hosting free content websites and determine which CSPs and study the affinities in hosting as well malicious free content websites across CSPs, in isolation and in contrast with both premium content websites and general websites (§4).

## Methodology

In this section, we review our research questions (§4), the dataset and the utilized data collection methods for augmentation (§4), and the various analysis dimensions (§4).

### **Research Questions.**

The main goal of this work is a systematic understanding of the hosting patterns of free content

websites, their utilization of Internet infrastructure, and their contrast to premium content websites and the general website populations. Moreover, we take on the task of identifying any specific patterns concerning infrastructure utilization by considering the specific content types (e.g., books, games, movies, music, or software). To this end, our pursuit raises several questions we attempt to answer. **RQ1** What are the hosting patterns of the malicious free content websites? **RQ2** Is there any network pattern associated with malicious free content websites? **RQ3** Is there an affinity between the distribution of free content websites, premium content websites, and their hosting patterns at the country scale? **RQ4** How do the hosting patterns of free and premium content websites compare to those of the general websites? **RQ5** What are the main distribution characteristics of free content websites with respect to the major cloud service providers?

### **Dataset and Data Collection.**

Our effort to understand our research questions relies on several datasets: 1. a primary dataset of free content websites, premium content websites, and their associated annotations, 2. two complementary dataset for augmenting the analysis of the primary dataset in terms of security (maliciousness detection) and network scale enumeration, and 3. a dataset for general websites population to aid in our contrast analysis against free content websites, premium content websites, and their utilization of infrastructure. In the following, we review those datasets and how we obtained them.

**Free and Premium Content Websites Dataset.** The main free and premium content websites dataset utilized in this study consists of 1,562 websites obtained from Alabduljabbar *et al.* and utilized in their previous works [13, 11, 12, 14]. The criteria followed for whether to include a website in our list are inherited from the prior work: (1) popularity, (2) language, and (3) activity. The *popularity* of a website is assessed by the ranking of the website in major search engines as a returned result for a keyword search. The returned websites are then examined with respect to the *language* they use, and only websites that use English as the primary language are retained for

further analysis. Finally, the *activity* is determined by examining whether the website returned by the search engine for the keyword is online (live) at the time of our analysis. At the time of the work of Alabduljabbar *et al.*, all of the websites are online. Moreover, we note that Abduljabbar’s criteria are more elaborate, including ensuring a balanced dataset across the different categories of content the websites provide.

In their original work, Alabduljabbar *et al.* use three search engines, Google, DuckDuckGo, and Bing, as a proxy for the popularity estimation of websites. The determination of whether a website is an free content website or premium content website is based on a manual inspection. Also, each website is manually labeled with a category based on its contents: books, games, movies, music, or software. The categories and other indicative keywords (e.g., free, premium, paid, pay-per-use, etc.) are used as the search keywords in the respective search engine.

Upon filtering the websites according to the above criteria, we query all the domain names to extract their associated IP addresses. As a result, we verified that 1,509 websites are online (representing 96.6% of the total websites). Of those online websites, 788 were free, and 721 were premium content websites. Specifically, we classified the online websites into five categories based on their content type. Each category holds the distribution over the free and premium type as follows (free vs. premium): books (144 vs. 191), games (87 vs. 111), movies (310 vs. 152), music (80 vs. 86), and software (176 vs. 181).

**Malicious Websites Annotation.** A primary goal of this work is to examine the latent variables that may help explain the lax security in free content websites, particularly concerning their usage of Internet infrastructure. To start, we used VirusTotal [6] to identify if a website (at the time of the analysis) was malicious or benign. VirusTotal, an online tool that integrates more than 70 combined scanning engines, is used to determine whether a domain name (URL), IP address, or binary—which could be identified by a unique identifier; *i.e.*, hash value of its contents—is

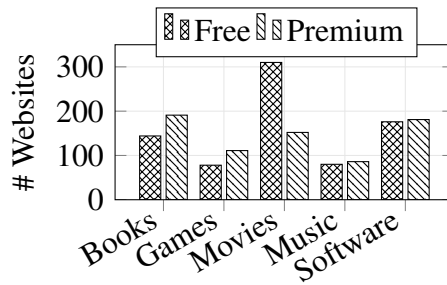


Figure 4.1: Per-category distribution of the Free content websites vs. Premium content websites.

malicious or benign. VirusTotal allowed us to identify malicious IP addresses, domains, or URLs associated with the websites we used in this study. We augmented the collected data based on the output of VirusTotal. Since VirusTotal returns many detection results, we consider an entity—website or IP—to be malicious if at least one of the returned scan results from VirusTotal for that entity is marked as malicious.

**Network Scale Enumeration.** Another goal of this work is to understand the scale of the network infrastructure associated with free and premium content websites, which leads us to define network scale. To identify the scale of the network for each website in our dataset, we use the associated IP address with that domain as an analysis feature. Then, we used two major APIs, *ipdata* [2] and *IPSHU* [7], to extract intelligent information related to the given IP address, such as domain name, subnet mask, cloud service provider, and geographical location, for further augmenting our dataset with scale information. The subnet mask for each IP address is extracted to identify the network scale for each website. Then, each website is classified based on the network scale using the CIDR (Classless Inter-Domain Routing) notation as follows: (1) **small network**: any network that is between (/25 and /32), (2) **medium networks**: any network that is between (/16 and /24), (3) **large networks**: any network between (/8 and /15), and (4) **very large networks**: any network that is /7 and below. The sizes above correspond to the value range of (20 to 27), (28 to 216), (217

Table 4.1: Network scales and their characteristics. The network size is represented by each slash bit of the CIDR notation, where the decimal number after the slash character represents the number of bits in the network prefix of the IP address. The maximum slash bit is 32 (IPv4).  $x$  represents the number of bits and  $y$  represents the number of addresses.

Scale	Bits in CIDR	# Addresses
Small (SN)	$/24 < x \leq /32$	$2^8 > y \geq 2^0$
Medium (MN)	$/16 < x \leq /24$	$2^{16} > y \geq 2^8$
Large (LN)	$/8 < x \leq /16$	$2^{24} > y \geq 2^{16}$
Very Large (VLN)	$/0 < x \leq /8$	$2^{32} > y \geq 2^{24}$

to 224), and (225 and more). The characteristics of the network scales are in Table 4.1.

**General Websites Sample.** A benchmark dataset representative of the web ecosystem is needed further to understand the infrastructure utilization for free and premium content websites. To this end, an unbiased random sample of 2,400 from Alexa’s top million websites dataset [41] was generated and used. To ensure that the measured characteristics of the websites represent the larger population, we fixed the margin of error and the confidence interval to 2% and 95%, respectively, to produce a sample size of 2,400. By definition, the change in the sample size is insignificant as the population grows. Therefore, the number of samples is kept at 2,400. We call this dataset “general” for short in the subsequent implementation.

As in the preprocessing and augmentation procedures of free and premium content websites dataset, the general websites were examined, whether online or offline (*i.e., activity*). As a result, only 2,057 websites are online, corresponding to 85.7% compared to 96.5% for the final dataset of free and premium content websites. We then extracted each sample’s CSPs, countries, and subnet mask information using the *ipdata* API. Moreover, VirusTotal was used to identify the malicious websites and their concentration among the different network scales for comparison.

**Analysis Dimensions.** In this study, we use the statistical analysis approach to recognize the

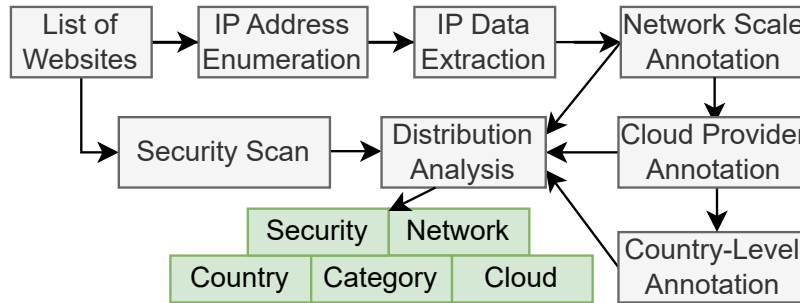


Figure 4.2: The data enumeration and feature extraction leading to the final distribution.

patterns and statistical differences between free content websites, premium content websites, and general websites across different analysis dimensions. This study uses eight major dimensions: the network scale, CSP, country, maliciousness (count and percentage), maliciousness per feature, count, and percentage. In the following, we define each of those dimensions. The workflow of this analysis is in Figure 4.2.

**Network Scale.** The network scale analysis dimension is based on the network scale feature, defined in §4. This feature signifies the network size where the studied websites reside. Based on the annotation in §4, this feature has four valid values: small, medium, large, and very large.

**Cloud Service Provider (CSP).** Signifies the name of the cloud service provider where free content websites, premium content websites, and the general websites reside. Based on the eventual analysis that we present later in 4, this feature has 298 valid values (service providers' names).

**Country.** This feature signifies the country's name where the infrastructure (drive based on the IP allocation) of free content websites, premium content websites, and general websites reside. Our eventual analysis shows this feature has 41 valid values for different countries.

**Malicious Count (MC).** This feature signifies the number of malicious websites residing in a

specific infrastructure entity based on the studied feature scale (CSP, country, or network size). The maliciousness of a website is determined by the VirusTotal scan results, as highlighted in §4.

**Malicious Percentage (MP).** This feature signifies the *normalized* malicious websites count for the studied feature (i.e., country, CSP, network scale) over the individual sample’s total malicious count (i.e., total malicious websites in free content websites, premium content websites, both, or general websites). In essence, this feature highlights the contribution of one specific studied infrastructure entity among all other entities to the maliciousness ascribed to the entity type (country, CSP, or network scale). Namely,  $MP = MC / (\text{Total \# Malicious Websites})$ .

**Malicious Per Feature Percentage (MPFP).** This feature signifies the normalized number of malicious websites over the number of websites that reside in the given infrastructure entity (country, CSP, or network scale). This feature describes the contribution of the studied entity to the malicious websites population, considering their respective size in our dataset. Compared to the MC dimension, which characterizes the contribution of a given entity to the total maliciousness indicated in our analysis, MPFP normalizes this quantity by the total number of websites potentially residing in the given entity to address the fact that different entities could have vastly different scales. In contrast to the MC feature indication, the MPFP means that an entity large in scale could contribute very little to the maliciousness once this scale is considered. Namely, this feature is formulated as  $MPFP = MC / (\# \text{ Malicious Websites under One Dimension})$ .

**Count.** This feature signifies the number of websites that reside within the assigned entity type: network scale, hosting CSP, or hosting country.

**Percentage.** This feature signifies the count of websites—free content websites, premium content websites, or both, and general websites—that reside in a given entity type normalized by the total number of the studied websites for that given website type. This feature is used to understand the

variance of the distribution of the websites among the studied features.

## Analysis Results

This section presents the findings of our distribution analysis pipeline applied to the extracted dataset. The trends and patterns of free content websites distribution across various network scales, CSPs, and countries are described and compared with premium content websites. The distribution of free and premium content websites on the top million most frequently used websites is examined. Finally, an overall analysis that compares the outcomes of each distribution feature analysis is provided, followed by a detailed analysis of categorical outcomes for the different content types: books, games, movies, music, and software.

### **General Network Scale Analysis.**

The distribution analysis performed over the network scale holds several vital insights that can be summarized as follows: 1. Most websites reside in the medium-scale networks; 81.24% of the total number of the studied free and premium websites combined with general websites. 2. The premium content websites use large networks, shown in the results with a more secure percentage of websites than medium networks. 3. The free content websites in medium networks are the riskiest type of websites where almost 90% of free content websites are in medium networks and 40% of them are classified as malicious. 4. In our per-category analysis, books, movies, and software websites are shown to use large networks more than games and music websites. They are also reported as being less malicious than games and music websites except for the free software category, where most software websites resided in medium networks and reported the highest MP. This final result is expected, as one natural to recruit victim devices by convincing users to install unauthenticated free software on their devices—thus affecting the eventual security label.



5. All of the category websites (books, games, movies, music, and software) free and premium combined primarily reside in medium networks where the average premium websites concentration in medium networks varies between  $\approx 75\%$  to  $\approx 85\%$ , compared  $\approx 84\%$  and over  $97\%$  in free websites, where the game category has the highest concentration in both websites. 6. Most of the CSPs are equally distributed over medium- and large-scale networks. 7. The network hosting of free and premium content websites is dominant mainly in the United States, where  $\approx 58\%$  of the websites reside. 8. Large-scale networks are mostly in the US since  $\approx 71\%$  of these websites reside.

**Dataset versus Benchmark..** As demonstrated in Table 4.2, a concentration of malicious websites is observed in the medium-sized networks for both the combined free content websites/premium content websites and general datasets, with MP of  $23.06\%$  and  $3.89\%$ , respectively. Specifically,  $34.62\%$  of medium-network websites in the free and premium content websites dataset exhibit malicious behaviors per network scale count (MPFP). In comparison, the general dataset has a considerably lower rate of  $4.92\%$  per the MPFP feature. This significant difference supports our hypothesis that a higher proportion of malicious websites are hosted on the free and premium content websites datasets. Consequently, it is essential to consider the network scale and the extent of malicious activity when effectively managing network security risks. These findings emphasize the importance of considering these factors when comparing and analyzing different datasets. Failure to do so may lead to inadequate strategies for addressing network security threats, potentially compromising the safety and integrity of online systems.

**Free versus Premium Websites.** Per Table 4.3, the majority of free and premium content websites reside in medium networks, accounting for  $\approx 89.1\%$  and  $\approx 78.9\%$ , respectively. We observe that the MPFP for free content is nearly double that of premium content websites', with  $\approx 40.5\%$  compared to  $\approx 22.2\%$ . The highest MP in both free and premium content websites is observed in medium networks, with  $\approx 37.7\%$  for free content websites and  $\approx 19.8\%$  for premium content websites.

Table 4.2: free content websites+premium content websites compared to the general websites distribution across different network scales using the website count (#), percentage (%), malicious count (MC), malicious count per feature percentage (MPFP), and percentage of malicious websites among all websites (MP) for each scale.

Free and Premium Content Websites					
Scale	#	%	MC	MPFP	MP
Small	38	2.52	7	18.42	0.46
Medium	1271	84.23	440	34.62	29.16
Large	199	13.19	32	16.08	2.12
Very Large	1	0.07	0	0.00	0.00
Total	1509	100	479	31.74	31.74
General Websites					
Small	0	0	0	0	0
Medium	1626	79.05	80	4.92	3.89
Large	430	20.90	12	2.79	0.58
Very Large	1	0.05	0	0.00	0.00
Total	2057	100	92	4.47	4.47

These findings highlight a need for implementing measures against websites in medium networks hosting malicious content. Moreover,  $\approx 20\%$  of premium content websites are hosted in large networks, which may contribute to their enhanced security, as fewer free content websites are in these networks. These results support our hypothesis that malicious websites in free and premium content websites tend to exhibit similar hosting patterns. A deeper investigation of these patterns is necessary to address potential vulnerabilities and enhance the security of those systems.

### Per-Category Network Scale Analysis

In this section, we review the results and findings of our measurements through a per-category analysis, considering websites associated with books, games, movies, music, and software.

**Book Websites.** Table 4.3 reveals significant trends across different network scales hosting free and premium content websites. 85% of the free content websites and 80.1% of the premium content websites are hosted in medium networks, which, combined, account for  $\approx 82.4\%$  of both types of websites. The MPFP for the free content websites is  $\approx 30\%$  and  $\approx 27.8\%$  for the premium content websites. Interestingly,  $\approx 31.7\%$  of free content websites were found malicious compared to  $\approx 30\%$  of premium content websites, pointing to a substantial issue with the maliciousness of book websites in medium-scale networks. In these networks,  $\approx 27\%$  of free content websites and  $\approx 24\%$  of premium content websites contribute to the malicious websites' total MP. It is worth noting that  $\approx 17.3\%$  of premium content websites reside in large networks compared to only 10% of free content websites. Additionally,  $\approx 28.6\%$  of small networks in free content websites were identified as malicious compared to 0% in premium content websites. While the difference is not substantial for large networks, it is quite significant for small networks, potentially relating to the difference in the total MP between free and premium content websites offering book content.

Table 4.3: An overview of the distribution per category (Free content websites vs. Premium content websites, books, games) across different network scales.

Free vs. Premium						Books						Games					
Free Content Websites						Free Content Websites						Free Content Websites					
Network	#	%	MC	MPFP	MP	Network	#	%	MC	MPFP	MP	Network	#	%	MC	MPFP	MP
Small	26	3.30	6	23.08	0.76	Small	7	5.00	2	28.57	1.39	Small	1	1.28	0	0.00	0.00
Medium	702	89.09	297	42.31	37.69	Medium	123	85.00	39	31.71	27.08	Medium	76	97.44	50	65.79	64.10
Large	60	7.61	16	26.67	2.03	Large	14	10.00	2	14.29	1.39	Large	1	1.28	0	0.00	0.00
Very Large	0	0.00	0	0.00	0.00	Very Large	0	0.00	0	0.00	0.00	Very Large	0	0.00	0	0.00	0.00
Total	788	100	319	40.48	40.48	Total	144	100	43	29.86	29.86	Total	78	100	50	64.10	64.10
Premium Content Websites						Premium Content Websites						Premium Content Websites					
Small	12	1.66	1.00	8.33	0.14	Small	4	2.09	0	0.00	0.00	Small	2	1.80	0	0.00	0.00
Medium	569	78.92	143	25.13	19.83	Medium	153	80.10	46	30.07	24.08	Medium	95	85.59	33	34.74	29.73
Large	139	19.28	16	11.51	2.22	Large	33	17.28	7	21.21	3.66	Large	14	12.61	2	14.29	1.80
Very Large	1	0.14	0	0.00	0.00	Very Large	1	0.52	0	0.00	0.00	Very Large	0	0.00	0	0.00	0.00
Total	721	100	160	22.19	22.19	Total	191	100	53	27.75	27.75	Total	111	100	35	31.53	31.53

**Games Websites.** Per 4.3, a significant concentration of game websites is in medium-scale networks, with  $\approx 97.4\%$  of free content websites and  $\approx 85.6\%$  of premium content websites. In total,  $\approx 90.5\%$  of both websites are situated in medium networks. This suggests that organizations providing gaming content prefer to use medium networks, possibly to ensure maximum network speed for users worldwide. Additionally,  $\approx 12.6\%$  of premium content websites use large networks compared to  $\approx 1.3\%$  of free content websites. This supports our finding that large networks enhance the security of premium content websites, as it contributes to only 1.8% MP while the total MP of premium content websites is  $\approx 31.5\%$ , in contrast to the 64.1% MP of free content websites. This highlights the increased risk associated with free gaming websites compared to premium gaming and both game websites.

**Movie Websites.** In the realm of movie websites, as seen in the games category, most free and premium content websites are situated within medium-scale networks. Table 4.4 reveals that 91.61% of free content websites and 75.66% of premium content websites fall into this category, meaning that nearly 9 out of 10 free content websites and 3 out of 4 premium content websites reside in medium networks. Large networks are particularly appealing to premium websites, hosting 23.03% of them while only accommodating 6.77% of free websites. Intriguingly, 26.41% of free websites within medium networks have been identified as malicious, accounting for 24.19% of the total 26.45% MP. In contrast, premium content websites exhibit a lower MP of 15.13%, with 13.82% contributed by websites on medium networks. Notably, 18.26% of every four premium content websites may be identified as malicious. Small and very large networks are relatively scarce for both free and premium content websites. A striking disparity emerges when examining small-scale networks, as 50% of premium content websites found malicious compared to 0% of free websites, although the overall count remains minimal. These insights imply that the movie category lags behind the book and games categories in terms of security. Movie websites frequently utilize cross-domain video players, potentially escalating the number of reported security threats

Table 4.4: The distribution per category (movies, music, and software) of Free content websites vs. Premium content websites across different network scales.

Movies						Music						Software					
Free Content Websites						Free Content Websites						Free Content Websites					
Network	#	%	MC	MPFP	MP	Network	#	%	MC	MPFP	MP	Network	#	%	MC	MPFP	MP
Small	5	1.61	0	0.00	0.00	Small	1	1.25	0	0.00	0.00	Small	12	6.82	4	33.33	2.27
Medium	284	91.61	75	26.41	24.19	Medium	72	90.00	31	43.06	38.75	Medium	147	83.52	102	69.39	57.95
Large	21	6.77	7	33.33	2.26	Large	7	8.75	0	0.00	0.00	Large	17	9.66	7	41.18	3.98
Very Large	0	0.00	0	0.00	0.00	Very Large	0	0.00	0	0.00	0.00	Very Large	0	0.00	0	0.00	0.00
Total	310	100.00	82	26.45	26.45	Total	80	100	31	38.75	38.75	Total	176	100	113	64.20	64.20
Premium Content Websites						Premium Content Websites						Premium Content Websites					
Small	2	1.32	1	50.00	0.66	Small	1	1.16	0	0.00	0.00	Small	3	1.10	0	0.00	0.00
Medium	115	75.66	21	18.26	13.82	Medium	66	76.74	12	18.18	13.95	Medium	140	77.35	31	22.14	17.13
Large	35	23.03	1	2.86	0.66	Large	19	22.09	3	15.79	3.49	Large	38	20.99	3	7.89	1.66
Very Large	0	0.00	0	0.00	0.00	Very Large	0	0.00	0	0.00	0.00	Very Large	0	0.00	0	0.00	0.00
Total	152	100.00	23	15.13	15.13	Total	86	100	15	17.44	17.44	Total	181	100	34	18.78	18.78

and the susceptibility to malicious attacks. In addition, these findings emphasize the prevalence of medium-scale networks in hosting movie websites and the heightened MP among free websites relative to their premium counterparts. Furthermore, the allure of large networks for premium content providers could be attributed to enhanced security or superior performance.

**Music Websites.** Table 4.4 shows the distribution of music websites across various network scales for the movies category. Both free and premium content websites are primarily concentrated in medium-scale networks, accounting for more than 90% and 75% of their respective distributions. Large-scale networks host  $\approx 8.8\%$  of free content websites and  $\approx 22.1\%$  of premium content websites, highlighting a preference for premium content websites in these networks. Moreover, a significant disparity exists between free and premium content websites regarding MP, with close to 40% of free content websites classified as malicious compared to only  $\approx 17\%$  of premium content websites. Medium-scale networks contribute significantly to this difference, as 43% of free content websites in these networks are malicious, in contrast to  $\approx 18\%$  of premium content websites. This results in a total MP contribution of 100% for free content websites and 80% for premium content websites in medium-scale networks. Large-scale networks play a role in premium content

websites' security, demonstrating a lower MP of  $\approx 3.5\%$ .

Interestingly, no malicious free content websites are found in large-scale networks, even though the overall MP of free content websites is more than double that of premium content websites. This suggests that large networks are safer for free content websites. Common among the movie and music websites is their use of the same content across multiple domains. This may increase the potential for malicious activities targeting these websites.

**Software Websites.** Table 4.4 shows the results, where free websites have a high MPFP of  $\approx 70\%$  in medium networks— $\approx 84\%$  of the websites reside. This is considered the highest malicious concentration among all categories, which was expected since software applications are the most likely to require access to system commands when a user installs any software from free content websites, making them highly exposed to malicious activities. In comparison, premium content websites—where  $\approx 77\%$  are in the medium networks—have a relatively high MPFP of  $\approx 22\%$ .

premium content websites use more large networks, with  $\approx 21\%$  compared to  $\approx 9.7\%$  of free content websites. Free content websites show significant use of small networks, with  $\approx 6.8\%$  of the websites, where  $\approx 33.3\%$  of them are identified as malicious, compared to a  $0\%$  MPFP in premium content websites. This signifies the risk of using free software websites, where they show a high MPFP in large networks at  $\approx 41.2\%$ , making the total MP  $\approx 64.2\%$  versus  $\approx 18.8\%$  in premium content websites. The implication of these results highlights the severity of using software websites, especially those in the free content websites category that reside in medium networks, as they exhibit a high MPFP of  $\approx 69.4\%$ .

## Networks' Spatial Analysis

While abstract network-level distribution analysis sheds light on networks structure of the free and premium content websites, a provider- and country-level annotation may provide insight into the interdependencies in this ecosystem. We start this annotation of the cloud service providers (CSPs) and country of provider while providing the networks' spatial analysis. Table 4.5 illustrates the CSPs distribution for free and premium content websites across various network scales. We observe that most websites ( $\approx 84\%$ ) are hosted in medium networks, with large networks hosting only  $\approx 13\%$  of websites, while only  $\approx 2.5\%$  are in small networks. A negligible ( $< 0.1\%$ ) percent of websites reside in very large networks. Moreover, free and premium content websites are shown to be dispersed across multiple CSPs, with the highest concentrations being in Cloudflare ( $\approx 27\%$ ) and Amazon ( $\approx 16\%$ ), which predominantly operate in medium and large networks (per their IP allocation). Liquid (4.8%), Trellian (2.8%), and Google (2.7%) also host a significant number of websites, primarily in medium networks.

The other CSPs host fewer than 3% of the websites and are only associated with medium networks. The "Others" category represents  $\approx 36.6\%$  of the websites, dispersed across various network scales with a notable concentration in the medium networks at  $\approx 30.8\%$ . Further examination of the CSPs distribution in different countries is essential, as there may be regional variations that could impact their overall security.

**Countries of Networks.** Table 4.5 shows our results characterizing the distribution of the hosting countries for most free and premium websites across the various network scales. A significant fraction of these websites ( $\approx 84.2\%$ ) are hosted in medium networks, with the US hosting the majority ( $\approx 56.5\%$ ). Moreover, we found that the US hosts 58.7% of websites distributed across small, medium, large, and very large networks. Belgium and the Netherlands host a considerable

Table 4.5: The distribution (count; #) of the CSPs and hosting countries (Alpha-3) of free and premium content websites across the small (SN), medium (MN), large (LN), and very large (VLN) network scales.

CSPs.						Countries.					
Networks Distribution Over CSPs						Networks Distribution Over CSPs					
CSP	#	SN	MN	LN	VLN	Country	#	SN	MN	LN	VLN
Cloudflare	410	0	410	0	0	USA	884	24	718	141	1
Amazon	240	0	121	119	0	BEL	99	0	99	0	0
Liquid	72	0	72	0	0	NLD	95	0	95	0	0
Trellian	42	0	42	0	0	DEU	89	4	78	7	0
Google	41	0	28	13	0	AUS	48	0	46	2	0
LeaseWeb	37	0	37	0	0	FRA	35	1	28	6	0
Sp-Team	35	0	35	0	0	CHN	33	1	26	6	0
Akamai	33	0	33	0	0	GBR	31	6	18	7	0
Fastly	26	0	26	0	0	CAN	24	0	18	6	0
Microsoft	21	0	2	19	0	IRL	22	0	12	10	0
Others	552	38	465	48	1	Others	149	2	133	14	0
Total	1509	38	1271	199	1	Total	1509	38	1271	199	1
%	100	2.52	84.23	13.19	0.07	%	100	2.52	84.23	13.19	0.07

number of websites, primarily in the medium networks, with  $\approx 6.6\%$  and  $6.3\%$  of the websites.

This analysis reveals a diverse hosting pattern across countries and networks, where most websites are hosted in medium networks. These findings emphasize the importance of examining the maturity of cybersecurity policies, as most malicious websites seem to rely on medium-scale networks for their operation. By focusing on these networks and understanding scale-level practices, it may be possible to combat malicious websites' proliferation effectively.

**CSPs Over Countries.** Table 4.6 demonstrates the distribution of the most commonly used CSPs across the top contributing countries. Among these CSPs, Cloudflare leads with a total of 410 websites, primarily used in the United States (296 websites) and Belgium (98 websites). Amazon follows, with 240 websites, with the majority (191 websites,  $79.6\%$ ) being hosted in the United States. Liquid Web and Trellian account for 72 and 42 websites, respectively, with Liquid Web exclusively used in the United States (72 websites) and Trellian exclusively utilized in Australia.



Table 4.6: The country-level distribution of the most commonly used CSPs. The features are the count per provider (#), and the count per country. The names are coded using Alpha-3.

Cloud Service Providers Distribution Over Countries												
CSP	#	USA	BEL	NLD	DEU	AUS	FRA	CHN	GBR	CAN	IRL	Others
Cloudflare	410	296	98	1	0	0	13	0	1	0	0	1
Amazon	240	191	0	0	0	3	1	0	5	1	20	19
Liquid	72	72	0	0	0	0	0	0	0	0	0	0
Trellian	42	0	0	0	0	42	0	0	0	0	0	0
Google	41	34	1	4	0	0	0	0	0	0	0	2
LeaseWeb	37	2	0	34	1	0	0	0	0	0	0	0
Sp-Team	35	0	0	0	35	0	0	0	0	0	0	0
Akamai	33	1	0	28	2	0	0	1	0	0	1	0
Fastly	26	12	0	1	1	2	0	0	0	0	0	10
Microsoft	21	16	0	0	0	0	0	0	2	1	1	1
Others	552	260	0	27	50	1	21	32	23	22	0	116
Total	1509	884	99	95	89	48	35	33	31	24	22	149
%	100	58.58	6.56	6.30	5.90	3.18	2.32	2.19	2.05	1.59	1.46	9.87

Additionally, Google hosts 41 websites, with 34 in the United States, while LeaseWeb serves 37 websites, with a majority (34 websites) in the Netherlands. SP-Team has 35 websites, all in Germany. Akamai hosts 33 websites with 28 in the Netherlands, and Fastly accounts for 26 websites, primarily in the United States (12 websites). Microsoft hosts 21 websites, with 16 located in the United States. The “Others” category in Table 4.6 has 552 websites, whereas the US hosts 260 websites among them. In total, 1,509 websites were analyzed, and the US has the highest percentage of websites hosted at  $\approx 58.6\%$ , followed by Belgium, the Netherlands, and Germany.

**Network Distribution Heatmaps.** We generated heatmaps that display the distribution of network scales among countries based on the data from Table 4.5. Figure 4.3a highlights the distribution of small-scale networks (SN column), revealing the United States as the primary host. In Figure 4.3b, the distribution of free and premium content websites within the medium networks (MN column) shows the United States, Belgium, and the Netherlands as the top hosting countries. Figure 4.3c illustrates the distribution of free and premium content websites within large-scale networks (LN column), where the United States, Germany, and France emerge as leading hosting countries.

The visualizations provide answers to **RQ1**, **RQ2** by giving insights into network scales' geographical distribution and emphasizing medium-scale networks' dominance in hosting free and premium websites, compatible with the derived results that reveal hosting patterns and networks' potential impact on websites' security and reliability. Finally, Medium-scale networks are identified as less secure or reliable than large-scale networks. Studying different types of medium-scale networks is necessary to better understand the most severe network. Implementing robust defensive measures against websites in medium networks, particularly those offering free content to users. Identifying the primary locations of malicious websites is crucial to improving online security.

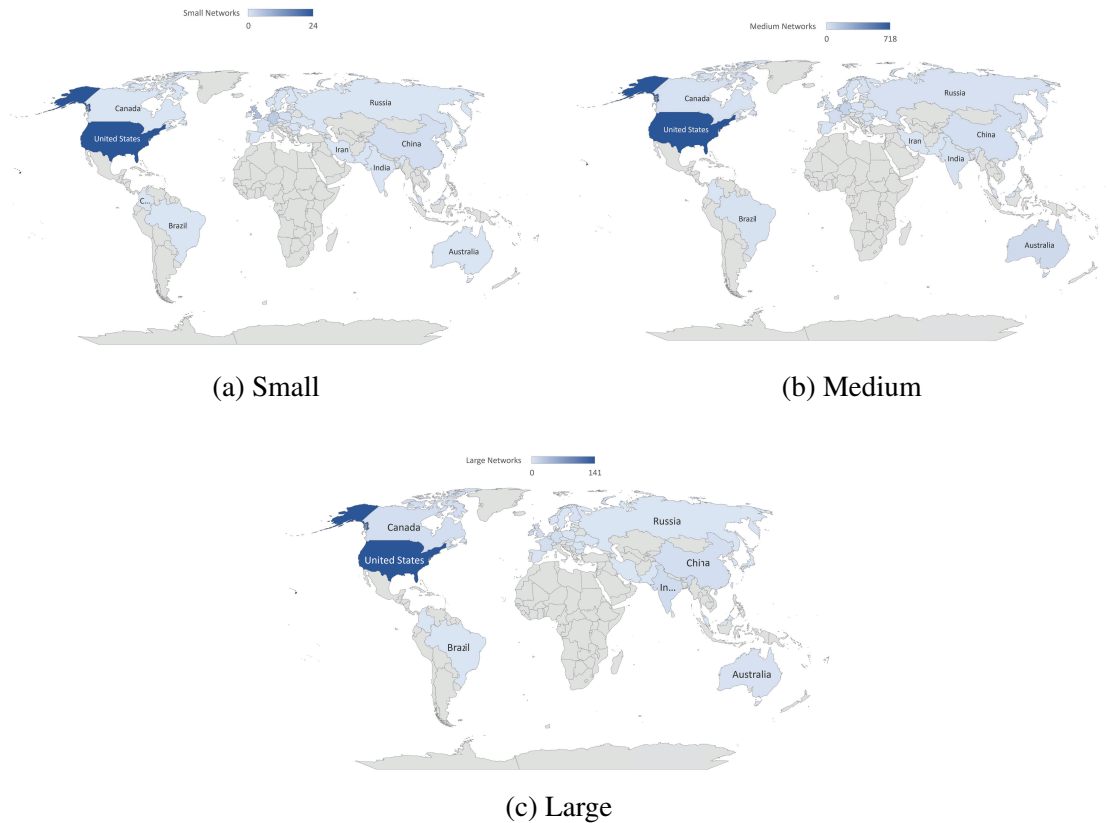


Figure 4.3: The spatial country-level distribution of small, medium, and large networks hosting free and premium content websites. The very large networks were only concentrated in the US.

## Cloud Service Providers Analysis

As highlighted in §4, a CSP-level analysis provides better insight into the context of the free and premium content websites, especially for malicious websites. To this end, we dive deeper into this analysis by understanding the affinities between different categories of websites and the major cloud providers across our assessment metrics.

The distribution of free and premium content websites over different CSPs conveys different aspects as follows: 1. Most free content websites, premium content websites, and general websites use Cloudflare. Moreover, Cloudflare is reported to have the highest concentration of malicious websites among all CSPs for all three types of websites. 2. Amazon, although one of the largest providers, is the provider with the least concentration of malicious websites. Although one cannot point out conclusively a reason behind this behavior, one possible explanation is the measures taken by Amazon to curtail security risks in shared infrastructure, compared to more lax providers. 3. For the per-category websites analysis, free content websites mostly use Cloudflare, which is used by premium content websites only in the game category. In contrast, Amazon is the most used hosting provider for the rest of the categories in premium content websites. 4. Providers with the highest concentration of malicious websites reside in the US and Belgium. This can be attributed to using providers such as Cloudflare, which is mostly bound to those countries. 5. In general, there is a strong affinity between the state of a given website (malicious or benign) and the provider utilized by such a website.

**Free and Premium Comparison.** The hosting pattern follows a heavy-tailed distribution. For both, we observed that the top eight providers (Cloudflare, Amazon, Liquid Web, LeaseWeb, SP-Team, Akamai International, Fastly, and Microsoft) host 63.42% of the websites, while the remaining websites are distributed across 290 providers, as partially shown in Table 4.8. It is worth noting

that 80.59% of the malicious websites are hosted in these top CSPs.

The top five providers in terms of MPFP are Cloudflare, Liquid Web, LeaseWeb, SP-Team, and Trellian. Interestingly, Amazon, the second top provider in terms of hosting, has a relatively low MPFP ( $\approx 12.9\%$ ) and a smaller MP compared to other top providers. Fastly, which hosts 26 websites, has no malicious content websites. The “Others” category encompasses 552 websites ( $\approx 36.6\%$ ) and has an MPFP of  $\approx 16.9\%$  and an MP of 6.16%. The analysis highlights the varying security levels of different CSPs.

Although the most popular hosting providers among free and premium content websites, Cloudflare and Amazon, differ significantly regarding their MPFP and MP. Cloudflare, the top provider, contributes  $\approx 68.5\%$  of MPFP and  $\approx 18.6\%$  of the total MP of the remaining  $\approx 31.7\%$ , being also the top provider in terms of both features. On the other hand, the second provider in terms of MP is Liquid Web which contributes only  $\approx 2.1\%$  of the total malicious websites. This clear distinction in security levels suggests that a low MP may be related to a low percentage of hosted websites. At the same time, the significant difference in MPFP indicates the security of individual CSPs.

**Benchmark Websites.** Upon closer examination of the tables, it becomes evident that the data presented in Table 4.7 in comparison with Table 4.8 we can provide a unified insight based on the information from Table 4.8 and either Table 4.7.

First, Cloudflare and Amazon emerge as the most popular CSPs across all providers. Cloudflare hosts the highest number of websites and has the highest MC count. Per Table 4.8, Cloudflare hosts  $\approx 27.2\%$  of the websites, while in the other table, it hosts  $\approx 16.4\%$ . Amazon, ranking second, hosts  $\approx 15.9\%$  of websites in the first table and around  $\approx 10.9\%$  in the other table. Liquid Web consistently has the second-highest MPFP. In the first table, it ranks third and hosts  $\approx 4.8\%$  of websites, while in the other table, it ranks sixth and hosts  $\approx 1.9\%$  of websites. Fastly is unique

Table 4.7: An overview of the distribution of the (top-1M, free content websites, and premium content websites) across different cloud service providers.

General Websites						Free Content Websites						Premium Content Websites					
CSP	#	%	MC	MPFP	MP	CSP	#	%	MC	MPFP	MP	CSP	#	%	MC	MPFP	MP
Cloudflare	337	16.38	14	4.15	0.68	Cloudflare	266	33.76	171	64.29	21.70	Amazon	186	25.80	16	8.60	2.22
Amazon	224	10.86	5	2.33	0.24	Liquid Web	67	8.50	32	47.76	4.06	Cloudflare	144	19.97	110	76.39	15.26
Google	95	4.62	0	0	0	Amazon	54	6.85	15	27.78	1.90	Akamai	32	4.44	2	6.25	0.28
OVH	72	3.50	4	5.56	0.19	Trellian	42	5.33	10	23.81	1.27	Google	30	4.16	3	10	0.42
Hetzner	56	2.72	3	5.36	0.15	LeaseWeb	36	4.57	10	27.78	1.27	Fastly	23		0	0	0
Microsoft	42	2.04	1	2.38	0.05	Sp-Team	35	4.44	10	28.57	1.27	Microsoft	18	2.50	2	11.11	0.28
Liquid Web	39	1.90	9	23.08	0.44	Bodis	17	2.16	4	23.53	0.51	Sp-Shopify	12	1.66	10	83.33	1.39
Automattic	36	1.75	0	0	0	SEDO	13	1.65	2	15.38	0.25	Ebay	8	1.11	0	0	0
Alibaba	29	1.41	1	3.45	0.05	OVH	11	1.40	4	36.36	0.51	Wal-Mart	8	1.11	1	12.50	0.14
Digitalocean	27	1.31	2	7.41	0.10	Google	11	1.40	4	36.36	0.51	Ovh	7	0.97	1	14.29	0.14
Others	1100	53.48	53	4.82	2.58	Others	236	29.95	57	24.15	7.23	Others	253	35.09	15	5.93	2.08
Total	2057	100	92	4.47	4.47	Total	788	100	319	40.48	40.48	Total	721	100	160	22.19	22.19

because it hosts no MC websites in the first table. However, in the benchmark results, Fastly has an MPFP of  $\approx 4.2\%$  and an MP of only  $0.05\%$ . The “Others” category represents a considerable portion of websites in all tables, ranging from  $\approx 36.6\%$  to  $\approx 53.5\%$  in the other two tables.

In conclusion, Cloudflare and Amazon are the most popular CSPs among free and premium content websites, with Cloudflare having the highest number of MC websites and the highest MPFP. Liquid Web ranks second in terms of MPFP. Fastly stands out as a provider without any MC websites in its hosting, as shown in the first table.

**Free Websites.** Analyzing the distribution of free content websites across various CSPs as shown in Table 4.7, we observe that Cloudflare dominates the market by hosting  $\approx 33.8\%$  of free content websites, with  $\approx 64.3\%$  of its hosted websites identified as malicious, resulting in  $21.7\%$  MP. Liquid Web and Amazon are the second and third most popular CSPs, respectively, hosting  $8.5\%$  and  $\approx 6.9\%$  of free content websites. Liquid Web has an MP of  $\approx 4\%$ , while Amazon’s MP stands at  $1.9\%$ . CSPs like Trellian, LeaseWeb, and Sp-Team each host  $\approx 5\%$  of the free content websites and exhibit similar MC and MP values. Notably, the “Others” category, encompassing a variety of

CSPs, hosts  $\approx 30\%$  of free content websites and presents an MP of  $\approx 7.2\%$ . With a total of 788 free content websites, 319 ( $\approx 40.5\%$ ) were malicious.

**Premium Websites.** In Table 4.7, Amazon emerges as the most prominent host, accommodating 25.8% of the total premium websites. Among the websites hosted by Amazon, 8.6% are malicious, resulting in an overall MP of  $\approx 2.2\%$ . Cloudflare ranks as the second-largest host with  $\approx 20\%$  of premium websites, with a higher proportion ( $\approx 76.4\%$ ) of malicious websites, leading to an MP of  $\approx 15.3\%$ . Other notable CSPs include Akamai, Google, Fastly, and Microsoft, hosting around 2% to 4% of premium content websites. Regarding malicious content, Google and Microsoft exhibit MPs of  $\approx 0.4\%$  and  $\approx 0.3\%$ , respectively, while Akamai has a lower MP of  $\approx 0.3\%$ . Fastly and Ebay host  $\approx 3.2\%$  and  $\approx 1.1\%$  of premium content websites, respectively, but neither has any malicious content. Interestingly, Sp-Shopify hosts only  $\approx 1.7\%$  of premium content websites but has a high proportion ( $\approx 83.3\%$ ) of malicious websites, resulting in an MP of  $\approx 1.4\%$ . Wal-Mart and OVH each host about 1% of premium content websites and have MPs of  $\approx 0.1\%$ . Lastly, the “Others” category, which includes a variety of CSPs, hosts  $\approx 35.1\%$  of the total premium content websites. With only  $\approx 6\%$  of its hosted websites classified as malicious, the category exhibits an MP of  $\approx 2.1\%$ . The table shows 721 premium content websites, with 160 ( $\approx 22.2\%$ ) being malicious.

**Free versus Premium Websites.** Upon comparing the distribution of free and premium content websites across different CSPs using Table 4.7, several insights are drawn. First, we found that Cloudflare is the most prominent hosting cloud for free content websites, hosting  $\approx 33.8\%$  of the total free content websites, while Amazon is the most prominent host for premium content websites, with 25.8%. Interestingly, the MP of Cloudflare is higher for premium content websites ( $\approx 15.3\%$ ) compared to free content websites ( $\approx 21.7\%$ ), indicating that Cloudflare hosts a larger proportion of malicious premium content websites than free content websites. Conversely, Amazon has a higher MP for free content websites (1.9%) than premium content websites ( $\approx 2.2\%$ ),

suggesting that it hosts proportionally more malicious free content websites than premium content websites. Google has a relatively low MP for both free content websites ( $\approx 0.5\%$ ) and premium content websites ( $\approx 0.4\%$ ), implying that it hosts a smaller proportion of malicious websites than other CSPs. The total number of websites is higher for free content websites (788) than for premium content websites (721), with 41% and  $\approx 22.2\%$  being malicious, respectively, indicating that free content websites have a higher overall prevalence of malicious content than premium content websites—some CSPs, e.g., Liquid Web, Trellian, LeaseWeb, and Sp-Team, host only free content websites. In contrast, others like Akamai, Fastly, Microsoft, Sp-Shopify, eBay, and Wal-Mart only host premium content websites, suggesting that different CSPs may have different preferences when hosting free content websites or premium content websites or affinities in those types of websites for selecting a specific provider.

#### Per-Category Cloud Service Providers Analysis

In the following, we outline the per-category results of the CSP analysis, for specific trends.

**Book Websites.** Table 4.8 shows the distribution of free and premium content websites for books across CSPs. In free content websites, Cloudflare hosts the majority, with 39 websites accounting for  $\approx 27\%$  of the total. Amazon follows it with 11 websites ( $\approx 7.6\%$ ), Liquid Web with ten websites ( $\approx 7\%$ ), Trellian and Sp-Team with 6 and 5 websites, respectively, and others collectively hosting 73 websites ( $\approx 50.7\%$ ). For premium content websites, Amazon tops the list with 41 websites ( $\approx 21.5\%$ ), closely followed by Cloudflare with 40 websites ( $\approx 21\%$ ). Other CSPs in this category include Google, Sp-Shopify, Fastly, and others, with varying counts and percentages. Regarding the MC, Cloudflare dominates in both free and premium content websites with 28 and 32 instances, respectively. The MPFP is highest for Cloudflare among free content websites ( $\approx 71.8\%$ ) and Sp-Shopify among premium content websites ( $\approx 75\%$ ). The MP is fairly distributed between

Table 4.8: An overview of the distribution per category (combined, books, and games) across different cloud service providers.

Combined						Books						Games					
CSP	#	%	MC	MPFP	MP	Free Content Websites						Free Content Websites					
CSP	#	%	MC	MPFP	MP	CSP	#	%	MC	MPFP	MP	CSP	#	%	MC	MPFP	MP
Cloudflare	410	27.17	281	68.54	18.62	Cloudflare	39	27.08	28	71.79	19.44	Cloudflare	42	53.85	39	92.86	50
Amazon	240	15.90	31	12.92	2.05	Amazon	11	7.64	1	9.09	0.69	Mivocloud	5	6.41	0	0	0
Liquid Web	72	4.77	32	44.44	2.12	Liquid Web	10	6.94	3	30	2.08	LeaseWeb	3	3.85	2	66.67	2.56
Trellian	42	2.78	10	23.81	0.66	Trellian	6	4.17	0	0	0	Liquid Web	3	3.85	3	100	3.85
Google	41	2.72	7	17.07	0.46	Sp-Team	5	3.47	0	0	0	Amazon	2	2.56	1	50	1.28
LeaseWeb	37	2.45	10	27.03	0.66	Others	73	50.69	6	8.22	4.17	Others	23	29.49	5	21.74	6.41
Sp-Team	35	2.32	10	28.57	0.66	Total	144	100	43	29.86	29.86	Total	78	100	50	64.10	64.10
Akamai	33	2.19	2	6.06	0.13	Premium Content Websites						Premium Content Websites					
Fastly	26	1.72	0	0	0	Amazon	41	21.47	3	7.32	1.57	Cloudflare	37	33.33	29	78.38	26.13
Microsoft	21	1.39	3	14.29	0.20	Cloudflare	40	20.94	32	80	16.75	Amazon	22	19.82	3	13.64	2.70
Ovh	18	1.19	5	27.78	0.33	Google	9	4.71	1	11.11	0.52	Akamai	11	9.91	0	0	0
Bodis	17	1.13	4	23.53	0.27	Sp-Shopify	8	4.19	6	75	3.14	Fastly	5	4.50	0	0	0
Linode	13	0.86	5	38.46	0.33	Fastly	5	2.62	0	0	0	Google	4	3.60	0	0	0
SEDO	13	0.86	2	15.38	0.13	Others	88	46.07	64	72.73	33.51	Others	32	28.83	3	9.38	2.70
Others	491	32.54	77	15.68	5.10	Total	191	100	53	27.75	27.75	Total	111	100	35	31.53	31.53
Total	1509	100	479	31.74	31.74												

Cloudflare ( $\approx 19.4\%$  for free websites and  $\approx 16.8\%$  for premium websites) and other CSPs.

**Games Websites.** Table 4.8 presents the distribution of free and premium Games Websites across different CSPs. For free websites, Cloudflare is the dominant CSP, hosting 42 websites, which account for 53.85% of the total. Other CSPs in this category include Mivocloud with 5 websites ( $\approx 6.4\%$ ), LeaseWeb and Liquid Web with 3 websites each ( $\approx 3.9\%$  each), Amazon with two websites ( $\approx 2.6\%$ ), and others collectively hosting 23 websites ( $\approx 30\%$ ). For premium content websites, Cloudflare is the leading CSP, hosting 37 websites ( $\approx 33.3\%$ ). Amazon follows it with 22 websites ( $\approx 20\%$ ), Akamai with 11 websites ( $\approx 10\%$ ), Fastly with 5 websites (4.50%), Google with 4 websites (3.6%), others hosting 32 websites ( $\approx 28.8\%$ ). Considering the MC aspect, Cloudflare has the highest count for both free and premium websites, with 39 and 29 instances, respectively. The MPFP for Liquid Web is highest among free websites at 100%, while Cloudflare leads among premium websites at  $\approx 78.4\%$ . The MP is distributed between various CSPs, with Cloudflare accounting for 50% in free websites and  $\approx 26.1\%$  in premium websites.



Table 4.9: An overview of the distribution per category (movies, music, and software) across different cloud service providers.

Movies						Music						Software					
Free Content Websites						Free Content Websites						Free Content Websites					
CSP	#	%	MC	MPFP	MP	CSP	#	%	MC	MPFP	MP	CSP	#	%	MC	MPFP	MP
Cloudflare	83	26.77	17	20.48	5.48	Cloudflare	22	27.50	16	72.73	20	Cloudflare	80	45.45	71	88.75	40.34
Liquid Web	36	11.61	11	30.56	3.55	Sp-Team	6	7.50	1	16.67	1.25	Amazon	19	10.80	7	36.84	3.98
Trellian	30	9.68	8	26.67	2.58	Google	4	5	1	25	1.25	Liquid Web	16	9.09	13	81.25	7.39
Sp-Team	24	7.74	9	37.50	2.90	Amazon	3	3.75	1	33.33	1.25	LeaseWeb	11	6.25	3	27.27	1.70
Amazon	19	6.13	5	26.32	1.61	Liquid Web	2	2.50	2	100	2.50	Voxility LLP	4	2.27	0	0	0
Others	118	38.06	32	27.12	10.32	Others	43	53.75	10	23.26	12.50	Others	46	26.14	19	41.30	10.80
Total	310	100	82	26.45	26.45	Total	80	100	31	38.75	38.75	Total	176	100	113	64.20	64.20
Premium Content Websites						Premium Content Websites						Premium Content Websites					
Amazon	56	36.84	1	1.79	0.66	Amazon	30	34.88	3	10	3.49	Amazon	37	20.44	6	16.22	3.31
Cloudflare	18	11.84	15	83.33	9.87	Cloudflare	12	13.95	9	75	10.47	Cloudflare	37	20.44	25	67.57	13.81
Akamai	9	5.92	1	11.11	0.66	Fastly	4	4.65	0	0	0	Microsoft	9	4.97	0	0	0
Google	7	4.61	2	28.57	1.32	Google	4	4.65	0	0	0	Akamai	6	3.31	0	0	0
Fastly	5	3.29	0	0	0	Apple	2	2.33	0	0	0	Google	6	3.31	0	0	0
Others	57	37.50	4	7.02	2.63	Others	34	39.53	3	8.82	3.49	Others	86	47.51	3	3.49	1.66
Total	152	100	23	15.13	15.13	Total	86	100	15	17.44	17.44	Total	181	100	34	18.78	18.78

**Movie Websites.** Table 4.9 shows the distribution of free and premium Movies Content Websites across different CSPs. For free content websites, Cloudflare is the leading CSP, followed by Liquid Web ( $\approx 11.6\%$ ), Trellian ( $\approx 9.7\%$ ), Sp-Team with ( $\approx 7.7\%$ ), Amazon ( $\approx 6.1\%$ ), and all others hosting 118 websites ( $\approx 38.1\%$ ). Regarding premium websites, Amazon leads with 56 websites ( $\approx 36.8\%$ ), followed by Cloudflare Inc with 18 websites ( $\approx 11.8\%$ ), Akamai with nine websites ( $\approx 5.9\%$ ), Google with seven websites ( $\approx 4.6\%$ ), Fastly with five websites ( $\approx 3.3\%$ ), and others hosting 57 websites (37.5%). In terms of the MC, the largest count in free content websites is observed with Cloudflare (17) and in premium content websites with Cloudflare Inc (15). The MPFP highlights Sp-Team as the highest in free content websites with 37.5%, while Cloudflare Inc tops premium content websites with  $\approx 83.3\%$ . The MP is distributed among various CSPs: Cloudflare has  $\approx 5.5\%$  in free content websites, and Cloudflare Inc has  $\approx 9.9\%$  in premium content websites.

**Music Websites.** Table 4.9 presents the distribution of free and premium Music Content Websites across different CSPs. For free content websites, Cloudflare is the dominant CSP, hosting

22 websites (27.5% of the total). Sp-Team follows with six websites (7.5%), then Google with four websites (5%), Amazon with three websites ( $\approx 3.8\%$ ), Liquid Web with two websites (2.5%), and the Others category with 43 websites ( $\approx 53.8\%$ ). In the case of premium content websites, Amazon leads with 30 websites ( $\approx 35\%$ ), followed by Cloudflare with 12 websites ( $\approx 14\%$ ), Fastly and Google each with 4 websites ( $\approx 4.7\%$ ), Apple with 2 websites ( $\approx 2.3\%$ ), and Others with 34 websites ( $\approx 39.5\%$ ). Regarding MC, Cloudflare has the highest count for both free content websites (16) and premium content websites (9). In terms of the MPFP, Liquid Web has the highest percentage in free content websites with 100%, while Cloudflare takes the lead in premium content websites with 75%. The MP is distributed among various CSPs: Cloudflare accounts for 20% in free content websites, and in premium content websites, Cloudflare accounts for  $\approx 10.5\%$ .

**Software Websites.** Table 4.9 shows the distribution of free and premium software websites across various CSPs. In the case of free content websites, Cloudflare is the leading CSP with 80 websites ( $\approx 45.5\%$ ), followed by Amazon with 19 websites (10.8%), Liquid Web with 16 websites ( $\approx 9.1\%$ ), LeaseWeb with 11 websites ( $\approx 6.3\%$ ), Voxility LLP with 4 websites ( $\approx 2.3\%$ ), and Others with 46 websites ( $\approx 26.1\%$ ). On the other hand, for premium content websites, Amazon and Cloudflare are the most prominent CSPs, each hosting 37 websites ( $\approx 20.4\%$ ), followed by Microsoft with 9 websites ( $\approx 5\%$ ), Akamai and Google each with 6 websites ( $\approx 3.3\%$ ), and Others with 86 websites ( $\approx 47.5\%$ ). In terms of MC, Cloudflare has the highest count for free content websites (71) and the second-highest for premium content websites (25). For free content websites, the highest MPFP is found in Cloudflare ( $\approx 88.8\%$ ), while for premium content websites, it is also in Cloudflare with 67.57%. Regarding MP, Cloudflare has the highest percentage in free content websites at  $\approx 40.3\%$  and the second-highest in premium content websites at  $\approx 13.8\%$ .

## Discussion

**Main Takeaways.** To summarize our findings, the results of the network-scale distribution show interesting trends between the benchmark dataset and the free and premium websites dataset.

**Network Distribution.** 1. free and premium content websites are predominantly concentrated in medium-scale networks across all categories. 2. Malicious websites show a strong correlation with medium-scale networks. Premium content websites use more large-scale networks than free content websites, indicating a relationship between reliable networks and residents in large networks. 3. Using large networks requires higher security standards than medium or small ones. 4. The ranking of category websites based on their average MP is (1) games (47.82%), (2) software (41.49%), (3) books (28.81%), (4) music (28.1%), and (5) movies (20.79%), with an overall average MP of 31.34%. 5. The same ranking applies to the average distribution over medium-scale networks, providing answers for **RQ1** and **RQ2**. 6. A similar conclusion can be applied to distributing malicious content websites across different network scales. Isolating this network scale might be ineffective, as numerous legitimate websites also reside within the same scale. 7. It is essential to break the medium-scale into different types and study the distribution characteristics of free and premium content websites on these different network scales to find the most severe network pattern.

**Spatial Distribution.** The main takeaways are as follows. 1. The results of the spatial analysis convey answers to **RQ3**. We found the most contributing hosting countries: small and large networks were primarily used in the US, while the other countries mainly used medium networks. 2. We found that more than half of the top CSPs (58.58%) reside in the US, while the rest are heavy-tailed distributed over the top hosting countries. 3. Examining the distribution of hosting CSPs and determining the primary locations of malicious websites is crucial to identifying underlying issues and implementing appropriate preventative measures.

**free content websites & premium content websites versus the Benchmark.** Comparing the combined datasets of free and premium content websites against the benchmark datasets provides an understanding of the studied **RQ4**. The takeaways of this study are as follows. 1. Where we notice a similarity in the network scale distribution results, there are significant differences in the results of the top hosting CSPs distribution. 2. The CSPS distribution analysis reveals that Cloudflare and Amazon are the most popular CSPs for hosting free content websites, premium content websites, and benchmark websites. 3. While the free and premium content websites reported being higher malicious than the top 1 million websites, where in detail, the higher rate of the malicious websites in the combined datasets is due to the free content websites and mostly those residing in the top used CSPs. 4. We observed that the free and premium content websites are heavy-tailed distributed over the top hosting CSPs. The case is the same for the top 1 million websites, where in free and premium content websites, the most benign websites associated with hosting CSPs are mostly found in premium content websites. 5. Noteworthy, Liquid Web was found to host the most malicious websites with the highest MPFP in the benchmark, with a significant difference between the first and the second CSP 23.08%, 7.41% respectively, while it is considered the second-highest MPFP CSP in the combined results.

**CSPs Distribution.** The results of provide sufficient answers for **RQ5** the CSPs distribution uncover the affinities of free and premium content websites hosting patterns. 1. There is a higher prevalence of malicious content among free content websites than premium content websites. Some CSPs are unique to either free content websites or premium content websites, indicating that different CSPs may have preferences or specializations when hosting these types of content. 2. Amazon generally has a lower MPFP than other heavily used CSPs in free and premium content websites, making it a good example of secure CSPs. 3. Cloudflare hosts the highest number of malicious content websites and exhibits the highest MPFP among free and premium content websites. 4. Liquid Web ranked second in terms of MPFP, while Fastly did not host any malicious content

websites in one of the tables. 5. Furthermore, a similar conclusion can be made that the most malicious websites hosting CSPs cannot be isolated due to the high overlap between the malicious and benign websites on these CSPs. 6. Thus, the distribution of the most contributed countries needs to be investigated, especially for countries with the most malicious websites hosting CSPs: The US, Belgium, Netherlands, Germany, and Australia.

**Limitations of the Study.** The limitations of this study are related to the used datasets. First, the dataset is a snapshot of free and premium content websites at a particular time, which may not represent all malicious and benign websites associated with premium content websites and free content websites. Second, errors might have been introduced during the manual annotation of data. Moreover, in this study, only VirusTotal was used to scan the malicious websites, limited by the representation of scanners. Moreover, since free content websites hosting patterns change rapidly and depend on CSPs' policies and regulations, the results may not be applicable in other contexts or periods. Additionally, the study briefly discussed other factors affecting website security, such as privacy policies, due to space constraints, and further research is needed to address them. To address the distribution of services among different companies, the study proposed a solution that combines all the various entities under the umbrella of one major company.

For instance, Amazon CSPs provide their services on a regional basis, such as Amazon Data Services Canada, Amazon Data Services France, and Amazon Prod. Consequently, all these CSPs were aggregated into one entity known as "Amazon" for further analysis regarding their service distribution. Nonetheless, it is imperative that further investigations need to be conducted to ensure security concerning each distributed service. Finally, although correlation analysis was performed to understand how different hosting patterns interact for free content website and premium content website classification tasks, more advanced machine-learning models should be applied to achieve better accuracy rates when classifying malicious domains.

**Recommendations.** Consistent with the literature [14, 12, 10, 11, 13], our work found free websites are more malicious and vulnerable than premium websites in all comparison aspects. Similar to other works that studied the security of the top-used websites [50, 56, 72, 54, 25], our contrast analysis shows that the top million used websites are, in fact, less malicious than free websites, which implies that they might be more vulnerable to any security breaches even if they are benign free websites. Furthermore, previous work analyzed the security factors of the CSPs and the networks [68, 49, 77, 48, 38, 55, 42, 80, 61, 62, 73, 35, 67, 43, 87, 47], and suggested different techniques that can be used to protect the different network applications with affinities to certain CSPs, which is echoed in our work that points out CSPs that are used to host malicious free websites.

The study results suggest that network administrators should implement more stringent security measures to protect their networks from malicious activities. Specifically, organizations should focus on isolating medium-scale networks, as they are frequently associated with malicious content websites. Additionally, investigating the CSPs used by either free content websites or premium content websites can help identify which CSPs host more malicious websites than benign ones, and legal action should be taken if necessary. Further security annotation needs to be investigated by combining more than VirusTotal scanners, such as Google Safe Browsing, PhishTank, or other scanners, to get the most accurate malicious classification.

Further research is necessary to understand the relationship between hosting patterns and malicious content websites. For instance, future studies could analyze other factors, such as website age or domain registration date, that may influence website classification. Moreover, analyzing the dynamic code of free content websites can help evaluate the severity of their vulnerabilities. This can improve classification accuracy and our understanding of these websites' functions.

In addition to the previous recommendations, researchers should explore alternative methods for detecting malicious activity with medium-scale networks to improve overall security across all

internet domains. While the study results suggest that most websites reside within medium-scale networks, more research is necessary to accurately determine which size of the medium-scale network poses the most significant security risk. To achieve this, we suggest dividing medium networks into different levels and assessing the security of websites within each level.

Such analysis enables organizations to target their security defenses towards networks with a heightened vulnerability only, leading to better risk management. Finally, it is essential to investigate how attackers exploit free services hosted by trusted providers to detect and prevent attacks before they occur, minimizing their duration. Understanding the attackers' methods to exploit vulnerabilities within services, organizations can proactively take steps to improve their defenses, preventing attacks from happening in the first place or reducing their impact if they do occur.

### Summary and Concluding Remark

Our results show that FCWs and PCWs are concentrated in medium-scale networks, similar to malicious content websites, implying that isolating this type of network alone may not be an effective solution. Furthermore, we identified Cloudflare 68.87%, Liquid Web 44.44%, LeaseWeb 29.41%, SP-Team 28.57%, and Trellian 23.81% as the most used CSPs with high overlap between malicious and benign websites located within these CSPs, indicating a need for further investigation into their distribution and potential weaknesses in security protocols or policies within countries.

Further future work is needed to investigate if there are any changes to the FCWs and PCWs distribution over time and whether these changes have a specific seasonal or periodic pattern. Identify the most effective strategies for containing and limiting the spread of malicious FCWs, and how these strategies can differ based on the network scale, CSP, or the hosting country. Nevertheless, comparing the distribution and the hosting patterns of FCWs to other types of cyber threats, such

as phishing, scams, or ransomware attacks, is needed to recognize if there are any commonalities or differences in their distribution and impact.

This study highlights the need for continued efforts to improve the security of free content websites. In the future, it would be interesting to investigate the vulnerability enumeration of FCWs to increase the users' awareness by identifying vulnerable points within FCW's infrastructure before attackers can exploit them.



# CHAPTER 5: UNDERSTANDING THE COUNTRY-LEVEL SECURITY OF FREE CONTENT WEBSITES AND THEIR HOSTING INFRASTRUCTURE

Free content websites provide free content to their users, including books, games, music, movies, and software. The same type of content can be provided to the user at a cost in premium content websites. In previous work [13], free content website privacy policies were shown to be less elaborate, unlike premium content websites, where free content websites reuse policies depending on their hosting providers. These hosting providers usually reside in one or more countries where users can access free and premium content websites.

It is important to assess the country-level (geo-distribution) security features of free and premium content websites to understand their ecosystem and provide the appropriate security recommendations. Moreover, as the characteristics of those websites may differ based on the type of content they provide, a per-category analysis is paramount for deeper contrasts. Finally, as the target of analysis at the country level, it is essential to understand the security of such websites and country security matureness—e.g., measured by the National Cyber Security Index (NCSI).

**Why Study the Geographical Distribution.** By investigating the geo-distribution of free content websites, we can design better strategies to ensure network security based on the country’s regulations and cyber security policies. Understanding the distribution of free content websites over countries is necessary to identify the concentration of malicious websites and infrastructures. As a

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The work in this chapter has been published at The 10th IEEE International Conference on Data Science and Advanced Analytics (IEEE DSAA 2023) [21].

result, it will help users of these services protect themselves from being victimized by a vulnerability that cannot be controlled or governed by the law of the same country. For example, if a network user uses a free content website that resides in a different country and the website victimizes the user, the user would know if the law of the free content website country is strict and elaborated so that the user can perform legal action against that free content website. They can legally remove any acquisitions, definitions, misinformation, or malicious content from the free content website. Also, it will help to determine the necessary actions against the hosting providers that contain the most malicious websites.

**Why Study the Cyber Security Policy.** To understand the factors that improve security at the country level, we investigate the maturity of cyber security policies of the countries where most free content websites are hosted. Security agreements could exist between countries with the least malicious websites, indicating the effectiveness of such policies and agreements. Investigating the maturity of the cyber security policies of the countries would reveal if the countries with the highest concentration of malicious free websites are those with the least mature cyber security policies. Knowing the NCSI for each country will help us find if there is any correlation between the actual security landscape measured by the prevalence of those websites and the security policies.

Our results show certain country-level distribution patterns for free and premium content websites, where most of the malicious websites are heavily concentrated in some countries. Similar conclusions are derived from the results of the general websites with some differences in concentration where the NCSI average shows a unique pattern for the top hosting countries, where we notice lower scores in some digital development aspects in the countries that contribute to hosting a higher rate of the malicious free content websites, where we notice the significant difference in the distribution of the category websites analysis results between every category and between free and premium content websites in general.

## Summary of Completed Work

Using 1,562 free and premium content websites [13, 10, 14], we contribute in this work with the following. 1. *Malicious free content websites Measurements*. We identify the malicious free and premium content websites and analyze their connections to various infrastructure entities and characteristics. More specifically, we revealed the countries contributing most to (malicious) free content website hosting. 2. *Comparative Analysis*. A thorough comparison was made between free and premium content websites in terms of their utilization of infrastructure and security features in every hosting country. Furthermore, the top hosting countries for Alexa's one million websites were compared to the free and premium content websites and maliciousness within each hosting entity. This yielded a precise, inclusive, and contextualized description of free content websites when put next to premium content websites. 3. *Per-category Analysis*. We performed a comprehensive analysis of the most contributed hosting countries for the different content free and premium content websites categories. We give a detailed comparison in every content type between free and premium content websites, describing the affinities for every studied category. 4. *Security Policy Impact*. We investigated the correlation analysis that sheds light on the average NCSI score of the top free and premium content websites hosting countries to identify the role of the privacy policy development on the percentage of the malicious hosted free content websites in that country.

## Methodology

**Research Questions.** This work aims to understand how free content websites are hosted for their geographic locations and the divergence from premium content websites and general website populations. To accomplish our goal, we endeavor to address several questions. **RQ1.** Where are malicious websites mainly concentrated, and what correlations exist regarding their geographical

locations? **RQ2.** Are there any similarities or differences between free content websites, premium content websites, and the general websites in their geographical distribution regarding the malicious websites? **RQ3.** What are the main geographical distribution characteristics of the different content category websites? **RQ4.** Are there any inconsistencies between top countries hosting malicious websites and the national cyber security index (NCSI) of those countries?

**Dataset and Data Collection.** We use several datasets: 1. A primary dataset consisting of free and premium content websites, and their corresponding annotations. 2. A dataset for the general website population to facilitate our contrast evaluation between free content websites, premium content websites, and their utilization of infrastructure. 3. The results of network features extraction using ipdata [2] and IPSHU [7] in order to obtain the country-level annotation for every website in the scanned dataset. 4. The results of malicious annotation by scanning all datasets from websites using VirusTotal [6]. In the following, we will review those datasets and how we obtained them.

**Free and Premium Content Websites Dataset.** Our study employs a dataset of 1,562 websites compiled as per the criteria established in the prior works [13, 11, 12, 14]. When determining whether to add a website to this list, the primary considerations are its level of popularity, the language used on the site, and how active it is. To assess *popularity*, upon entering a keyword, the ranking of each website on major search engines is assessed. Websites that utilize English as their primary language are kept for additional examination. Meanwhile, *activity* is determined by verifying that the website returned from the search engine is active at the time of the evaluation.

Similarly, three search engines—Google, DuckDuckGo, and Bing—are employed to estimate website popularity, where the average rank of the returned website is taken in making this estimation. Manual inspection is employed in determining whether a website is an free content website or premium content website. Moreover, each webpage is assigned a category based on the content it features—books, games, movies, music, and software. Finally, the classification of websites and

other relevant keywords (e.g., free, premium, paid, etc.) are used for searching in the related search engine. Upon obtaining the filtered websites from the previous steps, we initiated a query to their domain names to acquire their hosts' IP addresses. We found that 1,509 websites were available, which represents 96.6% of the total websites we queried. Among these active websites, 788 were free content websites, and 721 were premium content websites. Based on the content type, we categorize the free and premium websites into five categories: books (144 free and 191 premium), games (78 free and 111 premium), movies (310 free and 152 premium), music (80 free and 86 premium) and software (176 free and 181 premium).

**General Websites Sample.** While measuring and characterizing the free and premium content websites in isolation may shed light on their characteristics, contrasting them with general websites sample can put them into perspective. To this end, we collect a benchmark dataset that is representative of the general websites population. To obtain an unbiased random sample, 2,400 websites were drawn from Alexa's Top One Million website dataset [41]. The sample size is selected to be comparable to the total number of websites in the free and premium content websites while ensuring a small error and high confidence when considering the mean estimation of the overall population of the websites. In particular, we used a margin of error of 2% and a confidence interval of 95%, resulting in a sample size of 2,400. We note that the size of the population (1 million in this case) has an insignificant effect on the size. We refer to this dataset as the "general" for simplicity in presenting.

As in the preprocessing and augmentation of free and premium content websites, we consider whether a general website is active or not—i.e., online or offline at the time of the data acquisition. We found that only 2,057 websites were active, which accounts for only 85.7% compared to 96.5% for the final dataset of free and premium content websites. We obtained each sample's IP address and hosting countries with the *ipdata* API in the free and premium content websites.

**Malicious Websites Annotation.** The main goal of this work is to assess the regional concentration of malicious free content websites in comparison to the premium content websites and the general websites. To begin, we took advantage of VirusTotal [6], a service that combines more than 70 scanning engines and can be used to classify whether a domain name (URL), IP address, or binary (file)—identified by its unique hash value—is malicious or benign. Upon passing a file to VirusTotal, it returns a list of antivirus scanners and their associated detections. Our datasets of the different types of websites are further enhanced using the annotation provided by VirusTotal, where we consider a website to be malicious if at least one of the returned results by VirusTotal is malicious and benign otherwise.

**The National Cyber Security Index.** The national cyber security index (NCSI) [33] is provided by the e-governance academy and identifies a rating of countries based on 12 metrics: 1. cyber security policy of that country, 2. identified and analyzed security threats, 3. education and professional development, 4. contribution to global cyber security, 5. protection of digital services, 6. protection of essential services, 7. electronic identification and digital signature, 8. protection of personal data, 9. cyber incident response, 10. cyber crisis management, 11. cyber crimes fighting, and 12. military cyber operation

We use NCSI to understand the role of cyber security policy and its association with favorable security outcomes, such as the lack of malicious websites in a given country. We hypothesize that countries with a high NCSI would have a low percentage of such malicious websites, and we examine this hypothesis through correlation analysis. Our justification is that countries with the most malicious free content websites have less mature cyber security policies or may not be aware of the latest cyber threats. This is consistent with the rationale of developing NCSI based on objective qualities of the cyber security posture at the country level, as those countries with a lower rating in NCSI might not be digitally well developed to analyze the recent threats and implement

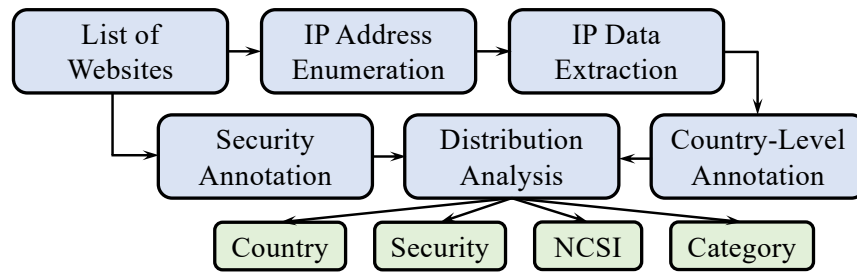


Figure 5.1: Feature extraction and data enumeration workflow, along with comprehensive distribution analysis leading to the free content websites country-level analysis results.

the analysis outcomes into defenses for taking down such websites, or may not protect digital services by applying a high-quality standard and providing a competent supervisory authority that tracks private or public digital services on both free and premium content websites.

To sum up, low-ranked countries may: 1. have less mature cyber security policies, 2. lack of awareness of the cyber security threats, 3. not using recent technology to identify and analyze the risk, 4. provide less protection of digital services, and 5. provide low protection of personal data.

**Analysis Dimensions.** We conduct analyses to detect patterns and disparities between free content websites, premium content websites, and general websites across six categories: the country of origin, the number of websites (count), the proportion of the studied websites per each country (percentage), the total maliciousness contribution (malicious count and malicious percentage), and the maliciousness of the hosted websites per feature count and percentage. Each studied dimension is defined below, and the workflow of our analysis pipeline is shown in Figure 5.1.

**Country.** The country where the IP-based infrastructure of free content websites, premium content websites, and general websites is located. Our investigation discovered that this attribute has 41 different values that correspond to as many countries.

**Count.** The total number of websites hosted on an IP address that is located in that particular country and associated with the given class of websites.

**Percentage.** The number of websites (free content websites, premium content websites, general) in a country normalized by the total number of investigated websites for that type of the studied class of websites. This feature is employed to comprehend any differences in website distribution.

**Malicious Count (MC).** A count of the discovered malicious websites by VirusTotal as described in section 5 that are hosted within a specific country.

**Malicious Per Country Percentage (MPCP).** The proportion of malicious websites relative to the number of websites in a given country. This feature emphasizes the contribution of the studied entity to the total number of malicious websites by considering their size within our dataset. As opposed to MC, which gauges an entity's overall contribution to the total malicious hosting contribution according to our analysis, MPCP normalizes this value by considering how many potentially malicious websites reside within a particular country, acknowledging that countries may vary significantly in their size (scale).

**Malicious Percentage (MP).** This feature indicates the ratio of MC to all websites in the country under analysis for that particular sample, meaning the total number of malicious websites in free content websites, premium content websites, both, or general websites. Unlike MC's indication, MPCP implies that even large entities may contribute little to the total number of malicious websites when their size is considered.

**The National Cyber Security Index.** Provided by NCSI, we studied the following features that determine the high malicious percentage and the weaknesses in NCSI scores: 1. **country**, which is the name of the country reported being one of the most hosting free content website/premium content website countries, 2. **count**, the number of websites found in the given country, 3. **MPCP**,



the percentage of the malicious websites, as described earlier, discovered per each country, 4. **MP**, normalizes the number of malicious websites in every country over the total number of websites, 5. **NCSI**, which is the National Cyber Security Index, defined earlier, 6. **DDL**, index signifies the Digital Development Level, 7. **CSPD**, index signifies the Cyber Security Policy Development, 8. **CTAI**, index signifies the Cyber Threat Analysis and Information, 9. **PDS**, index signifies the Protection of Digital Services, 10. **PPD**, index signifies the Protection of Personal Data, and 11. **Average**, which is the average score for each of the previous features.

## Analysis Results

We provide the results of our findings through an analysis pipeline used to examine the distribution of free and premium content websites. We describe and compare trends in free and premium content websites distribution across countries, and their comparison to the concentration of the general websites. We will compare the results from each feature analysis we performed, followed by an analysis that takes into account such characteristics with regard to the type of content being hosted on the given website – i.e., content category analysis (books, games, movies, music, and software). Finally, we provide the NCSI scores analysis, which may reveal some hosting affinities or correlations between the hosting countries and the hosted free and premium content websites.

### Country-Level Distribution Analysis

**General Insights.** The results of the distribution analysis of free and premium content websites over different countries reflect the following insights followed by the analysis tables results:

1. More than half of the websites reside in the US, and 33.6% of the free and premium content websites are malicious, as it appears in Table 5.2. Implies that employing security measures on

websites in the United States would improve the security of websites by almost 20% for websites with free and premium content. 2. Preventing free websites from being deployed in Belgium will contribute to changing the classification of Belgium from the second top in hosting malicious websites to exclusively hosting benign websites. 3. Compared to locations worldwide, free and premium websites in all categories are primarily hosted in the US rather than in other countries.

**Free and Premium Websites.** Table 5.2 shows the distribution of free and premium content websites, along with their respective MC, MPCP, and MP. The United States leads with 58.5% of the total websites, followed by Belgium at 6.6%, the Netherlands at 6.3%, and Germany at 5.9%. Australia, the United Kingdom, France, China, Canada, and Ireland contribute to the overall distribution, as shown in Figure 5.2.

In terms of MC, the United States has the highest count of malicious websites (297), followed by Belgium (67) and the Netherlands (19). Moreover, the United States, Belgium, and France exhibit significantly higher MPCP for free content websites, while the other countries maintain relatively lower percentages across all categories. Overall, out of 1,509 websites, 479 were malicious. These results shed light on the prevalence of malicious content in different countries, offering valuable insights into potential areas of focus for cyber security efforts.

**Benchmark Websites.** Table 5.1 shows the distribution of general websites in countries for free and premium content websites. The United States leads, hosting 45.8% of the websites, followed by Germany (7.1%), France (4.9%), China (3%), the Netherlands (3%), and Canada (2.5%). The United Kingdom, Australia, Ireland, and Belgium have a smaller presence. In terms of MC, the United States has the highest count (44). The total MP for the Top One Million websites is 4.5%. Other countries account for 29.5% of the websites and have an MC of 121.

In table 5.2, the United States also leads in hosting free and premium websites, with  $\approx 59\%$ . Bel-

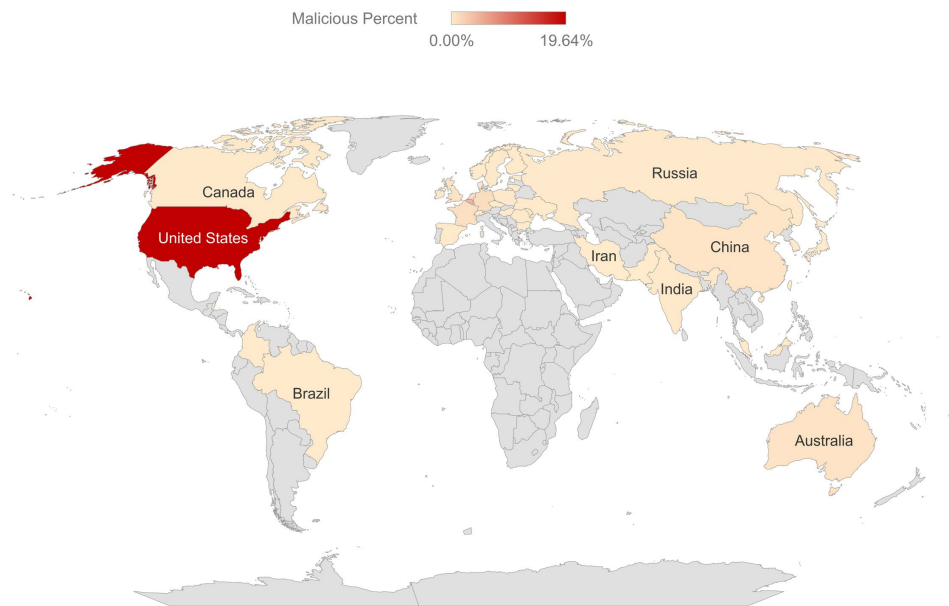


Figure 5.2: This heatmap illustrates the distribution of malicious websites across various countries.

gium, the Netherlands, and Germany follow, but with much smaller percentages. The distribution of malicious content is more pronounced in the United States, with a considerably higher MP of 19.6% compared to the Top One Million websites. MPCP values differ between countries.

In summary, the United States is the dominant country for both general websites, free content websites, and premium content websites. However, there is a notable difference in the distribution of malicious content, with a higher prevalence in the latter category. This insight highlights the potential need for increased cyber security measures for free and premium content websites, especially in the United States. The “Others” category, while not an individual country, still contributes significantly to the total distribution of websites and malicious content.

**Free Websites.** Table 5.1 displays the distribution of free content websites in the top hosting countries. The United States leads the list, hosting 50.6% of the free content websites, followed by Belgium (11.2%), Germany (9.4%), the Netherlands (7%), and Australia (5.3%). France, the

Table 5.1: An overview of the distribution of the (top-1M, free content websites, and premium content websites) across different countries. The names are coded using Alpha-3, where GBR stands for the United Kingdom, which here includes Northern Ireland.

General Websites						Free Content Websites						Premium Content Websites					
Country	#	%	MC	MPCP	MP	Country	#	%	MC	MPCP	MP	Country	#	%	MC	MPCP	MP
USA	941	45.75	44	4.68	2.14	USA	399	50.63	171	42.86	21.70	USA	485	67.27	126	25.98	17.48
DEU	146	7.10	3	2.05	0.15	BEL	88	11.17	62	70.45	7.87	NLD	40	5.55	2	5	0.28
FRA	101	4.91	6	5.94	0.29	DEU	74	9.39	16	21.62	2.03	CHN	28	3.88	6	21.43	0.83
CHN	62	3.01	2	3.23	0.10	NLD	55	6.98	17	30.91	2.16	GBR	22	3.05	3	13.64	0.42
NLD	62	3.01	2	3.23	0.10	AUS	42	5.33	10	23.81	1.27	IRL	21	2.91	1	4.76	0.14
CAN	51	2.48	2	3.92	0.10	FRA	20	2.54	13	65	1.65	CAN	16	2.22	3	18.75	0.42
GBR	40	1.94	0	0	0	GBR	17	2.16	9	52.94	1.14	IND	16	2.22	2	12.50	0.28
AUS	24	1.17	3	12.50	0.15	RUS	13	1.65	2	15.38	0.25	DEU	15	2.08	1	6.67	0.14
IRL	19	0.92	1	5.26	0.05	CAN	8	1.02	0	0	0	FRA	15	2.08	2	13.33	0.28
BEL	4	0.19	0	0	0	ROU	7	0.89	3	42.86	0.38	BEL	11	1.53	5	45.45	0.69
Otr.	607	29.51	121	19.93	5.88	Otr.	65	8.25	16	24.62	2.03	Otr.	52	7.21	9	17.31	1.25
Total	2057	100	92	4.47	4.47	Total	788	100	319	40.48	40.48	Total	721	100	160	22.19	22.19

United Kingdom, Russia, Canada, and Romania have smaller percentages of free content websites. In terms of MC, the United States has the highest count (171), while Belgium has the highest MPCP at 70.5%. The overall MP for free content websites is 40.5%.

The data reveals that the United States is the dominant hosting country for free content websites, with over half of the websites hosted there. However, Belgium has the highest proportion of malicious content, as indicated by the MPCP value. This information highlights the need for increased security measures for free content websites, particularly in countries with higher concentrations of malicious content. The "Others" category, which collectively represents 8.3% of the free content websites, also contributes significantly to the total distribution of malicious content, with an MC of 16 and an MP of 2%.

**Premium Websites.** Table 5.1 shows the distribution of premium content websites in the top hosting countries. The United States dominates the list, hosting 67.3% of the premium content websites. The Netherlands, China, the United Kingdom, and Ireland follow with smaller percentages of 5.6%, 3.9%, 3.1% and 2.9%. Canada, India, Germany, France, and Belgium also host

a minor portion of premium content websites. In terms of MC, the United States has the highest count at 126, but Belgium has the highest MPCP at 45.5%.

The overall MP for premium content websites is 22.2%. The data highlights the significant concentration of premium content websites in the United States, but it also shows that Belgium has a higher proportion of malicious content in its premium content websites, as evidenced by its MPCP value. This suggests that security measures should be strengthened for premium content websites, especially in countries with a higher concentration of malicious content. The "Others" category, which collectively represents 7.2% of the premium content websites, also contributes significantly to the total distribution of malicious content, with an MC of 9 and an MP of 1.3%.

**Free Websites versus Premium Websites.** A comparison between the distribution of free and premium content websites across the top hosting countries reveals several insights, as shown in Table 5.1. The United States is the top hosting country for both types of websites, with 50.6% of free content websites and 67.3% of premium content websites. However, the distribution of free content websites is more spread across various countries, with Belgium (11.2%), Germany (9.4%), and the Netherlands (7%) hosting a substantial percentage of free content websites. On the other hand, the distribution of premium content websites is more concentrated in the United States, with other countries like the Netherlands, China, and the United Kingdom hosting smaller percentages of 5.6%, 3.9%, and 3.1%, respectively.

Free content websites have an overall MC of 319 compared to premium content websites with 160. The MP of free websites is significantly higher at 40.5% compared to premium ones, which have an MP of 22.2%. This suggests that free content websites are more likely to contain malicious content than premium content websites. Belgium has the highest MPCP for both free content websites (70.5%) and premium content websites (45.5%). This suggests that despite hosting a smaller percentage of websites, Belgium has a high proportion of malicious content.

Overall, the distribution of free content websites is more dispersed across various countries than premium content websites, primarily concentrated in the United States. The malicious content rates in both types of websites highlight the need for improved security measures, particularly in countries with a high concentration of malicious content.

### Per-Category Country-level Analysis

Consistent with the prior work that initiated this line of work, we explore the geographical distribution of the free and premium content websites across the various analysis dimensions by considering their category type, emphasizing the type of content such websites serve. Namely, the contents are divided into books, games, movies, music, and software websites.

**Books Websites.** Table 5.2 shows the distribution of free and premium book websites across countries. For free websites, the United States has the highest share, accounting for roughly 58% of the total, followed by Germany at roughly 8%, Belgium at roughly 6%, and Australia at roughly 4%. The United States also has the highest MC with 32 instances, while Belgium has the highest MPCP at roughly two-thirds of the total. Furthermore, the United States leads in MP with 22.2%.

For premium content websites, the United States maintains dominance with roughly 62%, followed by China, Canada, the Netherlands, and the United Kingdom. Note that the United States has the highest MC with 34 instances, while Canada and the United Kingdom have the highest MPCP, around 38%. Once again, the United States has the highest MP, at roughly 18%. The United States dominates both types of websites. Belgium has a significantly high MPCP in free content websites. Furthermore, China, Canada, and the United Kingdom have considerable MPCP values in premium content websites.

In summary, there is a significant and clear difference in malicious content distribution in free

Table 5.2: An overview of the distribution per category (free content websites vs. Premium content websites, books, games) across different countries.

Overall						Books					Games						
Country	#	%	MC	MPCP	MP	Free Content Websites					Free Content Websites						
Country	#	%	MC	MPCP	MP	Country	#	%	MC	MPCP	MP	Country	#	%	MC	MPCP	MP
USA	884	58.47	297	33.60	19.64	USA	84	58.33	32	38.10	22.22	USA	39	50	31	79.49	39.74
BEL	99	6.55	67	67.68	4.43	DEU	11	7.64	0	0	0	BEL	10	12.82	10	100	12.82
NLD	95	6.28	19	20	1.26	BEL	9	6.25	6	66.67	4.17	MDA	5	6.41	0	0	0
DEU	89	5.89	17	19.10	1.12	AUS	6	4.17	0	0	0	NLD	4	5.13	3	75	3.85
AUS	48	3.17	10	20.83	0.66	FRA	4	2.78	2	50	1.39	ROU	3	3.85	0	0	0
GBR	39	2.58	12	30.77	0.08	Otr.	30	20.83	3	10	2.08	Otr.	17	21.79	6	35.29	7.69
FRA	35	2.31	15	42.86	0.99	Total	144	9.54	43	29.86	29.86	Total	78	100	50	64.10	64.10
CHN	33	2.18	7	21.21	0.46	Premium Content Websites					Premium Content Websites						
CAN	24	1.59	3	12.50	0.20	USA	118	61.78	34	28.81	17.80	USA	67	60.36	31	46.27	27.93
IRL	22	1.46	1	4.55	0.07	CHN	13	6.81	4	30.77	2.09	NLD	13	11.71	0	0	0
IND	18	1.19	3	16.67	0.20	CAN	8	4.19	3	37.50	1.57	GBR	5	4.50	0	0	0
RUS	15	0.99	2	13.33	0.13	NLD	8	4.19	1	12.50	0.52	CHN	4	3.60	0	0	0
FIN	12	0.8	1	8.33	0.07	GBR	8	4.19	3	37.50	1.57	FRA	4	3.60	0	0	0
SGP	10	0.66	1	1	0.07	Otr.	36	18.85	8	22.22	4.19	Otr.	18	16.22	4	22.22	3.60
Otr.	86	5.7	24	27.91	1.59	Total	191	100	53	27.75	27.75	Total	111	100	35	31.53	31.53
Total	1509	100	479	31.75	31.75												

and premium content websites, with slightly higher MP values found in free content websites than premium content websites.

**Games Websites.** Table 5.2 summarizes the distribution for the category of games among countries. For free websites, the United States has almost half, followed by Belgium at almost 13%, then Moldova at 6%, and the Netherlands at 5%. The United States has the highest MC with 31 instances and the highest MPCP at almost 80%. Notably, Belgium stands with the highest MPCP of 100% and a MP of almost 13%. Moreover, the United States leads in MP with almost 40%.

As for premium content websites, the United States dominates once again with more than 60%, followed by the Netherlands, the United Kingdom, China, and France. In terms of MP, the United States leads with almost 28%, while other countries such as the United Kingdom, China, and France—surprisingly—have no reported malicious instances.

In summary, the United States leads in both free and premium game contents websites, with a

higher percentage of malicious content in free content websites. Belgium also has a significant presence in free content websites, with a striking 100% MPCP rate. Other countries have a lesser contribution, and others have no malicious content reported in either free or premium websites.

**Movies Websites.** Table 5.3 shows the distribution of movie websites in the dimension studied in different countries. In the case of free websites, the United States has the largest share with approximately 47%, followed by Germany at 15%, Australia at roughly 10%, and the Netherlands at approximately 9%. The United States has the highest MC of 34 and an MPCP of 23%.

For MPCP, we found that Belgium has the highest MPCP, at 31.8%. Moreover, the United States is shown to have the highest MP at 11%. Similarly, for premium content websites, we found that the United States dominates with more than 77%, followed by the Netherlands, China, and Ireland, each of which has only around 4%–5%. The United States again has the highest MC with 20 instances and an MPCP of 17%. China and the Netherlands exhibit similar MPCP values distribution with around 14% and 13%, respectively. Moreover, the United States leads in MP at around only 13%, while most other countries have a smaller number of malicious instances. When comparing free and premium content websites, it is evident that the United States has a more significant share of both types of websites.

In summary, the United States has a higher MP in premium content websites compared to free content websites, while the MC and MPCP are lower in premium content websites. Moreover, the highest MPCP value for a country in free content websites is observed in Belgium, compared to more evenly distributed values in premium content websites among countries like China and the Netherlands. This suggests that there may be a difference in the distribution of malicious content between free and premium content websites for this category.

**Music Websites.** Table 5.3 shows the results of the music websites category distribution across



Table 5.3: An overview of the distribution per category (movies, music, and software) across different countries.

Movies						Music						Software					
Free Content Websites						Free Content Websites						Free Content Websites					
Country	#	%	MC	MPCP	MP	Country	#	%	MC	MPCP	MP	Country	#	%	MC	MPCP	MP
USA	146	47.10	34	23.29	10.97	USA	43	53.75	19	44.19	23.75	USA	87	49.43	55	63.22	31.25
DEU	46	14.84	12	26.09	3.87	DEU	9	11.25	3	33.33	3.75	BEL	42	23.86	35	83.33	19.89
AUS	30	9.68	8	26.67	2.58	BEL	5	6.25	4	80	5	NLD	13	7.39	5	38.46	2.84
NLD	29	9.35	8	27.59	2.58	NLD	5	6.25	1	20	1.25	GBR	7	3.98	6	85.71	3.41
BEL	22	7.10	7	31.82	2.26	CAN	3	3.75	0	0	0	DEU	6	3.41	1	16.67	0.57
Otr.	37	11.94	13	35.14	4.19	Otr.	15	18.75	4	26.67	5	Otr.	21	11.93	11	52.38	6.25
Total	310	100	82	26.45	26.45	Total	80	100	31	38.75	38.75	Total	176	100	113	64.20	64.20
Premium Content Websites						Premium Content Websites						Premium Content Websites					
USA	118	77.63	20	16.95	13.16	USA	58	67.44	13	22.41	15.12	USA	124	68.51	28	22.58	15.47
NLD	8	5.26	1	12.50	0.66	FIN	4	4.65	0	0	0	DEU	9	4.97	1	11.11	0.55
CHN	7	4.61	1	14.29	0.66	IRL	4	4.65	0	0	0	BEL	7	3.87	3	42.86	1.66
IRL	6	3.95	0	0	0	NLD	4	4.65	0	0	0	NLD	7	3.87	0	0	0
AUS	2	1.32	0	0	0	GBR	3	3.49	0	0	0	FRA	6	3.31	1	16.67	0.55
Otr.	11	7.24	1	9.09	0.66	Otr.	13	15.12	2	15.38	2.33	Otr.	28	15.47	1	3.57	0.55
Total	152	100	23	15.13	15.13	Total	86	100	15	17.44	17.44	Total	181	100	34	18.78	18.78

the different countries. From a distribution standpoint, the United States still leads in free and premium content websites, accounting for more than 53% and 67% of each category, respectively. Germany, Belgium, and the Netherlands also have a considerable presence in the free content websites. Analyzing malicious content, free content websites exhibit a higher MP in countries such as the United States ( $\approx 24\%$ ) and Belgium (5%), with the “Others” category showing a collective MP of 5%. In contrast, premium content websites have lower malicious content rates in most countries, with the United States having an MP of  $\approx 15\%$  and the collective “Others” category at 2.3%. Finland, Ireland, the Netherlands, and the United Kingdom have no reported malicious content in their premium content websites.

In summary, the United States is the primary contributor to both free and premium music content websites, with higher MP observed in the free content websites compared to the premium content websites. Other countries such as Germany, Belgium, and the Netherlands also contribute significantly to music content distribution, displaying varying patterns of malicious content between free

and premium content websites.

**Software Websites.** Table 5.3 shows the distribution of the free and premium websites across countries, again highlighting a lead of the United States at almost 50% and 69% in the free and premium websites, respectively. Moreover, Belgium and the Netherlands also have a notable presence in both categories. On the other hand, and for malicious content, the free websites have a higher MP overall, particularly in the United States ( $\approx 31.3\%$ ) and Belgium ( $\approx 20\%$ ). In contrast, the premium websites have lower malicious content rates across all countries. For instance, the United States has an MP of  $\approx 16\%$ , followed by Belgium ( $\approx 2\%$ ) in premium content websites.

In summary, the United States is a major contributor to both free and premium content websites, with a higher percentage of malicious content observed in free content websites. Other countries, such as Belgium and the Netherlands, also contribute significantly with software content, with varying levels of maliciousness across free and premium content websites.

### National Cyber Security Index Analysis

NCSI measures the country-level cyber security maturity, and we use this dimension of analysis to understand if there is any trend in the availability of free content malicious websites in a given country and their association with such an index.

Table 5.4 lists the relationship between the MPCP of the leading countries in hosting free and premium content websites and their scores on different NCSI criteria. The results reveal that the countries hosting websites marked as malicious, as indicated with a high MPCP and MP, have a varying range of NCSI scores, indicating the limitations in some aspects of the scoring criteria to capture this essential feature (security) of those websites at the country level. For instance, the United States, which has a high MPCP, scored only 20 in the cyber threat analysis and information

sharing (CTAI) and protection of digital services (PDS) criteria. On the other hand, a country like Belgium, with 4.4% of MP and 67.68 of MPCP, had a DDL of 75.3% and a CTAI of 80%. With 20% of the hosted websites in it being malicious, the Netherlands had 83.5% in DDL, and 57% in CSPD. Noteworthy, Germany, with 19.1% MPCP and 1.1% of the total MP, scored 90.9% in NCSI, which is a relatively higher rate than the other countries. However, we observe that the same country also had a DDL score of 81.4%.

In Australia, the United Kingdom, and Canada, 20.8%, 30.8%, and 12.5% MPCP, contributed only 0.9% of the total MP, but scored 20% in PDS, 78.7% DDL in Australia, 81.6% in the United Kingdom and 77.1% in Canada. However, the CSPD score of Canada and the United Kingdom is 71%. The same trend applies to other countries, where the results show an average of 75.33% of the countries that host free and premium websites, averaging 31.8% of MPCP and 2.9% of MP while scoring an average of 62% in PDS and 72% in CTAI and CSPD, and 77.5% in DDL.

This insight supports the previous hypothesis that some countries may need to improve their cyber security measures to combat cyber threats effectively as the scores may not be indicative of the level of security in certain categories—such as free content websites security. Moreover, we observed that the highest malicious free and premium content websites hosting is in countries performing 20% in CSPD, CTAI, and PDS, highlighting the importance of these criteria in measuring the country-level security maturity regarding the studied threat.

## Discussion

**Overall Takeaway.** The results of the country-level analysis convey answers to **RQ1** and **RQ2**. We found that the majority of the investigated websites are located in the United States, with 33.6% of free and premium content websites, compared to 45.8% of the general websites. At the same

Table 5.4: The distribution of free and premium content websites across different countries associated with NCSI scores. Studied distribution characteristics for each country: the count, MPCP, MP, and the NCSI ranking scores.

CN	#	MPCP	MP	NCSI	DDL	CSPD	CTAI	PDS
USA	884	33.60	19.64	64.94	82	100	20	20
BEL	99	67.68	4.43	93.51	75.34	100	80	100
NLD	95	20	1.26	83.12	83.48	57	100	80
DEU	89	19.10	1.12	90.91	81.43	100	100	100
AUS	48	20.83	0.66	66.23	78.68	100	100	20
GBR	39	30.77	0.08	77.92	81.55	71	100	20
FRA	35	42.86	0.99	84.42	78.59	86	80	80
CHN	33	21.21	0.46	51.95	60.81	14	20	80
CAN	24	12.50	0.20	70.13	77.09	71	100	20
IRL	22	4.55	0.07	70.13	76.23	71	20	100
AVG	137	31.75	2.89	75.33	77.52	77	72	62

time, a significant number of the studied websites were identified as malicious. Overall, the free content websites, premium content websites, and general websites had a heavy-tailed distribution over the top hosting countries.

Surprisingly, the vast majority of the malicious websites in all three types of websites are mostly hosted in the United States, where the MPCP shows a very high percentage in the case of free content websites for most of the studied countries. In contrast, the highest MPCP in premium content websites mostly concentrated around the top hosting countries. Interestingly, the case is different on the general websites, where the highest MPCP appears in the eighth of the top hosting countries, indicating the severity of the free content websites in comparison to the other types of websites where the MP in free content websites 40.5%, 22.2% in premium content websites, and only 4.5% in the general websites.

**Per-category Analysis Takeaway.** The summary of the category websites analysis holds answers to **RQ3** by showing the distribution of free and premium content websites over countries. Again, we found that the United States dominates both free and premium content websites across the top

hosting countries and various content categories. However, the distribution of free content websites is more spread across various countries, such as Belgium, Germany, and the Netherlands. For MC, MP, and MPCP, the free content websites generally have higher malicious content rates than premium content websites, with Belgium exhibiting the highest MPCP for both types of websites.

We conclude that the United States has the highest MC, while Belgium has a relatively high proportion of malicious content despite hosting a smaller percentage of websites. The results highlight the need for improved security measures, particularly in countries with high concentrations of malicious content on free and premium content websites. Although such measures are desired, at a minimum, this study directly points out the insufficiency of the accepted standard for characterizing the security maturity of a country in light of a specific domain and calls for revising such a standard for hosting capabilities and associated security. On the positive side, Germany, which is considered the second dominant hosting country in most free content websites except in the game and software categories, had one of the lowest malicious hosting scores, captured well in the associated measures.

**NCSI Analysis Takeaway.** The derived results indicate an answer to **RQ4**, where we found that the most malicious websites are concentrated in countries that have gotten a lower score, at least in one of the following aspects: DDL, CSPD, CTAI, and PDS. This finding supports the examined hypothesis that the weakness in these cyber security aspects could contribute to the high concentration of malicious content on these countries' websites. Therefore, we recommend prioritizing the development of these aspects to improve the overall cyber security measures of these countries, reduce the number of malicious websites, and increase the network's security.

The distribution of free and premium content websites over countries identified the most contributed hosting countries; however, due to the high overlap between malicious and benign websites within these countries, it is essential to investigate other factors which could cause this weakness.

It was also found that the most malicious contributed countries have gotten a lower score in at least one aspect, such as Cyber Security Policy Development (CSPD), Cyber Threat Analysis and Information (CTAI), or Protection of Digital Services (PDS).

**Contrast with the Literature.** The results of the NCSI analysis show compatibility with Alabduljabbar *et al.*'s [13] work where we found indicators that the score of the policy development is relatively low in the countries with a high MPCP, in general. Their findings were drawn from examining the privacy policies, where our results are drawn by tracking the security development indicators of the country and the security state of such websites hosted in a country. As such, our study provides other means of supporting the findings of this prior work.

We also found prior work investigated the security of websites and their geographical distribution at the country level and showed variations between the vulnerable websites per country [24, 27, 65, 76, 78, 82, 83, 84, 85, 90, 91, 92]. However, most of these studies focus on websites from e-government, universities, and libraries. As such, the distribution of malicious free content websites has not been discussed in prior work in contrast with the studied in-depth dimensions, although our findings are consistent with some of such literature. Both our findings and previous work conclude the need for more regulations on website hosting by considering security as an essential criterion, while our work additionally substantiates this need with an evidence-based study that highlights the performance of existing measures and the gaps that call for further improvements.

**Limitations and Recommendations.** One of the unexpected results is that malicious free content websites are highly distributed over the hosting countries. This indicates a need to improve to cyber security policies and agreements across those countries to protect users. Moreover, while some of those regulations might be in existence—as indicated by the discrepancy between the NCSI and our measurements, the higher MPCP discovered rate may be due to a lack of *enforcement* of such regulations and policies, calling for tracking the enforcement as an equally important aspect of the

maturity of the cyber security policy at the country level. Given the broad usage of the websites class we studied, it is important to note that our results and findings highlight how cybercrime may transcend nations, making it difficult to contain without a coordinated international collaboration and dialogue, which should be embodied in the nation-level security maturity scoring.

One potential explanation for the United States lead in some of the measurements we conducted is that the collection of the websites (free and premium content websites) took place from hosts located in the United States, which biases the returned results to only those relevant in the United States—e.g., Google considers a combination of factors to determine the results, including user's location, language, search history, and the relevance of website. We note that such bias would be at the level of the contents, and not unclear whether the infrastructure—the main studied aspect in this study—is taken into account when returning search results.

While we did not consider the root cause for the maliciousness of those websites—as that is an important yet orthogonal pursuit, it would be interesting to explore that in the future. One potential factor contributing to our results concerning the distribution of malicious websites across countries is perhaps the difference in access restrictions, data privacy laws, or other digital security measures across different regions or nations, which could lead to varying levels of risk when accessing content from those areas (and, by the same token, security assurance).

As a primary recommendation of this work, and based on the key findings, there is a need to develop better cyber security policies and regulations to reduce the risk exposure for users who access these websites. Moreover, while this work provides an overview of the country-level distribution patterns associated with free content websites, premium content websites, and their association, much work remains to be done to identify the correlation between the maliciousness of a website and its regional environments.

## Summary and Concluding Remark

We examined the distribution of free and premium content websites across different countries, showing that malicious free content websites are heavily concentrated in some countries and highlighting the need for more mature cyber security policies to ensure security. We also examined the discrepancy between the NCSI scores of hosting countries and malicious free content websites averages. The findings presented here can help inform strategies to better protect users against vulnerabilities beyond their control. Our study is not without limitations, including the need to revisit the data collection, annotation, and website types, which can all be continuously improved to provide better coverage, representation, and data balance. In the future, it would also be important to understand through measurements the different types of maliciousness different websites have, and their severity, which may impact the weight of the different policy scores and their relevance. Identifying the weaknesses exploited in different categories or regions may help shed light on more precise policy recommendations.



## CHAPTER 6: THE INFRASTRUCTURE UTILIZATION OF FREE CONTENTS WEBSITES REVEAL THEIR SECURITY CHARACTERISTICS: A CORRELATION ANALYSIS

The Web has revolutionized the way users spend their time online, spending significant time accessing websites that conveniently deliver various types of content, such as books, games, music, movies, and software. For example, many game websites offer free or paid games to users. Generally, websites are grouped into two groups. 1. Website content is available for a fee, and these types of websites are known as premium content websites. 2. Website content for free, known as free content websites. Previous studies [13, 14] reported that free content websites tend to be riskier than premium content websites in terms of user privacy and security features [9, 11, 12, 13, 14, 24, 51], although a clear understanding of what contributes to this risk is unclear. Given the popularity of these websites and the associated risk [11, 12, 13], we set out to investigate the network characteristics and the hosting patterns for these websites, including the network size, the cloud service provider (CSP), and the hosting country. We do so to identify the correlation between the security features of those websites in terms of hosting patterns.

**Approach.** For a comprehensive characterization and analysis of the hosting infrastructure of free content websites and associated patterns, we continue to pursue the following. 1. We identify the size of networks these websites utilize for hosting into small, medium, and large. 2. We identify and investigate the cloud service providers for these websites and their characteristics. 3. We identify and study the top hosting countries of free content websites to provide a sufficient description of their hosting characteristics. 4. We perform a correlation analysis to distinguish the security and

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The work in this chapter has been published at The 12th International Conference on Computational Data and Social Networks, (CSoNet 2023) [23].

hosting patterns for free websites compared to premium content websites. 5. We provide a detailed correlation analysis of the hosting patterns of the different types of content of free content website and premium content website and their security assessment. In doing this correlation analysis, and in contrast to the premium content websites, we hope to shed light on the features that contribute most to explaining such websites' security and privacy risks.

Correlation analysis reveals whether there is a linear relation. This work studies the relationship between network size, CSP, hosting country, website type, and free or premium content websites. Moreover, we study the website's content category (books, games, movies, music, or software) alongside its security features, malicious or benign, as indicated by various security scanners. By studying the correlations of free content websites with their hosting patterns, we identify the affinities between the different infrastructure patterns and the security of free content websites compared to premium content websites. This analysis will help inform users, website operators, and network operators about this ecosystem and the features that contribute the most to free and premium content websites. Eventually, we hope that once those characteristics are revealed through rigorous analysis, network operators will be able to reduce users' exposure to the maliciousness of those websites and associated infrastructure by implementing practical measures.

**Motivations.** Various vital elements motivate the current research. First, it is essential to understand how the network size and website type relate, especially when determining which network sizes are frequently used by malicious free content websites. Security precautions can be taken based on the correlation results, and the ideal network size can be determined for filtering and isolation strategies. To assess the level of security offered by particular CSPs, it is essential to examine the correlation between CSPs and the use of free or premium content websites. Finding correlations with malicious free content websites allows for well-informed actions, such as disconnecting CSPs with a high correlation with malicious websites until they fulfill the strictest security

requirements. Sharing the correlation findings with CSP firms can also enable them to focus on preventing harmful websites from accessing networks.

Revealing the correlations between the hosting countries with hosted free content websites or premium content websites determines the appropriate action governments should take to improve website hosting requirements. Developing and promoting policies for the hosting of CSPs and their network standards. Furthermore, revealing the correlations of malicious websites with the hosting countries will focus the effort of governments to 1. evaluate their security standards, 2. take a step forward in implementing more stringent security standards to combat malicious websites, 3. and protect the end users by reviewing the privacy and security policies or mutual agreements that any website operating must adhere to in these countries.

The correlations of the content categories with free or premium websites reveal insights about the hosting affinities for each content category. By studying the correlations of security attributes with content websites, we will know which content category requires more security improvements. For example, if there is a strong correlation between malicious websites, free movie websites, and medium-sized networks. Then, movie websites hosted on medium networks require more filtering, scanning, or other securing actions to ensure safe browsing. The same applies to different CSPs or hosting countries, where CSP companies must invest more in regulating hosting free movie content websites. Governments should also legislate more rules to prevent users from accessing free websites with malicious content.

Understanding the security traits of free and premium content websites is greatly improved by analyzing their correlation with their security attributes (malicious or benign) and the underlying infrastructure. This research comprehensively analyzes the variables that affect website security by detecting their various hosting patterns. This knowledge enables stakeholders to improve the security of free content websites and take preventive action, protecting consumers from threats.

Through this study, we provide detailed information on the security environment around free content websites. We contribute to the literature by illuminating the complex relationships between network size, website type, security labeling, and infrastructure usage. We also help stakeholders develop practical solutions to strengthen free content websites' security and user safety.

**Findings.** In this work, we find different correlation patterns between free websites, premium websites, and their content categories. We see a strong correlation between free and premium content websites with medium networks. In addition, we find a strong correlation between malicious attributes in medium networks. This implies the problem of deciding the appropriate action against malicious websites on medium networks. In contrast, we find a significant correlation between malicious websites and several CSPs. Furthermore, we see a significant correlation between hosting countries and free content websites. Finally, the study reveals the hosting affinities of malicious free content websites, which may inform CSP companies and governments to limit the hosting of free content websites with more security rules and regulations.

### Summery of Completed Work

In this work, we used a data set that included 1,562 free and premium content websites obtained from the research work of Alabduljabbar *et al.*[10]. Using Pearson's correlation analysis, we examined connections between free and premium content websites, network size, hosting CSPs, and nations. We analyze these correlations to find patterns and affinities related to various hosting arrangements. The links between website attributes, network size, hosting providers, and regional distribution are better understood due to this investigation.

**Full Comparison.** We comprehensively understand the different characteristics of the free content website hosting pattern compared to the premium content websites by studying their correlations

with network size, hosting CSPs, and hosting countries.

**Systematic Analysis.** We provide a systematic security analysis for free and premium content websites. We are analyzing the correlations between free and premium content websites and malicious or benign attributes of content categories. In addition, we study the correlations of malicious free and premium content websites with hosting infrastructures.

**Hosting Correlations.** We provide a detailed discussion of different characteristics of the hosting pattern. Derived from the results of a correlation analysis between small, medium, and large sizes of the networks and malicious or benign websites. We provide correlation results of the top hosting CSPs and countries. We discuss whether a strong or weak correlation exists between hosting patterns for specific content categories or security behaviors.

**Per-category Correlations.** We analyzed the correlation between free and premium content websites with their content categories (books, games, movies, music, and software). Correlation between content categories and network sizes (small, medium, and large networks). Also, the correlation between malicious or benign websites with different content categories.

**Elaborated Discussion.** Finally, we provide a detailed discussion containing the derived implications from the results. We discuss the limitations and recommendations of the study where there is a severe need for improvements.

## Methodology

In this section, we provide the research questions that we are trying to solve. We then describe the workflow of the data collection and enhancement process. After that, we introduce the analysis algorithm we used and the description of the analysis dimensions.

**Research Questions.** This work aims to provide an insightful correlation analysis between the different hosting patterns of free content websites compared to premium content websites. For example, you may study their distribution over networks, CSPs, or hosting countries. Toward this goal, we have worked to provide sufficient answers to the following questions. **RQ1.** Does the security of free and premium content websites change over time? **RQ2.** What are the main differences between the network hosting patterns of free content websites compared to premium content websites? **RQ3.** Is there a correlation between free content websites, premium content websites, and a specific network size, a specific CSP, or some countries? **RQ4.** What correlation exists between the network hosting patterns and the malicious free content websites or premium content websites hosted compared to benign ones? **RQ5.** What are the main characteristics of the network size correlation for the different content categories? **RQ6.** Where do strong correlations exist regarding hosting CSPs and country-level for the different content categories? **RQ7.** What implications are derived from analyzing the results of the correlation analysis of free and premium content websites over hosting countries, CSPs, network size, and their content categories?

**Data Collection Process.** We attempt to comprehend the previously mentioned research questions by examining multiple datasets. 1. a main dataset of free content websites, premium content websites, and their associated annotations, 2. the complementary dataset for augmenting the analysis of the main dataset in terms of security (maliciousness detection), 3. the network size classification and, 4. the distribution analysis results that have been applied to the main dataset. In the following, we review these datasets and how we obtained them.

**Free and Premium Websites.** We started to work on answering the research question on the data set of the website of free and premium content previously extracted by Alabduljabbar *et al.*[11, 12, 13]. Data were collected using three search engines, Bing, DuckDuckGo, and Google. They provide an estimate of the website's popularity where the main criteria for selecting the

sample were determined based on popularity, primary language, and activities. All the chosen websites were live and running during the collection time. The classification of content type, whether the website is a free or a premium content website, has been applied manually, and the same has been done for the website category labeling.

**Malicious and Benign Annotation.** After collecting the data, the VirusTotal [6] API has been used to determine the security of each website, an online tool that combines more than 70 scanning engines. VirusTotal determines whether a domain name, IP address, or binary (which can be identified by a unique identifier, such as its hash value) is malicious. VirusTotal enabled us to detect malicious IPs, domains, or URLs correlated with the websites we studied in this work. We broadened the data collected according to the VirusTotal output. Since it gives multiple detection results, we take an entity, website, or IP as malicious if at least one of the returned scan results is at least. Notably, we found differences in the scan results compared to the previous scan in [14].

**Hosting Pattern Annotation.** This research seeks to analyze the scope of the network infrastructure associated with websites that provide free and premium content. To this end, we use the IP addresses connected to each domain as a feature for analysis. We rely on two primary API services - ipdata [2] and IPSHU [7] - to gather pertinent information about the given IP address, such as its domain name, subnet mask, cloud service provider, and geographic location. The subnet mask determines the size of each website's network. These are then classified according to the CIDR (Classless Inter-Domain Routing) notation: small networks ( $/25 - /32$ ), medium networks ( $/16 - /24$ ), large networks ( $/8 - /15$ ), and very large networks (anything below  $/7$ ). Table 6.1 summarizes these characteristics where, in the table, the network size is represented by each slash bit of the CIDR notation, and the decimal number after the slash character represents the number of bits in the network prefix of the IP address.

The IP addresses of free and premium content websites used to determine hosting CSPs by query-

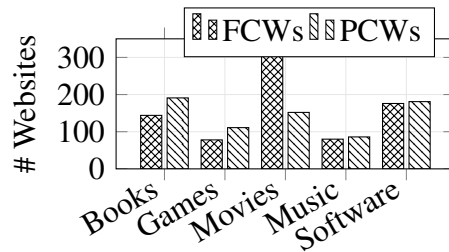


Figure 6.1: Per-category distribution of the FCWs vs. PCWs.

ing through ipdata API [2] and IPSHU [7]. They give the CSP name for the hosting site and the geographical location to determine the hosting country for each website. After refining the websites according to the previous criteria, 1,562 domain names with their associated IP addresses were queried. Of these, 1,509 (96.6%) were found to be online. We found 788 free content websites and 721 online premium content websites. The online sites could then be sorted into five categories: books (144 free and 191 premium), games (78 free and 111 premium), movies (310 free and 152 premium), music (80 free and 86 premium), and software (176 free and 181 premium).

### Distribution Analysis

After annotating the data, we performed a frequency analysis to assess the distribution of free and premium content websites in hosting patterns (networks, CSPs, and countries). The analysis results show a high concentration of free and premium content websites in medium-size networks compared to the other types of network size. We also discovered the top ten CSPs around which

Table 6.1: Network sizes and their characteristics. The maximum slash bit is 32 (IPv4).  $x$  represents the number of bits and  $y$  represents the number of addresses.

Size	Bits in CIDR	# Addresses
Small (SN)	$/24 < x \leq /32$	$2^8 > y \geq 2^0$
Medium (MN)	$/16 < x \leq /24$	$2^{16} > y \geq 2^8$
Large (LN)	$/8 < x \leq /16$	$2^{24} > y \geq 2^{16}$
Very Large (VLN)	$/0 < x \leq /8$	$2^{32} > y \geq 2^{24}$



free content websites, premium content websites, and malicious websites are distributed. Similarly, we found the top ten hosting countries for free websites compared to premium websites, revealing the number of malicious websites. The following are the dimensions used in this analysis.

**Count.** This feature represents the number of websites included in each category: the size of the network, the hosting CSP, or the hosting country.

**Percentage.** This metric quantifies the proportion of various categories of websites, free content, premium content, or a combination thereof, within a specific entity relative to the aggregate count of websites examined for each category. The analysis aims to investigate the distribution patterns of websites in the identified categories.

**Malicious Count (MC).** This metric measures the count of malicious websites within a particular infrastructure entity, such as a CSP, a country, or based on the network size, according to the scale of the feature studied. The classification of a website as malicious is based on the results of VirusTotal scans as highlighted in §4.

**Malicious Percentage (MP).** This metric represents the adjusted count of malicious websites for a given feature (country, CSP, or network size) relative to the total number of malicious sites in that category (free content, premium content, or both). Essentially, it emphasizes the specific contribution of an infrastructure entity to the overall level of maliciousness attributed to that type of entity. Namely,  $MP = MC / (\text{Total \# Malicious Websites})$ .

**Old Malicious Percentage (OMP).** This feature signifies the previous MP calculated based on the past scanner results using VirusTotal [6] API in previous work [14].

**The Difference in Malicious Percent (Diff).** This feature signifies the difference between the recent malicious scan using VirusTotal [6] compared to the previous scan. If the difference results

in a positive value, the percentage of malicious websites increases in the category studied. If the difference is negative, it indicates a decrease in malicious websites in the category studied. This feature is formulated as  $Diff = MP - OMP$ .

**Malicious Per Feature Percentage (MPFP).** This feature calculates the ratio of malicious websites to the total number of websites within a specific infrastructure entity (country, CSP, or network size), thus indicating the entity's contribution to the population of malicious websites about its size. The feature differs from the MC dimension, which assesses an entity's contribution to total maliciousness in our analysis. MPFP adjusts this measurement by the total number of websites in the entity, acknowledging the significant size differences among entities. Consequently, an entity with a large scale might show a relatively small contribution to overall maliciousness once this scale is considered, contrasting the implications of the MC feature. Namely, this feature is formulated as  $MPFP = MC / (\# \text{ Malicious Websites under One Dimension})$ .

**Network size.** The network size analysis dimension, centered on the network size feature, is defined in §4. Based on the annotation in §4, this feature categorizes networks into four distinct sizes: small, medium, large, and very large.

**Cloud Service Provider (CSP).** This feature identifies the cloud service provider hosting various websites, including free and premium content. The categorization is based on the detailed analysis discussed later in 6. We found 298 different service providers among the networks.

**Country.** This feature indicates the name of the country where the infrastructure, determined by IP allocation, of various types of websites is located. In our comprehensive analysis, this feature encompasses 41 distinct values, each representing a different country.

## Correlation Analysis

This work investigates the potential direct relationship between the different features studied. Specifically, we want to determine whether a correlation exists between the distribution of malicious or benign free and premium content websites in different network sizes, CSPs, and countries. To quantify the strength of our correlation, we will use the Pearson correlation coefficient, which is calculated using the following formula:  $\rho_{X,Y} = \frac{\text{cov}(X,Y)}{\sigma_X \sigma_Y}$ . Here,  $X$  represents free, premium, malicious, or benign attributes. On the contrary,  $Y$  means the characteristic being studied. The numerator of the formula represents the covariance between  $X$  and  $Y$ , while the denominator represents the product of their standard deviations.

In this study, we use the statistical analysis approach to recognize patterns and statistical differences between free and premium content websites in different dimensions of analysis. This study uses six main dimensions: Type of website (free or premium), type of content category, maliciousness of websites, network size, CSP, and hosting country. In the following, we define each of those dimensions as appears in the workflow of this analysis in Figure 6.2.

The high-level representation workflow of our data enumeration and feature extraction process, along with detailed steps, leads to the final distribution of websites. This comprehensive approach

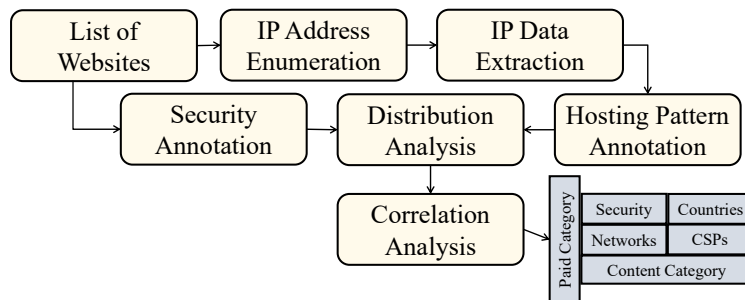


Figure 6.2: The workflow of high-level representation of our data annotation process.

ensures that all relevant data are collected, analyzed, and organized systematically, resulting in a thorough understanding of the website distribution landscape.

**Free or Premium Websites.** This feature signifies the type of website studied, free or paid, that correlates with a specific entity of the infrastructure (network size, CSP, country), security attributes (malicious or benign), and content types. The paid feature of a website is determined using different search engines, as described in the free content website and the premium content website data collection and annotation 6. We study the correlation of free/premium content websites with different infrastructure features, security features, or content categories to know where to focus the development effort to improve the hosting of more secure free or premium websites.

**Content Categories.** Content websites provide specific types of content to their users. In this study, the content of the websites is categorized as (books, games, movies, music, and software). All content can be accessed for free on free content websites or for a fee on premium content websites. We study the correlation between content types and hosting infrastructures. We learn their correlation with free/premium content websites and their security attributes (malicious or benign). To know the weaknesses of hosting different content categories. Such as the correlation of malicious websites to a specific content type in a particular hosting infrastructure.

**Malicious or Benign Association.** This feature signifies the total association of malicious or benign websites residing in a specific infrastructure entity (network size, CSP, or country). The results of the VirusTotal scan determine the maliciousness of a website as described in the malicious and benign data annotation process 6. We study the correlation between malicious or benign websites with different types of content categories, the kind of website, network sizes, CSPs, and countries. Notifying hosting providers about the weaknesses of hosting free or premium content websites. Also, the security of the website needs to be investigated more.

**Network Size.** The network size dimension represents the number of websites discovered within a specific size of the network (small, medium, large, and very large), as described in Section 6. We provide the results of the correlation analysis between free and premium content websites, the content categories of the websites, and malicious associations with the size of the network. Finding the differences between them and the types of these networks is essential to knowing which size of networks requires more research.

**Cloud Service Provider (CSP).** This CSP indicates the cloud service provider used to host free or premium content websites. We are studying the correlation between the top ten CSPs discovered during this study. Furthermore, the correlation of other CSPs. Only 298 CSPs with free and premium categories of website content security attributes were found in this study. Determine the security policies of CSPs that must be investigated, altered, or improved.

**Country.** This represents the host countries discovered during the distribution analysis 6. We found 44 countries with a heavy-tailed distribution over the top ten countries. We are studying the correlation between free/premium content websites and their malicious association with different content categories in the hosting countries. To know where we can improve the security agreements or rules of hosting free content websites.

### Distribution Analysis Results

This section will provide the results of re-scanning the dataset by VirusTotal. We will compare the current results with previous scanning results and shed light on the recent results' changes (resulting in improvements). Then, we will examine the impact of these changes on the network size frequency analysis, CSPs, and hosting countries.

**VirusTotal Scanning Results.** Table 6.2 delimits the complete results of the scans in various content categories, free and premium. A comparative analysis with previously scanned data reveals notable enhancements in the aggregate results, evidenced by a 0.6% decrease in the overall discrepancy metric *Diff*. This trend is particularly pronounced in the context of benign websites, with the *book* websites having improved by 13.77%, an 11.64% increase in the safety of gaming websites, an 8.43% improvement in music websites, and a modest 0.86% improvement in software-related websites. Interestingly, movie-related websites showed a substantial deterioration of 14.5%. These statistics underscore a generally positive change in the digital safety landscape, with marked progress in reducing potentially malicious content in various categories.

To elucidate the factors contributing to the surge in benign websites as reflected in the overall results, we scrutinize the data presented in Table 6.2. Our examination reveals an increase in the prevalence of malicious websites across various categories of free content websites, as indicated by an upsurge in the *Diff* value for four categories. Specifically, the proportion of malicious websites in the movie category increased by 29.36%, followed by an 11.94% increase in the software category, an 8.98% increase in the gaming category, and a 1.61% increase in the book category. Overall, the percentage of malicious sites across all categories witnessed a significant increase of 15.23%. Contrary to this trend, the free music websites category notably improved, although marginally, with a decrease in malicious content by 1.25%.

Table 6.2 presents a contrasting scenario detailing the scan outcomes for websites hosting premium content. In a marked departure from the trend observed on free content websites, all five categories within the premium segment exhibited substantial improvements. The overall reduction in the discrepancy metric *Diff* stands at an impressive 17.89%. Notably, the games category showed the most significant enhancement, with an improvement of 26.12%, closely followed by the book websites, which improved by 24.95%. Other categories also showed moderate but noteworthy improvements: music websites with a 15.11% enhancement, software websites with a 13.26%

Table 6.2: The outcomes of scanning both free and premium content websites with VirusTotal demonstrate the variations in their levels of maliciousness over time. The website count (#), percentage (%), malicious count (MC), malicious count per feature percentage (MPFP), and percentage of malicious websites among all websites (MP) for each category.

Overall Content Websites						Free Content Websites						Premium Content Websites					
Category	#	MC	MP	OMP	Diff	Category	#	MC	MP	OMP	Diff	Category	#	MC	MP	OMP	Diff
Books	335	50	14.93	28.7	-13.77	Books	144	45	31.47	29.86	+1.61	Books	191	5	2.62	27.57	-24.95
Games	189	63	33.33	44.97	-11.64	Games	78	57	73.08	64.1	+8.98	Games	111	6	5.41	31.53	-26.12
Movies	462	181	39.18	22.73	+16.45	Movies	310	173	55.81	26.45	+29.36	Movies	152	8	5.26	15.13	-9.87
Music	166	32	19.28	27.71	-8.43	Music	80	30	37.5	38.75	-1.25	Music	86	2	2.33	17.44	-15.11
Software	357	144	40.32	41.18	-0.86	Software	176	134	76.14	64.2	+11.94	Software	181	10	5.52	18.78	-13.26
Overall	1509	470	31.15	31.75	-0.6	Overall	788	439	55.71	40.48	+15.23	Overall	721	31	4.3	22.19	-17.89

improvement, and movie websites with 9.87%. These significant strides in elevating the quality of premium content websites have contributed notably to the general improvements observed in the scan results across both free and premium content categories.

**Network size.** The data presented in Table 6.3 provides an insightful analysis of the frequency of malicious websites that host free and premium content across various network sizes. The scanning results reveal a consistent pattern: medium-sized networks exhibit the highest concentration of malicious websites. In stark contrast, small networks harbor a significantly lower proportion of such websites, accounting for only 2.52% of the total free and premium content websites. However, it is notable that a substantial 42.11% of the websites in these small networks are identified as malicious. Large networks, on the other hand, have a malicious website percentage of 19.6%.

A particularly intriguing observation is the recorded increase in the MPFP metric across all network sizes when compared to previous results [22]. This indicates a general uptrend in the level of malicious content, irrespective of the network size. Moreover, the overall rate of maliciousness has escalated from 24.98% to 31.15%, a rise that appears to be primarily driven by the increased prevalence of malicious content within free websites. This trend underscores a growing concern for digital safety and the need for enhanced security measures in free content.

Table 6.3 reveals a marked increase in the concentration of malicious websites across networks of different sizes. Small networks show the most significant rise, with the MPFP soaring from 23.08% to 61.54%. This figure has increased in medium-sized networks from 42.31% to 55.56%, and in large networks, it has increased from 26.67% to 55%. This trend highlights the critical need for robust monitoring and security measures, especially in smaller networks, where the growth of malicious content is most acute. The data indicates a strong correlation between network size and vulnerability, indicating the importance of implementing targeted cybersecurity strategies across varying network scales that contain free content websites.

The data presented in Table 6.3 pertaining to premium content website networks demonstrate a significant reduction in the prevalence of malicious content. This trend is observed in all sizes of networks. Specifically, small networks experienced a decline in malicious website percentage from 8.33% to an impressive 0%, indicating the complete disappearance of such content in these networks. Medium-sized networks also showed a substantial decrease, dropping from 25.31% to 4.39%. Similarly, large networks witnessed a reduction in malicious website presence from 11.51% to 4.32%. In general, the MPFP for premium websites decreases from 22.19% to 4.3%.

These findings support earlier observations that networks hosting premium content are generally more secure and less prone to malicious activities than their free content counterparts. Moreover, the data suggests that large networks are more commonly utilized for hosting premium content, which correlates with a lower incidence of malicious content. This trend underscores the effectiveness of the security measures implemented within premium content networks and highlights the potential benefits of these strategies in enhancing online safety and integrity.

**Cloud Service Providers.** The frequency analysis of free and premium content websites across different CSPs indicates a notable overall improvement in their security posture. As detailed in Table 6.4, there is a slight decrease in the overall MPFP among the top hosting CSPs, dropping from



Table 6.3: The network size analysis across free and premium content websites.

Overall Content Websites						Free Content Websites						Premium Content Websites					
Network	#	%	MC	MPFP	MP	Network	#	%	MC	MPFP	MP	Network	#	%	MC	MPFP	MP
VLN	1	0.07	0	0	0	VLN	0	0	0	0	0	VLN	1	0.14	0	0	0
LN	199	13.19	39	19.6	2.58	LN	60	7.61	33	55	4.19	LN	139	19.28	6	4.32	0.83
MN	1271	84.23	415	32.65	27.5	MN	702	89.09	390	55.56	49.49	MN	569	78.92	25	4.39	3.47
SN	38	2.52	16	42.11	1.06	SN	26	3.3	16	61.54	2.03	SN	12	1.66	0	0	0
Total	1509	100	470	31.15	31.15	Total	788	100	439	55.71	55.71	Total	721	100	31	4.3	4.3

31.74% to 31.15%. Clearly, “Cloudflare” has significantly improved hosting safety, with a 6.1% reduction in total malicious content and a 22.44% improvement in MPFP. Despite this substantial progress, “Cloudflare” remains the CSP with the highest incidence of malicious websites.

In contrast to the improvements seen with some CSPs, the analysis reveals a concerning increase in the incidence of malicious websites hosted by other top CSPs. “Amazon” exhibited a modest increase in malicious website hosting, with a 0.83% increase. More significantly, “Liquid web” experienced a significant 8.34% increase, and “Trellian” displayed an even more significant increase of 35.71%. Additionally, “Google” reported a 4.88% increase in malicious site hosting, “Leaseweb” an 8.11% rise, and “SP-Team” showed a notable 15.83% increase. However, it is noteworthy that other top hosting CSPs have shown a decrease in their MPFP. This suggests that these CSPs’ security measures and protocols effectively mitigate the associated risks.

The analysis of free content websites in Table 6.4 reveals a distinct trend that deviates from the overall results. The top CSPs have shown an increase in malicious websites being hosted. Specifically, “Cloudflare” saw its MPFP rise from 64.29% to 68.42%. Similarly, “Liquid Web” experienced an increase from 46.76% to 56.72%, “Amazon” from 27.78% to 50%, “Trillian” from 23.81% to 59.52%, and “Leaseweb” from 27.78% to 36.11%.

This trend is consistent with other top hosting CSPs, contributing to an overall increase of 15.23% in hosting malicious free content websites. This significant increase underscores the challenges

associated with hosting free content websites. It reveals an evolving landscape where the maliciousness of these sites becomes more pronounced over time, particularly within the networks of top hosting CSPs. The data highlight the urgent need for increased vigilance and advanced security measures to address the increasing risks of hosting free content websites.

Data from the CSP Table 6.4 focusing on premium content websites presents a comprehensive analysis that indicates a marked reduction in the hosting of malicious premium content websites. The top hosting CSPs, on average, exhibited a significant decrease in their MPFP, averaging around a 19% reduction. Notably, several CSPs have shown remarkable progress, with MPFP plummeting to near zero or below 5%. For instance, “Cloudflare” experienced a drastic decrease from 76.39% to 4.86%, “Akamai” went from 6.25% to 0%, “Microsoft” reduced from 11.11% to 0%, and “SP-Shopify” dropped from 83.33% to 0%.

Interestingly, the “Google” CSP deviates from this trend, increasing MPFP from 10% to 13.33%. This variation underscores the unique challenges and responses that different CSPs face in managing the security of the premium content website. These findings highlight the evolving nature of security in the context of website hosting of premium content. Substantial improvements in most CSPs suggest a trend towards more secure hosting environments over time. This trend indicates the increasing effectiveness of the security measures potentially used by these providers, reflecting their commitment to enhancing the safety and integrity of hosted premium content.

**Hosting Countries.** The analysis of website scans for free and premium content, as detailed in Table 6.5, sheds light on the frequency of hosting by different countries, revealing a pattern akin to the results observed in the CSPs. This analysis shows a marginal overall decrease in each country’s MPFP, contributing to an aggregate reduction of 0.6%. For example, the “United States” has a declined MPFP from 33.60% to 27.15%, and “Belgium” from 67.68% to 65.66%.

Table 6.4: An overview of free and premium content websites frequency over their hosting CSPs.

Overall Content Websites						Free Content Websites						Premium Content Websites					
CSP	#	%	MC	MPFP	MP	CSP	#	%	MC	MPFP	MP	CSP	#	%	MC	MPFP	MP
Cloudflare	410	27.17	189	46.1	12.52	Cloudflare	266	33.76	182	68.42	23.10	Amazon	186	25.8	6	3.23	0.83
Amazon	240	15.9	33	13.75	2.19	Liquid Web	67	8.5	38	56.72	4.82	Cloudflare	144	19.97	7	4.86	0.97
Liquid Web	72	4.77	38	52.78	2.52	Amazon	54	6.85	27	50	3.43	Akamai	32	4.44	0	0	0
Trellian	42	2.78	25	59.52	1.66	Trellian	42	5.33	25	59.52	3.17	Google	30	4.16	4	13.33	0.55
Google	41	2.72	9	21.95	0.6	Leaseweb	36	4.57	13	36.11	1.65	Fastly	23	3.19	0	0	0
Leaseweb	37	2.45	13	35.14	0.86	Sp-Team	35	4.44	15	42.86	1.9	Microsoft	18	2.5	1	5.56	0.14
Sp-Team	35	2.32	15	42.86	0.99	Bodis	17	2.16	9	52.94	1.14	Sp-Shopify	12	1.66	0	0	0
Akamai	33	2.19	0	0	0	SEDO	13	1.65	9	69.23	1.14	Ebay	8	1.11	0	0	0
Fastly	26	1.72	0	0	0	Ovh	11	1.4	7	63.64	0.89	Wal-Mart	8	1.11	0	0	0
Microsoft	21	1.39	2	9.52	0.13	Google	11	1.4	5	45.45	0.63	Ovh	7	0.97	0	0	0
Others	552	36.58	146	26.45	9.68	Others	236	29.95	109	46.19	13.83	Others	253	35.09	13	5.14	1.8
Total	1509	100	470	31.15	31.15	Total	788	100	439	55.71	55.71	Total	721	100	31	4.30	4.30

However, this trend is not universal. Several top hosting countries displayed an increasing pattern in MPFP. Notably, the “Netherlands” experienced an 8.42% increase, Germany’s rate approximately doubled, rising by about 19.1%, and “Australia” showed a significant escalation from 20.83% to 52.08%. The “United Kingdom” also showed an increase of 5.13%. In contrast, “France’s” MPFP decreased by 5.72%, “China” maintained a stable rate of 21.21%, “Canada’s” MPFP rose by 8.33%, and “Ireland” achieved a notable reduction to 0%.

These diverse trends suggest a complex interplay between the types of content hosted and their geographical distribution. The improvements in certain countries could be attributed to a higher proportion of premium content websites, which are generally more secure. In contrast, the worsening situation in others might be linked to an increased hosting of free content websites, which tend to be more susceptible to malicious activities. This geographic analysis indicates that the security landscape of online content is significantly influenced by the nature of the content and the hosting country, reflecting the differing levels of cybersecurity measures and regulations in place.

Table 6.5 presents data on the hosting countries of free content websites, revealing notable trends in the MPFP. The “United States” has experienced a significant increase in MPFP by 11.78%, contributing to a general increase in its MP rate by 5.96%. This pattern of increasing MPFP

is mirrored in other top hosting countries. In “Belgium”, MPFP increased by 3.41%, while “Germany” showed a substantial increase of 24.33%. The “Netherlands” also reported an increase of 18.18%, and “Australia’s” MPFP increased remarkably by 35.71%. On the contrary, “France” maintained a stable MPFP at 65%. The “United Kingdom” and “Russia” observed an increase of 17.65% and 38.47% in their MPFP, respectively.

“Canada” presents a surprising case where the MPFP went from 0% to 50%, indicating a significant change in the hosting of malicious free websites. “Romania”, also, experienced a notable increase in MPFP by 28.57%. These results across various countries reflect the growing concern regarding the hosting of free content websites. A striking observation is that 55.71% of such sites have a likelihood of being malicious, highlighting a prevalent risk in the digital landscape. The data suggest a strong correlation between the hosting location of free content websites and their propensity to harbor malicious content, emphasizing the need for enhanced cybersecurity measures and vigilance.

The data presented in Table 5.1 showcases a notable improvement in MPFP for premium content websites hosted in various countries. A key highlight is the significant reduction in the “United States”, where the MPFP decreased from 17.48% to 4.54%. This trend is observed in several countries, with the “United States”, “China”, the “United Kingdom” and “Canada” being the primary nations hosting malicious premium content websites, albeit at relatively low percentages. However, an exception is noted in the case of “China”, where MPFP remained stable at 21.43%, indicating no change in the proportion of malicious websites. This stability contrasts with the general trend of improvement seen in other countries.

These findings reinforce earlier scan results suggesting that premium content websites are generally more effective in implementing strategies to mitigate and eliminate malicious activities. Such a strategy reduces the likelihood of these websites being classified as malicious by scanning tools.

Table 6.5: An overview of free and premium content websites frequency over their top ten hosting countries. The names are coded using Alpha-3, where GBR stands for the United Kingdom, which here includes Northern Ireland.

Overall Content Websites						Free Content Websites						Premium Content Websites					
Country	#	%	MC	MPFP	MP	Country	#	%	MC	MPFP	MP	Country	#	%	MC	MPFP	MP
USA	884	58.58	240	27.15	15.9	USA	399	50.63	218	54.64	27.66	USA	485	67.27	22	4.54	3.05
BEL	99	6.56	65	65.66	4.31	BEL	88	11.17	65	73.86	8.25	NLD	40	5.55	0	0	0
NLD	95	6.3	27	28.42	1.79	DEU	74	9.39	34	45.95	4.31	CHA	28	3.88	6	21.43	0.83
DEU	89	5.9	34	38.2	2.25	NLD	55	6.98	27	49.09	3.43	GBR	22	3.05	2	9.09	0.28
AUS	48	3.18	25	52.08	1.66	AUS	42	5.33	25	59.52	3.17	IRL	21	2.91	0	0	0
GBR	39	2.58	14	35.9	0.93	FRA	20	2.54	13	65	1.65	CAN	16	2.22	1	6	0.14
FRA	35	2.32	13	37.14	0.86	GBR	17	2.16	12	70.59	1.52	IND	16	2.22	0	0	0
CHN	33	2.19	7	21.21	0.46	RUS	13	1.65	7	53.85	0.89	DEU	15	2.08	0	0	0
CAN	24	1.59	5	20.83	0.33	CAN	8	1.02	4	50	0.51	FRA	15	2.08	0	0	0
IRL	22	1.46	0	0	0	ROU	7	0.89	5	71.43	0.63	BEL	11	1.53	0	0	0
Otr.	141	9.34	40	28.37	2.65	Otr.	65	8.25	29	44.62	3.68	Otr.	52	7.21	0	0	0
Total	1509	100	470	31.15	31.15	Total	788	100	439	55.71	55.71	Total	721	100	31	4.30	4.30

This trend reflects the efficacy of premium content websites’ security measures and protocols, underscoring their commitment to maintaining high digital safety and integrity standards.

### Correlation Results

In this section, we investigate the existence of a relationship between the analysis variations described in Section section 6. Specifically, we examine the correlation between free and premium content websites with other features, including network sizes, CSPs, and countries. We also study the relationship between malicious and benign classifications on their hosting infrastructures. Figures 6.3, 6.4, 6.12, and 6.14, illustrate the correlation between the free content website and the premium content website with various infrastructure features that indicate the five categories of content (books, games, movies, music, and software).

**General Correlation Results.** The results show that free content websites strongly correlate with malicious websites. Most free content websites reside in medium and small networks. Premium content websites are more prevalent in large networks. Furthermore, there is a strong relation-

ship between the top hosting CSPs and malicious free content websites. However, the relationship between the top countries and the premium content websites is more robust and diverse. Interestingly, countries correlated with hosting free content websites are found to be more related to hosting malicious websites. The following are the most noticeable insights from the analysis.

**Malicious or Benign.** We notice that free content websites correlate primarily with malicious attributes. As Figure 6.3 shows, a negative correlation coefficient varies between 0.13 and 0.46. The strongest correlation is found on software websites. The weakest correlation is found on movie websites. Unlike malicious websites, we found a strong correlation between premium content websites and benign attributes. The highest positive correlation coefficient is 0.46 on software websites, and the lowest was discovered on movie websites.

**Network Correlation in General.** As shown in Figures 6.4 and 6.5, we observe the existence of a strong correlation between the website of free content and the medium networks. Especially in games, movies, and music websites. There is a weak correlation between small networks and free content websites. This contrasts with the large network that strongly correlates with premium content websites. Noticeably, there are no correlations with very large networks. In addition, benign attributes are associated with large and small networks. The malicious attribute has a strong correlation with the medium networks.

**Small Networks Correlations.** The small networks show a weak correlation to the top ten used CSPs, strongly correlated with other CSPs, as shown in Figure 6.7. Interestingly, small networks correlate with benign websites in all content categories. On the contrary, small networks correlate strongly with websites in the United Kingdom while weakly correlated with websites in the United States and Germany, as shown in Figure 6.6.

**Medium Networks Correlations.** The medium networks show a very high correlation to the top ten CSPs, whereas, surprisingly, it shows a very weak correlation with the second and tenth CSPs, “Amazon” and “Microsoft”, and the other CSPs, as shown in Figure 6.9. Although it strongly correlates with malicious websites and weakly with benign websites, medium networks show a high correlation with websites that are hosted in the “United States”, “Belgium”, the “Netherlands”, and “Australia”, and it has a weak correlation with other countries as described in Figure 6.8.

**Large Networks Correlations.** The large networks show a high correlation with benign websites and specific website categories in the top hosting countries, such as movies and software websites in the “United States” and book websites in “France”, “China”, and the “United Kingdom”. Furthermore, it correlates strongly with the websites discovered in “Ireland”, as appears in Figure 6.10. At the same time, it shows a strong correlation with some of the leading CSPs, such as “Amazon”, “Google”, and “Microsoft”, as we notice in Figure 6.9.

**CSPs Correlations.** The top ten CSPs strongly correlate with free content websites. Although some strongly correlate with premium websites, most CSPs strongly correlate with benign attributes. Only two of the top ten CSPs have a strong correlation with malicious websites. Some of the content categories in the top ten CSPs indicate a weak correlation with malicious websites, as we can see in Figures 6.12, and 6.13.

**Countries Correlations.** The top hosting countries strongly correlate with benign websites. Similar to the other countries. In contrast, some content categories strongly correlate with malicious websites in several countries. Such as the games websites in the United States and Belgium as in Figure 6.15. However, free content websites strongly correlate with the “United States”, “Germany”, “Australia”, “France”, etc. Especially for books, movies, and software, as in Figure 6.14.

Furthermore, since we provided a summary of the most important findings of the results from

Corr	Benign	Malicious
Books	0.02	-0.02
Games	0.32	-0.32
Movies	0.13	-0.13
Music	0.24	-0.24
Software	0.46	-0.46
Overall	0.2	-0.2

Figure 6.3: General correlation: Pearson correlation coefficient shows the correlation between free and premium websites with malicious and benign associations. The red highlight indicates a vital contribution of free content websites to the feature, while the blue background indicates a substantial contribution from premium content websites.

the correlation analysis, the following will be a detailed analysis of the network size, CSPs, and countries' correlation to free and premium content websites.

### Networks Size Correlation

**General Networks.** Figure 6.4 shows the relationship between free and premium content websites in different network sizes, indicating their correlation with various content categories. The results indicate a strong relationship between the free book websites, predominantly hosted in small and medium networks. In contrast, large networks are strongly correlated with premium content websites. Unlike the book category, the games, movies, and music categories show a weak correlation with small networks, which varies between free and premium content websites.

Figure 6.4 illustrates the associations between free and premium content websites with different networks. The correlation highlights the connections between free and premium content websites in different categories that use different network sizes and their malicious or benign classification. Mirroring the network correlation observed earlier in Figure 6.3, malicious attributes emerge as a significant factor. However, the distinction here is the pronounced association between malicious



Corr	VLN	LN	MN	SN
Books	0.05	0.11	-0.07	-0.08
Games	0	0.21	-0.2	0.02
Movies	0	0.23	-0.22	-0.01
Music	0	0.18	-0.18	-0.01
Software	0	0.16	-0.08	-0.13
Overall	0.03	0.17	-0.14	-0.05

Figure 6.4: Free vs. premium network correlation. The colors resemble the figure 6.3.

attributes and free content websites, suggesting that medium and small networks are more strongly linked to malicious factors than other websites.

**Malicious and Benign Networks.** The heat map shown in Figure 6.5 illustrates the associations between malicious websites and various characteristics of the network size. This correlation highlights the connections between malicious and benign websites in different categories and network sizes. For example, red indicates a high concentration of malicious websites, green represents predominantly benign content, and no highlight, on the other hand, indicates a weak contribution. On examination, we observe that most malicious websites are found on medium-sized networks, while small and large networks consist mainly of benign websites. Furthermore, there is a notable correlation between the malicious attribute and the category of games in medium networks, with similar patterns observed on music and software websites. On the contrary, the “Other” categories exhibit a weaker likelihood of maliciousness.

Corr	VLN	LN	MN	SN
Books	-0.04	-0.09	0.1	-0.04
Games	0	-0.19	0.22	-0.12
Movies	0	-0.08	0.08	-0.03
Music	0	-0.16	0.17	-0.07
Software	0	-0.2	0.21	-0.06
Overall	-0.02	-0.13	0.14	-0.05

Figure 6.5: Malicious vs. benign network correlation. The red highlight is for malicious websites, while the green is for benign websites.

Corr	Benign	Malicious	USA	BEL	NLD	DEU	AUS	FRA	CHN	GBR	CAN	IRL	Other
Books	0.04	-0.04	0.05	-0.03	-0.04	-0.04	-0.03	-0.02	0.04	0.07	-0.03	-0.03	-0.02
Games	0.11	-0.11	-0.06	-0.03	-0.04	-0.02	-0.01	-0.02	-0.02	0.22	-0.01	-0.01	0.07
Movies	0.02	-0.02	0.04	-0.03	-0.04	0.08	-0.03	-0.02	-0.02	-0.01	-0.01	-0.01	-0.03
Music	0.07	-0.07	0.09	-0.02	-0.03	-0.03	-0.01	-0.01	-0.01	-0.01	-0.02	-0.02	-0.04
Software	0.06	-0.06	-0.02	-0.08	-0.05	0.1	-0.02	0.04	-0.02	0.29	-0.03	-0.02	-0.06
Overall	0.05	-0.05	0.01	-0.04	-0.04	0.03	-0.03	0	0	0.16	-0.02	-0.02	-0.02

Figure 6.6: Small networks over countries correlation. Alpha-3 is used for country name coding, while GBR stands for the United Kingdom and includes Northern Ireland.

**Small Networks Correlation.** Figures 6.6 and 6.7 demonstrate connections between small networks and various features analyzed, including malicious and benign websites, countries, and CSPs. In this representation, blue signifies a vital contribution from small network websites, red indicates a weak contribution, and no highlight, on the other hand, denotes an absence of contribution. The figure reveals a robust association between benign websites and small networks. Additionally, small networks are used predominantly in the “United Kingdom”, particularly for categories such as books, games, and software. Furthermore, the figure highlights a strong relationship between small networks and less utilized CSPs, falling into “Other” CSPs.

**Medium Networks Correlation.** The heat maps in Figure 6.8 and Figure 6.9 show the relation between the medium networks and the characteristics studied. The correlation indicates the relation of the medium networks with different features. Red represents weak, medium network correlation, blue represents vital correlation, and no highlight indicates no correlation. We notice that most of the medium networks are malicious, while there are fewer relations to the benign

Corr	Cloudflare	Amazon	Liquid Web	Trellian	Google	Sp-Team	LeaseWeb	Akamai	Fastly	Microsoft	Other
Books	-0.1	-0.08	-0.04	-0.02	-0.03	-0.02	-0.01	-0.02	-0.02	-0.01	0.19
Games	-0.11	-0.05	-0.02	-0.01	-0.02	0	-0.02	-0.03	-0.02	-0.01	0.19
Movies	-0.07	-0.05	-0.04	-0.03	-0.02	-0.03	-0.03	-0.02	-0.01	-0.01	0.18
Music	-0.06	-0.06	-0.01	-0.01	-0.02	-0.02	-0.01	-0.01	-0.02	-0.01	0.13
Software	-0.15	-0.09	-0.05	-0.02	-0.03	0	-0.04	-0.03	-0.02	-0.03	0.29
Overall	-0.1	-0.07	-0.04	-0.03	-0.03	-0.02	-0.02	-0.02	-0.02	-0.02	0.21

Figure 6.7: (Small networks over CSPs correlation.

Corr	Benign	Malicious	USA	BEL	NLD	DEU	AUS	FRA	CHN	GBR	CAN	IRL	Other
Books	-0.1	0.1	-0.01	0.08	0.09	0.01	0.07	-0.11	-0.13	-0.17	0.03	0.01	0.07
Games	-0.22	0.22	0.04	0.08	0.1	-0.06	0.03	-0.04	-0.04	-0.15	0.03	-0.14	-0.03
Movies	-0.08	0.08	-0.18	0.09	0.12	0.07	0.08	-0.04	0.05	0.03	-0.05	-0.12	0.03
Music	-0.17	0.17	-0.06	0.09	0.11	0.04	-0.06	0.06	0.05	-0.06	-0.03	-0.24	0.07
Software	-0.21	0.21	-0.15	0.2	0.12	-0.04	0.05	0.05	0.04	-0.12	-0.1	-0.11	0.05
Overall	-0.14	0.14	-0.1	0.11	0.11	0.02	0.06	-0.02	-0.02	-0.1	-0.03	-0.1	0.05

Figure 6.8: Medium networks over countries correlation analysis.

websites compared to the other networks. The medium networks strongly relate to the countries that contributed the most and are highly correlated with the countries that host malicious websites. Similarly to CSPs, it is strongly related to the top ten used CSPs, except for “Amazon” and “Microsoft”.

The heat map in Figure 6.8 illustrates the relationships between medium networks and various features investigated. The correlation highlights the connections between medium networks and different features, using the red highlight to denote weak contributions from medium networks, the blue highlight to indicate substantial contributions, and the no-highlight to indicate no contribution. The heat map shows that medium networks consist primarily of malicious websites, with a relatively weaker association with benign websites than other networks. Medium networks demonstrate strong ties to countries with the highest contributions and a notable correlation with the leading countries hosting malicious websites. In the context of CSPs, medium networks exhibit a substantial connection with the top ten CSPs, especially “Cloudflare”. However, “Amazon” and “Microsoft” are the exceptions that do not share this strong correlation.

**Large Networks Correlation.** Large networks’ relationship and the different features studied appear in Figures 6.10 and 6.11. The correlation indicates the relationship of large networks with different features. The red represents a strong or weak contribution, while the blue represents a substantial contribution. At the same time, no highlight indicates that no contribution was made. We notice a strong relationship between benign websites and large networks. Large networks are

mostly used in the “United States” and “Ireland” and are less used for books and games websites. “Amazon” and “Microsoft” CSPs have very strong relationships with large networks, less strong with Google, and weak with the other CSPs.

### Cloud Service Providers Correlation

**CSPs Correlation with Free versus Premium Websites.** Figure 6.12 illustrates the associations between free and premium content websites and the CSPs most commonly used in the top hosting countries. The correlation shows the connections between free and premium content websites in the top-used CSPs. Additionally, we found that most premium content websites are associated with CSPs reporting the lowest malicious activity. We notice that free content websites are used primarily with the most malicious websites hosting CSPs, as appears in Figure 6.13. In contrast, premium content websites are used mainly with the most minor malicious websites hosting CSPs. Moreover, the type of hosted website varies between the different CSPs. For example, most premium content websites, games, movies, and music, are sponsored by “Amazon”, while “Cloudflare” hosts most free content websites, which are books and software. At the same time, the general categories are highly distributed across the different CSPs.

**CSPs correlation with Malicious versus Benign Websites.** Figure 6.13 shows the relationship between malicious websites and the top-used CSPs. The correlation indicates the relation between

Corr	Cloudflare	Amazon	Liquid Web	Trellian	Google	Sp-Team	LeaseWeb	Akamai	Fastly	Microsoft	Other
Books	0.26	-0.3	0.09	0.06	-0.07	0.06	0.03	0.05	0.06	-0.17	-0.04
Games	0.27	-0.42	0.04	0.02	0.05	0	0.04	0.08	0.05	-0.22	-0.06
Movies	0.21	-0.42	0.12	0.1	-0.13	0.09	0.08	0.06	0.04	-0.29	0.04
Music	0.23	-0.38	0.06	0.05	-0.05	0.09	0.04	0.05	0.09	-0.18	0.08
Software	0.34	-0.49	0.11	0.05	-0.07	0	0.08	0.06	0.06	-0.28	0.02
Overall	0.26	-0.4	0.1	0.07	-0.07	0.07	0.07	0.06	0.06	-0.24	0

Figure 6.9: Medium networks over CSPs correlation analysis.

Corr	Benign	Malicious	USA	BEL	NLD	DEU	AUS	FRA	CHN	GBR	CAN	IRL	Other
Books	0.08	-0.08	-0.02	-0.07	-0.08	0.01	-0.06	0.14	0.12	0.15	-0.01	0	-0.06
Games	0.19	-0.19	-0.02	-0.07	-0.09	0.07	-0.03	0.06	0.06	0.06	-0.03	0.16	0
Movies	0.07	-0.07	0.17	-0.08	-0.11	-0.1	-0.08	0.04	-0.05	-0.02	0.05	0.13	-0.02
Music	0.16	-0.16	0.04	-0.09	-0.1	-0.03	0.07	-0.06	-0.05	0.07	0.04	0.26	-0.06
Software	0.2	-0.2	0.18	-0.17	-0.1	-0.01	-0.05	-0.08	-0.03	-0.03	0.13	0.13	-0.03
Overall	0.13	-0.13	0.1	-0.1	-0.1	-0.04	-0.05	0.02	0.02	0.04	0.04	0.12	-0.04

Figure 6.10: Large networks over countries correlation Analysis.

malicious and benign websites on the most used CSPs. We notice that the highest concentration of malicious websites strongly correlates with “Cloudflare” and “Liquid Web” CSPs, while benign websites are primarily associated with other CSPs. Interestingly, book websites exhibit a strong malicious relationship with “Microsoft” CSP, which is known to have one of the lowest reported percentages of malicious activity. The Movies also display multiple malicious correlations with the top six CSPs compared to the other categories.

### Countries Correlation

**Free versus Premium Websites.** Figure 6.14 shows the relationship between free and premium content websites in the top 10 hosting countries. The correlation indicates the relationship between the top hosting countries’ free and premium content websites. The lack of highlighting indicates a weak contribution. For example, we noticed a strong relationship between premium content websites in the movie category and the “United States” and fewer correlations with other cate-

Corr	Cloudflare	Amazon	Liquid Web	Trellian	Google	Sp-Team	LeaseWeb	Akamai	Fastly	Microsoft	Other
Books	-0.22	0.37	-0.08	-0.05	0.09	-0.05	-0.02	-0.04	-0.05	0.19	-0.06
Games	-0.25	0.48	-0.04	-0.02	-0.04	0	-0.04	-0.07	-0.05	0.25	-0.03
Movies	-0.2	0.47	-0.11	-0.1	0.15	-0.09	-0.08	-0.06	-0.04	0.31	-0.11
Music	-0.22	0.41	-0.06	-0.05	0.06	-0.08	-0.03	-0.05	-0.08	0.19	-0.12
Software	-0.3	0.58	-0.1	-0.04	0.09	0	-0.07	-0.06	-0.05	0.33	-0.18
Overall	-0.24	0.47	-0.09	-0.07	0.09	-0.06	-0.06	-0.06	-0.05	0.27	-0.1

Figure 6.11: Large networks over CSPs correlation analysis.

Corr	Cloudflare	Amazon	Liquid Web	Trellian	Google	Sp-Team	LeaseWeb	Akamai	Fastly	Microsoft	Other
Books	-0.07	0.19	-0.16	-0.16	0.14	-0.14	-0.06	0.1	0.11	0.07	-0.04
Games	-0.2	0.26	-0.15	-0.09	0.12	0	-0.15	0.21	0.14	0.06	-0.07
Movies	-0.17	0.39	-0.2	-0.18	0.09	-0.16	-0.15	0.18	0.15	0.08	0.06
Music	-0.17	0.39	-0.05	-0.11	-0.01	-0.2	-0.08	0.11	0.06	0.04	-0.1
Software	-0.27	0.13	-0.18	-0.09	0.07	0	-0.17	0.13	0.07	0.16	0.2
Overall	-0.15	0.26	-0.18	-0.16	0.08	-0.15	-0.15	0.15	0.11	0.09	0.05

Figure 6.12: Most used CSP’s correlation. The color indication is similar to 6.3

gories. Moreover, we observed that most of the top hosting countries exhibit strong relationships with free content websites, especially those reported to be highly malicious. For example, countries such as “China”, the “UK”, “Canada”, and “Ireland” show weak relationships with premium content websites. Surprisingly, it is still more vital than the correlations with free content websites. Furthermore, we noticed a high concentration of free content websites in “Belgium’s” game and software categories, which are reported to be the most malicious websites. Simultaneously, a strong association can be observed between free content websites in movies and music categories and “Germany”, which is reported to have a lower level of malicious activity compared to other categories.

**Malicious versus Benign Websites.** Figure 6.15 shows the correlation between malicious and benign websites with the top ten hosting countries. The correlation highlights the relationship between malicious and benign websites in the top hosting countries. The heat map reveals a strong relationship between the “United States” and “Belgium”, which hosts malicious websites, partic-

Corr	Cloudflare	Amazon	Liquid Web	Trellian	Google	Sp-Team	LeaseWeb	Akamai	Fastly	Microsoft	Other
Books	0.58	-0.2	-0.02	-0.09	-0.06	-0.08	-0.03	-0.01	-0.08	0.12	-0.28
Games	0.7	-0.22	0.14	0.08	-0.13	0	0.06	-0.22	-0.15	-0.07	-0.44
Movies	0.11	-0.15	0.05	0.02	0.04	0.08	0.02	-0.05	-0.06	-0.02	-0.05
Music	0.52	-0.17	0.12	-0.07	-0.08	-0.05	-0.05	-0.07	-0.12	-0.08	-0.16
Software	0.58	-0.16	0.15	-0.01	-0.09	0	-0.04	-0.11	-0.1	-0.13	-0.38
Overall	0.48	-0.18	0.06	-0.03	-0.05	-0.01	-0.01	-0.08	-0.09	-0.04	-0.25

Figure 6.13: Malicious vs. benign most used CSPs correlation. The colors are similar to 6.5.

ularly books, games, and software. Most other countries have a strong connection with benign websites. In particular, “France” has a weak relationship with malicious websites.

## Results Discussion

In this section, we will provide a complete discussion of the critical insights of the correlation analysis. Highlight the answers to the research questions that can be derived from the results. Then, we will discuss the challenges that we encountered during the data collection process. Finally, we will shed light on the limitations, recommendations, and future considerations.

**Takeaway from the Results.** To summarize the key results of the correlation analysis, we will highlight the insights that provide detailed answers to the research questions.

**Change Over Time.** The scanning results for free and premium content using VirusTotal hold the following takeaways for **RQ1**.

1. Free content websites reveal their maliciousness over time by an increased frequency and prevalence.
2. Premium content websites improve their security over time.
3. Free movie websites have the highest malicious increase rate compared to other categories.
4. The premium games websites show the highest security improvement rate, followed by the premium books websites.
5. The

Corr	USA	BEL	NLD	DEU	AUS	FRA	CHN	GBR	CAN	IRL	Other
Books	0.03	-0.17	0.04	-0.17	-0.13	-0.06	0.13	0.11	0.11	0.08	-0.03
Games	0.1	-0.25	0.11	0	-0.02	0.03	0.03	0.09	0.09	0.09	-0.2
Movies	0.29	-0.16	-0.07	-0.22	-0.15	-0.07	0.15	0.09	0	0.16	-0.08
Music	0.14	-0.1	-0.04	-0.25	-0.05	0.04	0.11	0.13	-0.08	0.15	-0.07
Software	0.19	-0.29	-0.08	0.04	-0.05	0.01	0.07	-0.05	0.04	0.09	0.03
Overall	0.17	-0.19	-0.03	-0.16	-0.13	-0.02	0.11	0.07	0.05	0.12	-0.04

Figure 6.14: Top hosting countries correlation. The color indications are similar to 6.3.

Corr	USA	BEL	NLD	DEU	AUS	FRA	CHN	GBR	CAN	IRL	Other
Books	0.11	0.12	-0.09	-0.13	-0.09	0.06	-0.01	0.02	0.02	-0.05	-0.08
Games	0.31	0.27	-0.17	-0.15	0.01	-0.04	-0.1	-0.16	-0.09	-0.09	-0.21
Movies	-0.06	0.05	0.01	0.02	0.01	0.04	-0.03	-0.04	-0.04	-0.06	0.08
Music	0.11	0.2	-0.09	0.03	-0.08	0.02	0.05	-0.08	-0.1	-0.1	-0.11
Software	-0.04	0.29	-0.08	-0.12	-0.03	0.05	-0.06	0.05	-0.11	-0.08	-0.1
Overall	0.05	0.2	-0.07	-0.07	-0.04	0.04	-0.03	-0.01	-0.05	-0.07	-0.06

Figure 6.15: Malicious vs. benign top hosting countries correlation. The colors are similar to 6.5

overall security of content websites improved with time, and the same applies to their infrastructure entity (network, CSP, or country).

**Free Compared to Premium.** The results of the correlation analysis provide a sufficient answer to **RQ2** and **RQ3** where we find the correlation differences between free content websites and premium content websites in addition to their network size.

1. We notice the difference in the hosting patterns of free and premium content websites in their common network size, the top CSPs, and most hosting countries. For example, free content websites correlate strongly with medium networks, whereas premium content websites correlate with large networks.
2. Free content websites have a weak correlation with small networks, whereas premium content websites do not correlate with small networks.
3. Free content websites correlate strongly with “Cloudflare”, “Liquid Web”, “Trilian”, “SP-Team”, and “Leaseweb” CSPs. Although premium content websites seem to have a strong correlation with the other top ten hosting CSPs.
4. Some top hosting countries strongly correlate with free content websites. Such as “Belgium”, “Germany”, “Australia”, and “France”. In contrast, the rest of the top hosting countries strongly correlate with premium content websites. However, the other hosting countries significantly correlate with free content websites.
5. Moreover, free websites depict certain hosting patterns that are uniquely different from premium websites. Indicating the differences in their security behavior.



**Malicious or Benign.** The results also provide sufficient answers to **RQ4** where we find the network hosting patterns for malicious websites. 1. Malicious websites strongly associate with free content websites, while benign websites strongly correlate with premium content websites. 2. In general, malicious websites have a strong correlation with the medium size of the networks. The benign websites are strongly correlated with large networks and weakly correlated with small networks. 3. In detail, small networks show a weak correlation with malicious and benign websites. Medium networks show a slightly significant correlation with malicious websites. On the other hand, large networks show a similar correlation pattern for all content categories with malicious and benign attributes. 4. The top ten CSPs and the other hosting CSPs significantly correlate to benign websites. Some of the top ten CSPs have a strong correlation with hosting malicious websites. 5. Hosting countries seem to have a significant correlation with benign websites. In the opposite direction, some of the content categories exhibit a strong correlation with malicious attributes. Especially in the top two hosting countries. Other content categories have a weak correlation with malicious websites.

**Content Categories and Network Size.** The results of studying the different categories of website content in the different network sizes give significant answers to **RQ5**. 1. Different content categories show a different level of correlation with malicious and benign attributes. Book websites do not correlate with malicious websites or benign websites. Movies and games categories have a slightly weak correlation with malicious free content websites and benign free content websites. Games and software exhibit a strong correlation between malicious free-content websites and benign premium-content websites. 2. Small networks have a weak correlation with all categories of free websites. Medium networks are strongly correlated with websites with free games, movies, and music websites. Large networks show a lower correlation with such categories.

**Hosting Infrastructure Correlations.** The hosting CSPs and countries' correlations with the different content category results answer **RQ6** as follows. 1. We notice the differences in the correlation with the top hosting CSPs. There is a strong correlation between all content categories with free content websites and some top hosting CSPs. The other CSPs strongly correlate with premium content websites. Such as “Amazon”, “Akamai”, “Fastly”, and “Microsoft”. 2. There is a significant correlation between books, games, movies, and software categories with malicious websites hosted on “Cloudflare”. The games websites especially show a significant person correlation coefficient equal to 0.7. At the same time, we notice a weak correlation between “Liquid Web” CSP and malicious websites in all content categories. In contrast, we noticed a significant correlation between benign websites and all content categories in the other CSPs. 3. There is a weak correlation between the different categories of premium content websites and some of the best hosting countries. We notice a strong correlation between premium content websites in the “United States” and movies, music, and software categories. In contrast, there is a strong correlation between free content websites and all the different categories hosted in “Belgium”. A strong correlation exists between books, movies, and music categories with free websites in “Germany” and “Australia”. 4. Furthermore, we find a strong correlation between malicious websites in the “United States” and “Belgium” and games, music, and software websites. At the same time, all categories have a weak correlation with benign websites that reside in other countries.

**Correlations Analysis Implications.** The implications of the previous findings provide answers to **RQ7**. We noticed a strong correlation between free and premium content websites with different network sizes, top-used CSPs, and most contributor countries. Furthermore, we found a strong correlation between medium and small networks with malicious websites. This observation implies the following. 1. Isolating free content websites that use small networks may be an applicable solution to mitigate free and premium content websites' risks. According to the distribution analysis results, most free and premium content websites are found on medium networks, the most popular

network types. 2. Addressing malicious environments within CSPs is one of the most effective solutions for reducing risk exposure. The correlation between the most frequently used CSPs and malicious websites ranges from strong to weak. However, a higher concentration of malicious websites is observed in specific CSPs among the top-used CSPs. 3. Taking legal action to force such CSPs to improve their security could be a viable solution to secure the network. 4. free and premium content websites are concentrated on medium networks like malicious content websites. This implies the need for a better solution than isolating these networks. Because of the strong association of benign websites within the same network size. 5. Games and software content websites are the most correlated categories with malicious websites. This implies a serious need to develop security scanning tools to detect malicious code that may be injected into free software.

### Limitations and Recommendations

**Limitations.** There are several challenges associated with this study. For example, the network annotation of the extracted dataset and the security scan present limitations that must be addressed in future work. Initially, our main data set consisted of 1,562 free and premium content websites. However, after the network annotation process, we found that only 1,509 websites were operating, suggesting a decrease over time. Thus, it requires longitudinal analysis to gain insight into changes in an operation done on these websites and associated factors leading to their disappearance.

Another limitation is that we only considered the security scanners VirusTotal provided to classify malicious and benign websites. Future work needs to use another security scanner, such as the Google Safe Browsing API, the Sucuri SiteCheck API, and the Shodan API.

The analysis shows a more extensive distribution of free and premium content websites on medium-sized networks. Moreover, there is a strong correlation between free content websites and medium

networks. Medium networks need to be divided more. Each type needs to be individually assessed to find which part of medium networks correlates more with premium content websites, which might be more secure than others.

Our analysis studied the correlation of malicious free and premium content websites with different network patterns. Decide the best risk mitigation strategy that can be applied. Therefore, the results suggest investigating the security standards, privacy policy agreements, rules, and regulations for each hosting pattern that mainly correlates with malicious free content websites. The study does not investigate containment strategies or recommend limiting the spread of free content websites. Future work is needed to evaluate the different strategies that can be used to mitigate the potential risk of malicious free content websites.

The top hosting CSPs discovered during this study are widely spread around the globe. Where some of these CSPs have different companies for each part of the world, we combined all the companies for the same entity into one CSP. For example, Amazon CSPs provide their services on a regional basis, such as Amazon Data Services Canada, Amazon Data Services France, and Amazon Prod. Consequently, all these CSPs were aggregated into one entity, Amazon, for further analysis of their service distribution. However, it is imperative to conduct further investigations to ensure security for each distributed service.

**Recommendations.** Based on the research findings, our recommendations to system administrators are to apply more robust security protocols. To protect their networks from malicious activities. In particular, organizations must prioritize segmenting medium-sized networks often associated with malicious websites. Additionally, analyzing the CSPs used by free and premium content websites can help determine which CSPs have more malicious websites than good ones. This identifies where legal action must be taken if it is deemed necessary.

The general observation suggests that improvements should be made to develop these aspects, reduce malicious websites, and increase overall network security. Furthermore, the correlation analysis revealed a strong correlation between medium networks and malicious websites, implying that isolation can be a suggested solution for risk mitigation. On the contrary, a weak correlation was observed between the top hosting countries with malicious websites. Indicating immaturity in cybersecurity policy agreements is the root cause of the increase in malicious websites hosted. This suggests that improvement is needed to meet the highest global cybersecurity standards to strengthen network security.

Finally, a correlation analysis was performed to understand how different hosting patterns interact for free and premium content website classification tasks. More advanced machine learning models should be applied for better accuracy when classifying malicious domains.

### Summary and Concluding Remarks

The correlations between different types of websites and their hosting habits across network size, CSP, and hosting countries have been revealed by this research. Our investigation has shown a significant association between free content websites and medium networks, suggesting that these networks tend to host malicious websites. Additionally, we have identified some CSPs that may need to increase their security requirements, as they are significantly correlated with hosting more malicious content categories. Furthermore, our research shows a notable association between the nations hosting free content websites, pointing to the need for more stringent laws and other countermeasures to address dangerous websites in particular regions.

However, it is critical to recognize the restrictions placed on our research, particularly its dependence on a single API for online security scanners. Adding several scanners to future studies is

required to ensure more accurate and confirmed results. Furthermore, we have emphasized the necessity of future research into various confinement techniques and cutting edges to improve the precision of malicious from benign domain classification. Policymakers, system administrators, and researchers can work towards enhancing network security, implementing more rigid rules, and creating more potent tactics to prevent hosting malicious websites by considering these results.

## CHAPTER 7: CONCLUSION

### Conclusion

The security of free content websites is very important because they are popular websites that are accessed by many users. The impact of malicious free content websites can spread widely and affect many users around the world. Thus, in this dissertation, we explored three topics that could impact the security of free content websites that could reflect the security of the Internet. At first, we examined the content management systems of free content websites and found that custom-coded websites are dangerous considering the entropy of the code used and the various possibilities to transform benign websites into malicious ones by targeting their source code. Second, we classified the free content websites based on their favorite network scale and found that they predominantly reside within medium-scale networks with a high association of malicious and benign websites at the same time. This led to testing the security of the CSPs for free content websites, where we found they were heavily distributed over the top ten CSPs with a high concentration of malicious websites. On the other hand, the rules and regulations for the CSPs are related to the hosting countries. In the third work, we explored the distribution of free content websites over the hosting countries. Highlight hidden correlations between hosting a high number of malicious free content websites with the National Cyber Security Index scores. The top hosting countries tend to have vague security policies that provide no collaborations with other nations, creating a golden opportunity for more malicious free content websites to be hosted in their countries. The last work reveals hidden correlations for free content websites with network scales, CSPs, or hosting countries to discover the direct relation for hosting malicious free content websites in order to overcome these causes and ensure the security of users. However, this work comprehensively investigated the affinities of hosting infrastructures that host free content websites.

## Future Work

Investigating the security of free content websites reveals a critical need for comprehensive future study. Custom-coded websites demand scrutiny to discern development patterns that may echo those found in CMSs, potentially exposing similar security risks. This focus on underlying patterns is essential for preemptive risk mitigation. The hosting infrastructure of free content websites also warrants continued attention. Future research should aim to enumerate vulnerabilities to enhance user awareness and safeguard against exploitation. Such efforts are vital in reinforcing the security perimeter before attackers strike. Expanding the research scope to include free content websites in languages other than English and hosted outside the United States is imperative. This broadened inquiry is necessary to gauge the security measures and risk levels across a more diverse global landscape. Additionally, the rapidly changing nature of web security calls for a longitudinal research approach. This strategy would capture the temporal shifts in the security features of free and premium content websites, providing an ongoing assessment of the security ecosystem. Lastly, a detailed analysis of the characteristics of hosting providers known for facilitating malicious websites is crucial. Investigating the specific CMSs, CSPs, and the countries in which these hosts operate will shed light on potential systemic vulnerabilities contributing to increased security risks. In conclusion, future research must be multifaceted and proactive, continuously adapting to the dynamic security challenges faced by free content websites. This proactive stance is vital for fortifying web defenses and maintaining the integrity of online content.



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