

Press Release

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FAKE-SHOP DETECTOR ACHIEVES TOP RESULT IN AV-COMPARATIVES TEST

Austrian test winner among 35 international cyber security products tested for their effectiveness against fake shops.

The danger of coming across fake online shops on the internet is omnipresent. Fraudsters can use deceptively genuine-looking websites to steal both personal data and money from online consumers without them realising it at first glance. Especially nowadays, when online shopping is booming, these fraudulent websites are becoming increasingly sophisticated and difficult to recognise. Fraudsters use unrealistic discounts and fake reviews to lure even the most cautious shoppers into their trap.

Independent test procedure

In a comprehensive study, the independent system test experts at AV-Comparatives have recently tested 35 international security solutions to determine their effectiveness in the fight against fake online shops. These solutions, including internet security software, browser extensions and specialised web filters, were tested to see how well they can recognise and block fraudulent online shops. The result of the evaluation of the Fake-Shop Detector, which was developed in Austria: Not a single false alarm occurred in the 100 legitimate online shops tested, and it also performed well in recognising the 500 fake web shops tested.

Test result

Of the 35 cyber security products tested, the Fake-Shop Detector was the only product to achieve an outstanding top result in all tests, with over 90% detection of fake shops.

The team behind the research project, consisting of the AIT Austrian Institute of Technology, the Austrian Institute for Applied Telecommunications (ÖIAT) and the IT specialist X-Net, is incredibly proud.

Helmut Leopold, Head of the Center for Digital Safety & Security at AIT, emphasises the importance of joint efforts in the fight against cybercrime: 'The growing threats posed by disinformation, hate speech and fraudulent attacks on the internet require joint efforts to provide digital users with tools and resources to maintain their sovereignty. The national funding programmes provide the ideal basis for the success of Austrian solutions at an international level.

Andreas Kugi, Scientific Director of the AIT Austrian Institute of Technology: 'With the development of the Fake-Shop Detector, the AIT has further consolidated its role as a leading research institution in the field of digital security technologies. This project embodies our commitment to innovative solutions that are both technologically advanced and socially relevant. We are proud to make an important contribution to the fight against cybercrime.

Conclusion

For companies and consumers alike, it is essential to make the right decisions when it comes to cybersecurity. The results from AV-Comparatives show impressively how important it is to rely on a reliable security solution. Products that use heuristic analyses, web reputation services and real-time fraud detection offer the best protection. The excellent rating of a solution 'made in Austria' also underlines the importance of funding for Austrian security research – the Fake-Shop Detector was financed by funds from the Austrian Federal Ministry of Finance and the Federal Ministry of Agriculture, Regions and Tourism in the KIRAS security research programme.

You can find details of the AV-Comparatives test here: <https://www.av-comparatives.org/de/tests/fake-shops-detection-test-2024/>

Further information and download of the fake shop detector: <https://www.fakeshop.at/>

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