



Content Acquisition Optimization





Yahoo Webmessenger

- Update data sent to individuals logged into Yahoo's Instant Messenger service online
 - Online contact status, unread emails in Yahoo inbox
 - Usually small sessions (2-4kB)
- Sporadic collection (30,000 – 60,000 sessions per day)
- Intermittent bursts of collection against contacts of targets
 - Large numbers of sessions (20,000+) against a single targeted selector
 - Not collected against the target (online presence/unread email from target)
 - No owner attribution (metadata value limited to fact-of comms for emails, online presence events for buddies)
- Over a dozen selectors detasked in two weeks
 - Because a target's contact was using/idling on Yahoo Webmessenger
 - Several very timely selectors (Libyan transition, Greek financial related)



Address Books

- Email address books for most major webmail are collected as stand-alone sessions (no content present*)
- Address books are repetitive, large, and metadata-rich
- Data is stored multiple times (MARINA/MAINWAY, PINWALE, CLOUDs)
- Fewer and fewer address books attributable to users, targets
- Address books account for ~ 22% of SSO's major accesses (up from ~ 12% in August)

Access (10 Jan 12)	Total Sessions	Address Books	Provider	Collected	Attributed	Attributed%
US-3171	1488453	237067 (16% of traffic)	Yahoo	444743	11009	2.48%
DS-200B	938378	311113 (33% of traffic)	Hotmail	105068	1115	1.06%
US-3261	94132	2477 (3% of traffic)	Gmail	33697	2350	6.97%
US-3145	177663	29336 (16% of traffic)	Facebook	82857	79437	95.87%
US-3180	269794	40409 (15% of traffic)	Other	22881	1175	5.14%
US-3180 (16 Dec 11)	289318	91964 (32% of traffic)	TOTAL	689246	95086	13.80%
TOTAL	3257738	712366 (22% of traffic)				



Buddy Lists, Inboxes

- Unlike address books, frequently contain content data
 - Offline messages, buddy icon updates, other data included
 - Webmail inboxes increasingly include email content
 - Most collection is due to the presence of a target on a buddy list where the communication is **not** to, from, or about that target
- NSA collects, on a representative day, ~ 500,000 buddylists and inboxes
 - More than 90% collected because tasked selectors identified only as contacts (not communicant, content, or owner)
- Identifying buddylists and inboxes without content (or without useful content) an ongoing challenge

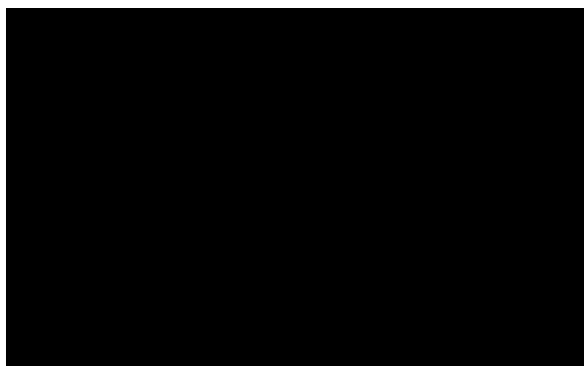


Scenario: [REDACTED]@yahoo

- [REDACTED] Sep 2011 [REDACTED]@yahoo.com (tasked S2E, asw Iran Quds Force) has his/her Yahoo account hacked by an unknown actor, sends out spam email to his/her contact list:

DNI Parser Webmail Display **YAHOO!** MAIL Active user: [REDACTED]

Message	
Date	2011-09-[REDACTED]
Subject	[REDACTED]!!!! (New)
From	[REDACTED]@yahoo.com>
To	[REDACTED]@yahoogroups.com





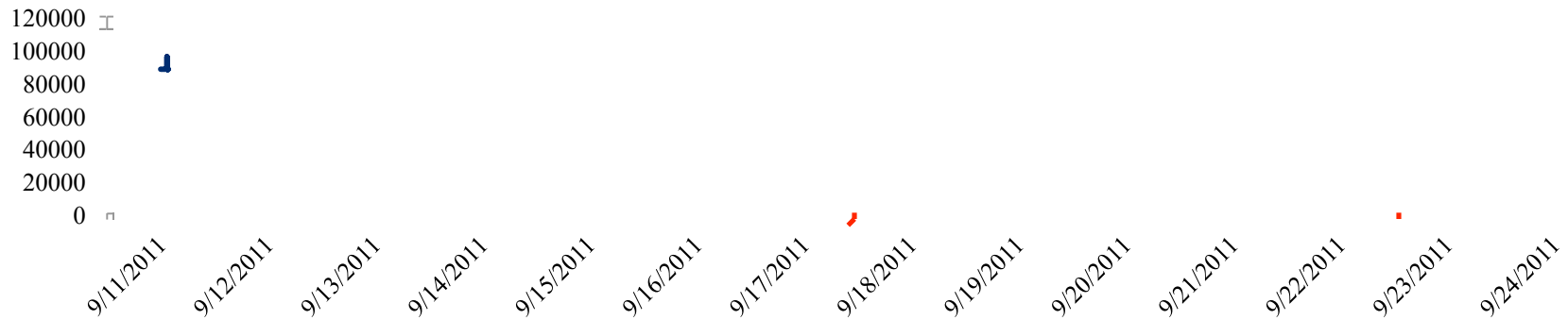
Scenario: [REDACTED]@yahoo

- [REDACTED]@yahoo.com has a number of Yahoo groups in his/her contact list, some with many hundreds or thousands of members
- At DS-200B in particular, collection spiked as:
 - The initial spam messages were sent (and collected)
 - Inboxes of email recipients were viewed by [REDACTED] contact list
 - Messages were sometimes viewed, but more often sent as precached views on Google and Yahoo (along with inboxes)
 - Inboxes where the recipient did not delete the spam message continued to be collected every time they were viewed
 - Some recipients added [REDACTED]@yahoo.com to their address books (possibly as a spam defeat?) – address books were collected every time

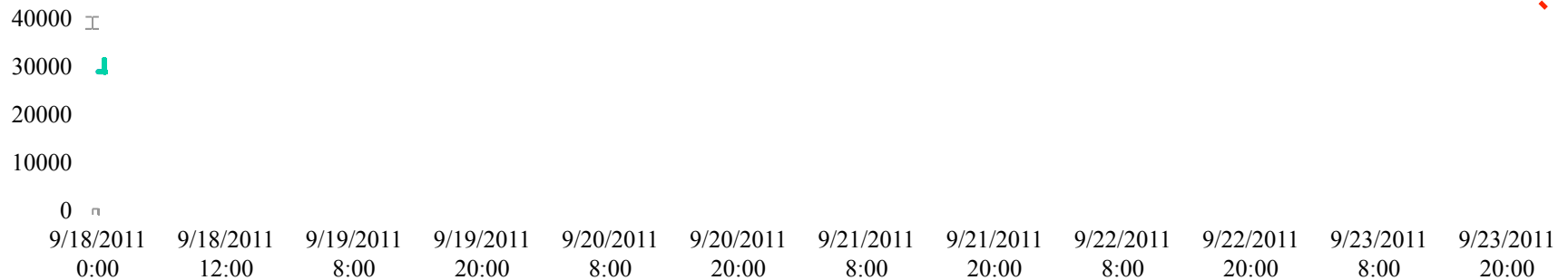


Scenario: [REDACTED]@yahoo

DS-200B Collection By Day - 11 Sep - 24 Sep (in MB)



DS-200B Collection By Hour – 18 Sep – 23 Sep (in MB)





Scenario: [REDACTED]@yahoo

- [REDACTED]@yahoo.com emergency detasked from DS-200B and US-3171 at 13:04Z on 20 Oct
- Numerous first-order address books and inboxes collected meant tasked selectors on address books or buddy lists of contacts of [REDACTED]@yahoo.com also affected:
 - [REDACTED]@yahoo.com and [REDACTED]@gmail.com emergency detasked off US-3171 at 13:10Z on 20 Sep
- Memorializing to PINWALE only address books and inboxes owned by target selectors would have reduced PINWALE volumes 90%+
 - Site XKEYSCOREs would buffer data for SIGDEV purposes
 - Metadata from known owner address books and inboxes stored regardless

