

## PRESS RELEASE

### **The Irish Internet Hotline Annual Report 2024: *Rise in Self-Generated CSAM Drives Focus on Early Intervention***

**Dublin, Ireland – 9 July 2025** – The Irish Internet Hotline (IIH) today publishes its 2024 Annual Report, marking another record-breaking year in the fight against illegal and harmful online content—especially Child Sexual Abuse Material (CSAM)—and the protection of vulnerable users online.

For over 25 years, the IIH has been central to Ireland’s strategy to combat online child sexual exploitation and abuse (OCSEA). In 2024, it received 53,411 reports, representing a 32% year-on-year increase. Of these reports, 85% were found to relate to illegal material, primarily CSAM.

The report reveals a 97% overall removal rate, and a 99.6% removal rate for confirmed CSAM, reflecting the effectiveness of Ireland’s well-coordinated and timely response to this international threat.

In his foreword to the report, Minister for Justice Jim O’Callaghan TD acknowledged the critical and often challenging work carried out by the IIH. He wrote, “It’s easy to get overwhelmed by the figures, but crucial to recognise that behind these statistics are real people – and often children - who have suffered harm and have been victimised. He added “we must ensure we never become hardened to the reality of these figures.”

The CEO of the Irish Internet Hotline, Mick Moran said “Some of these figures might appear shocking or overwhelming but they are also an indication of what’s possible. The online realities reflect the society we live in, and we must face the troubling parts of that in a systematic and collaborative way. There is no silver bullet, no panacea, just hard, and sometimes gruelling work. I am proud of our small and growing team and the work we do, with partners, to make the internet a safer place for everyone, especially children.”

#### ***Key Findings from the 2024 Hotline.ie Annual Report:***

- **Self-Generated CSAM Surges 166%:**

11,505 cases of self-generated CSAM were analysed in 2024—up from 4,322 in 2023—making it the fastest-growing form of CSAM and now accounting for 25.6% of all CSAM reports.

- 92% of victims depicted were girls.
- Forums are the dominant distribution channel (63.5%) , making removal more complex and urgent.

- **International Cooperation:**

The IIH's work through the INHOPE Network enables the identification and removal of illegal material hosted outside Ireland, ensuring that Irish children are protected globally, not just locally.

- **CSAM Hosting in Ireland Remains Exceptionally Low:**

Ireland continues to be among the lowest-ranking countries globally for CSAM hosting—a testament to the efficiency of Hotline.ie and its collaborators, including An Garda Síochána, ISPs, and international partners.

- **CSEM Pilot to Become Permanent Programme:**

This year the IIH undertook a valuable pilot initiative to tackle **Child Sexual Exploitation Material** (CSEM)—content that may not meet the legal threshold of CSAM but raises serious ethical and dignity concerns—and secured a 94% removal rate. This activity was found to be valuable and will now be expanded to become part of Hotlines normal activities.

- **Other Online Threats on the Rise:**

- **Financial scams** targeting Irish residents increased by 51%, leading to 134 fraudulent websites being identified, 79% of which were removed.
- **Intimate Image Abuse** reports saw a decline (suggesting early impact of deterrent campaigns), with a 91% removal rate for confirmed cases.
- **Racism and xenophobia online** remain concerning, with 908 reports received in 2024

## Partnerships & Industry Engagement

Hotline.ie acknowledges the vital role played by its network of partners, including Eir, internet hosting providers, and global INHOPE members—who work together to identify and remove illegal content efficiently. Oliver Loomes, CEO of Eir, remarked, “Everyone has a role to play in making the Internet a safer place,” reaffirming Eir’s longstanding support for Hotline.ie and its mission.

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### Report. Remove. Resolve.

The public is reminded they can report suspected illegal online content **anonymously, securely, and confidentially** at [www.hotline.ie](http://www.hotline.ie). Timely reporting prevents crime and revictimisation of children and helps bring offenders to justice.

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### About The Irish Internet Hotline

The Irish Internet Hotline is Ireland’s national reporting centre where members of the public can report suspected illegal and harmful online content in a secure and anonymous way—particularly child sexual abuse material. The Irish Internet Hotline is a member of the INHOPE network, the Irish Safer Internet Centre and works closely with An Garda Síochána and international partners.

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