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Ms. Noelle de Guzman, Internet Society,

**NAVIGATING A CHANGING SPAM LANDSCAPE :
TOOLS FOR MULTI-STAKEHOLDER COOPERATION**

Contact :

Ms. Noelle de Guzman,
Internet Society,

Tel: +639175743677
Email: deguzman@isoc.org

Navigating a changing spam landscape

Tools for multi-stakeholder cooperation

Spam in Asia-Pacific

The world's worst spam-producing countries*

Country	Live spam issues
United States	2,621
China	961
Russian Federation	634
Japan	500
Ukraine	339
United Kingdom	326
Brazil	324
Germany	296
India	280
France	257

The world's worst spam support ISPs*

ISP	Known spam issues
softbank.co.jp	69
unicom-bj	67
hostnoc.net	60
ovh.net	56
chinanet-gz	53
cloudflare.com	51
chinanet-hb	50
dti.ad.jp	49
uplus.co.kr	44
jet.ne.jp	41

*as of May 2014

Source: The Spamhaus Project



Why spam needs your attention

- Large volumes of spam can cause a severe drain on limited and costly bandwidth, especially in developing countries
- It undermines trust in e-commerce as it is strongly associated with fraud
- It is closely linked with network security breaches, and is used as a vehicle to deliver malware and other weapons of cybercrime
- Some 29 billion spam emails were circulated each day in 2013, with 66.4% of email traffic identified as spam
- Spammers are moving towards new platforms—increased adoption of handheld devices and engagement with social media pose new threats for Internet users

Emerging trends in spamming

- Web spam
- Fly-by spamming
- Social media spam
- URL shortening



Source: TechnAsia

Regional anti-spam measures

■ Legislation

- Anti-spam laws prohibit sending unsolicited electronic messages that originates from or was sent to an address accessed in the country
- Common provisions include:
 - Opt-in system
 - Unsubscribe facility
 - Clearly identified sender
- Collaboration with and support for industry measures

■ Multilateral agreements

- Seoul Melbourne Anti-Spam Agreement
- APEC Principles for Action against Spam

■ Bilateral agreements

Multi-sector cooperation

- **Collaboration is still piecemeal**
 - Closer linkages will enable stakeholders to share intelligence on spammers, identify and remedy compromised networks that spread spam, and develop programmes and policies to fight spam
- **Spam is a cross-border problem, and solutions require international coordination**
- **Lack of cooperation complicates anti-spam measures because of differences from one jurisdiction to another, and increases costs of investigation**

Internet Society's Combating Spam Project

- **Toolkit of documents and materials**

- Reference materials that include online learning modules, videos and documents
- Collected from technical organisations and experts
- Stored in a 'library repository' website that is freely accessible to all

- **Workshops for Policy Makers**

- Outlining roles (policymakers, technical community, industry experts, tools) and relationships
- Workshop materials and reference documents are made available at our website <http://internetsociety.org/what-we-do/policy/combating-spam-project>

- **Sustainable Technical Training**

- Provide opportunity for 'hands-on' discussions with experts (e.g. from IETF, GSMA, MAAWG) on standards and operational approaches, as well as the costs involved in implementing and managing spam mitigation

Working with Expert Communities

Messaging Malware Mobile Anti Abuse Working Group (M3AAWG)

- An industry organisation focused on addressing the operational aspects of preventing spam, malware, phishing, botnets and cybersecurity threats from impacting networks and the flow of information online
- Created a separate Developing Country Foundation that focuses on funding anti-spam efforts in developing countries
- Provides experts for ISOC's anti-spam workshops and materials for its Spam Toolkit

Internet Engineering Task Force

- The IETF has developed key authentication protocols to help combat spam, including the DomainKeys Identified Mail (DKIM) and the Sender Policy Framework (SPF)
- The related Internet Research Task Force maintains an Anti-Spam Research Group that investigates tools and techniques to mitigate the sending and effects of spam

Points to ponder

- As a country's broadband market expands, it's important to focus on improving security by equipment vendors, ISPs and end-users
- Policies and regulations must keep up with the changing dynamic of spam
- These should be technology neutral to allow for future innovation
- Effective anti-spam measures raise the cost of doing business for spammers by increasing the steps they have to take to conduct spamming
- Leverage open, transparent and multi-stakeholder solutions to maximise effectiveness, minimise costs and increase public trust
- Anti-spam measures should provide 'maximum security with minimum impact on user access and productivity'

Noelle de Guzman

Regional Programmes Coordinator

Asia-Pacific Bureau

deguzman@isoc.org