KCC sets out intensive measures for SPAM reduction

- Announces 「Anti-SPAM Measures」-

Korea Communications Commission (KCC) announced on January 21 the preparation of more systematic and intensive measures to lower inconveniences caused by illegal SPAM.

Since announcement of the 'Anti-SPAM Measures 2009' on Oct. 2009, KCC and Korea Internet & Security Agency (KISA) have derived detailed tasks by analyzing the effects of the measures and changes in the Internet environment. Then, after deliberation and reviewing sessions with 12 related service providers, KCC and KISA set out the new composite measures.

The basic direction of the new measures are ▲ to strengthen voluntary regulation by service providers including enhancement of their sense of responsibility, ▲ to minimize SPAM transmission through inspection and improvement on the factors of vulnerability per transmission route and ▲ to increase efficiency of anti-SPAM measures by improving real-time SPAM handling.

As a whole, the measures consist with the four fields, such as ① mobile phone anti-SPAM measures, ② new SPAM prevention, ③ announcement of SPAM indices · advancement of SPAM handling base · expansion of international cooperation and ④ enhancement of users'

anti-SPAM recognition. The 4 fields are divided into a total of 13 detailed tasks as outlined below.

First, as mobile phone anti-SPAM measures, the standards of voluntary regulation will be strengthened by ▲ reducing transmission speed (20%) for service providers of mass text messaging service that fail to achieve the SPAM reduction goal and ▲ restricting the count of daily calls to 500 for Internet phone service providers as of mobile phones. In addition, ▲ the youth and general new subscribers will be promoted to use the 'intelligent anti-SPAM service' of mobile communications service providers. At the same time, ▲ real-time mobile phone SPAM blocking list (M-RBL) will be developed and provided to the 3 mobile communications service providers, which will then reflect the list in system and therefore promptly block SPAM at the network stage.

Furthermore, in order to increase efficiency of regulations on SPAM transmitters, ▲ improvement plans of the current laws and regulations will be reviewed, such as reform of SPAM categorization system and ▲ 'Illegal SPAM Prevention Guidebook' (in e-book format) will be organized and distributed. At the same time, ▲ '1 strike-out' system will be promoted for the fraudulent malicious SPAM sent by those pretending to be acquaintances. In addition, billing for the entire amounts of fraudulent SPAM will be cancelled so that to prevent victims of good intentions.

At the same time, in order to prevent SPAM posting on the Internet ▲ the government will develop a service for web board

administrators to automatically analyze and therefore to block SPAM posting registrations on a real-time basis (investment of KRW 400 million). This service will be provided for free to small businesses or Internet newspaper companies that are weaker in terms of independent handling capacities.

For overall improvement of the anti-SPAM system in Korea, ▲ SPAM distribution volumes will be periodically announced per service provider in order to encourage competition in good faith among service providers and ▲ a system will be implemented in KISA to compositely monitor and analyze SPAM status. Meanwhile, ▲ the Five anti-SPAM Smart Rules (blocking service, blocking function, number management, prohibition of SPAM use and using 118 report center) will be actively publicized so that users can easily access and make use of the SPAM blocking and reporting procedures.

KCC analyzed that the SPAM distribution through mobile phones and e-mails in Korea decreased by approx. 5 ~ 8% due to implementation of the Anti-SPAM Measures in 2009. KCC forecasts that it will be possible to achieve the initial goal of 30% reduction by the year-end once the detailed tasks are successfully implemented.

Eom Yeol from KCC's Network Ethics Team said, "The government measures alone have limitations in handling SPAM problems that are becoming more intelligent each day." He added, "As each service

provider including communications companies holds significant volumes of SPAM-related information, the government's SPAM policy will take on the direction to impose a sense of responsibility to these service providers, to encourage active voluntary regulations and, at the same time, to differentiate rewards and punishments accordingly."

Attachment: A copy of the 'Key Contents of Anti-SPAM Measures'

< **Attachment 1** >

Key Contents of Anti-SPAM Measures

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┌─────────────┤ Basic Directions ├─────────────┐
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▸ To strengthen 'voluntary regulation by service providers' by increasing a sense of responsibility of service providers, etc.

▸ To minimize SPAM transmission by inspecting and improving on vulnerabilities per transmission route

▸ To enhance efficiency of SPAM blocking through advancement of real-time SPAM handling

1 **Preventing Mobile Phone SPAM**

① **Suppressing SPAM transmission by increasing a sense of responsibility of service providers**

o To restrict service use of mass text messaging service providers producing large volumes of SPAM (Biz-SMS and C2P, etc.) by reducing transmission speed of communication lines (20%) and having SPAM sender information shared among service providers (by implementing integrated DB of KISA)

o To increase the standard of voluntary anti-SPAM regulations for service opening by Internet phone (VoIP) service providers and management of text messaging volume (call count restricted to 500 a day and prohibition of resubscription for 1 year, etc.)

o To strengthen supervision · management by mobile communications service providers on mobile phone subscriber identification process in

agencies and therefore to prevent opening of mobile phones for SPAM transmission by loaning of other people's names

② **Enhancing efficiency of SPAM blocking by improving vulnerabilities in transmission · reception stages**

o To increase mobile phone users' subscription to the 'intelligent anti-SPAM service' by stages (previously subscribed elementary school students as of the end of 2010, middle and high school students during the first half of 2011, general users in the second half of 2011, mobile communications service providers to increase processing capacity by investing a total of KRW 20 billion)

o To implement 'real-time SPAM notification and management system' in order to promptly block all SPAM messages sent from confirmed SPAM numbers at the network stage and to restrict service use by sorting out malicious SMAP transmitters in the shortest time

③ **Strengthening regulations for SPAM transmitters**

o To review methods for improving the current laws and regulations and to put into effect the 'Illegal anti-SPAM Guidebook' in order to achieve effective control of SPAM transmitters and to increase efficiency of regulations in line with advancement of SPAM transmission technologies

o To strengthen regulations on adult contents providers that illegitimately swindle information fees through fraudulent SPAM

transmission by assuming false names (to cancel billing for the entire SPAM transmitted, to promote permanent expulsion - 1 strike out system)

④ **Increasing Fine Rates**

o To identify SPAM fines that can be imposed through a link with property DB of the related government offices and therefore to index the fines individually, to increase imposition ratio by encouraging imposition activities (22% of the amounts that can be imposed) and, at the same time, to increase the related investigative powers (to increase a total of 108 imposition and investigation personnel)

- To review diversification of the scope of fine imposition targets and imposition methods

② **Preventing New SPAM**

o The government is to develop a service that automatically analyzes web board posting on a real time basis and to provide it free of charge to individuals, small businesses and the Internet press, etc. of lower SPAM handling capacities (investment of KRW 400 million).

③ **Announcing SPAM Indices, Advancing SPAM Handling Base and Increasing International Cooperation**

o To periodically announce SPAM distribution volumes of mobile phone or e-mail service providers and therefore to increase service providers'

voluntary efforts for SPAM reduction (half yearly)

o To identify status of SPAM transmitted through information and communications network on a real time basis and therefore to implement 'composite monitoring and analysis system' for preemptive SPAM handling (to establish strategy planning in 2011, to implement system in 2012 - KRW 1 billion estimated)

o To publicize the excellence of Korea's anti-SPAM technologies and systems and to improve international cooperation (to promote international standardization of simple SPAM reporting function) by promoting the 'global anti-SPAM project' organized by GSMA (Global System for Mobile Communications Association)

④ **Improving Users' Anti-SPAM Awareness**

o To help users better understand and access SPAM blocking and reporting guidelines, the 'Five Anti-SPAM Smart Rules (blocking service, blocking function, number management, prohibition of SPAM use and using 118 report center)' will be prepared and publicized actively.