

Anti-spam activities in Japan

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History of spam in Japan

2001 spam "to mobiles" remarkably increases

→ Becomes a social problem

2002 Two Laws were enacted

→ Legislation of Anti-spam Law & Amendment of Commercial Transactions Act

2003 spam sent "from mobiles" increases

→ Self-regulation by mobile operators

(...and decreased)

spam sent "from PCs (in foreign countries)" increasing...?



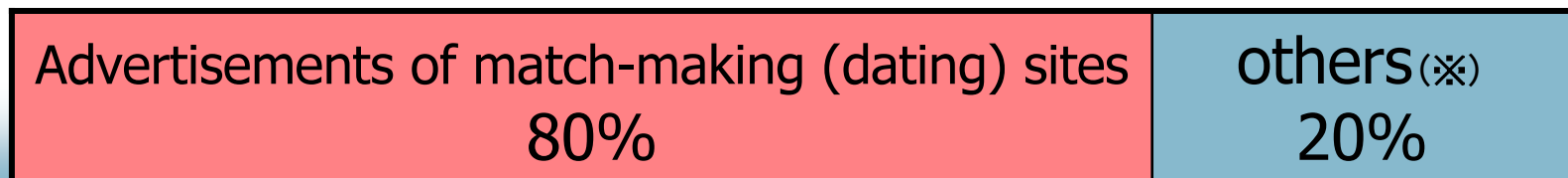
Characteristics of spam in Japan

① Media



※ Due to disguised sender's name, the real rate is suspected to be higher.

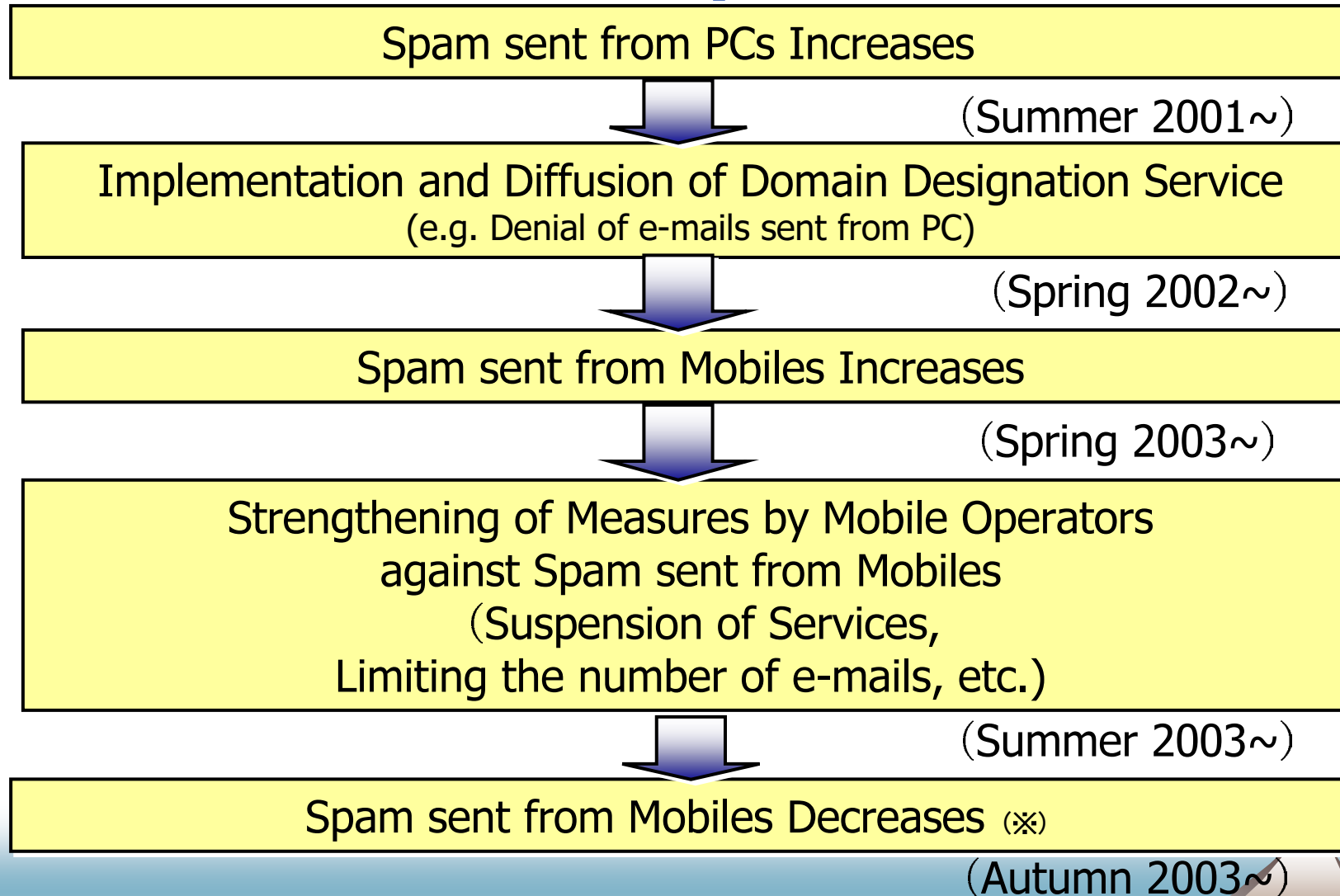
② Content of spam



※ porno, drugs, software, etc

Source : Survey by Japan Computer Communications Association, 2003

Trend in spam originating from mobile phones



※ More than 80% decrease from July 2003 to Nov. 2003.

(Source : Survey by Japan Computer Communications Association, 2003)

Anti-spam measures ①

~Government~

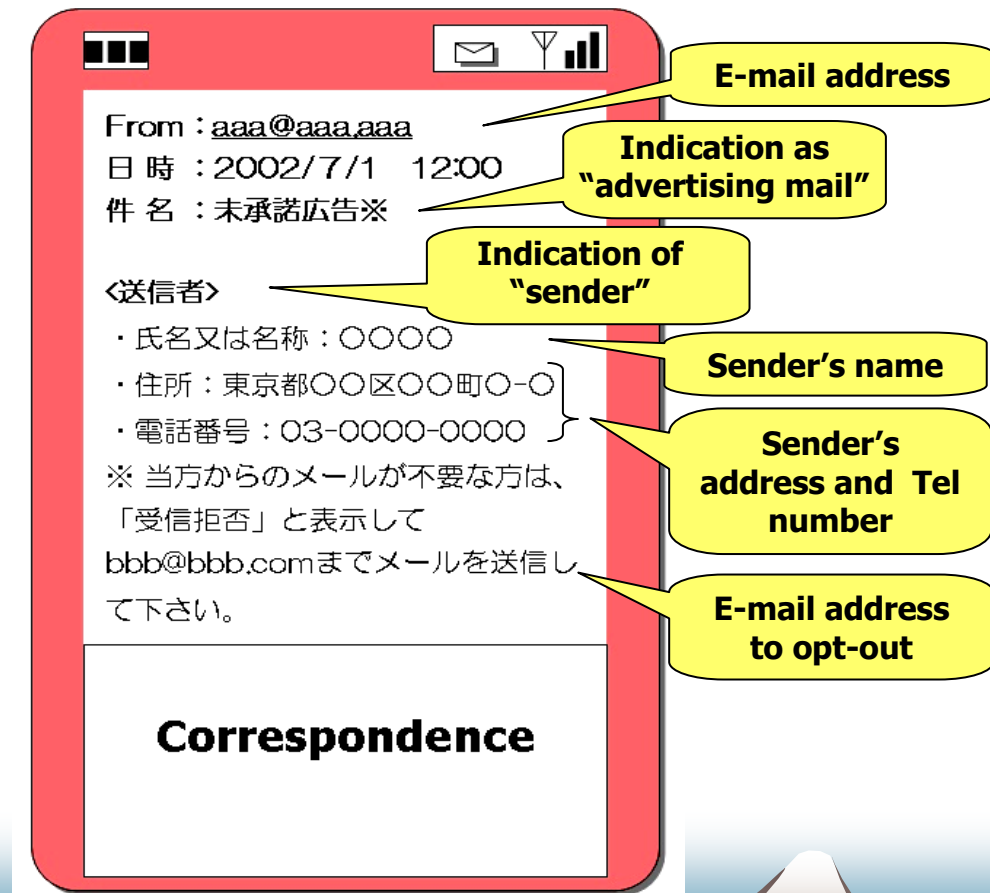
Enacted in July 2002

- The Law on Regulation of Transmission of Specified Electronic Mail

➡ For users and Networks

- Specified Commercial Transactions Law

➡ For consumers and Transactions



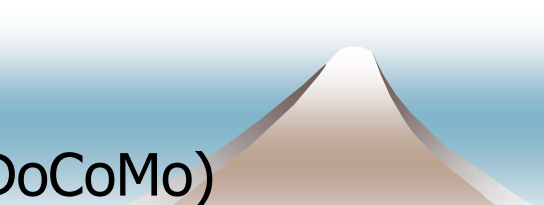
Anti-spam measures ②

~ Mobile Operators ~

To spam sent "from Mobiles"

- (1) suspension of service for spammers
- (2) Limitation of the number of e-mails from mobiles

To spam sent "to Mobiles"

- (1) Domain designation service (e.g. Block e-mails sent from PC)
 - (2) Mail address change service
 - (3) Discount rate for receiving spam
(400 packets free of charge per month by DoCoMo)
- 

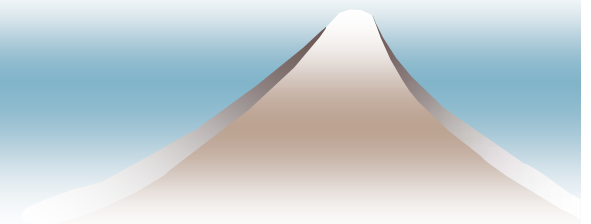
Anti-spam measures ③

~ISPs~

- (1) Suspension of service usage for spammers
- (2) Providing mail filtering services

~E-mail marketing groups~

Making Guideline for e-mail advertisements

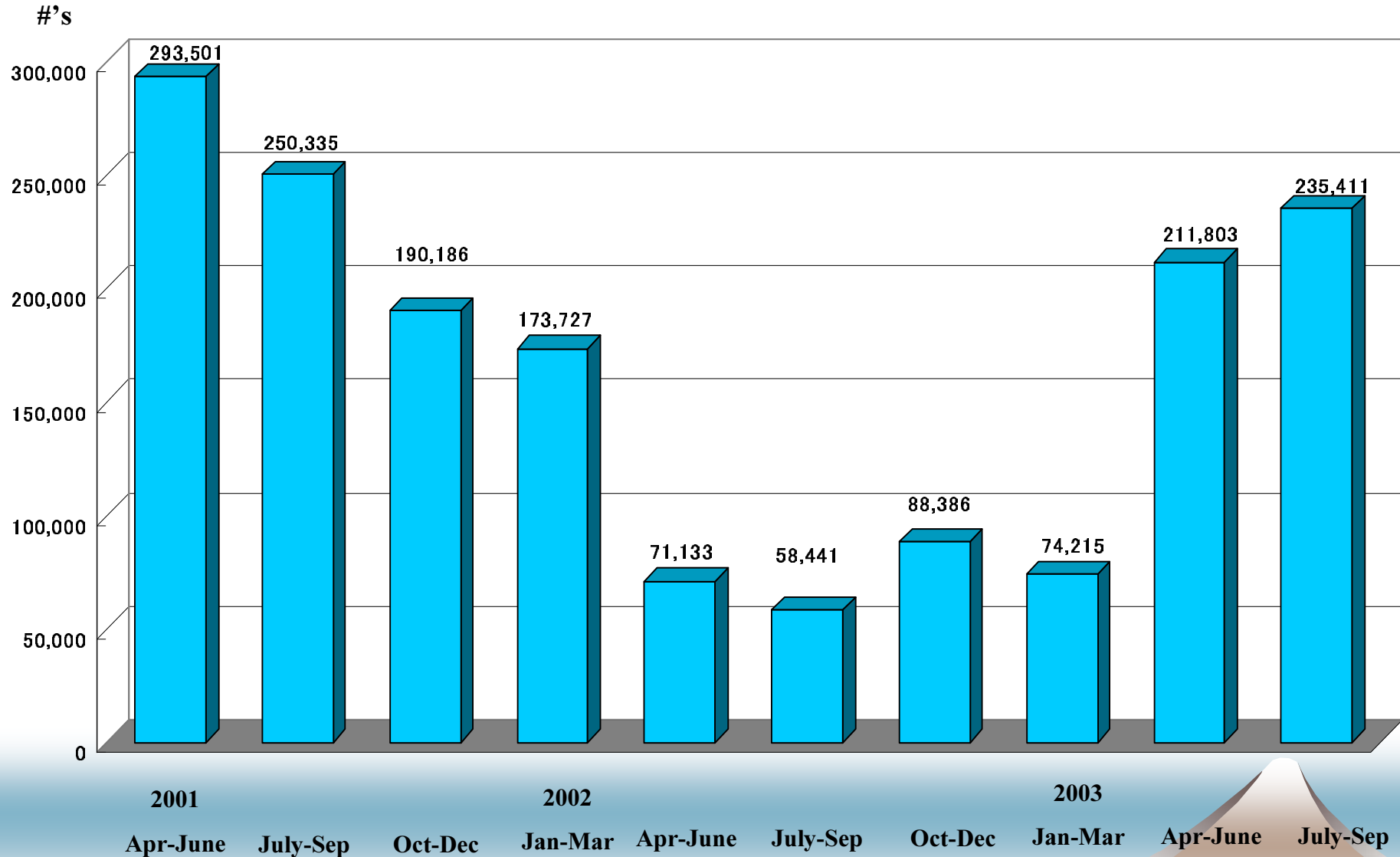


Conclusion

The next step to combat spam is ...

- Harmonization of legal framework**
 - Establishment of multilateral cooperative scheme composed of both public and private sectors**
- ✂ Japan's activities against "mobile" spam could be informative and helpful for other countries...?

Trends in complaints / Inquires received by cellular and PHS carriers (Including inquiries about new spam measures)



Data on measures by mobile operators

Number of Suspended lines

NTT DoCoMo	2,145 as of 24 December
KDDI (au)	13,500 as of 30 November
Vodafone	606 as of 22 December
TUKA	116 as of 22 December
DDI Pocket	1,134 as of 16 December

Limitation of the number of e-mails sent from mobiles

NTT DoCoMo	The number of e-mails which can be sent per line in a day is limited to less than 1,000. (20 October, 2003) → 200 (8 January, 2004)
KDDI (au)	Suspension of services for senders (lines) who send more than 1,000 mails a day (18 September, 2003)
Vodafone	The number of e-mails which can be sent per three hours is limited to less than 120. (22 December, 2003)
DDI Pocket	Suspension of services for senders (lines) who send more than 100 mails per 30 minutes (10 June, 2002)