

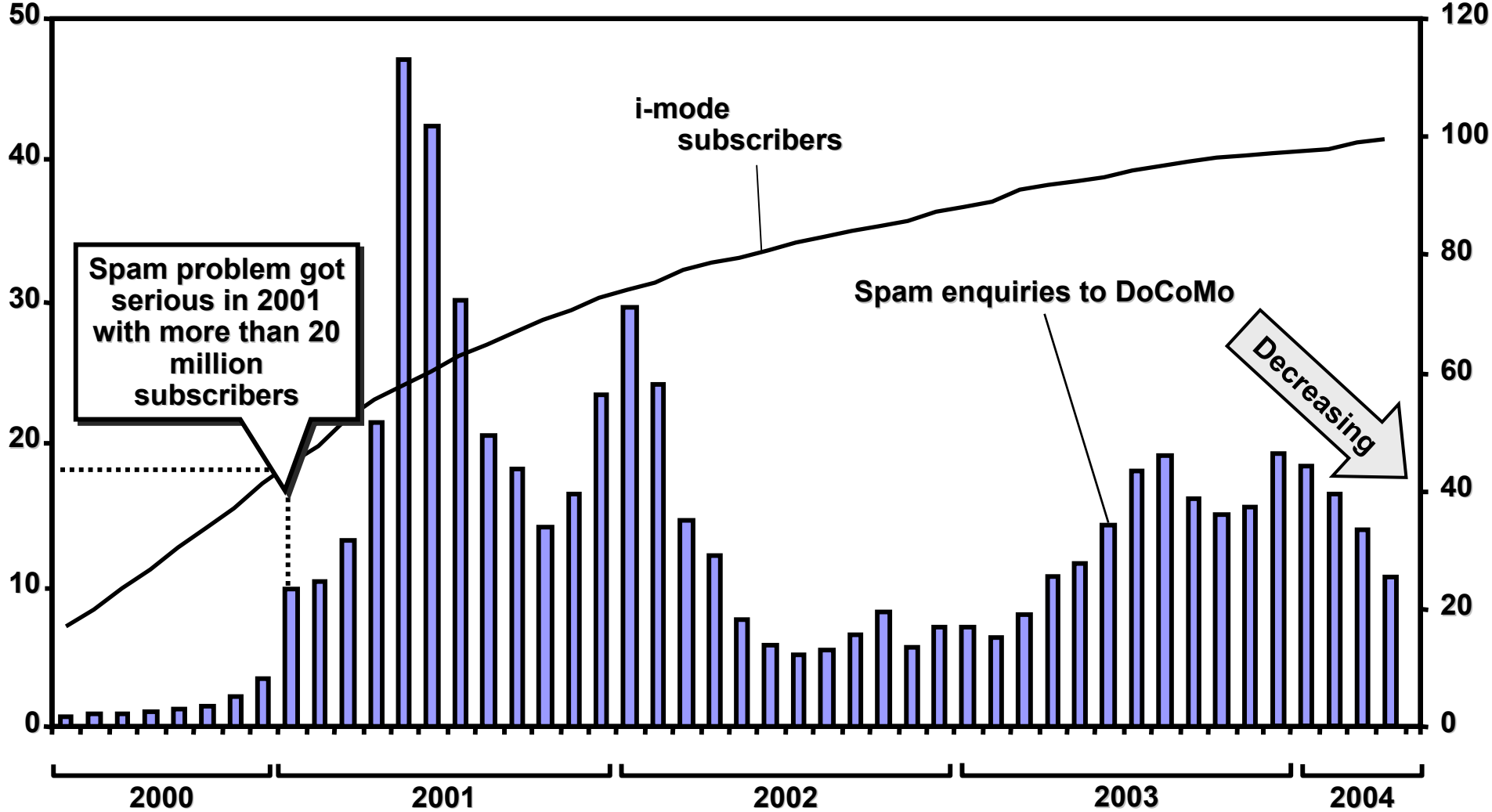
Current Trends in Mobile-Phone Spam and Counteractions by NTT DoCoMo

**NTT DoCoMo, Inc.
Shinichiro Takahashi
July 7, 2004**

THE SPAM PROBLEM

i-mode subscribers (million)

Spam enquiries to DoCoMo (1,000)

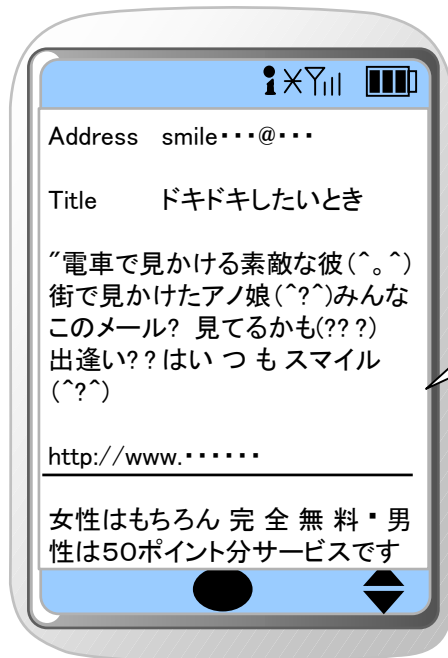


Source: NTT DoCoMo, Inc.

i-mode SPAM

Two major types of spam to i-mode subscribers are:

Advertising dubious dating sites



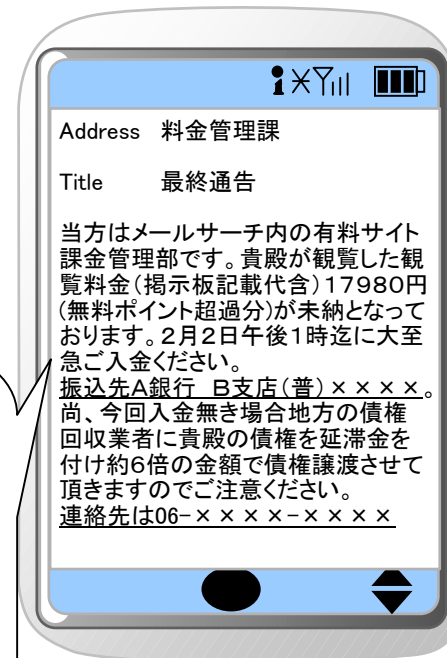
Title: Looking for a date?
From: smile@xxx.xxx

Visit our site if you're looking for a handsome boy or a pretty girl.
<http://www.xxx.xxx>
No charge for girls, 50 free points for boys!

Title: Final Notice
From: Billing Dept.

You have not paid the amount of xxx yen for the site usage fee. Make sure to transfer money to the following bank account by 1:00 p.m., Feb. 2, 2004.
XXX Bank No.00000
If you refuse to make the payment, you will be charged six times as the amount mentioned in this notice.
contact us at: 06-xxxx-xxxx

Demanding payment for fictitious invoices



- Invitation to access site
- URL to malicious site provided

- Intimidating language
- Bank account details and/or telephone number provided

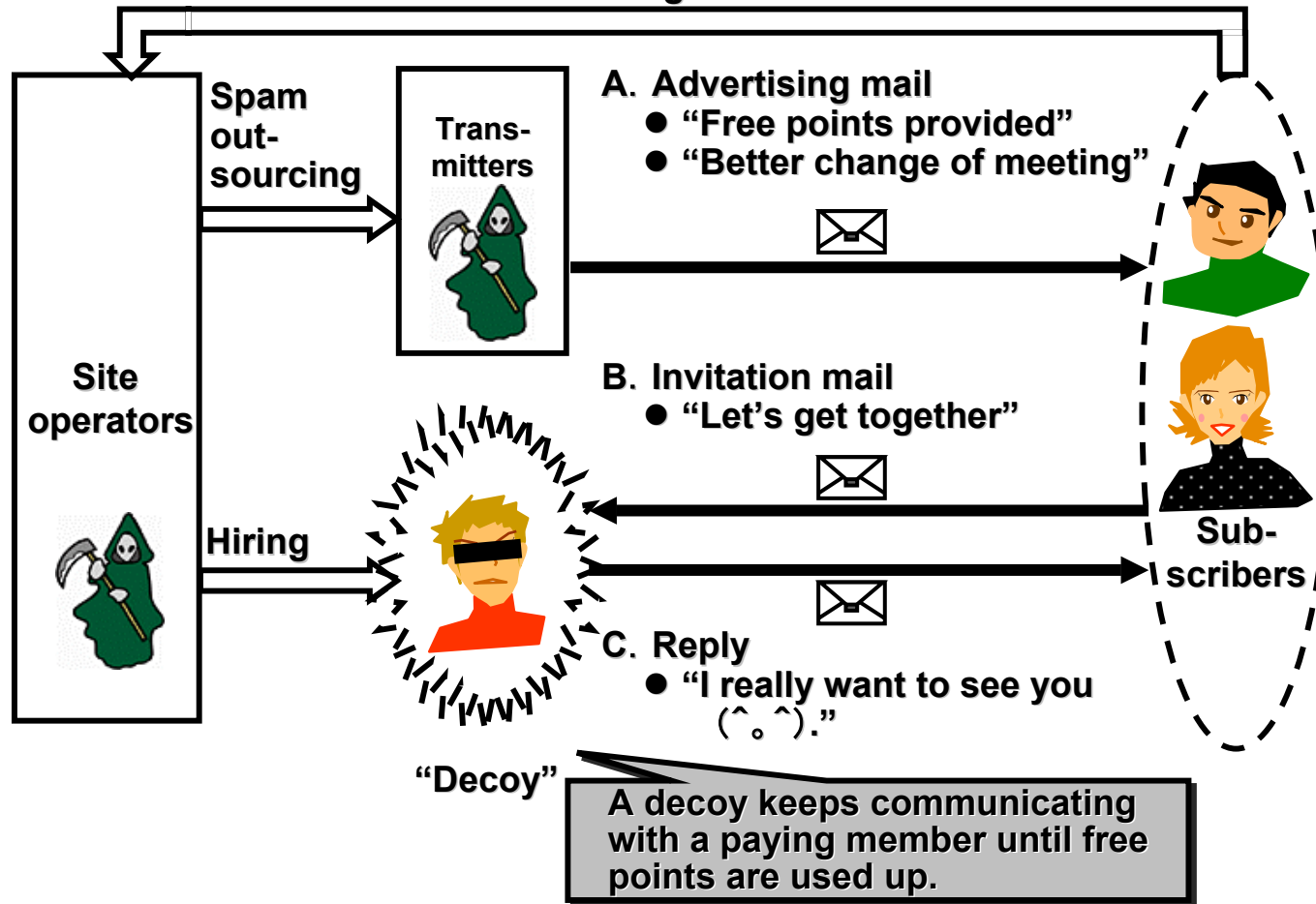
DUBIOUS DATING SITE BUSINESS MODEL/ PROFIT STRUCTURE

Site operators make huge profits by using “decoys” to deceive subscribers to become paying members.

Business Model

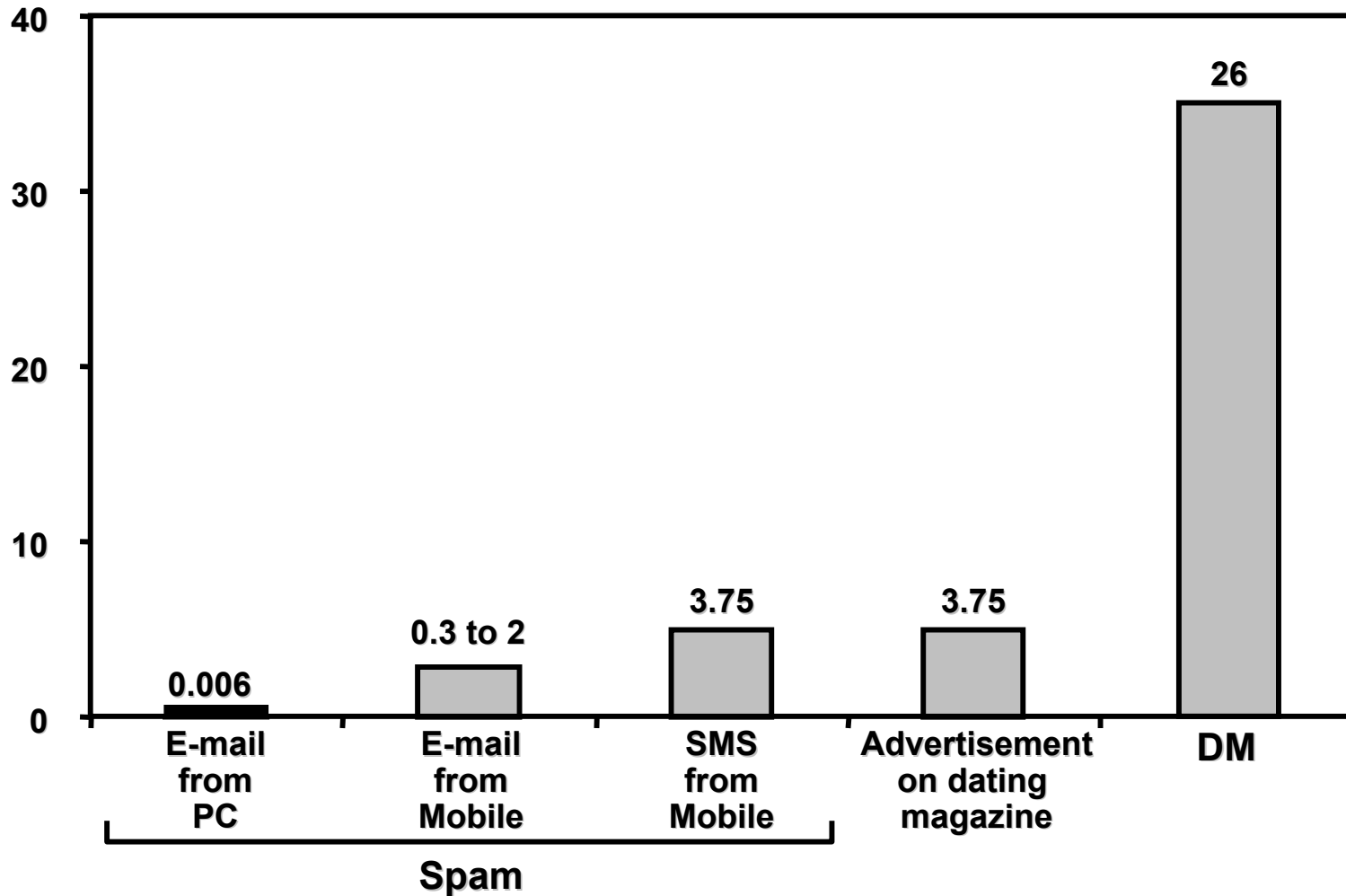
Profit Structure

Site usage fees



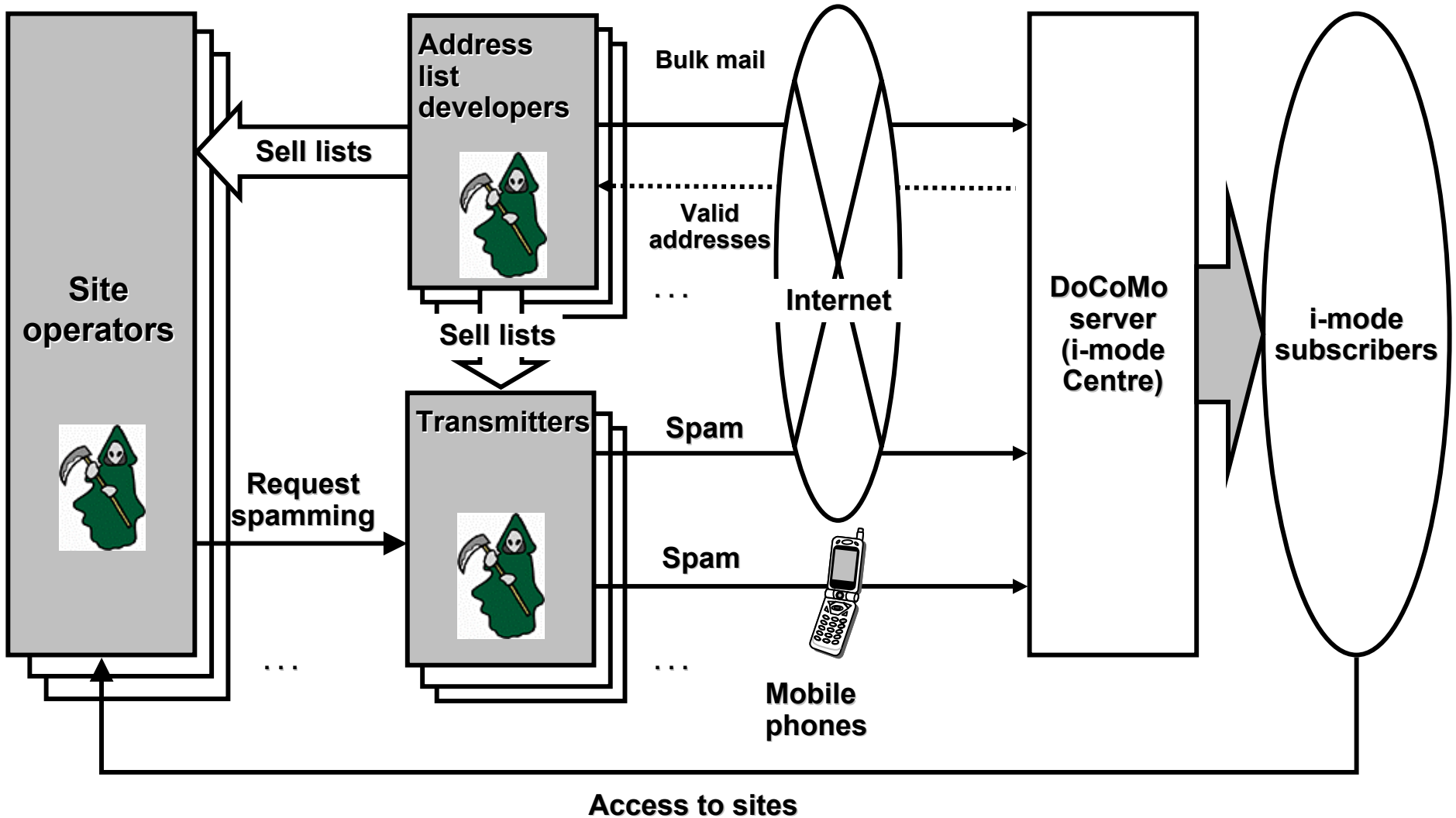
SPAM IS THE MOST COST-EFFECTIVE ADVERTISEMENT

Delivery Cost
(€cent/mail or copy)



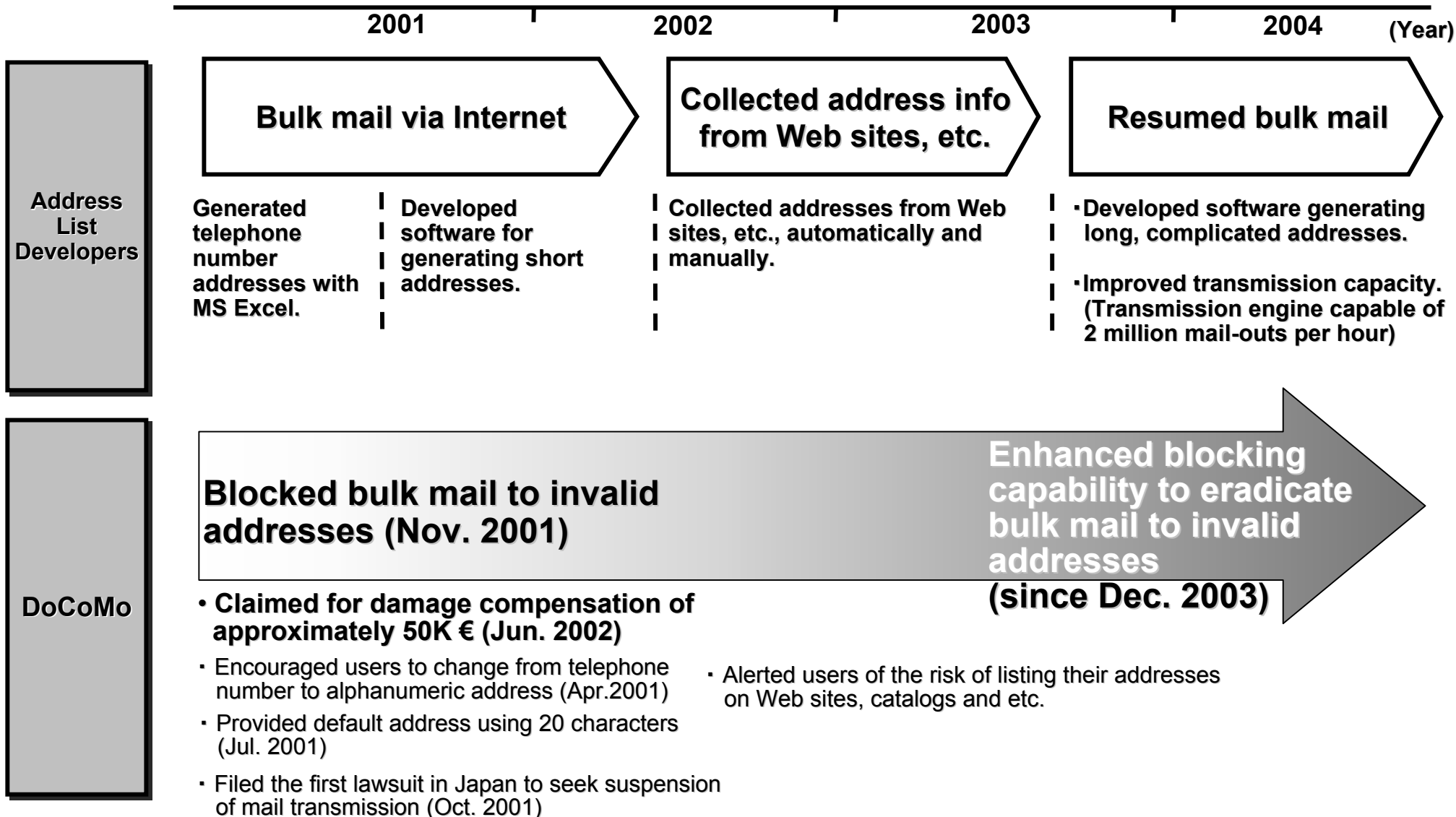
Source: NTT DoCoMo, Inc.

INDUSTRY STRUCTURE



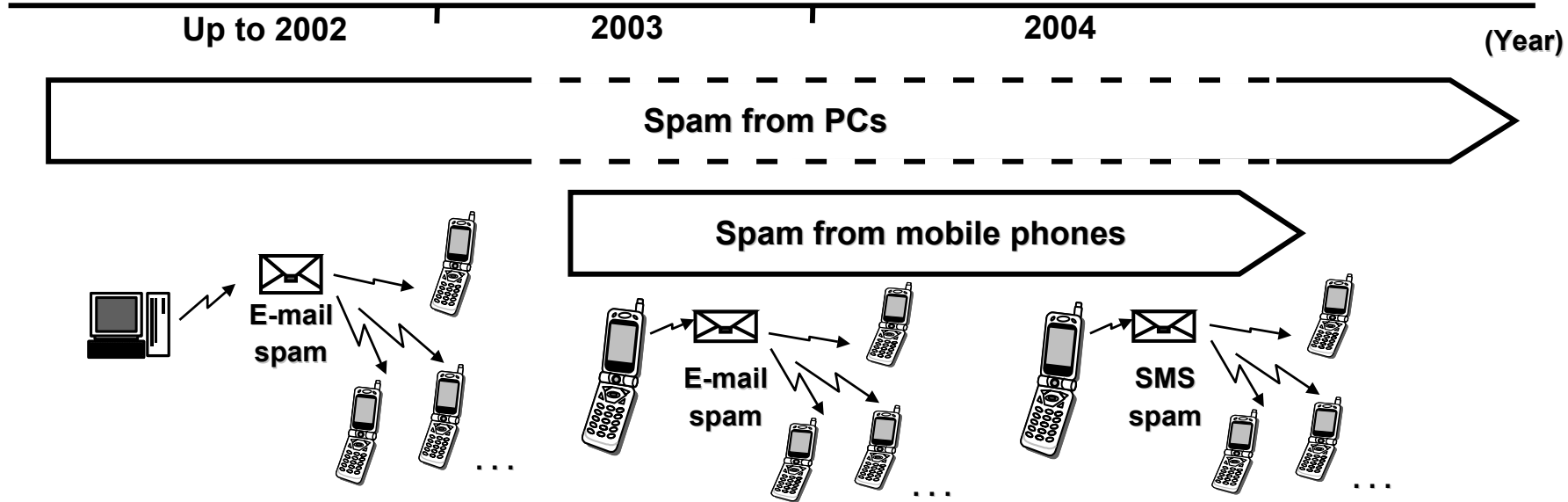
COUNTERMEASURES AGAINST ADDRESS LIST DEVELOPERS

DoCoMo constantly develops measures against progressive technology of address list developers.



COUNTERMEASURES AGAINST TRANSMITTERS

DoCoMo continues to take effective actions against transmitters who are trying all possible means.



Transmitters

DoCoMo

- Provided filtering by specifying domains (Jan. 2002)
- Provided rejection/receipt features by specifying addresses (Nov. 2000)
- Introduced selective receipt feature for 3G (May 2001)

- Deactivated mobiles phones used for e-mail spam (since Jul. 2003)
- Set the limit of transmission to 1,000 messages per day/phone (Oct. 2003)
- Provided rejection of mobile-generated bulk mail exceeding the limit of 200 messages (Jan. 2004)
- Provided filtering by specifying carriers other than DoCoMo (Dec. 2003)
- Offered selective receipt feature for 2G (May 2003)

- Deactivated mobile phones used for SMS spam (since May 2004)
- Increased the number of specifiable domains for filtering (May 2004)

PROMOTING SPAM PREVENTIVE PROGRAMS FOR i-mode USERS

◆ Advertising filtering/rejection features

- ✓ Provide preventive information on DoCoMo's home page.
- ✓ Describe preventive features on product pamphlets and catalogs.
- ✓ Prepare anti-spam pamphlets focusing on preventive measures to be delivered at mobile phone shops.

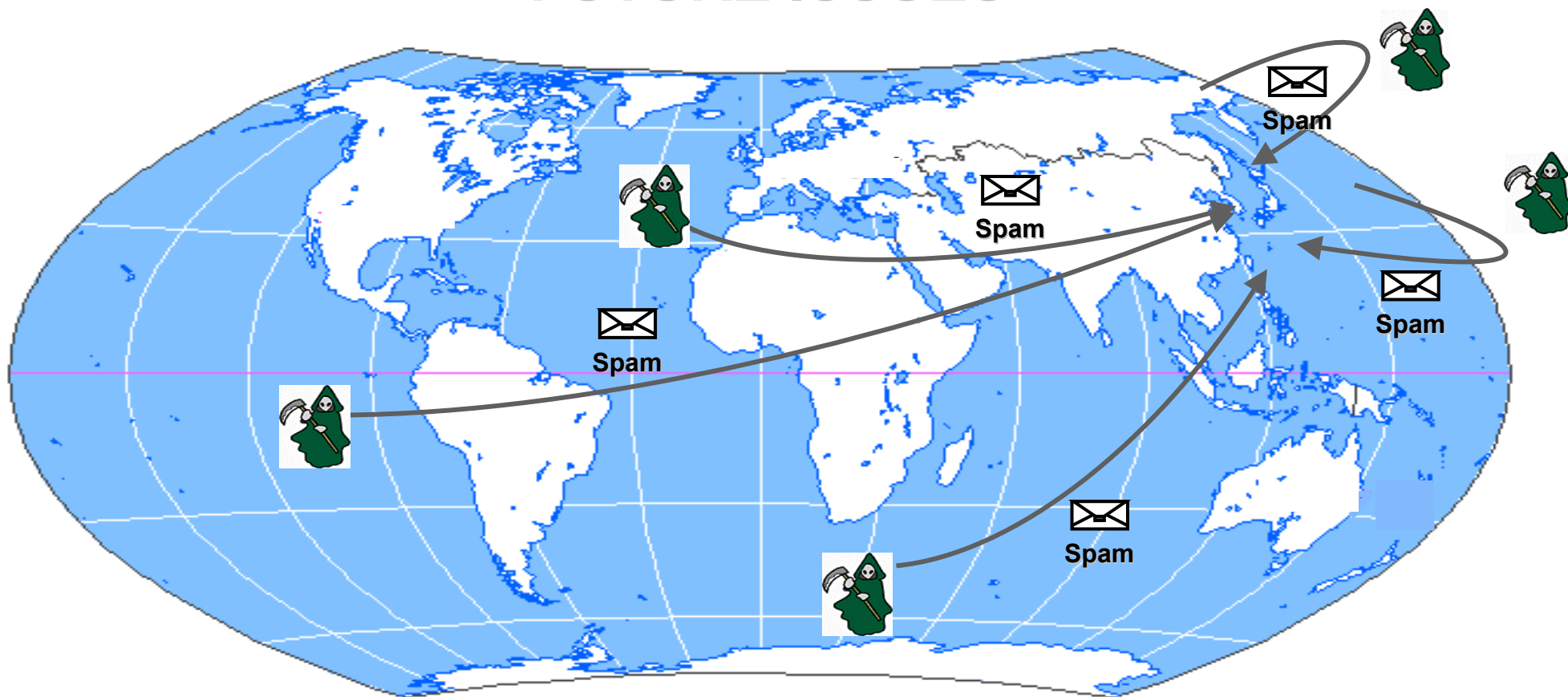
◆ Support activities for anti-spam promotion

- ✓ Give "mobile phones lessons" to show how to use preventive features (at approximately 1,300 DoCoMo shops).
- ✓ Offer support activities, such as setting for rejection, at mobile phone shops.
- ✓ Send DMs to users who have not used preventive features.

◆ Reducing users' costs

- ✓ Introduced free packet services (since Aug. 2001).
 - No packet charge for setting rejection and changing address
 - No packet charge for receiving 100 messages per month (applicable to 2G)

FUTURE ISSUES



International cooperation is essential for self regulations and legal actions against spam.

- ISPs' greater effort to suspend transmitters' lines
- Continued pursuit of legal remedies (e.g. the claim for damage made by DoCoMo)
- Establish effective legal frameworks