

## **ITU GSR Spam session**

# **Tackling the spam problem**

**Dr Bob Horton  
Acting Chairman  
Australian Communications Authority**

## **Spam is damaging**

- Spam has no social value
  - Spammers make big profits
  - But impose enormous costs on others
- Spam is undermining confidence in email
  - Risks doing the same for new mobile services

## **All nations have a role to play**

- All nations are:
  - sources of spam to a small extent; and
  - victims to a significant extent
- No single, central solution: spam is a distributed problem that requires a distributed response
- All nations need to:
  - 1. take action against spam sources;
  - 2. educate and empower consumers and industry;
  - 3. join international efforts

## **Take action against spam sources**

- Spam sources:
  - Actual spammers
  - open proxies, open relays, virus-infected machines
- Action:
  - Laws and action by regulators
  - ISP, mobile operator and e-marketer action
  - Educate, empower and motivate consumers
  - Technological solutions
  - International cooperation

## **Empower consumers and industry**

- Educate spam victims to turn the tables & undermine spammers' business case:
  - filter out spam
  - protect themselves from viruses and other Internet security risks
  - don't respond to spam

## **International cooperation**

- Regulators and industry can:
  - Share information and experience about proven, effective anti-spam practices
  - Share intelligence about spammers
  - Cooperate technically
    - eg. closing down zombies and open relays reported through the CERT network
- ITU, OECD, APEC, EC can coordinate.