Anti-Spam Initiatives in China

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Spam evolution in China

- Internet users reached 100 million, with 45 million broadband users.

- More than 85% Chinese Internet users use e-mail service frequently.

- Mailboxes with frequent use have exceeded 300 million.

- The percentage of spam received by Chinese users has decreased from 65.7% to 60.9% (Aug 2004 ~ Apr 2005).

- Spam received each week the first half year has reduced from 27.8 to 16.8 on same period 2004.

- Among spam received 22.8% is e-mail phishing attacks.

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Spam complaints

- Computer and network security issues:
    - Hacker attack
    - Viruses
    - Zombie army and Botnet
    - Open relays and open proxies

- Offshore hosting of spammers with collaboration of local spammers.

- Insufficiently trained support staff.

- Beneficiary's e-mail accounts.

- Absence of reverse DNS.

- Inaccurate "Whois" records.

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Blocklists paint a worsening situation?

- China is lack of IP resource, so many businesses and consumers have to share limited availability of IP space.

- Large-scale block is a much more serious problem:
  - Block huge chunks of Chinese IP space, or even block entire Chinese ISPs.
  - One IP block might be blocked due to only a single IP address sending spam.
  - Only Nov 2004 to Apr 2005, 751 Chinese IP blocks were listed in SBL.

- Extremist block causes:
  - The detriment of the free and open flow of e-mail messaging and internet communications.
  - Lots of innocent Chinese businesses and consumers to be the real victims of blocklist.

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Bridge Blocklist Gap

- Blocklist providers fail to get responses from Chinese ISPs.
  - Lack of capacity and resource to handle complaints, such as standard operating procedure, trained support staff.
  - Difficult to respond spam complaints in English promptly for non-English countries.
  - Unfamiliar with Internet protocol standards and conventions.

- Chinese ISPs sent removal requests to blocklist providers, but…
  - Contact information is difficult to find or unavailable.
  - Blocklist database is kept updated slowly or never.
  - No responses to any requests.

- Discuss the formulation of effective, efficient and fair international protocol standard on blocklist to avoid innocent block and promote responses to complaints promptly.

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Legislation and Regulation

- Support the adoption of legislation against spam:
  - Pay close attention to best efforts of anti-spam legislation and enforcement in other counties.
  - Improve the existing legal framework.
  - Establish anti-spam legislation.

- An anti-spam regulation drafted by Ministry of Information Industry (MII) is being discussed currently.
  - Prohibits sending e-mail with false or materially misleading information.
  - Prohibits relaying e-mail without authorization.
  - Prohibits gathering e-mail addresses illegally.

- MII has implemented anti-spam legislation recently.

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About the ASCT

- Anti-Spam Coordination Team (ASCT) of Internet Society of China (ISC) is a collaborative effort among 51leading ISPs, network providers, and technology providers to work together:
  - Promote technology and non-technology solutions to protect Internet users from spam.
  - Coordinate the operation of e-mail messaging and Internet communications.

- Composed of 4 sectors:technology development sector, standardization sector, legislation and regulation sector and international cooperation sector.

- Founded in 2002, it is a specialized agency of ISC.

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ASCT activities

- Formulate *Standards for Web-based Public e-mail Service*.

- Promote Chinese ISPs to close open relays and open proxies.

- Educate the public on how to fight spam and on-line fraud.

- Launch 4th 'Anti-Spam Online Survey' based on survey responses from 50,000 Internet users.

- Organize International communicating activities for best practices.

- Train system and network administrators in security and spam handling.

- Establish blocklist and whitelist mechanisms.

- Work with government entities and consumer protection groups to promote a public policy environment against spam and on-line fraud.

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International Cooperation

- ASCT is in favor of setting up International coordination and cooperation.

- International response:ITU,OECD,APCAUSE,FTC,IIA,IAK,IAJ,LAP.

- MoUs on International cooperation developed.
  - eBay, Microsoft, TimeWarner and Yahoo!.
  - Internet Industry Association (Australia).
  - Seoul-Melbourne multilateral MoU on cooperation in countering spam.

- Continue to champion international framework:
  - Discuss the development of effective technology solutions.
  - Build up communicating and coordinating mechanism.
  - Facilitate free and open e-mail messaging and Internet communications between Chinese ISPs and their peers in other countries.

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Chinese ISPs focus on efforts

- Integrate resources of local branches for higher efficiency and better coordinated policies to combat spam.

- Adopt best practices around the world.

- Set up Abuse Desk Staff and standard operating procedure.

- Update "Whois" records.

- Implement reverse DNS.

- Train system and network administrators.

- Improve consumer education and awareness.

- Promote contacts and communications with blocklist providers.

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Conclusion

- Facilitate the development of best practices in developing countries.

- Formulate effective, efficient and fair of international protocol standards focusing on public e-mail service and blocklist.

- Establish a worldwide monitoring and reporting systems for spam and network abuse.

- Strengthen international cooperation and coordination to crack down offshore hosting of spammers, network abusers and phishing attacks.

- Put countering spam in international framework on Internet governance promptly.

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