MAAWG

Messaging Anti-Abuse Working Group

MAAWG Metrics

Luc Mathan

Public Policy Chair

MAAWG Metrics Program

- Quarterly report intended as a *guide to understanding the industry's efforts in obstructing abusive emails* before they reach users and to identify related trends over time.

- 1st report covered Q4, 2005. MAAWG only reports if more than 100 million mailboxes are reported.

- Provides an unbiased look at the scope of email abuse prevention from the mailbox operator's perspective.

- Measurement seen to be key to evaluating "effectiveness" of policies, legislation, technical solutions, and to determine "effectiveness" of strategy and future changes

Basic Rules

- Voluntary participation
- Participants must be MAAWG members and be responsible for operating end user mailboxes
- Should commit to report metrics quarterly for 2 years, though a company may drop out if there are reporting problems
- Companies may be added anytime and should provide at least 2 quarters of reports for consistency
- All reports confidential; Executive Director receives reports and aggregates data
- Publication on MAAWG website

What's being collected?

- **Number of mailboxes represented**

  - total # of mailboxes at the end of the quarter

- **Number of unaltered delivered email**

  - not blocked or tagged in any way by mailbox operator's anti-abuse efforts

- **Number of dropped connections & blocked/ tagged inbound email**

  - using Anti-Spam/Anti-Viral framework, other recipient or message based rules, but not MUA (Mail User Agents)
  - now assuming 1 email per dropped connection

  Please note we now only publish the data as percentages or ratios. The aggregate raw date is not shown as the revisions of the raw data are frequent.

Metrics Report

- **The metrics in the MAAWG report do not represent spam, but indicates the volume of email identified as "abusive."** This report covers more that 500 million mailboxes with 200 billion unaltered emails delivered.

Key Historical Ratios	Report #11 Q2 2009	Report #10 Q1 2009	Report #10 Q4 2008	Report #9 Q3 2008	Report #8 Q2 2008
Dropped Connections & Blocked/Tagged Inbound Emails per Unaltered Delivered Email	8.11 or 89.0% abusive email	9.43 or 90.4% abusive email	12.12 or 94.2% abusive email	10.65 or 92.4% abusive email	11.49 or 92.0% abusive email

Invitation – Co-located Meeting With MAAWG October 2010 in Washington, DC, USA

- London Action Plan and CNSA co-located their meeting with MAAWG in Sept. 2007 in Washington, DC.

- MAAWG again invites both organizations to a co-located meeting hosted by MAAWG.

- All LAP and CNSA members can attend the MAAWG meeting also.

- MAAWG meets M-W October 4-6 and the LAP & CNSA meeting could be Thursday Oct. 7. Joint meetings would be planned.