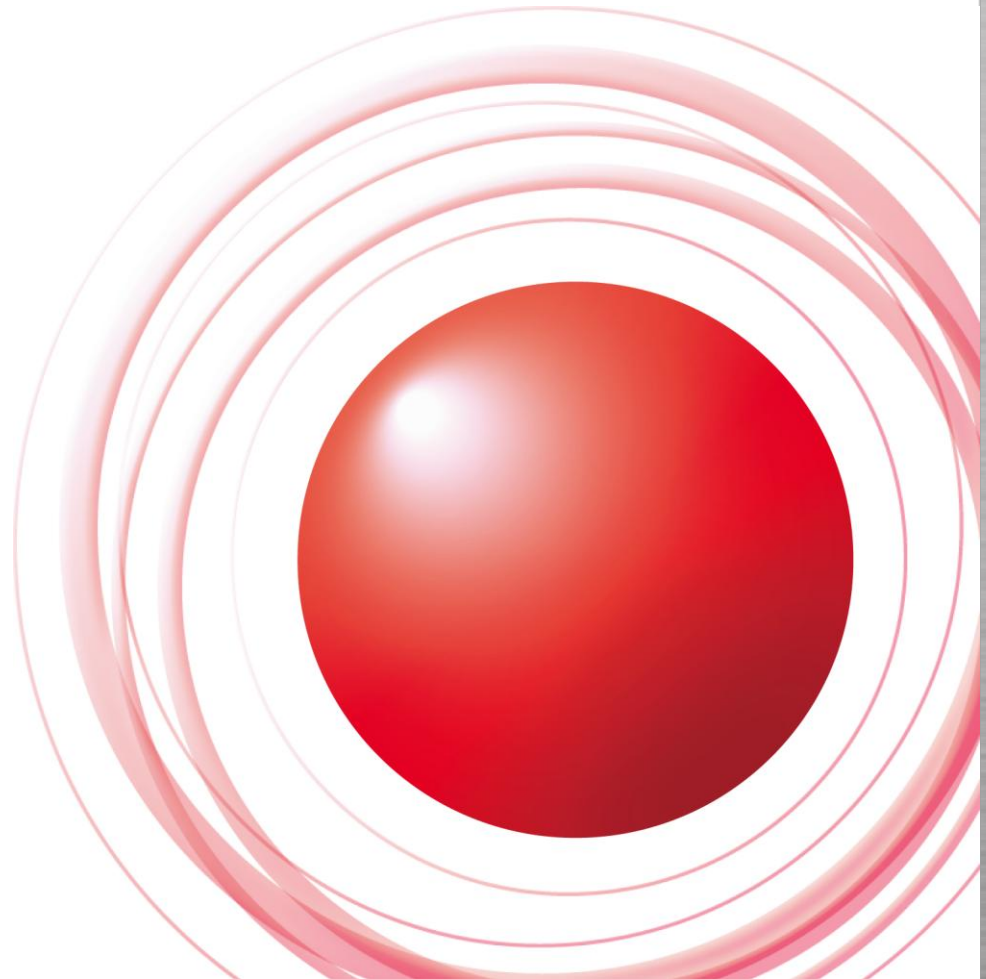


Japanese Anti-Spam Activities

CNSA-LAP Workshop

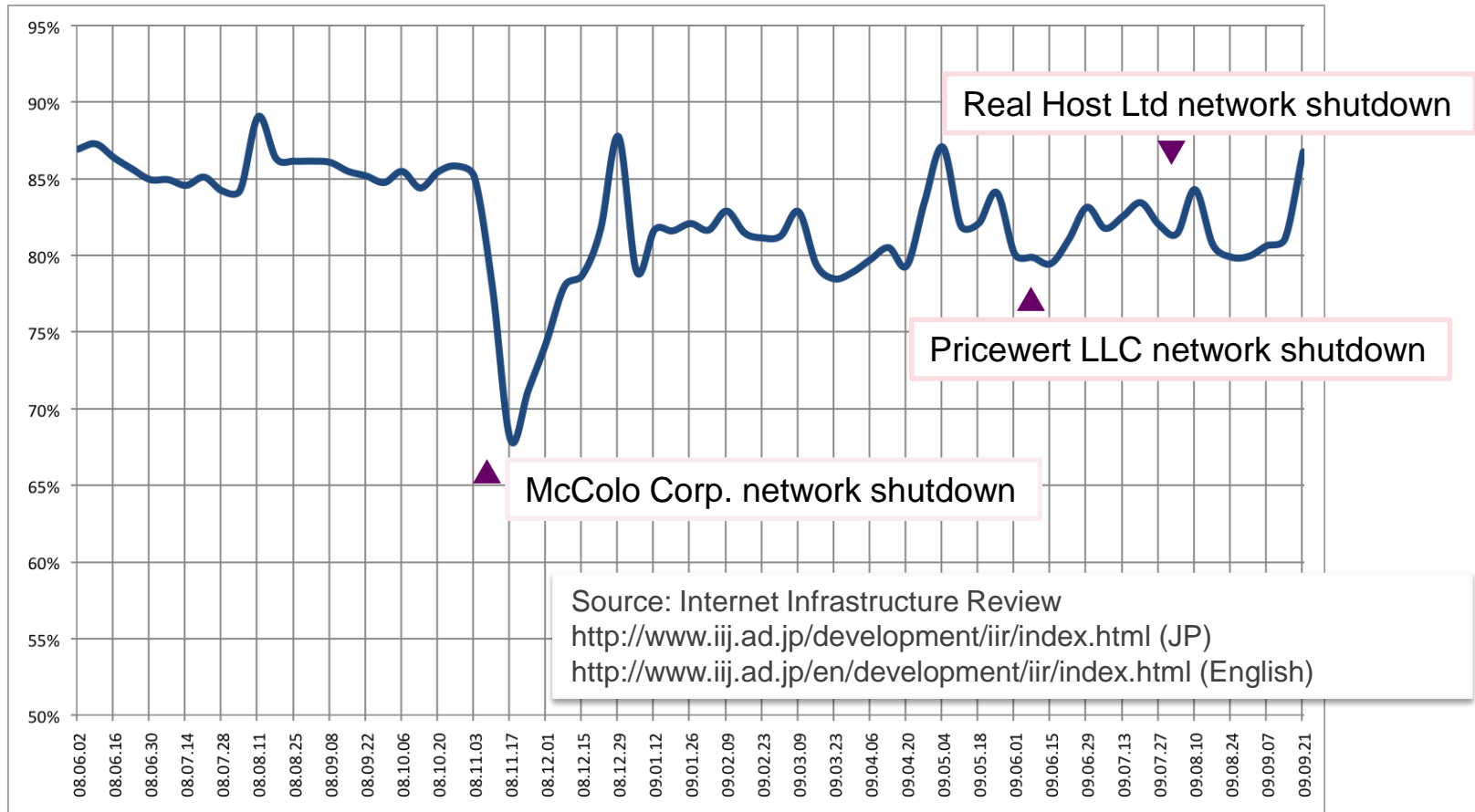


9 October 2009
Shuji SAKURABA
Internet Initiative Japan Inc. / JEAG

Ongoing Innovation

Spam Trends - I

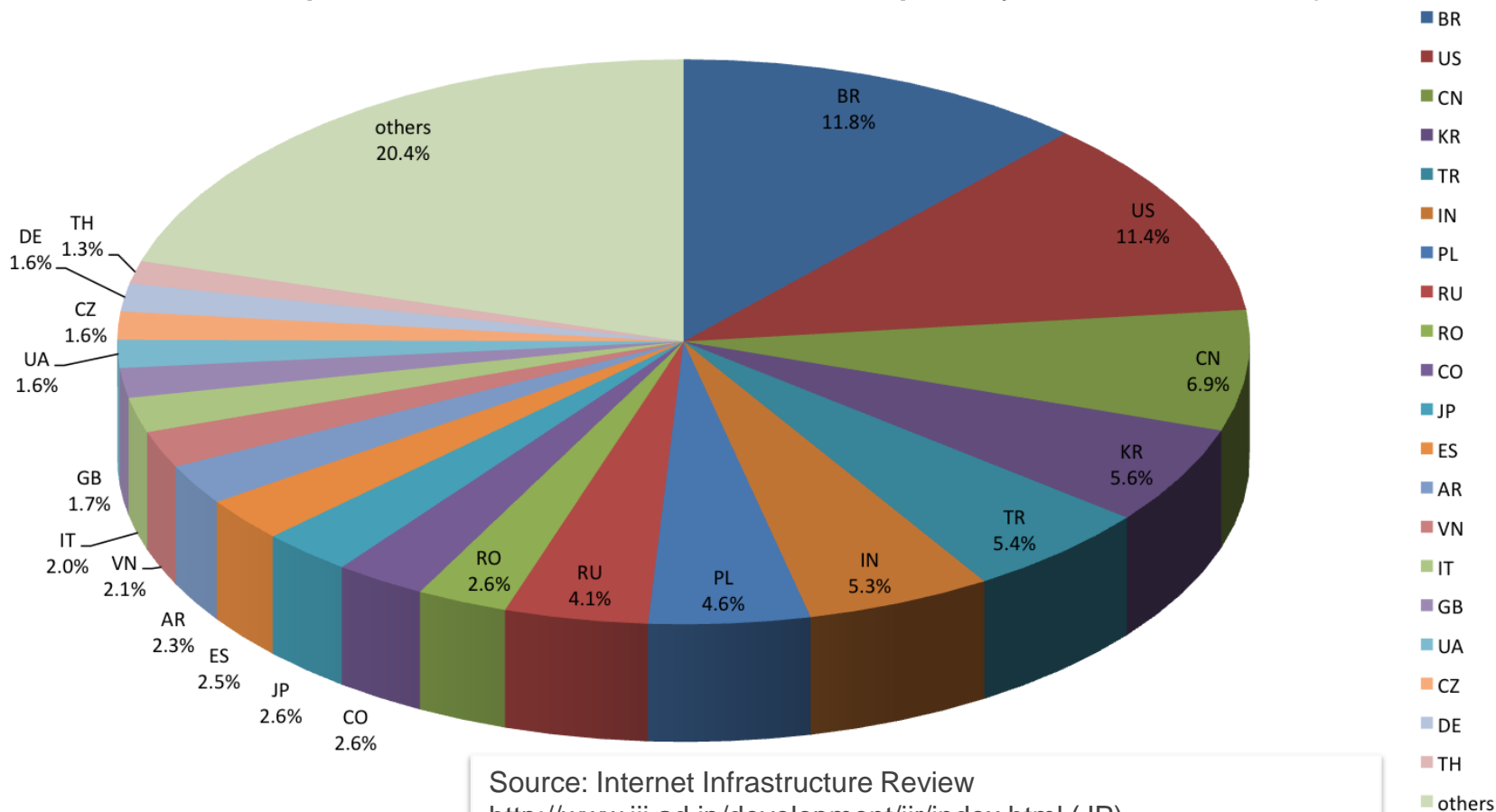
- **Spam filter detection rate**
 - Data Source: IJ mail hosting service for enterprise
 - Duration: 2008.06.02 – 2009.09.28



Spam Trends - II

- **Source countries of spam**

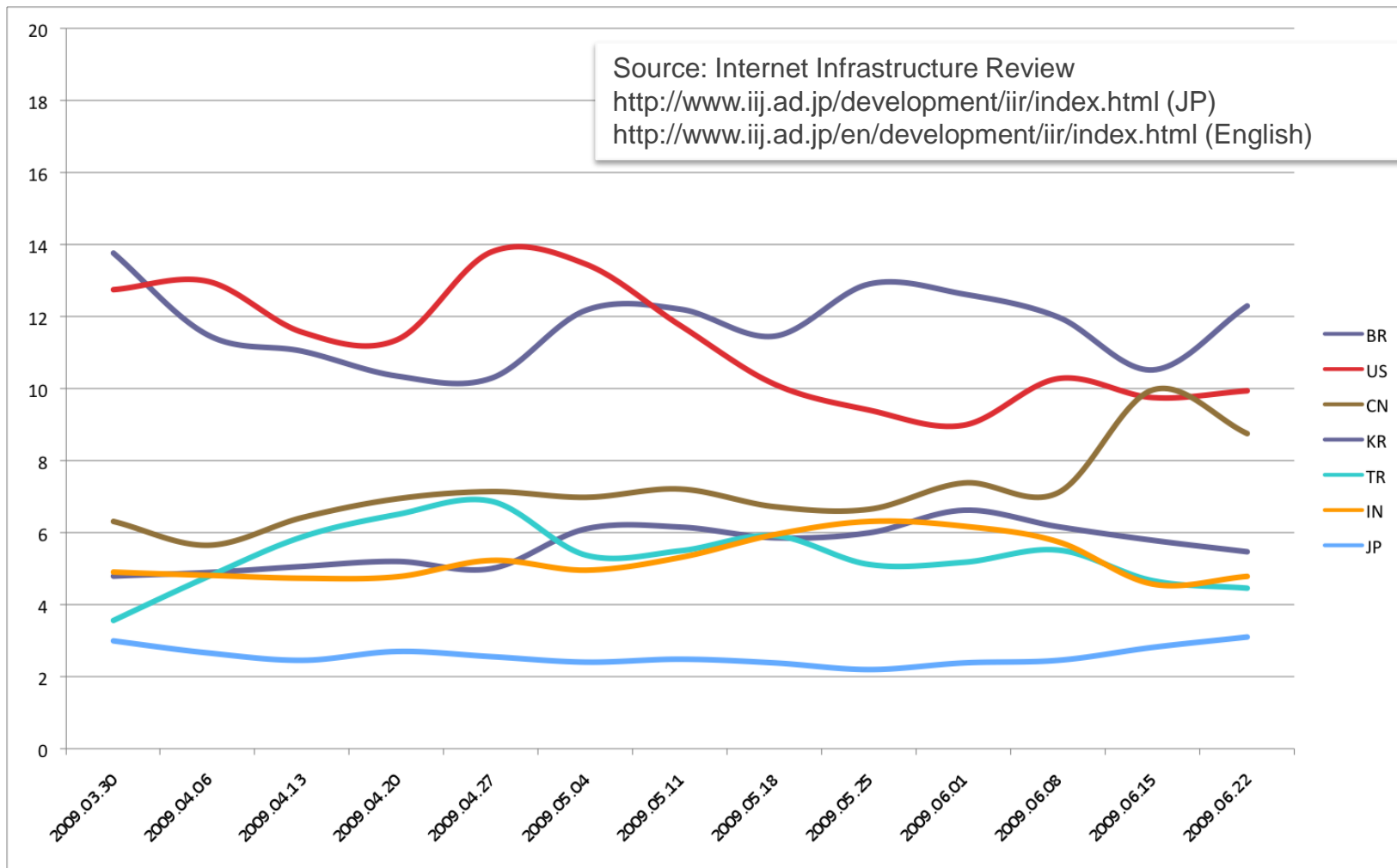
– 97.4% of spam sent from outside of Japan ('09.04 - '09.06)



Source: Internet Infrastructure Review
<http://www.iiij.ad.jp/development/iir/index.html> (JP)
<http://www.iiij.ad.jp/en/development/iir/index.html> (English)

Spam Trends - III

- Transition of spam source ('09.04 – '09.06)



Technical measures

- **About JEAG**

- Not for profit, private sector working group (founded in 2005.03)
- 30 members (major ISPs, mobile phone companies, vendors)
- 3 observers (MIC, METI, JADAC)
- Relationship to international organization
 - MAAWG: Messaging Anti-Abuse Working Group
 - APCAUCE: Asia Pacific Coalition Against Unsolicited Commercial Email

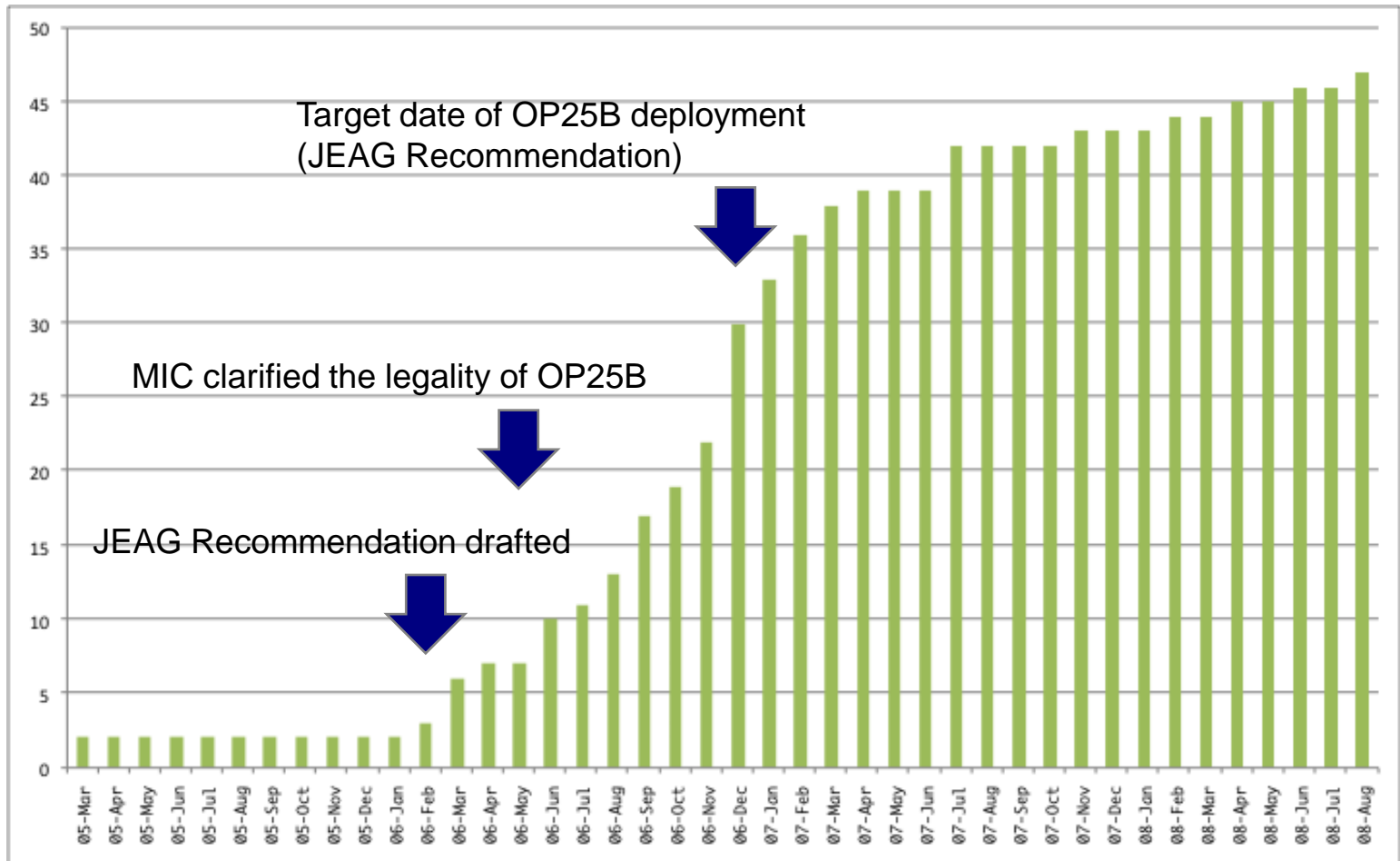


- **JEAG Recommendations (2006.02.23 published)**

- OP25B (Outbound Port 25 Blocking)
- Sender Authentication Technologies (SPF/Sender ID, DKIM)
- Best Practices for Mobile phone

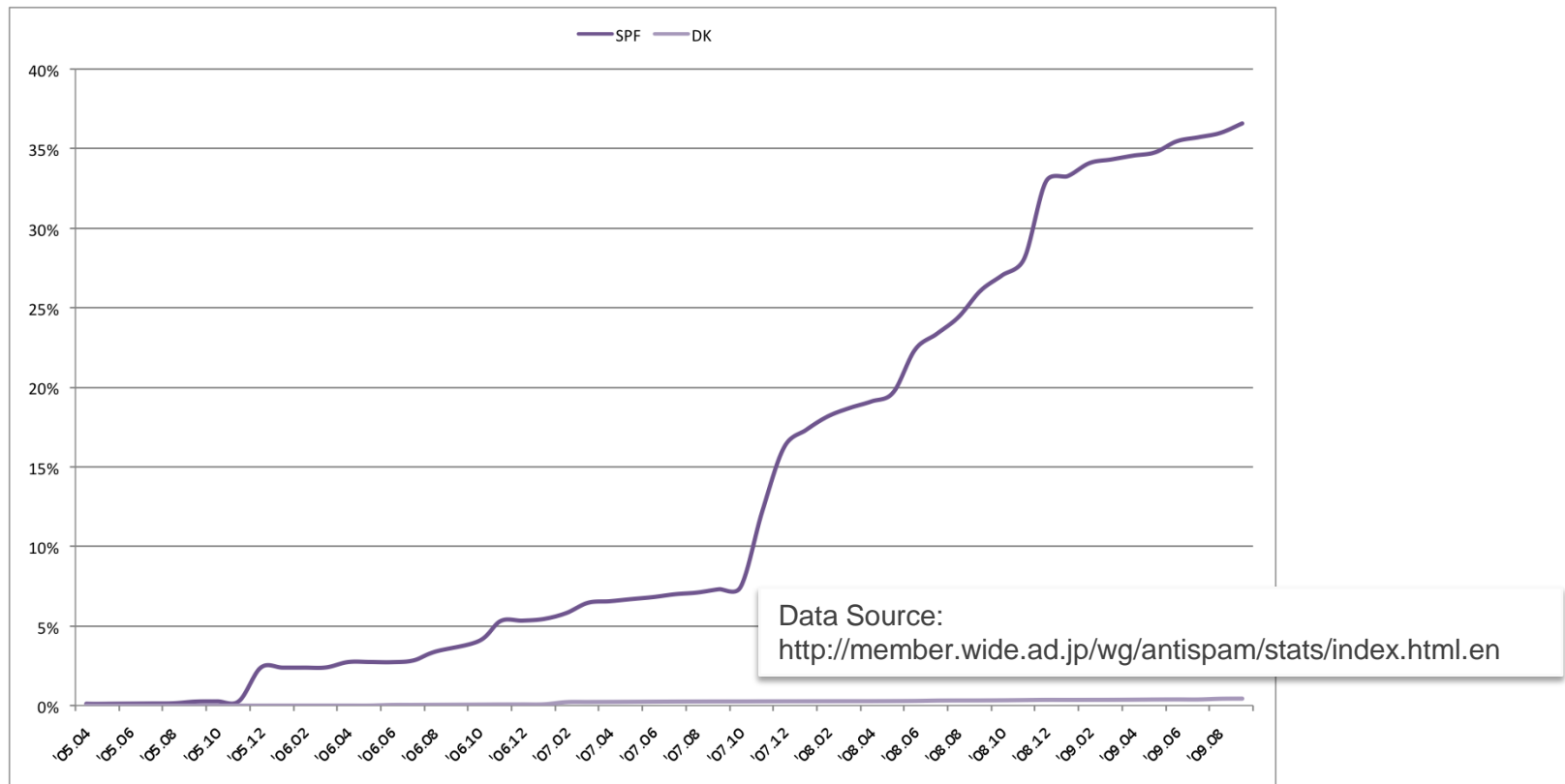
Outbound Port 25 Blocking

- **Deployed ISPs**
 - Source: JADAC survey



Sender Authentication Technologies

- **Publish rate of SPF record**
 - WIDE project surveys SPF record (2009.07)
 - All “jp” domains are surveyed (cooperate with JPRS)
 - **36.6%** of “jp” domains published SPF record (**42.9%** of “co.jp”)



In conclusion

- International cooperation is necessary to combat spam, a borderless problem
- We need to share each receiving status, it is difficult to recognize how much spam is your countries sending
- We can share our best practices (OP25B, Sender Authentication Technologies, mobile phone, etc)



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