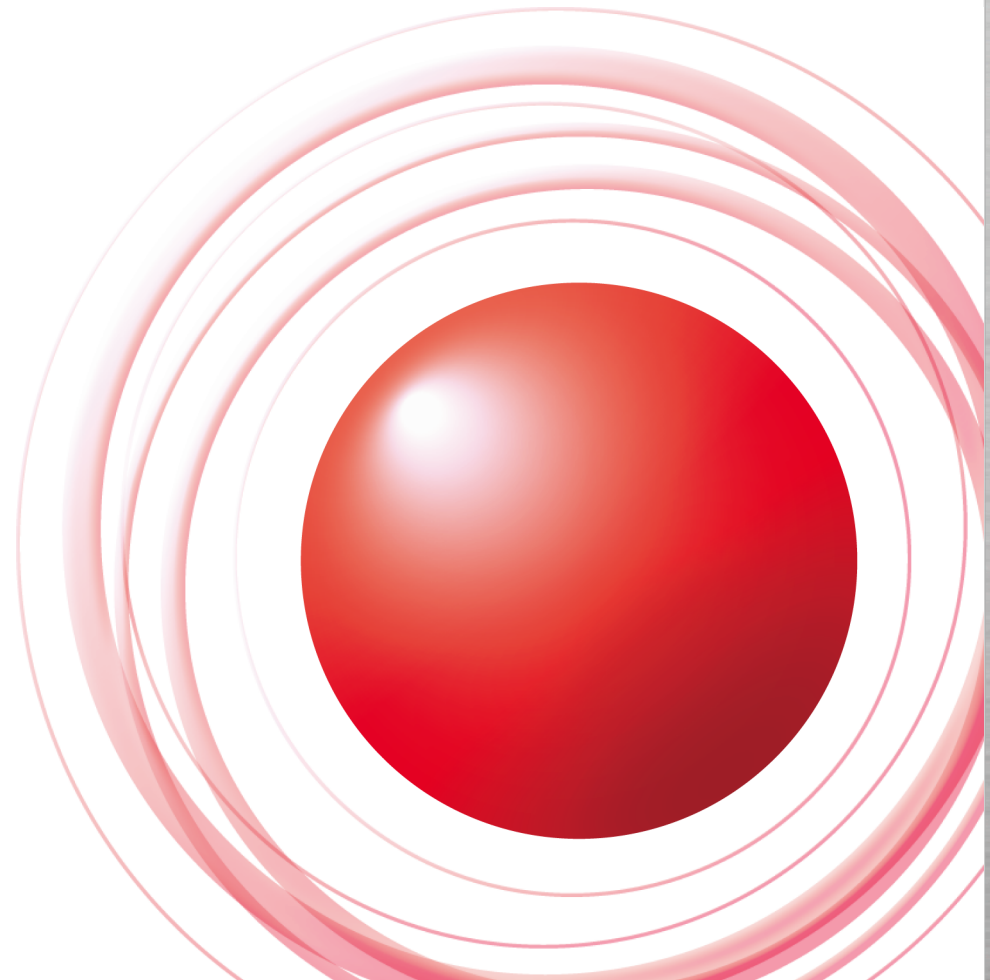


# ***Anti-Spam Activities in Japan***

***AP\* Retreat, Beijing China***



2009.08.24

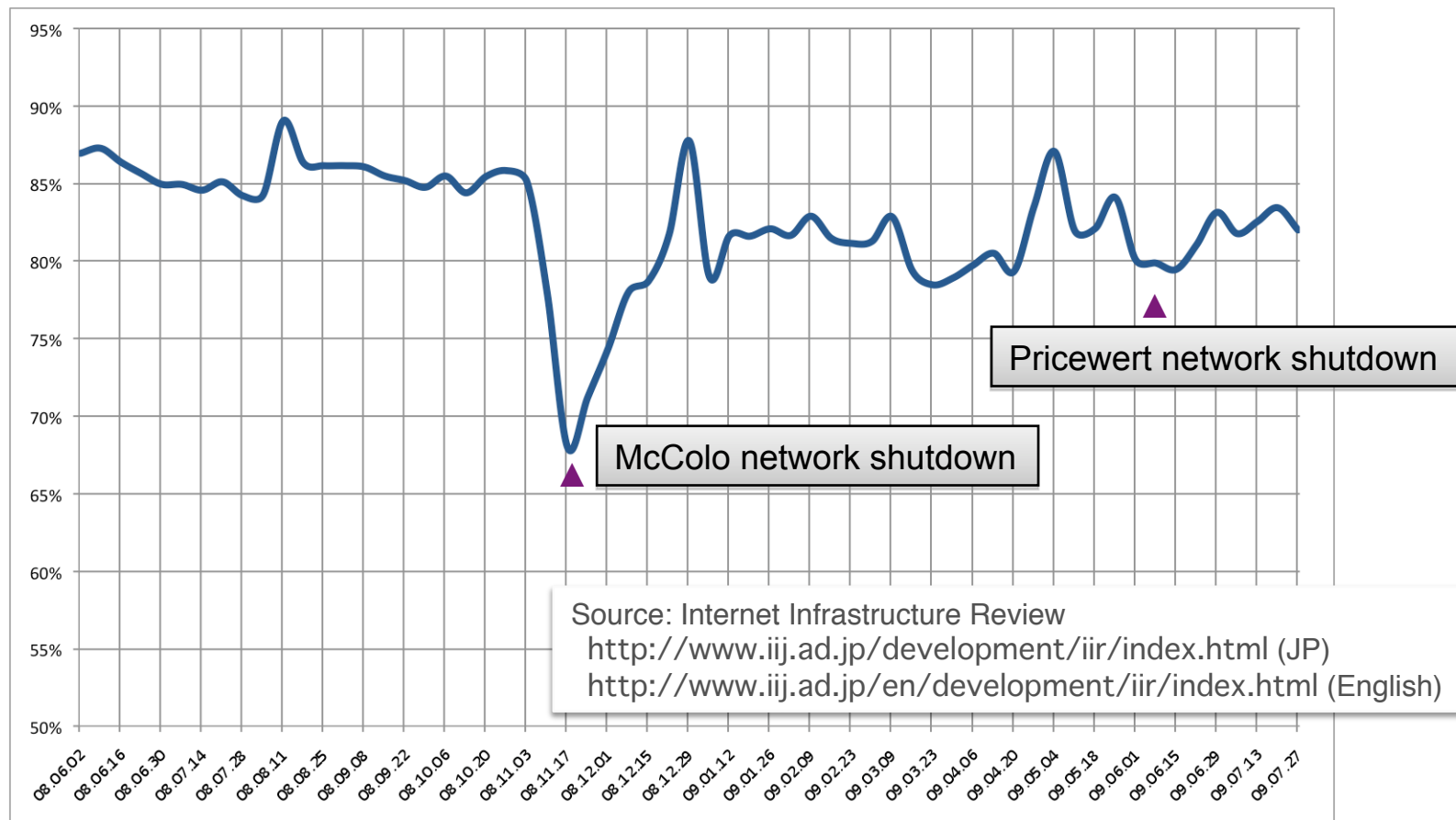
**櫻庭 秀次 (SAKURABA Shuji)**

***Internet Initiative Japan Inc. / JEAG***

Ongoing Innovation

# Spam Trends - I

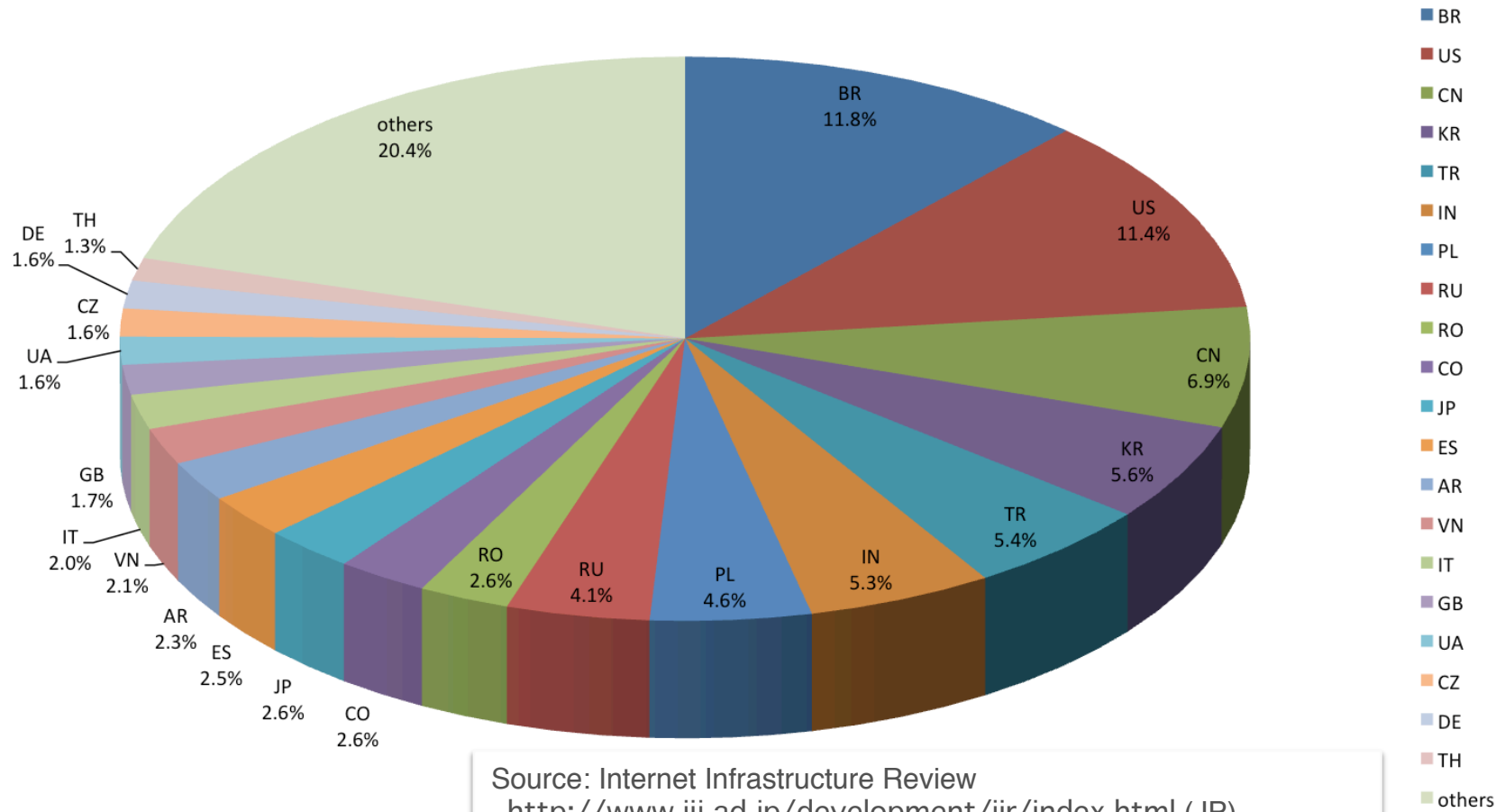
- **Spam filter detection rate**
  - Data Source: IJ mail hosting service for enterprise
  - Duration: 2008.06.02 – 2009.08.02



# Spam Trends - II

- **Source countries of spam**

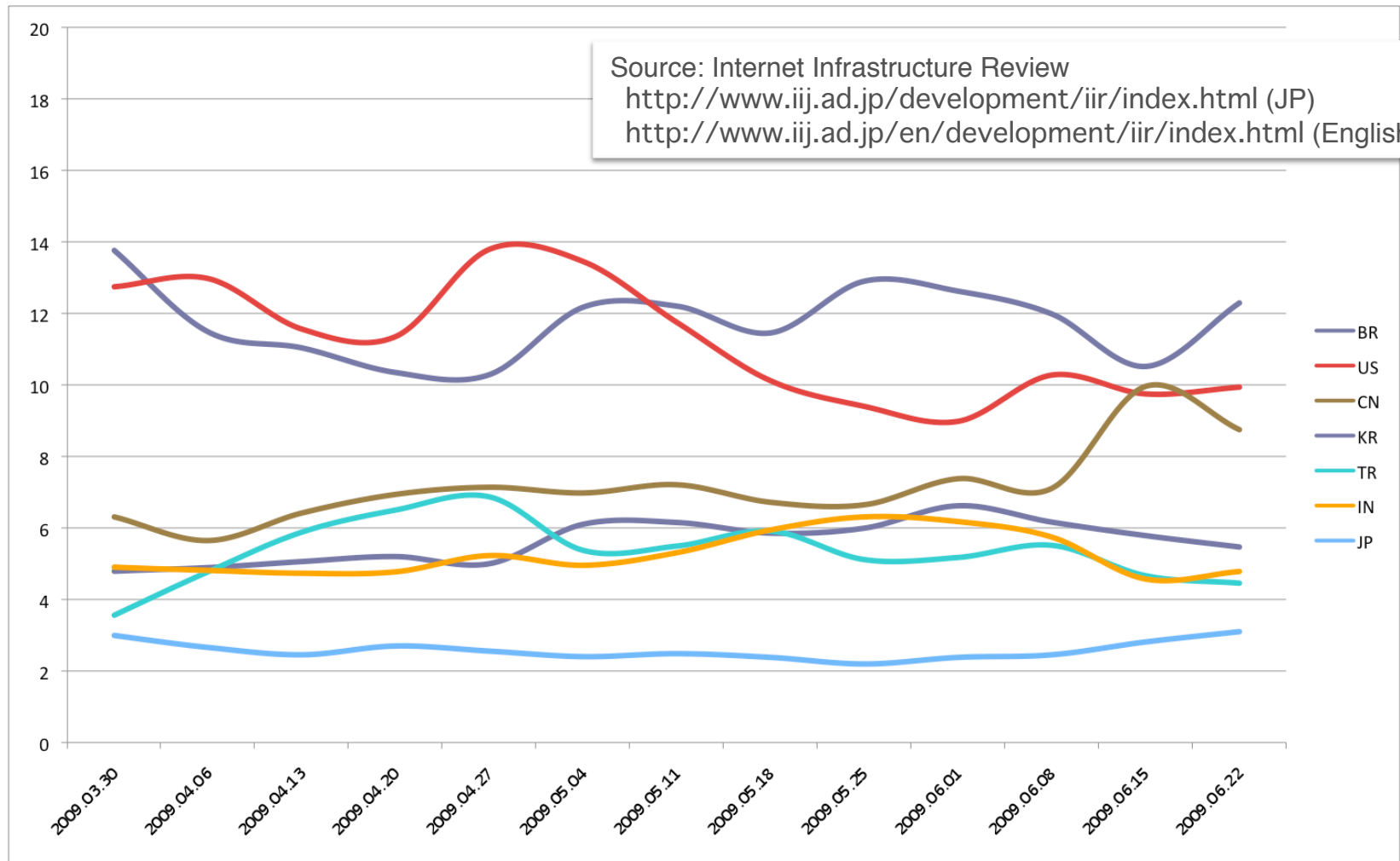
- 97.4% of spam sent from outside of Japan ('09.04 - '09.06)



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

# Spam Trends - III

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



## Technical measures

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- **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

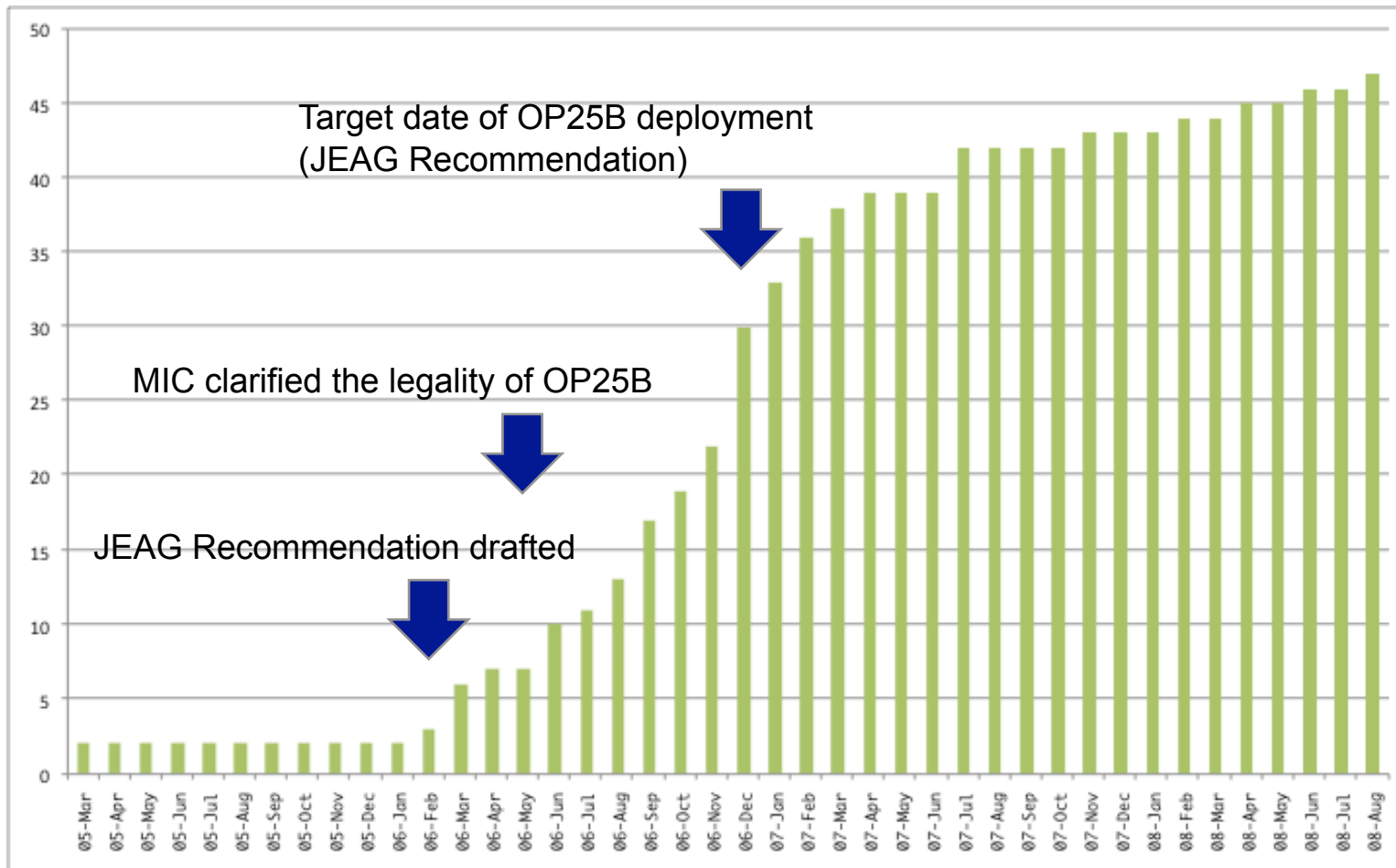


- **JEAG Recommendations (2006.02.23 published)**

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

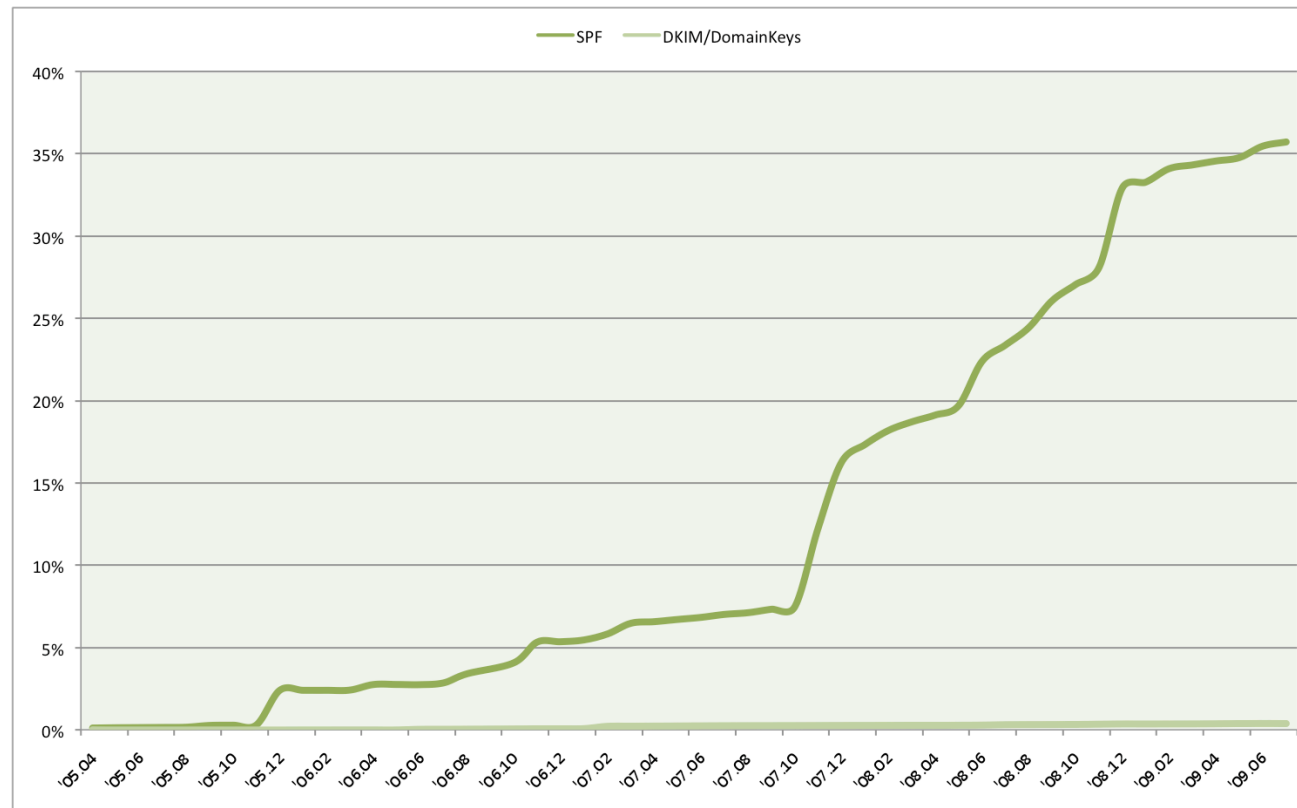
# Outbound Port 25 Blocking

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



## Sender Authentication Technologies

- **Publish rate of SPF record**
  - WIDE project surveys SPF record (2009.07)
  - All “.jp” domain are surveyed (cooperate with JPRS)
  - **35.72%** of “.jp” domain published SPF record (**42.48%** of “.co.jp”)



## Other Activities

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- **Council for Promotion of Anti-Spam Measures**

- Established in 2008.11.27
- 46 members: ISPs, mobile phone companies, advertisers, ASPs for ad-mails senders, security vendors, consumer organizations, administrations (MIC, METI, NPA, etc)

- **Cyber Clean Center (CCC)**

- Established with government, IT security related organizations and major ISPs
- The CCC manages a large scale honey pot system which receives infection activities from malware (bot) infected PCs.
- The list of IP addresses are sent to each ISP.
- The CCC analyzes the collected malware and distributes disinfection software on the web ([http://www.ccc.go.jp/en\\_index.html](http://www.ccc.go.jp/en_index.html))





## In conclusion

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- 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)

