



i3Forum,
the **Restore Trust** initiative
and **One Consortium**

Restore Trust information session
March 19 2024

i3Forum in a nutshell

not-for-profit, membership-driven, membership-funded organization of the international communications wholesale ecosystem – voice & messaging

- founded in 2008
- incorporated in Delaware as a US nonprofit
- 28 members to date – AB Handshake the latest to join
- open to international carriers, aggregators, vendors...
- not a “club”: what we do is **public and benefits entire industry** – not just members
- cooperation with multiple industry organizations, including GSMA, GLF, GSC...



i3Forum | What We Do

Industry transformation through collaboration

Members collaborate on challenges no one can address on their own, in a practical, actionable manner, to help the industry navigate change.



Leadership

Working Board of Directors (12 members) + Advisory Council



Members-Led Workgroups

Voice fraud, messaging fraud, market data, technology, numbering plan community, cloud numbering and inbound calls



Board-led industry-wide initiative

Restore Trust in international communications & One Consortium, Flash calling analysis, VoLTE Roaming quantification, AIT,



Approximately **one hundred volunteers** collaborate actively



Restore Trust

in international communications

One Consortium

for the international ecosystem

Global Regulatory Forum

for cooperation on illegal/unwanted communications

major industry-wide initiative to combat illegal/unwanted communications



Restore Trust in international communications

- **public trust** issue stemming from spamming, spoofing, robocalling...
- National Regulatory Authorities (NRAs) **each step in** to protect the public, address national situation and fight international incoming nuisance communications
- limited efficiency for int'l communications : structural **focus on terminating** end (consequence) vs. origin of coms (cause), **"whack-a-mole"** situation, lack of **global clarity and alignment**
- fragmented approach by individual NRAs creates **unsustainable situation** for int'l traffic carrying players
- international traffic carrying companies are **part of the solution**, need to be **part of the discussion**
- i3Forum spearheading **industry-wide initiative** to co-develop self/joint regulation for int'l ecosystem and collaborate with NRAs

Survey of National Approaches to enabling Trusted Communications for Voice and Messaging

	1. Trusted CLI Solutions		2. CLI Validating Solutions		3. Roaming Status Checks	4. Call Set-up Action(s) in the Network International Inbound with national CLI	5. SMS Compliance
	STIR/SHAKEN Domestic	International Inbound	Numbering Plan Sanity Checks, etc.	DNO Lists	International Incoming		CLI and DNO
US	US/Canadian version	Yes	Yes	Yes	-	No	CLI Validation and DNO
Canada	US/Canadian version	-	Yes	-	-	No	-
France	French version	Planned	-	Yes	-	Blocking (national)	DNO
Australia	-	Yes	Industry Code C661	-	-	Blocking	CLI Validation and DNO – Industry led Sender ID Registry
Belgium	-	-	CLI guidelines BIPT	-	API/Proxy	Blocking	-
Latvia	-	-	CLI guidelines NRA	-	-	Blocking	-
Norway	-	-	Regulation and Nkom	-	-	Blocking	-
UK	On-Hold For Forseeable Future	On Hold	CLI guidelines Ofcom	Yes	Under study	Blocking (non mobile)	MEF SMS SenderID Reg
Finland	-	-	Guidelines Traficom	-	API/Proxy-	Blocking (national) & CLI removal	-
Poland	Under study	-	CLI guidelines UKE	-	CAMEL	Blocking	-
Germany	-	-	For specific CLI ranges	Yes-	CAMEL (query?)	CLI removal	-
Saudi Arabia	-	-	-	-	SS7 ATI	Blocking	-
Oman	-	-	-	-	SS7 SRI-SM	Blocking	-
China	-	-	Traffic Guidelines	-	-	Blocking	-
Ireland	Under study	-	CLI guidelines IREG	Yes	MAP – Phase1 API/Proxy – Phase2	Blocking	SMS SenderID Reg
India	-	-	AI/ML-based filtering	-	-	No	SMS SenderID Reg
Malaysia	-	-	-	-	-	No	Blocking SMS containing URLs
CAN (Note)	-	-	Threshold-based rules on single A-numbers	-	-	Blocking	-
Singapore							Sender ID Registry
Sweden			CLI Guidelines PTS		Proxy recommended	Block (fixed)	
Brazil	Industry led StirShaken (Brazil variant) adoption & Branded Calls						

Source : i3forum, including industry input led by



To notify us with any country updates or to receive updates, please email – regulatory@xconnect.net

lessons
learned:
need a joint,
united
response

- stakeholders **need each other**
 - int'l industry players need to **engage with NRAs**
 - individual NRAs **alone** cannot efficiently combat international nuisance communications
- we all share the **same objective**
- complex, global issue calls **for unprecedented cooperation** between int'l industry and NRAs
- need to jointly discuss, agree and implement a comprehensive framework, efficient and viable

address NRAs concerns with industry engagement



industry
not starting
from
scratch

1

tackle some immediate issues

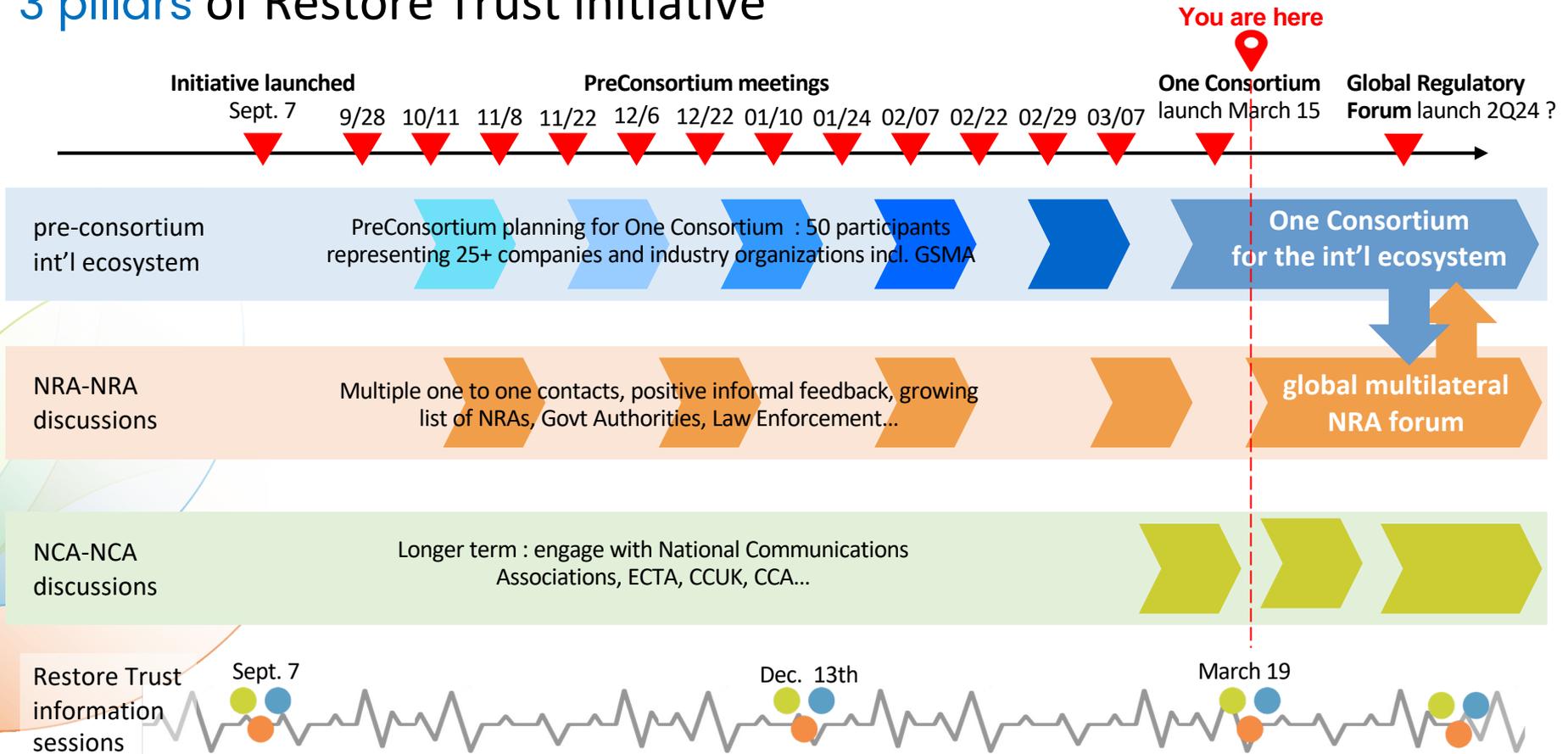
- **basic** CLI validation on international calls
- **national CLI** on international trunks : roaming calls, outsourced call centres, enterprise global DIDs...

2

address **complex aspects** requiring advanced cooperation

- CLI validation - KYC/KYT - through traffic chain
- numbering plan
- global international traceback
- international interworking between national solutions
- international trusted CLI solutions
- NRA-NRA collaboration

3 pillars of Restore Trust initiative





**One
Consortium**

Hosted by  i3Forum

Building the contribution of the international communications industry's to restoring trust in international calls and messages.

One Consortium is the first pillar of the Restore Trust initiative : launched March 15 2024

- All industry stakeholders are rallying around a common objective to fight illegal / unwanted communications and restore trust in voice calls and messaging, in cooperation with NRAs globally. www.oneconsortium.org
- One Consortium and the Restore Trust initiative are endorsed by several major industry organizations, including i3Forum, GSMA, the Global Leaders Forum (GLF) and the Global Solutions Council (GSC)
- Day One members : ATIS, AT&T, BICS, BTS, i3Forum, Lumen, NetNumber, Numeracle, Orange, Verizon, Vodafone, Wavecrest, Xconnect

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One Consortium's initial objectives, working with NRAs, are to allow this industry to:

- 1) Develop and agree global guidance and a vendor neutral "toolbox" of technologies, best-practices, processes etc. to efficiently combat illegal / unwanted communications (calls and messages) originating from abroad.
- 2) Drive adoption in the industry
- 3) Build an industry-wide self-governance to ensure enforcement



**One
Consortium**

Hosted by  i3Forum

Building the contribution of the international communications industry's to restoring trust in international calls and messages.

How does One Consortium operate :

- One Consortium is hosted by the i3Forum from a legal perspective. One consortium is governed by the same by-laws and policies as i3Forum, and One Consortium membership carries acceptance of that framework.
- One Consortium members are expected to fully comply, and One Consortium's leadership has all authority to verify and ensure compliance.
- Within that legal framework, One Consortium operates as an independent structure. One Consortium does not report into the i3Forum leadership, and makes its own operational decisions. One Consortium is governed by the One Consortium's Procedures

Who can join One Consortium ?

- One Consortium is an inclusive organization open to international traffic carrying companies, (voice and messaging), vendors, global industry organizations, and other stakeholders.
- No membership dues at launch, this will probably evolve over time.

What will One Consortium be working on : several working groups, each with an initial short-term objective

Topic	Sub-topic	Initial goal	Timeframe	Details
Survey / Landscape	Scouting for tools / approaches	Presentation of initial results	3 Months	
	Format for categorisation and evaluation	Presentation of initial results	3 Months	
International traceback	Approaches / Challenges	High level paper on International traceback	3 Months	
National CLI on international trunks. (Stop illegal spoofing of national CLI on international trunks)	isRoaming	Identify potential path for harmonisation / best practice	3 Months	- Need to consider privacy and impact of network migrations
	Contact centre & Cloud services	Identify potential path for harmonisation / best practice	3 Months	- Usage of DIDs
What do we need from the regulators	Survey of regulatory policy	Initial report identifying potential regulatory roadblocks	3 Months	
Best practices and actions to mitigate	NRA: Inventory of existing Jurisdictional policy	Inventory of existing Jurisdictional policy	3 Months	
	Industry: Identify bad traffic on the network	Report on existing solutions and solution options	3 Months	- Clarifications for identifying best practice - Preserving parameters or tracing change - KYC / KYT
Strategic – long term view	Restore trust strategy	Initial thinking on future strategy	6 Months	- Options e.g. Branded calling etc.
SMS working group	Initial survey	Problem statement	3 Months	



Restore Trust

in international communications

One Consortium

for the international ecosystem

Global Regulatory Forum

for cooperation on illegal/unwanted communications



why do we
need **global
multilateral NRA
cooperation?**

the international industry is coming together under **One Consortium**, to build the “**Industry side**” of the discussion

that’s **not enough**:

- the industry need global clarity, consistency, and support from NRAs
- all parties needs efficiency, global traceability and enforceability through cooperation
- NRAs need cooperation between terminating and originating countries
- no obvious existing global NRA forum with the required agility and focus

consequently:

there is a clear need for an **ad-hoc, opt-in** framework to allow global **multilateral NRA cooperation** and structured two-way **collaboration with the industry** (One Consortium)

on-going positive discussions with multiple NRAs including CEPT/ECC/NaN2

on-going outreach to GCC, Africa, India, Hong Kong, Singapore, South Korea, Australia, New Zealand, Brasil

objective : first informal meeting by mid-May 2024

creating a **Global Regulatory Forum** to fight international illegal / unwanted communications

- create an international forum open to all NRAs, focused on **multilateral NRA collaboration** and **cooperation with the industry (One Consortium)** to fight illegal/unwanted communications (voice & sms) coming from aboard
- opt-in, inclusive, neutral structure, initially informal.
- **privacy / disclosure** :
 - NRA Forum could operate under Chatham House Rules
 - external disclosure of participation in the Forum could be optional
- **sovereignty** : NRA Forum works to produce non-binding harmonized (where possible) guidelines. Individual NRAs retain fully sovereignty and are free to use such guidelines
- NRA Forum is the international industry's **established partner** for a two-way dialogue with the industry (One Consortium), and agree, drive adoption, and jointly enforce efficient global mechanisms against int'l illegal/unwanted communications
- NRA Forum could provide a platform for **open, opt-in coordination between NRAs** to fight illegal/unwanted communications



suggested approach



potential topics
to be discussed
(voice and
sms)

- compile, [share information](#) on situation in various countries and existing/planned approaches
- discuss various current NRA approaches, [lessons learnt](#), [best practices](#)
- agree [joint problem statement](#), objectives, priorities
- agree set of non-binding guidelines, [recommendations to NRAs](#) to improve the fight against various types of int'l illegal/unwanted communications. Individual NRAs remain sovereign.
- agree on a set of [recommendations for safe harbour](#) conditions to allow for the mitigation of the impact of illegal/unwanted communications (eg. block traffic based on reasonable conditions)
- agree set of [common objectives](#)/expectations/requirements towards the [international industry](#)
- engage with int'l industry ([One Consortium](#)) to [co-develop](#) efficient, [joint framework](#) to fight illegal/unwanted communications
- engage with [Law Enforcement Agencies](#), [Government Authorities](#) on behalf of participating NRAs
- potentially, discuss open, opt-in, [multilateral agreement](#) between NRAs to improve detection, traceability, and enforce joint measures to fight illegal/unwanted communications while creating a realistic and actionable framework for legitimate traffic to flow safely (eg. Cloud communications)

THANK YOU

i3forum.org **in**

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