



# Restoring Public Trust in International Communications

An Industry Call to Action

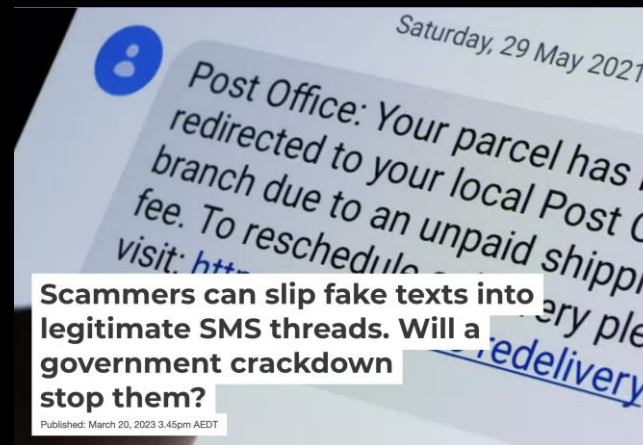
## 'The bad guys aren't just sitting still': Robocall scammers getting more sophisticated



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TECH

### Consumers Don't Trust Phone Calls From Businesses. Here's How To Restore Their Faith.



PRIVACY

### The Robocalls Problem Is So Bad That the FCC Actually Did Something

A cybersecurity expert explains how we might learn to trust our phones again

## The Loss of Public Trust

## Phone scams are 'exploding' and costing vulnerable Australians millions, new data shows

*Spamming, spoofing, robocalling...*

## Unwanted and Illegal communications triggering global crisis

# Facing the Challenge of our Time

- Consumers and businesses are affected
- National Regulatory Authorities (NRAs) step in to protect the public
- Multiple, uncoordinated regulations imposed on International Carriers
- Chaos and confusion : costly to implement, not always efficient : slow adoption, questionable efficiency

## Different National Approaches to Robocall Protection for International Incoming Calls (and Messages)

	1. CLI Securing Solutions		2. CLI Validating Solutions			3. Roaming Status Checks		4. SMS compliance
	STIR/SHAKEN - Domestic	International	CLI Sanity Checks	DNO	Action	National	International	CLI and DNO
US	US/Canadian version	Intl Gateways (June '23)	Yes	Yes	No	N.a.	N.a.	CLI Validation & DNO in '23 - Industry: TCR
Canada	US/Canadian version	N.a.	Yes		No	N.a.	N.a.	
France	French version	N.a.	N.a.	[ Yes ]	Blocking	N.a.	N.a.	[ DNO ]
Australia		On international inbound	Industry Code C661		Blocking	N.a.	N.a.	CLI Validation and DNO
Belgium	N.a.	N.a.	CLI guidelines BIPT		Blocking	N.a.	N.a.	
Latvia	N.a.	N.a.	CLI guidelines NRA		Blocking	N.a.	N.a.	
Norway	N.a.	N.a.	Regulation and Nkom Op agreement 01.09.22		Blocking	N.a.	N.a.	
UK	Consultation June '23	"	CLI guidelines Ofcom National CLI (except mobile)	Yes	Blocking (non mobile)	Under study	Consultation (June '23)	UK Government initiative (May '23) - Industry: MEF SenderID
Finland	N.a.	N.a.	Guidelines Traficom National CLI (except mobile)		Blocking & CLI Removal	Based on API call	Via SS7 SRI-SM access	
Poland	Under study	N.a.	CLI guidelines UKE		Blocking	Based on API call	CAMEL triggering	
Germany	N.a.	N.a.	For specific CLI ranges		CLI Removal	N.a.	CAMEL triggering	
Saudi Arabia	N.a.	N.a.	N.a.		Blocking	Based on SS7 ATI	N.a.	
Oman	N.a.	N.a.	N.a.		Blocking	Based on SS7 SRI-SM	N.a.	
China	N.a.	N.a.	N.a.		Blocking	N.a.	N.a.	
Ireland	Under study	"	Fixed line	In progress >75% complete in operators	Blocking	Under study	Under study	Industry: MEF SenderID Reg
India	N.a.		AI/ML-based filtering May 2023		No	N.a.	N.a.	SMS Blocking of unregistered SenderIDs
Malaysia	N.a.							May 2023 – block SMS containing URLs

# A Paradigm Shift is required

This is not  
“Yet another Code of Conduct”  
to fight fraud



This is not a problem the  
Industry can fix on its own –  
and this is NEW



NRAs are calling the shots,  
can't fix the problem on  
their own



New level of collaboration not  
only within the Industry, but  
also with and amongst NRAs

# A Global, Inclusive, Coordinated Response

## Objectives

Initially focused on International Voice

1. Reduce spoofing, spamming, and all forms of unwanted, illegal communications
2. Restore Trust in Voice Services and CLI
3. Enable trusted calls with trust identifiers and rich calling data (new service enablement)
4. Enable a voice and messaging convergence (for both national and international traffic)

And,  
if we don't  
do this...



Everyone is on their own, with complexity, cost, and compliance burden



NRAs use domestic approaches to address a global problem, limiting efficiency and carrier adoption



Enterprise and general public are directly impacted



Revenue opportunities will continue to be lost

# Key Goals and Solution Tracks

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- 1 Addressing current Industry stakeholders' and NRAs' concerns
    - CLI Validation
    - International Traffic Using National CLI (Roaming, Int. DID, Int. Call Center Outsource)
    - Trusted Trunks, Trusted Traffic
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- 2 International Call Traceback
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- 3 Trusted Calls with Branded Calling (Green Tick)
- 

- 4 Convergence of Voice and Messaging
- 





1

## Unified Guidance & Solutions

Cleaning up the mess

- Standardized global guidance with industry viable solutions
- Start with international calls and messages with National CLI inbound to country

2

## Self-Regulation Framework

- Common guidance and self-regulation package
- Level of compliance monitoring and enforcement
- May apply to entire traffic of approved carrier or approval on designated “trusted trunk(s)”

3

## Joint Governance

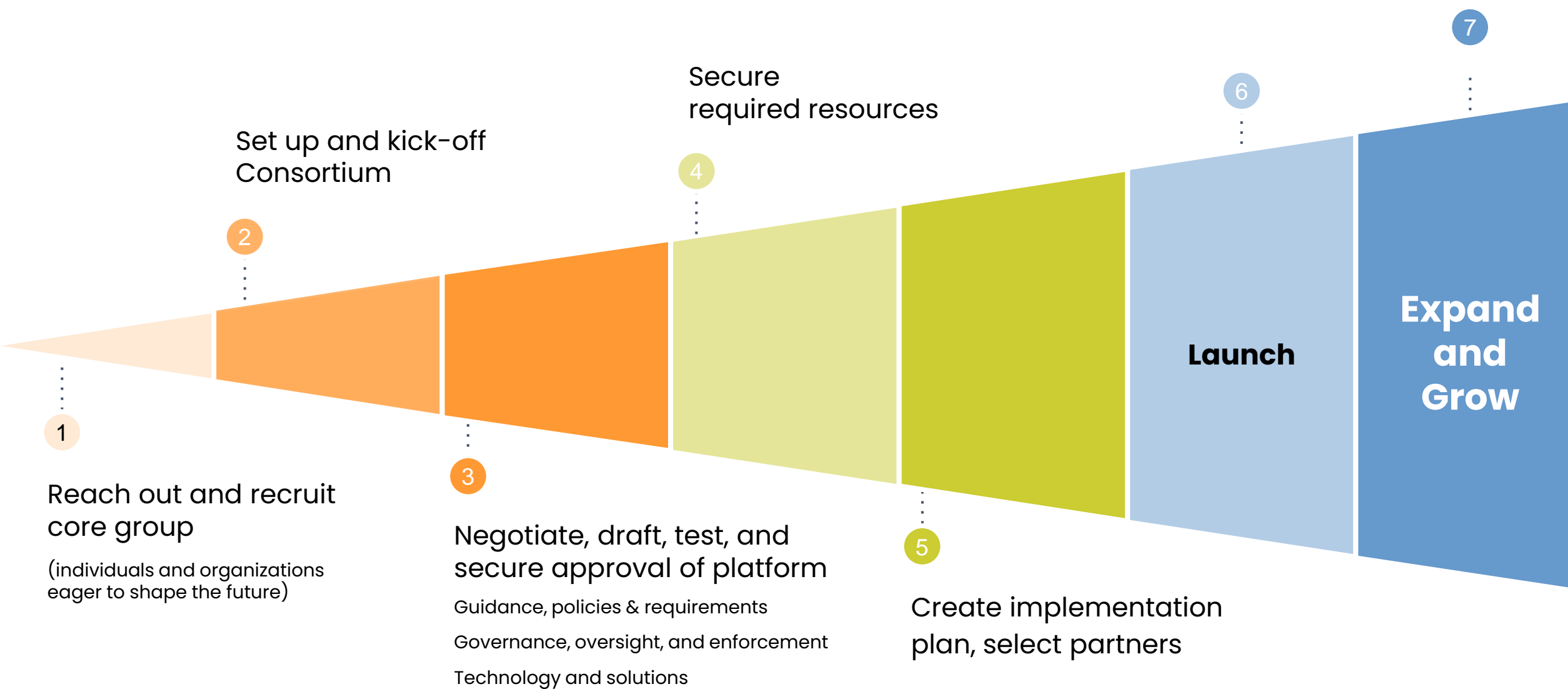
- Joint activity between i3forum, NRAs, and industry stakeholders
- Option for compliance such as a “TSA Pre-Check.” Calls and messages will have less checks and obligations

# Cooperating to Enable Trusted Communications Across the Entire Ecosystem



<p><b>Participating International Communications Service Providers</b></p> <ul style="list-style-type: none"><li>• Compliance grants “Trusted Partner” status, preferential treatment</li><li>• Limit complexity vs. multiple solutions</li></ul>	<p><b>Participating NRAs</b></p> <ul style="list-style-type: none"><li>• Secure unified, efficient and widely adopted solution</li><li>• Simplified interactions and collaboration</li><li>• Retain full authority</li></ul>
<p><b>Industry Bodies</b></p> <ul style="list-style-type: none"><li>• Jointly manage self-regulation, enabler and watchdog</li></ul>	<p><b>Everyone</b> (Industry, consumers, businesses, and NRAs)</p> <ul style="list-style-type: none"><li>• Eradicate unwanted and illegal behavior</li><li>• Enable Trusted Communications and its business potential (‘Green Ticking’)</li></ul>

# What's Next?



Join the program.  
Invite your peers.

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