

A Case Study : Solution & Policies



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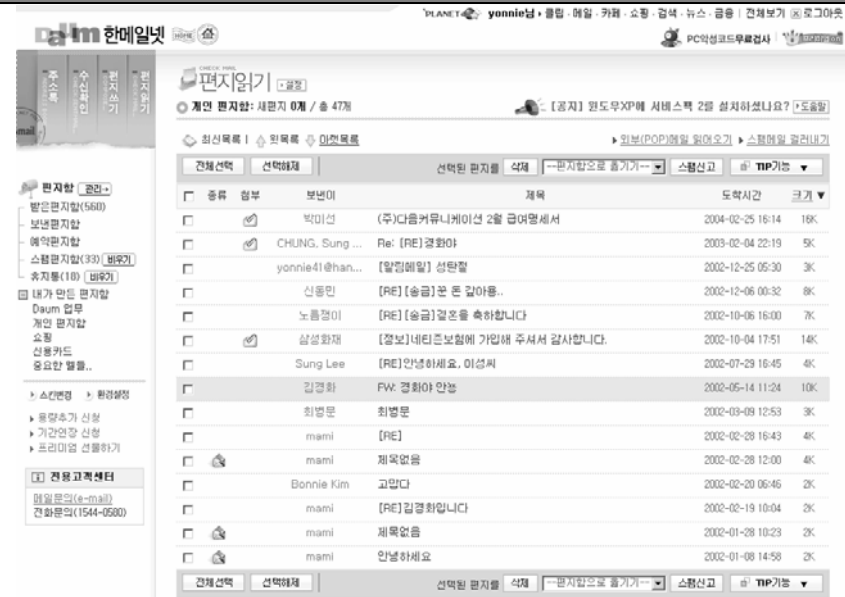
Daum

- The Largest portal site in South Korea
 - 9 million daily UV, 650 million daily PV
- Services : e-mail, online shop, news, online community, contents, digital items, etc.

The screenshot shows the Daum portal homepage with a navigation bar at the top containing links for Daum, email, news, and other services. The main content area is divided into several sections: a user profile section on the left, a central news and entertainment section with various articles and images, and a right sidebar with promotional banners and product listings. The layout is typical of a web portal from the early 2000s.

Hanmail.net

- Most commonly used E-mail service in South Korea
- Started in 1997
- Daily unique visitors : 6 million
- 15 million e-mail accounts in service
- Successful anti-spam solution & policy



Our Perspectives : SPAM

- Global Problems
- Crime
- Matter of balance
- Technical Progress

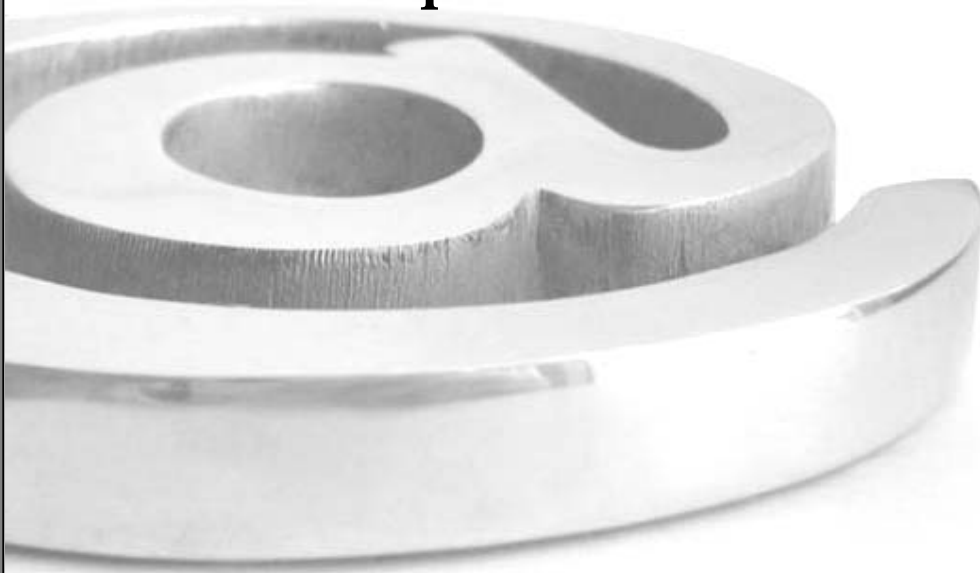


Market approach

- Why spamming ?
- Cost of sending e-mails in bulk
 - Cost of initial setting gets lower with technical progress
 - Marginal cost of bulk e-mailing is negligibly low
 - Output of sending bulk e-mail is high
- Cost of receiving e-mails in bulk
 - ISP
 - Individuals

System Approach

- IP management
 - Unique identifier of SMTP server



Political approach

- Notion of “Legitimate” varies
 - Who judges?
- Danger of false positive blocking
- E-mail is no more commercial infra
 - Matter of commercial discretion

Principles

- System-level control
- Cost to benefited, reward to damaged
- Not ISP but recipients judge
- Delivery guarantee for the legitimate
- Heuristic analysis

Measure 1. Onlinestamp

- Pricing & charging scheme of bulk commercial emailing
- Originated and deployed by Daum in 2002



Features

- Postage only on commercial e-mail
- Delivery guaranty of registered IP
- Judging “commercial VS informative” by individual recipients
- Rewarding consumers for participation

Measure 2. IP Management

- White IP list : Authentication of bulk e-mailer
- DNS filter
 - Heuristic analysis of sender information
 - Prevent and warn against phishing

Figure1. Stamped e-mail

[header]

Spam complaint function

답장	전달	전체답장	선택된 편지를 삭제	--편지함으로 옮기기--	스팸신고	TIP기능
제목	<input type="text"/>					
보낸날짜	<input type="text"/>					
보낸이	<input type="text"/> 수신거부에 추가 주소록에 추가					
받는이	주의 : 이 메일은 한메일넷 내에서 발송된 메일이 아닙니다. 보낸이 정보가 사실과 다를 수도 있습니다.					

Stamped

[Footer]



온라인우표제에 등록된 메일로, 회원님의 평가가 필요한 메일입니다.
 회원님께 유용하다면 '정보성' 을, 그렇지 않다면 '상업성' 버튼을 눌러주세요.
 회원님들의 공정한 평가를 모아 깨끗한 메일 환경을 만들겠습니다.
 버튼을 누르시면 푸짐한 선물과 함께 기부도 할 수 있습니다.

정보성

상업성

Informative VS commercial Feedback



Recipients reward

답장	전달	전체답장	선택된 편지를 삭제	--편지함으로 옮기기--	스팸신고	TIP기능
목록 위글 마켓글						

Measure 3. Filters

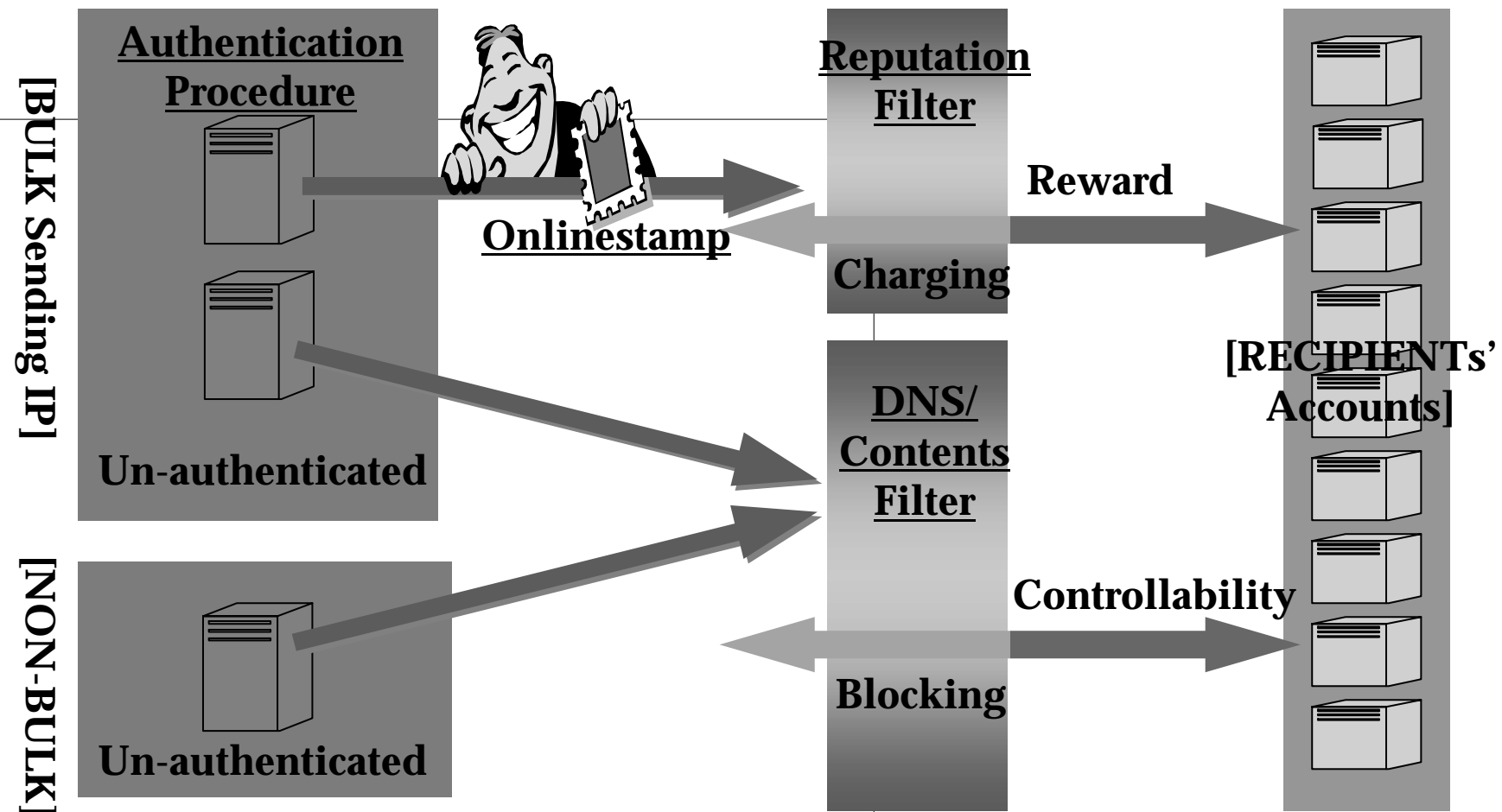
- Contents filter based real-time analysis of recipients' spam claims
- Image filter to block pornography with re-activating function



Measure 4. Recipient policies

- Recipient spam claims for individual emails encouraged
- Spam e-mail folder default-activated
- Enable recipients control for blocking
- Continuous education

Figure2. Process overview



Conclusions

- Market approach
 - Marketizing rationalizes
- Multi-level measures
- Inter-ISP coordination
 - System information share
- Global standard to set

Thank You

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