

El problema del SPAM: nuevas amenazas y nuevas soluciones

Dr. José María Gómez Hidalgo

Departamento de Sistemas
Informáticos, Director

jmgomez@uem.es



Laureate International Universities

¿Qué es el SPAM?

“No sé lo que es, pero lo reconozco cuando lo veo”

La referencia más importante, la legal



Mensajes comerciales no solicitados (email, SMS, MMS y mensajería instantánea, no fax)



Correo electrónico para marketing directo (email, fax, SMS)



FTC: Mensaje de correo electrónico comercial (email, SMS en camino)

Se excluyen muchos otros tipos de mensajes: virus, cadenas, etc.

EEUU > 90% email es SPAM

España > 50% email es SPAM, especialmente en el puesto de trabajo

CloudMark – 86 euros empleado/año por 10 SPAM/día

Ferris Research (tiempo empleado)

8600 M\$/año coste EEUU

2500 M\$/año coste Europa

¿Porqué se envía SPAM?



Porque funciona

El coste de envío es despreciable

0,01cent/msg, tasa 1/100.000, 11\$ producto => beneficio

Porque la gente responde

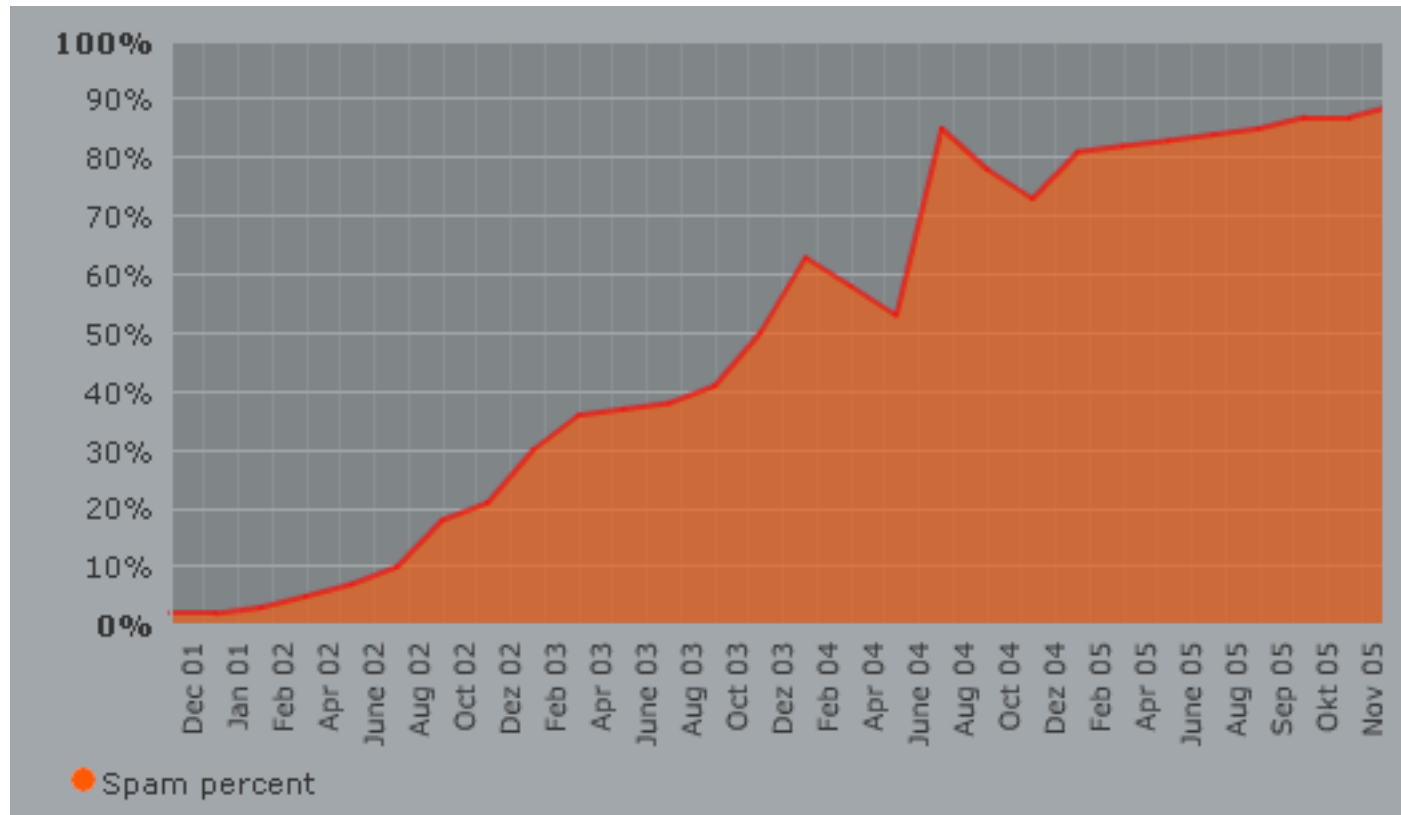
7% dicen haber comprado (Pew Internet Report)

Porque es rentable - Jeremy Jaynes

10M msg/día, 10/17m solicitudes tarjeta (1/30.000),
40\$/venta, 400/750.000\$/mes ingresos, 50.000\$/mes
gastos

SPAM: El problema se agrava

Porcentaje *creciente* de correo electrónico SPAM



Fuente: Junk-o-meter

SPAM: El problema se agrava

Nuevos tiempos, nuevos medios



Mobile SPAM
(teléfonos móviles)



SPIM
(mensajería instantánea)



SPIT
(telefonía IP)



SPLOG
(blogs)

SPAM: El problema se agrava

Nuevos tiempos, nuevas formas (más dañinas)



Fraudes sofisticados



Redes de blanqueo
de dinero



Sinergias con hackers






Denegación de servicio

Conociendo al enemigo

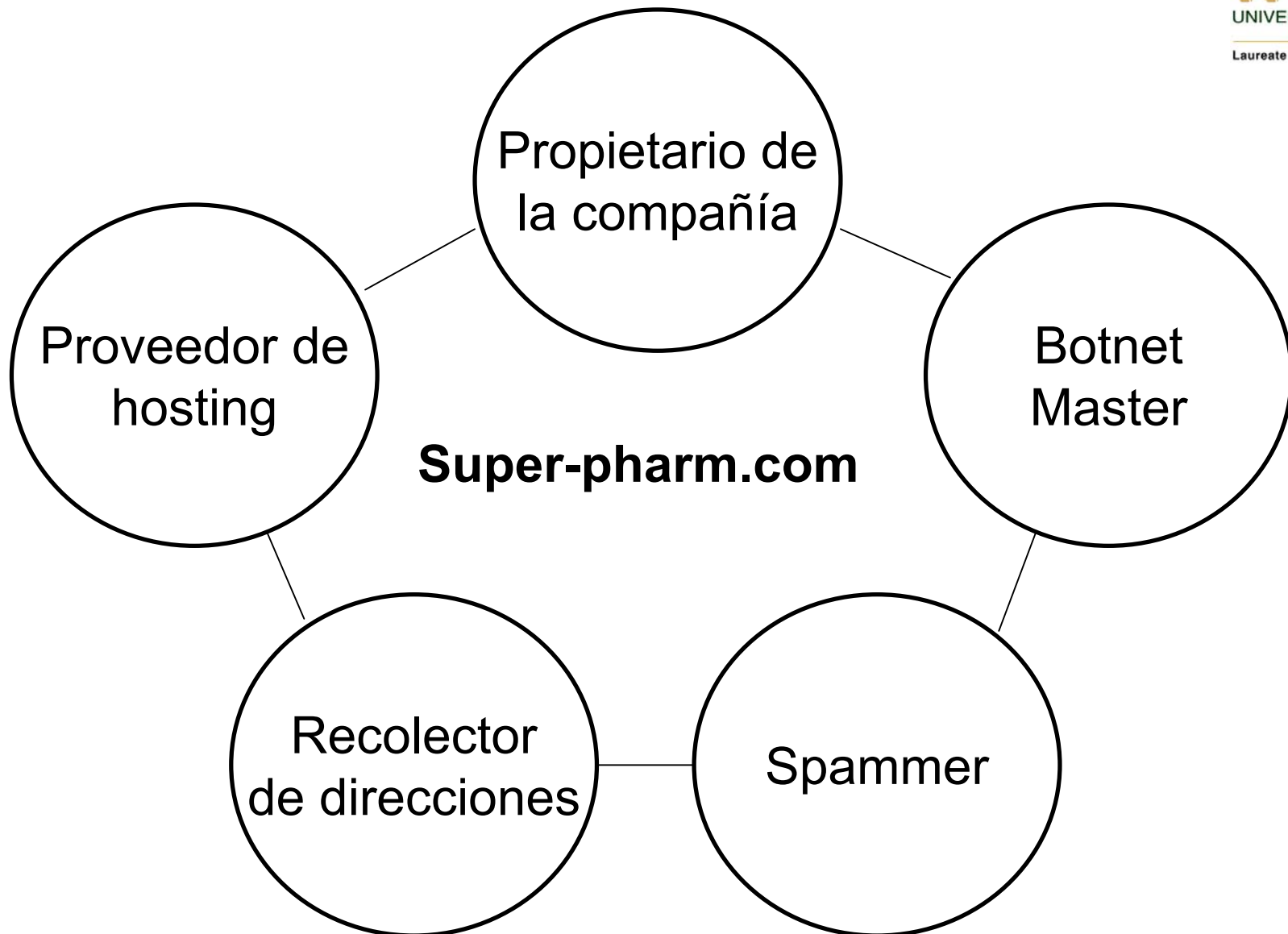
Spamhaus ROKSO: “200 Known Spam Operations responsible for 80% of your spam”



Register Of Known Spam Operations

The 10 Worst ROKSO Spammers			As at 20 June 2006
Rank	Photo	Spammer or Spam Gang	Country
1		<p>Alex Blood / Alexander Mosh / AlekseyB / Alex Polyakov</p> <p>So many Alex's/Alexey's. Alex "Blood" tied to Pilot Holding & bbasafehosting.com long ago. Then Alex Polyakov posted he owned them. Massive botnet and child-porn spam ring. May be part of of same as Pavka/Artofit & Leo Kuvayev spam gangs.</p>	Ukraine
2		<p>Michael Lindsay / iMedia Networks</p> <p>Lindsay's iMedia Networks is a full-fledged criminal spam-hosting operation serving well known ROKSO-listed spammers. They sell "spammer hosting" at high premiums.</p>	United States California
3		<p>Leo Kuvayev / BadCow</p> <p>Russian/American spammer. Does "OEM CD" pirated software spam, illegal pharmaceuticals, porn spam, porn payment collection, etc. Spams using virus infected PCs that it is assumed his gang create.</p>	Russia

Anatomía de una banda de spammers



Los pilares de la defensa

DEFENSA



**(IN) FORMACIÓN
CONCIENCIACIÓN**



**MEDIDAS
TÉCNICAS**



**PERSECUCIÓN
JUDICIAL**



**COOPERACIÓN
INTERNACIONAL**



La información

Spamhaus

<http://www.spamhaus.org/>

SPAMHAUS



Spamhaus

SBL

XBL

ROKSO

WORKING TO PROTECT INTERNET NETWORKS WORLDWIDE

Spamhaus tracks the Internet's Spammers, Spam Gangs and Spam Services, provides dependable realtime anti-spam protection for Internet networks, and works with Law Enforcement to identify and pursue spammers worldwide.



Documents ▼

[Definition of "Spam"](#)

[The Spamhaus TOP 10](#)

[All Spamhaus FAQs](#)

[Spamhaus Position on CAN-SPAM Act 2003](#)

[Operating Secure Bulk Mailing Lists](#)

Services ▼

SBL Advisory

XBL Advisory

ROKSO

Remove IP Address

[SBL Information](#)

[SBL How To Use](#)

[SBL Listing Policy](#)

Remove IP Address

[XBL Information](#)

[Listing Policy & Use](#)

[XBL FAQs](#)

The ROKSO List

200 Known Spam Operations responsible for 80% of your spam

Spam Filtering

[Guide to Effective Spam](#)

[Filtering for Networks](#)

Spamhaus Data Feed

[Data Feed for Networks](#)

[Data Feed FAQs](#)

ISP Resources

[ISP Abuse Control](#)

[ISP Abuse Desk FAQs](#)

La información

ProjectHoneyPot

<http://www.projecthoneypot.org/>



PROJECT HONEY POT tm BETA

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HELP STOP SPAMMERS BEFORE THEY EVEN GET YOUR ADDRESS!



Project Honey Pot Statistics

Spamtrap Addresses Monitored	1,100,276
Total Spam Received	739,600
Spam Received (This Week)	47,441
Total Harvesters Identified	8,971
Harvesters Active (This Week)	252
Total Spam Servers Identified	214,249
Spam Servers Active (This Week)	20,522

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More about Project Honey Pot...

<p>"Now this is a great idea! ... Think RFID tags for email. Ingenious." — Anne Mitchell, Esq., Institute for Spam and Internet Public Policy</p>	<p>"I am amazed by these results ... Project HoneyPot is a clever development from Unspam ... Brilliant!" — Rebecca Bolin, LawMeme</p>	<p>About Us FAQ Board more...</p>
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Los usuarios deben saber que disponen de

Medidas **técnicas** para defenderse

*Los sistemas de **filtrado** funcionan*

Medidas **legales** para defenderse

No se persiguen nada más que los grandes casos

Pero las denuncias contribuyen a saber cuales son

Medidas **técnicas** para proteger el PC

El papel de cada usuario es importante

NO COMPRAR

Filtros bayesianos

Alcanzando índices altos de **efectividad**

99,9% ==> 1/7000

Aprenden, se adaptan al usuario

“Se puede vencer a un filtro de un usuario una vez, pero no a todos los filtros de todos los usuarios, siempre”

Los spammers los atacan pero los filtros se adaptan

Medidas técnicas

El camino equivocado



BlueSecurity – Blue Frog

Empresa Israelí operando *servicio quejas anti-spam*

Rastreo de emisores

Bombardeo de quejas automáticas a sus sitios web (DOS)

Spammers – hackers – mafias al *contraataque*

Ataques de denegación de servicio

Intimidación y amenazas

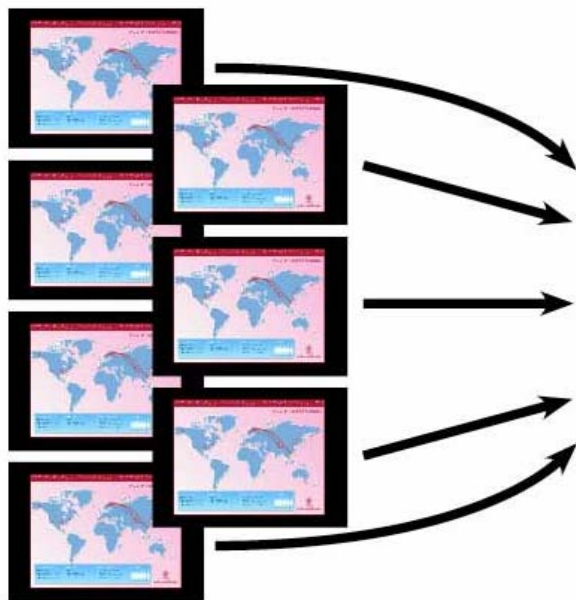
A clientes, trabajadores, propietarios

Medidas técnicas

El camino equivocado

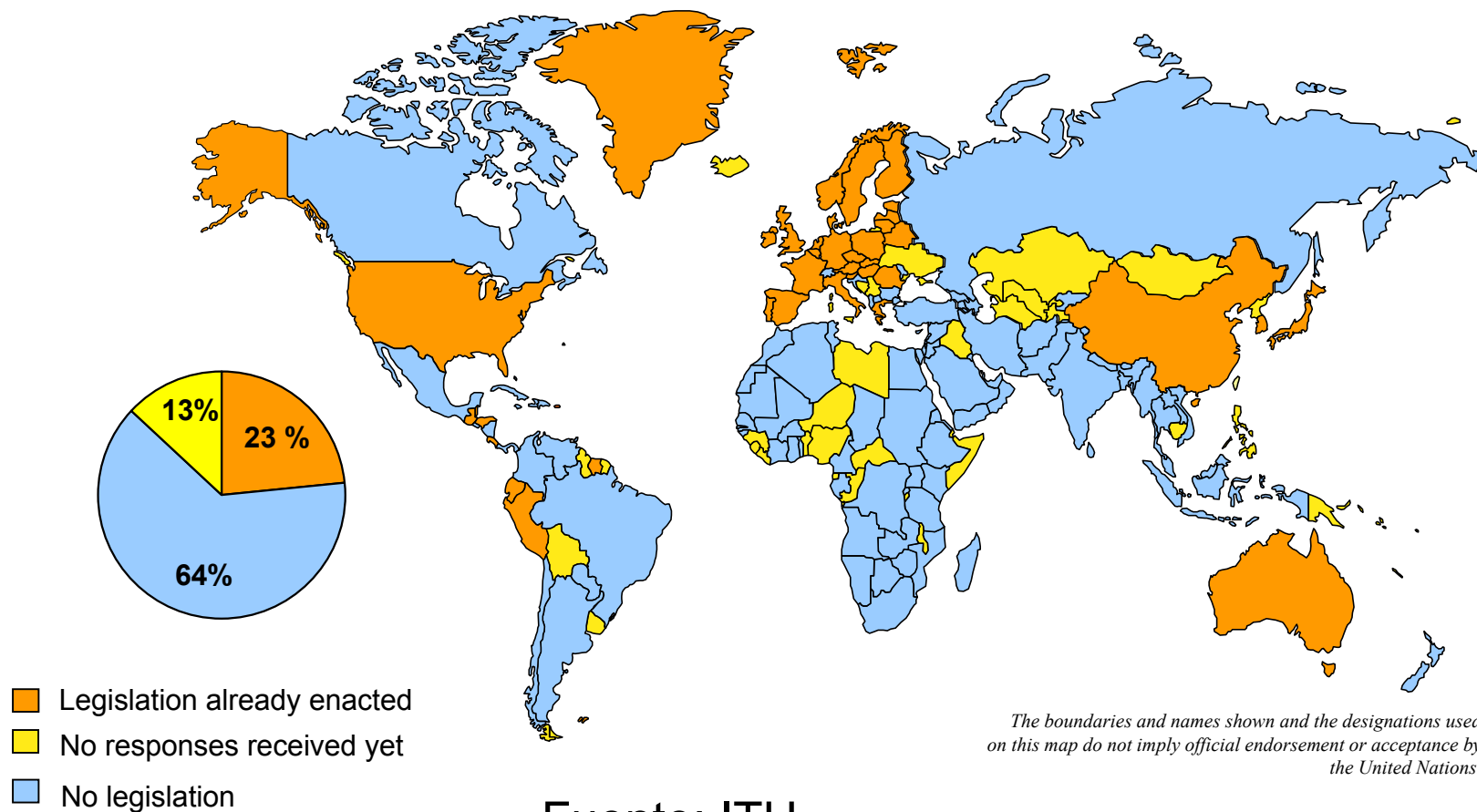
Salvapantallas MakeLoveNotSpam

makeLOVEnotspam



Persecución de los spammers

Medidas legales en el mundo



ITU sobre el SPAM - <http://www.itu.int/osg/spu/spam/>



ITU Activities on Countering Spam

Spam: a threat to the Information Society

➤ Background resources

Unsolicited commercial communications by e-mail, or spam, as it is more usually known, has become one of the major plagues affecting today's digital world. In a short period, spam has become more prevalent than legitimate email correspondence with spammers sending hundreds of millions of messages per day.

What started out as a minor nuisance now causes significant financial costs and losses in productivity for service providers, businesses and end-users.

With the growing dependence of users on the Internet and e-mail for their personal and professional communications, the phenomenon of spam can seriously hamper the development of the digital economy and society by undermining user confidence in online activities.

Latest spam news

➤ News from the [ITU SPU Newsllog on SPAM](#)

- [Japan and France to Cooperate on Anti-Spam](#)
- [Microsoft Releases Windows Malware Stats](#)
- [ITU Paper on the Regulatory Environment for Future Mobile Multimedia Services](#)
- [Woman Targeted by Web Hackers](#)
- [Australian Communications and Media Authority Launches 'one click' Spam Repor...](#)
- [Global Virus, Spam and Phishing Trends](#)
- [Take Back the Net Initiative](#)
- [Net Threat Rising](#)
- [ITU Announces Cybersecurity Survey and Launches Cybersecurity Gateway](#)
- [NTC Threatens to Remove Licences if Operators Breach SMS Spam Rules](#)
- [more...](#)

ITU Survey on anti-spam legislation worldwide

➤ **NEW!** Please check existing information and add new information to the [ITU anti-spam survey](#)

Spam and Cybersecurity

➤ [WSIS Thematic Meeting on Cybersecurity - June 2005](#)

The International Telecommunication Union organized a [WSIS Thematic Meeting on Cybersecurity](#), which took place from **28 June to July 1 2005** at ITU headquarters in

Cooperación internacional



OCDE Anti-Spam Toolkit - <http://www.oecd-antispam.org/>



Country pages

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ANTI-SPAM TOOLKIT

Spam, once a mere nuisance, has become a serious problem for individuals and businesses alike. As much as 80% of e-mails circulating on the internet are estimated to be spam, and the threat is spreading to other technologies such as mobile phones and instant messaging services. Besides clogging networks and facilitating the spread of viruses or fraudulent schemes, spam is a major factor in undermining trust in the Internet, thus slowing the growth of the digital economy.

To support the development of an inclusive and coherent answer to the spam issue, the OECD, through its ad hoc [Spam Task Force](#), has launched an Anti-Spam "Toolkit" as the first step in a broader initiative to help policy makers, regulators and industry players orient their policies relating to spam solutions and restore trust in the Internet and e-mail.

The **OECD Anti-Spam Toolkit** is available as a PDF document in [English](#) and [French](#) or as a user-friendly e-book (html, English only):

- ▶ [Anti-Spam Toolkit of Recommended Policies and Measures - Executive Summary](#) (Available also in [French](#) and [Italian](#) in PDF format)
- ▶ Anti-Spam Toolkit Report:
 - Introduction
 - Element I - Anti-Spam Regulation
 - Element II - Enforcement
 - Element III - Industry-Driven initiatives
 - Element IV - Anti-Spam Technologies
 - Element V - Education and Awareness

Historia de éxito

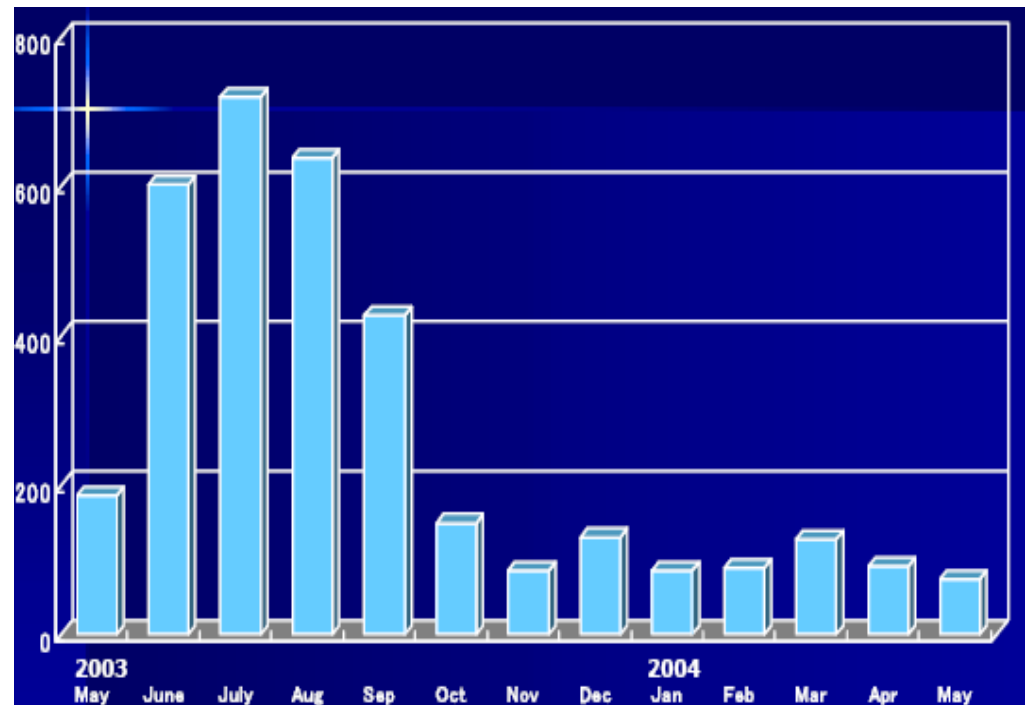
Japón y el Mobile SPAM

Sinergias entre medidas legales, técnicas y autorregulación

2001 – Aumento del M-SPAM

2002 – Ley anti-spam

2003 – Servicio de designación de dominios + autoregulación operadoras



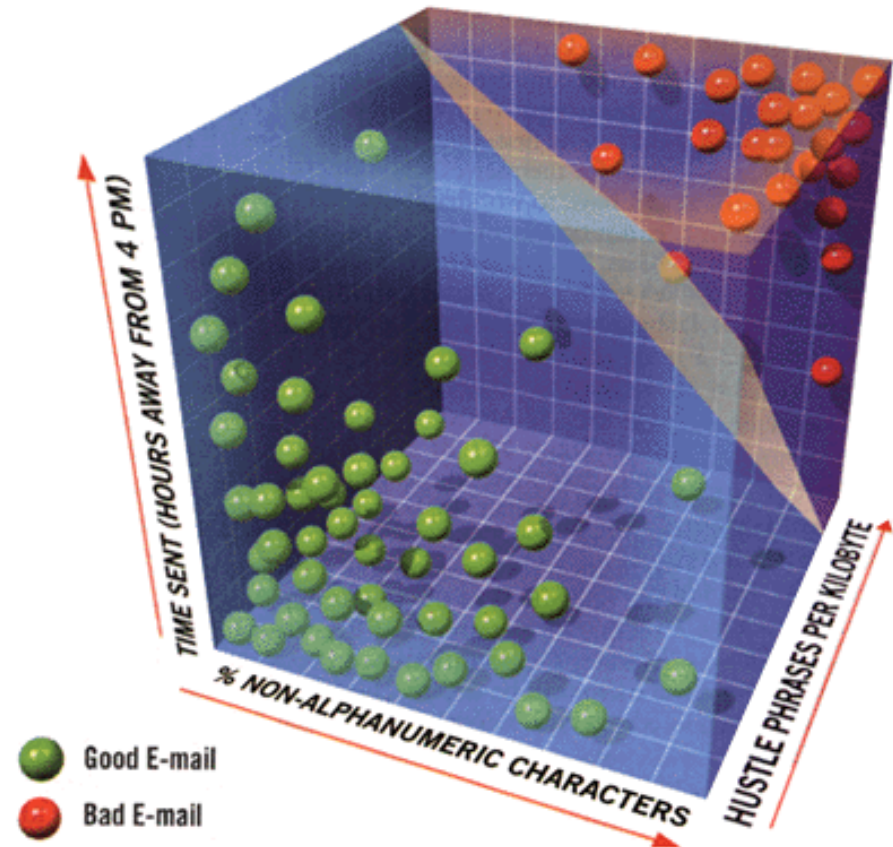
Investigación en filtrado bayesiano

Sistemas capaces de aprender a distinguir las propiedades del SPAM y del correo legítimo

Se adaptan al usuario
Alta efectividad

Sistemas de evaluación

Análisis ROC usado
en competiciones USA



La UEM y el SPAM

Spam Symposium

<http://www.spamsymposium.eu/>

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EU

SPAM
SYMPOSIUM

2006

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FS FOCUS

Welcome to the EU Spam Symposium 2006!

"I find much of the information that is preached by the anti-spam community to be highly inaccurate. No one seems to really understand spam, and this worries me greatly..." - SpammerX - ([read more](#))

The webstream and presentation archive 2006 can be found [here](#).

The EU Spam Symposium, to be held June 15th, is a main forum within the EU to discuss issues related to the spam problem in the world. The symposium discusses besides few technical issues, the effect on business, and what policymakers do to contain the spam problem. Moreover, not only the anti-spam position will be highlighted, but also the psychology from the spammers' point of view will be discussed by an ex-spammer.

Speakers will come from various countries all over the world. This will make the event a special and appealing occasion, and stresses its international character and variety. Please have a look at the full [speakers list](#).

Proyecto FISME

FISME: Análisis prospectivo de tecnologías de filtrado de spam SMS basado en contenido

Contrato de I+D 2005-06

Análisis de técnicas bayesianas para el MSPAM

Desarrollo de prototipo demostrador



Algunas conclusiones



Los spammers están altamente motivados y son inteligentes y tecnológicamente expertos

- Aprovechan nuevas tecnologías

- Mejoran sus técnicas

- Buscan nuevas oportunidades

La lucha exige la sinergia entre la información, la cooperación, la persecución y la técnica

Preguntas, comentarios



Mientras tanto, no se pierdan

CEAS Conference on Email and Anti Spam

<http://www.ceas.cc>

TREC Spam Track

<http://plg.uwaterloo.ca/~gvcormac/spam/>