9 November 2017

Via ECFS

Marlene Dortch, Secretary
Federal Communications Commission, Washington, DC

RE: Notice of Ex parte, Docket WC 17-59

Dear Ms. Dortch,

On 7-November, David Frankel of ZipDX LLC held a telephonic meeting with Zenji Nakazawa in Chairman Pai's office. On 9-November, Mr. Frankel spoke by phone with Nirali Patel in Commissioner Carr's office. The discussions focused on the attached presentation and other filings by ZipDX LLC in this docket.

The rate of robocall complaints has been rising relentlessly despite mitigation efforts to date. Analysis of millions of those complaints shows that even if carriers elect to implement blocks in compliance with the FCC's pending Order, only a small fraction of robocalls will be impacted. Further, it is easy for robocallers to work around the blocks enabled by the Order. Mr. Frankel is asking that the FCC put regulatory effort into mitigation at the SOURCE of the calls by requiring ALL Originating Providers to engage in the fight. Those providers should vet their customers before providing access to volume calling resources and spoofing capability. They should also include a verified Charge Number in all calls to enhance traceability. These actions promise near-term reduction in illegal calls at less expense than other approaches.

Regards,
/s/
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cc: Meeting Participants, via E-mail

Stopping Robocalls @ The Source

David Frankel

CEO, ZipDX LLC

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- ZipDX provides phone & web virtual meeting services
- Buyer of wholesale USA & int'l origination & termination
- Visibility to global inbound & outbound call signaling
- RespOrg, 499 Filer, CNAM & LNP Dipper, SMS Apps, etc.
- Past Participant in FCC Traffic Stimulation & Rural Call Completion proceedings

Robocalls On The Rise

2015	300,000 complaints / month
2016	500,000 complaints / month
2017	600,000 complaints / month

~61% Robocalls

https://www.ftc.gov/system/files/documents/advocacy_documents/ftc-staff-comment-federal-communications-commission-supporting-fccs-proposed-expansion-provider/ftc_comment_to_fcc_re_nprm_noi_call_blocking_07032017.pdf

- Trend is clearly going the wrong direction
- Robocall Strike Force:
  - "A" for effort
  - But not the results we need
- Pending Order
  - Won't affect 90% or more of robocalls
  - Easy for robocallers to work around
- STIR/SHAKEN is years away
- Need to move quickly on new initiative

Why Is It So Hard To Stop Robocalls?
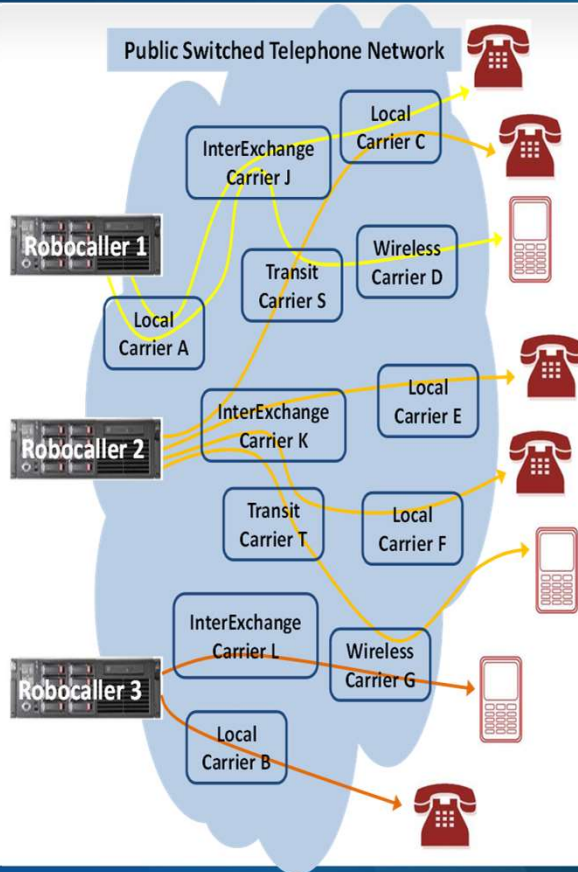
- Calls go through multiple hops to reach consumer phones
- When the call arrives at the destination, the path taken by the call is not apparent
- The Caller-ID is usually spoofed; call origin is obfuscated
- Caller-ID can (and often does) change on a call-by-call basis so black-listing won't work reliably
- Robocallers purposefully route their calls in obscure ways to make themselves harder to find
- Tracing a call backwards today takes weeks or longer
- By then, the robocaller has done his damage and moved on
- Often illegal, but the robocaller can't be caught so doesn't care

ZipDX

Robocalls = Dandelions

Robocall Campaigns – millions of calls from a few sources
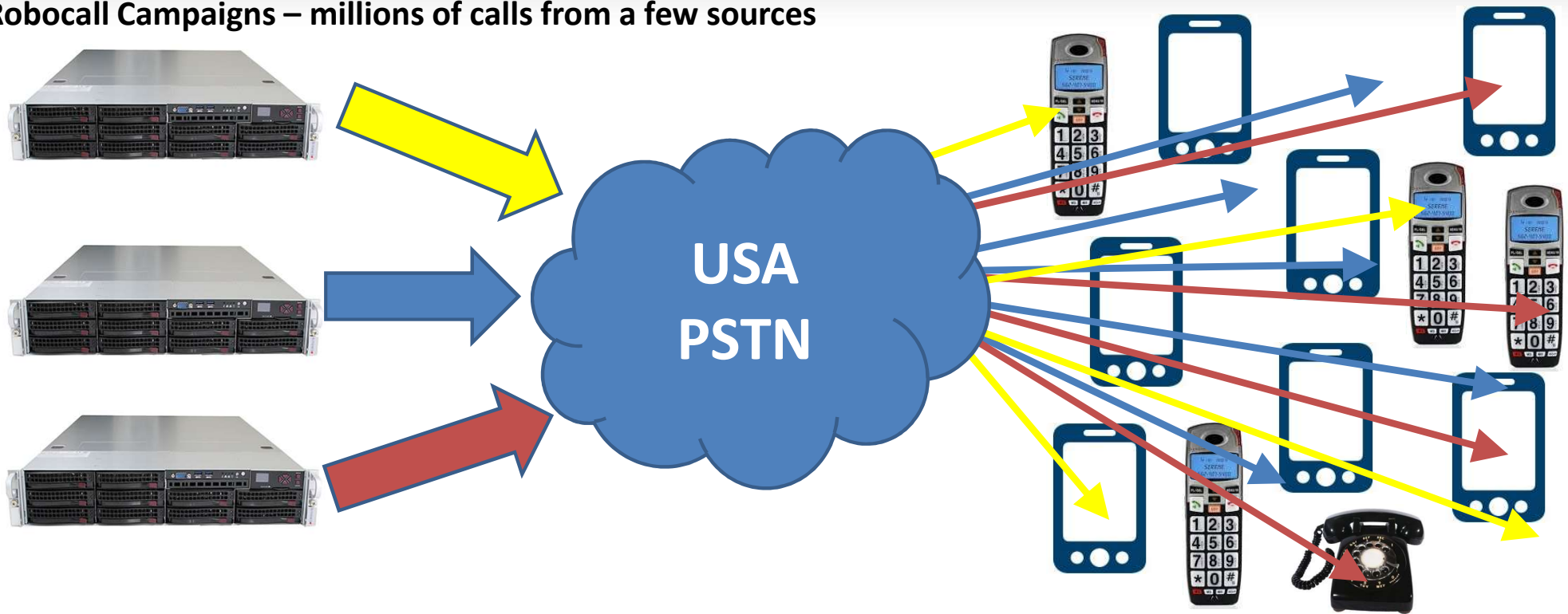
Hundreds of millions of endpoints needing protection

Originating Providers Are Key Allies in the Fight

- Every USA PSTN call enters the network through an ORIGINATING provider
  - Even for calls originating overseas
- Some Providers (Carriers, Interconnected VoIP, Non-Interconnected VoIP):
  - Work proactively to mitigate illegal robocalling
  - While others are oblivious to the robocalling problem or unknowingly enable it
  - And some actively solicit robocallers, legal or otherwise
- Originating Providers have an ~~opportunity~~ <u>obligation</u> to play a strategic role
  - See robocalls in aggregate & observe characteristic patterns
  - Vet callers before they inflict too much damage
  - Encourage legit robocallers to play by the rules
  - Help shut down the biggest illegal abusers
  - Raise the hurdles for new illegal robocalling operations

Focus On The Biggest Potential Violaters

- Only a tiny fraction of callers need to rapidly make large volumes of calls
- Almost nobody needs to spoof MANY different calling numbers
- A handful of volume callers account for the bulk of illegal robocalls
- ORIGINATING PROVIDERS see these calls at their source
- They can:
  - Limit spoofing & availability of volume calling resources to documented customers
  - Tag each call so that the source can be readily identified (w/ existing signaling)
  - Report volume calling events to make it easier to detect problematic activity
- NOT expecting providers to determine what is legal vs. illegal
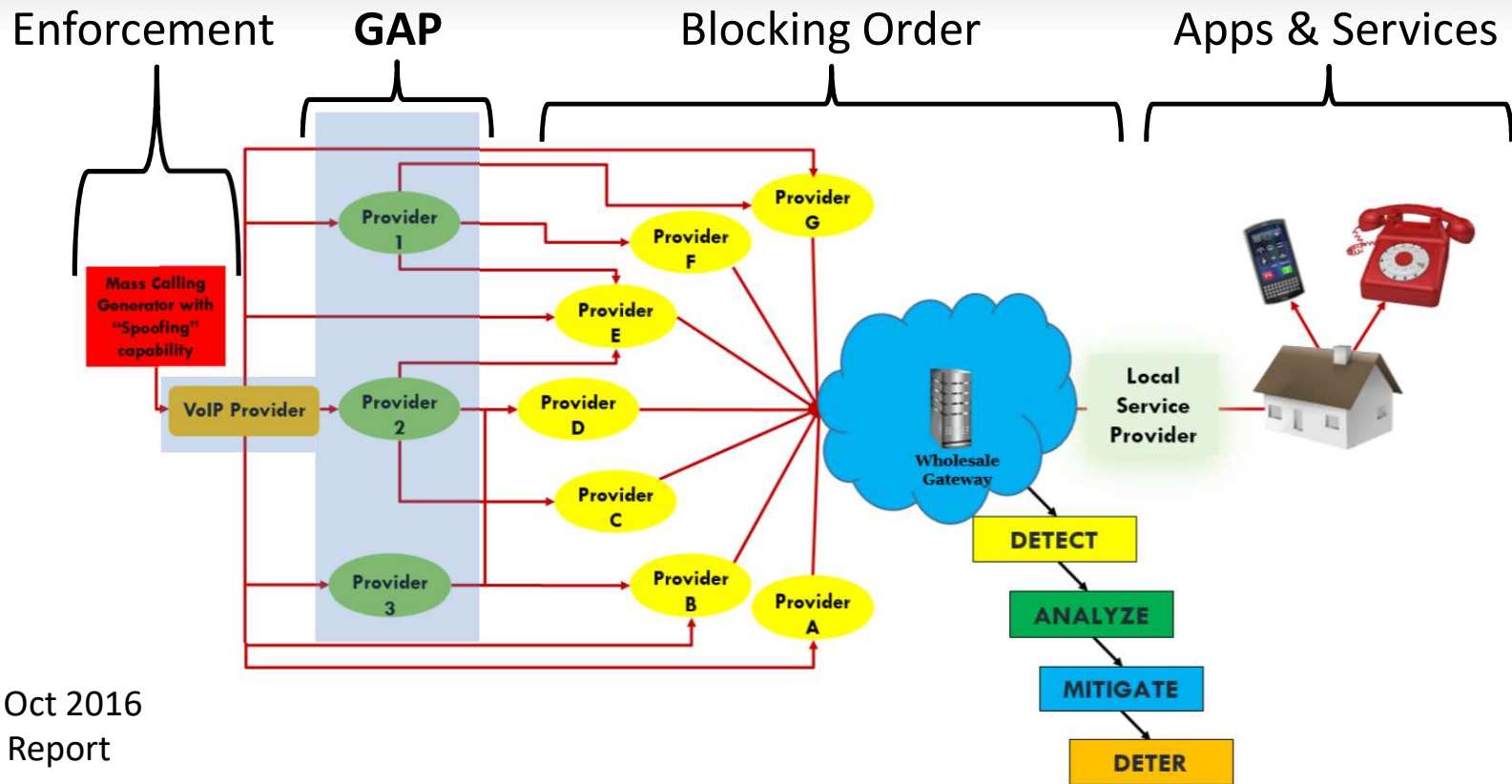
Robocall Choke Initiatives

Enforcement · GAP · Blocking Order · Apps & Services

Diagram from Oct 2016
Strike Force Report

Originating Provider Actions

- Allow volume calling on an EXCEPTION basis only

- Screen Caller-ID against a list of customer-specific values

  – Limit the most egregious spoofing

  – Use capabilities in existing equipment, or scan completed call records

- Make use of other EXISTING signaling elements:

  – Charge Number (SS7/ISUP, or SIP P-Charge-Info)

  – Redirecting Number (SS7/ISUP, or SIP Diversion)

- This will expedite traceback & make downstream apps more capable

  – Efficient enforcement actions

  – Enable more consumer choice

Benefits of Screened Caller-ID/ChargeNum

- Higher hurdles for illegal robocallers

- Better traceability leads to more efficient enforcement / deterrence

- Enhanced effectiveness of terminating call-blocking tools
  - Black and grey lists are much more meaningful

- New levels of consumer choice and control
  - Apps can better identify incoming calls & display associated info
  - Ability to invoke treatment for legal robocalls

Rural Call Completion Regulatory Model

- Regulatory requirement applicable to originating providers
  - Local carriers, IXC's, VoIP (interconnected and non-interconnected)
- Obligated to file relevant reports regularly to FCC
  - Identify sources of failures
  - Compare relative performance among providers
  - Exemptions avoid undue burden when frequent failures are unlikely
- Safe Harbor: Eliminate most likely problem source (minimize hops)
  - Filing requirement waived
- Result: Many carriers opted into safe harbor; call completion improved!

Requested Next Steps for Chairman Pai

- Encourage ALL Originating Providers to voluntarily implement best practices
  - Currently engaged providers (e.g., Strike Force) aren't the primary sources of the calls
  - EVERY Provider should show respect for American public by working to mitigate robocalls

- Prioritize FCC Rule-Making Efforts (existing NOI) to address Source Mitigation
  - Industry participation via working workshops to refine & streamline
  - Starting point details in our 26-Oct Filing:
    - https://ecfsapi.fcc.gov/file/1026001803270/ZipDX-17-59-WrittenExParte-Oct2017.pdf

- Get the biggest bang for the buck
  - Target first the highest volume campaigns
  - Don't burden providers that don't enable volume callers