

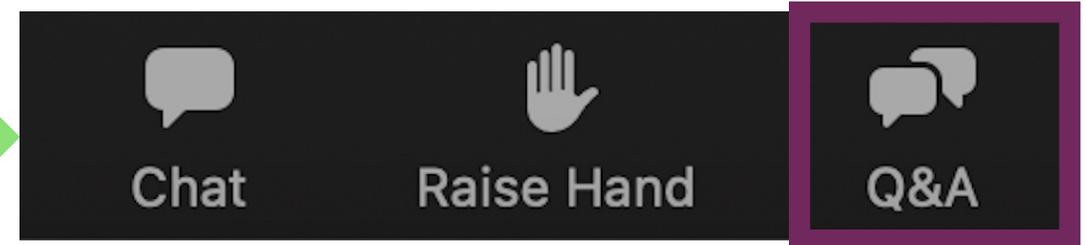


Protecting Numbering Assets through Rules, Regulations and Retribution: Part One

April 3, 2023

Zoom Webinar Control Panel

Submit your questions using the Q&A feature and our moderator will address your questions live.



Your
Moderator

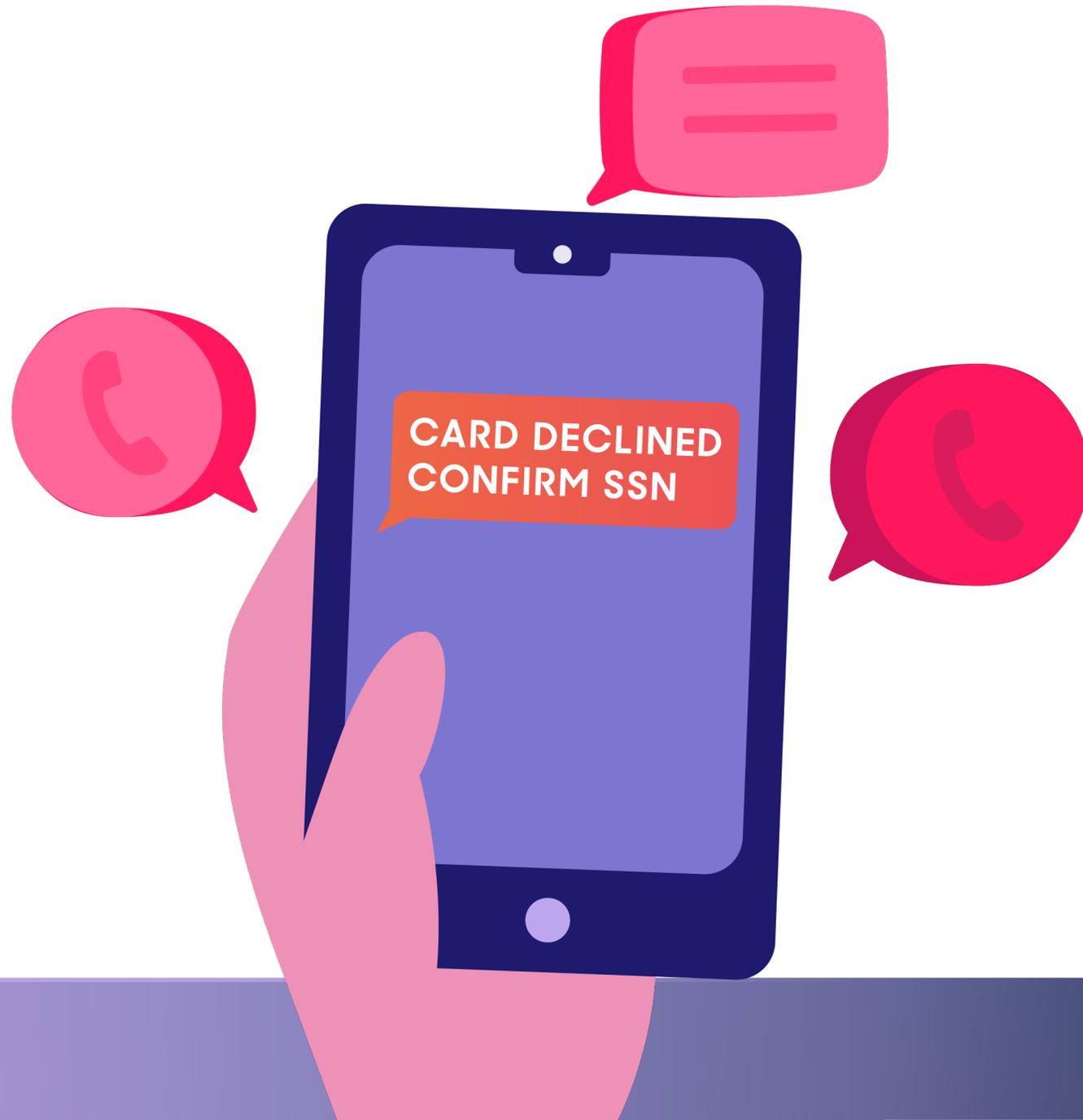


Joel Bernstein
Vice President, Regulatory
& Public Policy

Today we will cover:



1. Breakdown of the FCC Order & FNPRM
2. Panel Discussion



Robotexting complaints increased
5X from 2015 to 2022.



FCC Order Breakdown & Further Notice of Proposed Rulemaking

So, What Does it Mean?

Requires messaging providers to block texts from numbers that appear to be from numbers that are unlikely or unable to send texts

Requires mobile wireless providers to block –at the network level– texts purporting to be from North American Numbering Plan (NANP) numbers on a reasonable Do-Not-Originate (DNO) list

Why the FCC Mandated use of DNO for Messaging

1

The texts from such numbers are likely to be illegal

2

Illegal text messages can have links to malware, a problem that voice calls do not have

3

The volume of illegal text messages is increasing

4

Consumers expect to receive texts from unfamiliar numbers and are more likely to open even when they do not recognize the sending party

5

Benefits the consumer while imposing minimal burden on mobile wireless providers

Additional Provisions

- FCC is not placing a burden on the messaging providers to determine what is highly likely to be illegal
- FCC is requiring wireless providers to establish a single point of contact where originators can go to resolve blocking complaints
- FCC is not requiring text blocking notifications

What is the Timeline?

The provisions will be in effect **30 days** after publication in the Federal Register, which will happen shortly

DNO provisions will not be enforced until **6 months** after the Office of Management and Budget's (OMB) Paperwork Reduction Act (PRA) analysis is completed

Guest
Speaker



Bill LaRuffa
Senior Director,
Business Development

What's Next?

Determining if any authentication is necessary for texting.

Determine if phone numbers on the Do-Not-Call list will also be covered for unwanted robotexts.

Determine whether a rule similar to carriers blocking of originating providers could be adopted for messaging.

Close the lead generation loophole.

NPRM Timeline

Comments due **30 days** after publication in the Federal Register
which will happen shortly

Reply comments are due **30 days** after that

**Guest
Speaker**



Jaime Zetterstrom
Vice President,
Product Management

Questions?

Have additional
questions regarding
today's webinar?

Contact a Somos team
member today:

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