

M³AAWG Mobile Strategy

As we move deeper into the digital age, the landscape of fraud, phishing, and scams is evolving, especially within mobile environments. To better keep pace with the growing threats, M³AAWG has updated its Mobile strategy.

THE THREE FOCUS AREAS:



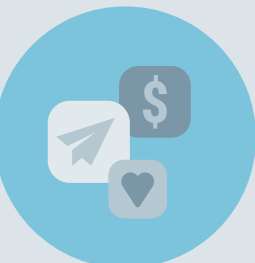
Mobile Communications

This includes various forms of communication via mobile devices—SMS, MMS, RCS, voice calls, and video conferencing apps. The primary threats here are scams, phishing, malware distribution, and intrusive marketing messages.



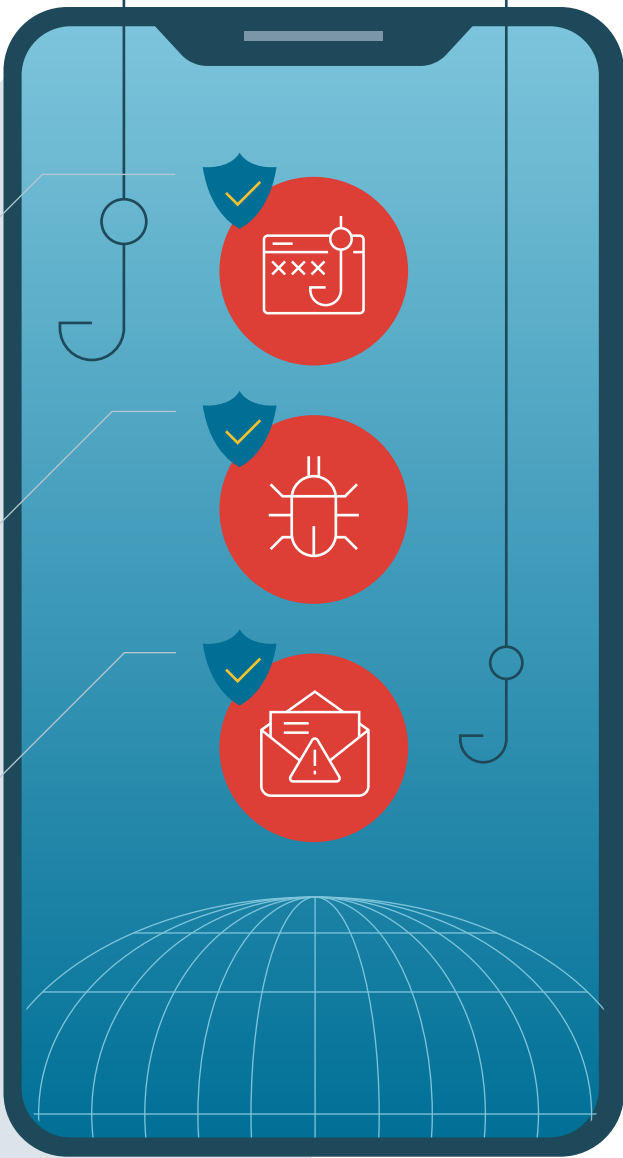
Mobile Devices

This subarea focuses on mobile operating systems (iOS, Android) and the actual devices from original equipment manufacturers (OEMs). The risks include malware, system vulnerabilities, and potential device hijacking.



Mobile Apps and Services

This encompasses a broad spectrum of applications that can be used to facilitate scams or become targets themselves (i.e., social media, banking apps, and gaming platforms).



M³AAWG Can Impact the Evolving Threat Landscape in Five Key Ways:



Equip the Industry with Best Practices:

Currently, the protection levels within the industry are inconsistent. By developing standardized best practices, M³AAWG can help equip businesses to combat fraud more effectively.



Enable Knowledge Sharing and Collaboration:

Scammers often exploit multiple platforms using similar techniques. Providing connection and establishing more collaboration among companies can help identify and combat these threats more proactively.



Offer a Safe Forum for Discussion:

M³AAWG provides a trusted forum environment to safely discuss problems and solutions, along with a collection of a broad spectrum of experts across the online industry.



Standardize Solutions:

The need for standardized solutions is more pressing than ever. M³AAWG can lead efforts to update and improve standards across the mobile ecosystem.



Educate Policymakers:

M³AAWG is committed to equip regulators by providing technical guidance and education on important regulatory matters impacting mobile.



www.M3AAWG.org

JOIN TO:

- ✓ Help solve mobile landscape challenges and solutions.
- ✓ Ideate and develop new best practices with mobile platforms in mind.
- ✓ Understand and STOP abusive techniques that bypass defenses.