

# Final Transcript

## **FEDERAL TRADE COMMISSION: Robocall Challenge Press Conference**

April 2, 2013/11:00 a.m. EDT

### **SPEAKERS**

Peter Kaplan  
Chuck Harwood  
Aaron Foss  
Kati Daffan

### **PRESENTATION**

P. Kaplan                      Good morning everyone. Welcome to our Robocall Challenge Press

could please turn off any devices that make noise now that would be great.



made it so easy and cheap for lawbreakers to hide their identities while  
blasting millions of calls.

And fourth, through videos, articles, blog posts, speeches and interviews

from this multi-

When we issued the challenge we were looking for a great idea that could be brought to market to help people deal with this illegal, national nuisance and our judges found not one winning solution but three. Indeed, they declared a tie between two individuals for the best overall solution prize. They also recognized one corporation with a technology achievement award for a submission by two of its engineers.

Now the judges used three straightforward criteria. Does it work? Is it easy to use? Can it be rolled out?

The judges had to determine which of the proposals would be most



use of technology and ingenuity to protect consumer privacy and prevent

ork still to be done and

concerns, nevertheless, on behalf of the millions of consumers who have received unwanted and illegal robocalls I hope industry will take up the next challenge of bringing to market the products incorporating the ideas of our winners.

here?

have a question, I think there are some in the audience that might, and if you would identify your affiliation that would be helpful to limit the questions to call from media representatives. So please raise your hand.

R. Marsh

the table how does it go on to be developed, eventually make its way onto robocalls anymore?

C. Harwood

Some details of each of the three proposals will be available through our

reach out to them.

First of all, they work with any phone, not just a smartphone. A lot of the current things work only with smartphones, but these work with any

s idea, it involves a method for deploying a filter that consumers can use via a cloud-based solution or cloud-based service. And they can access that filter through a simultaneous ring feature from their current phone. So in fact it requires no additional hardware.



about today.

W private sector now to pick up the ball to actually implement this, right?

C. Harwood

out solutions, solutions we believe are workable based on our judges,  
solutions we believe are workable based on what we know about the

reduce the number of f f f e00030057004B5700oc/F6 12 Tf1 0 0 1 180.02 331.97 T32E0

Do Not Call requirements.

that there are many, many 0 1 BDC BT res out-2E(a)5(her)DC Bg4(ououg)0ahrhers

But still, use the registry. Put your number on the registry. That will help reduce calls as well.

W Do you have any idea, like what is the ratio of calls that actually are slipping through despite the Do Not Call Registry? How big is the problem?

C. Harwood

complaints about robocalls alone every month, which suggests that 200,000 consumers are receiving calls every month.

W By having a contest like this I suspect you will open it up to some wacky responses of ideas and things. Can you tell us what some of those might have been?

C. Harwood

Wacky I hate to characterize. I will say that we got a lot of interesting ideas. Actual pictures that we got as part of the challenge that were running on the scroll video I think, right Kati? Do you want to talk about that?

K. Daffan

now to end illegal robocalls. So to your question, one of the nice things about this challenge is that we got a whole range of types of submissions.

Some of them might have been a little bit wacky. Some were very useful, practical tips that people are using today to reduce the number of illegal

-term

types of solutions. So we took some of those tips and made them into a video. And with respect to the long-term solutions and the other ideas,

tips is to check with your carrier or to investigate voice-over Internet protocol carriers that might have options to deal with some illegal calls.

One of the tips is some consumers said that they use the tri-tone. That is a rking.

Certain consumers said if they put that tone at the beginning of their answering machine or voicemail then it would convince some of the robocallers not to call them again.

And there were things like if you get a virtual number that has screening capabilities and you kind of pass all of your calls through that number then that would require you to change your phone number though.

So these are some of the things that people wrote in with that we thought other consumers might like to hear about.

C. Harwood Are there any other questions? Should we go to the phones? Operator, do we have anybody on the phone that would like to ask a question?

Moderator We have a question from Adrienne Jeffries with The Verge. Please go ahead.



