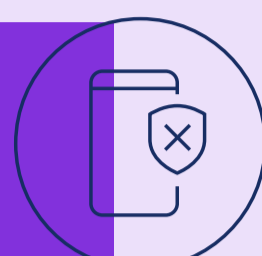


# FCC-Mandated STIR/SHAKEN Helps Drive Robocalls Down from 2019 Peak

Americans were bombarded with 78.9 billion robocalls in 2021, up slightly from 2020 but still well below the 106.9 billion robocalls received at the pre-pandemic peak in 2019.

## A Holistic Look at Robocalling in 2021

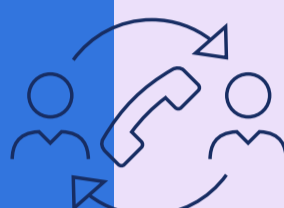
Robocalls rose 2% last year compared to 2020 but were down 26% from 2019.



While robocalls continue to frustrate consumers, a key finding from the Eighth Edition of **TNS' Robocall Investigation Report** was that only 5% of all high-risk calls originated from Tier-1 US carriers (AT&T, Verizon, T-Mobile, Comcast, Charter, Lumen and US Cellular).



So where are robocalls coming from? VoIP network providers accounted for 61% of total robocall volume in 2021, up significantly from 53% in 2020.



## STIR/SHAKEN Makes The Difference



The FCC-mandated STIR/SHAKEN implementation last June made a difference in total robocall activity.



Following STIR/SHAKEN implementation, more than 56% of the total calls in December 2021 were signed, significantly higher than the 35% in January of that year.



With another STIR/SHAKEN deadline for Tier 2 and 3 carriers looming in June 2022, there is optimism in the telecom industry that more progress will be made in terms of curbing robocall activity.

## Increased Pressure Leads Bad Actors To New Tactics



With the FCC putting STIR/SHAKEN measures in place, bad actors behind robocalls were forced to switch up their tactics.

In addition to targeting VoIP providers, robotexts and wireline numbers were targeted.



Robotexts have emerged as a way to circumvent new standards.

In December 2021, TNS found 48% of robotexts were from a robocall spammer.



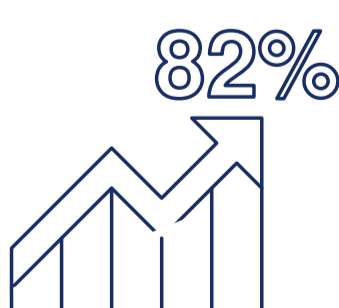
Wireline phone numbers were another target robocallers sought to exploit.

Nearly half (48%) of inter-carrier calls placed to wireline numbers in 2021 were unwanted, more than double the 21% of inter-carrier calls placed to wireless numbers.

## The Next Frontier For Robocall Protection: Branded Calling



Robocalls have eroded consumer trust in voice calls: while only 11% of consumers now answer calls from an unknown number, that number rises significantly when rich content such as caller name/logo are added.



The demand for branded calling is palpable among consumers. According to a recent TNS survey, 82% of consumers want their carrier to provide more caller information (brand logo, name, etc.) so they can make their own decision on whether to answer a call.



The evolution of branded calling takes a giant leap forward with TNS' Enterprise Branded Calling, which telecom providers are deploying to mitigate robocalls, restore trust in voice calling and improve the consumer experience.

Find out more at [tnsi.com](https://tnsi.com)

