

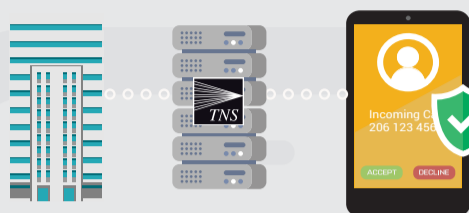
New Year, New Robocall Problems

While 2021 is poised to bring relief from some of the effects of 2020, it will still have its share of uncertainty, misinformation and chaos – all of which robocallers will take advantage of to gain access to unsuspecting citizens' money, personal information and more. We explore what to expect from the robocall industry in 2021:

Increased Traction from the TRACED Act



The expected benefits of the TRACED Act haven't yet fully materialized, but they will become more tangible in 2021

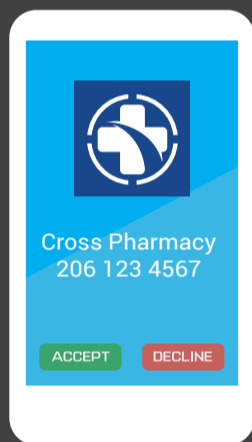


Larger carriers are expected to implement a STIR/SHAKEN solution by June 2021



The FCC, FTC and other law enforcement officials will have more reign to fight robocalls, something we began to see in 2020

Branded Calling will be Key in Public Health Initiatives



In 2020, contact tracers found mixed success due to consumers weariness to answer calls from unknown numbers

Public health agencies will rapidly adopt branded calling solutions to include the name, logo and message on their calls

This will indicate the call is legitimate and will increase pickup rates

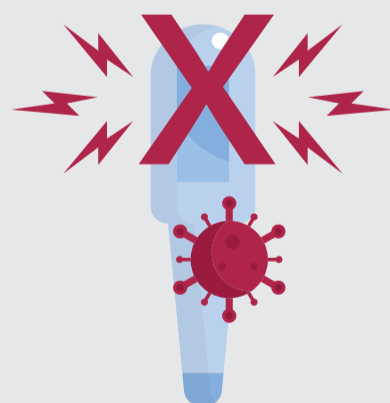
Bad Actors will Expand Robocall Tactics



Consumers are picking up phone calls less, driving bad actors to send more robotexts



Bad actors will begin to leverage AI-based deepfake technology to imitate a call recipients' family, friends and coworkers to con them out of money



Beyond extorting money and personal information from victims, bad actors will continue to send out misinformation campaigns, which will likely include telling people not to take the COVID-19 vaccine