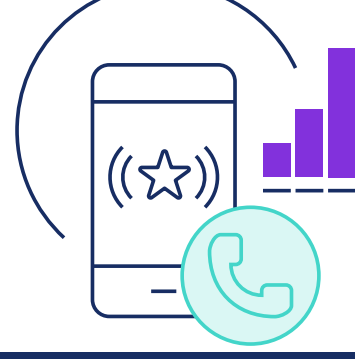


Robocall Volume Down by 8%, but Bad Actors Turned to New Tactics in 2022

TNS' bi-annual Robocall Investigation Report finds while robocall volume has decreased, consumers are still hesitant to answer voice calls – driving demand for branded calling solutions.

Tier-1 Carrier STIR/SHAKEN Compliance is Helping Combat Robocall Volume, but Bad Actors are Adapting Tactics



Americans Received **34.9 Billion** Unwanted Robocalls Over the First Half of the Year



But **only 8%** of this volume originated from the top-seven US carriers (AT&T, Lumen, Charter, Comcast, T-Mobile, UScellular and Verizon).

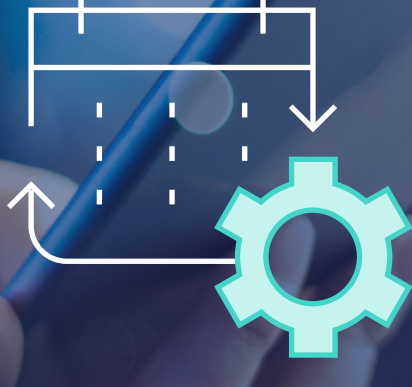


STIR/SHAKEN is paying dividends: **More than 63%** of the total *wanted* intercarrier calls at the end of the first half of the year were signed as legitimate



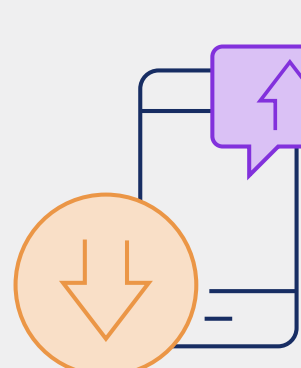
10% Increase from the End of Last Year

Over the last year, industry and government have been working together with far greater efficiency in fully implementing the STIR/SHAKEN mandate.



The final phase of this implementation strategy is due in June 2023 when the last of the smaller providers must adopt the STIR/SHAKEN framework. However, scammers and spammers are continuing to launch robocall campaigns from smaller carrier networks—and shifting to robotexts—to evade detection.

Bad Actors Turn to Robotexts to Evade STIR/SHAKEN Detection



While robocalls are **down by 8% in 2022**, robotexts are on the rise.

As STIR/SHAKEN improves call authentication across carrier networks, robotexts have been leveraged by bad actors as an effective way around this regulatory enforcement.

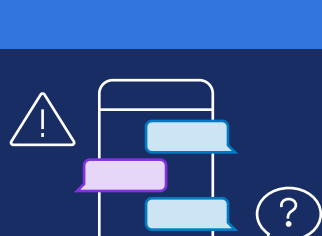
3x

Consumer complaints to the FCC about unwanted robotexts have tripled since 2019.

Bad actors have capitalized on disposable, text-enabled 10 digit telephone numbers that can be easily obtained through web-based services or pre-paid SIM cards.

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Nearly half of robotext scams during the first half of 2022 originated from bad actors using snowshoe messaging techniques, where the sender spreads their attack across multiple telephone numbers.



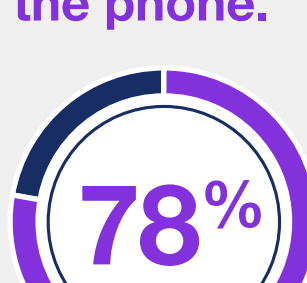
In total, robotext scams have **grown nearly 150%** over the last year and TNS has found that by the end of last year, **48% of the robotext scams** were from a robocall spammer.

Erosion of Trust in Voice Calling Fuels Demand for Call Analytics and Branded Calling Solutions



The proliferation of robocall scams has led to consumers no longer answering the phone.

However, according to a recent TNS survey, **78% of survey respondents** say they are more willing to answer the phone if the caller ID displays the logo and name of an organization they recognize.



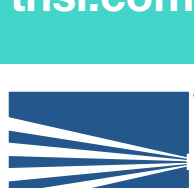
Over One Billion Call Events Every Single Day

By analyzing over one billion call events every single day and capturing crowdsourced feedback, **TNS Call Guardian®** enables carriers to identify more unwanted robocalls.

TNS Enterprise Branded Calling enables brands to deliver more information on who is calling so that the consumer is more educated and can feel more secure in answering and engaging with incoming calls.

To learn more about TNS' latest analysis of robocall data, request a copy of the Ninth Edition of TNS Robocall Investigation Report [here](#).

tnsi.com



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