

Milestone 10th Edition Robocall Report



Our latest bi-annual *Robocall Investigation Report* marks five years of providing the most accurate data to help carriers make mission-critical decisions and features updates on STIR/SHAKEN implementation, robocall volume and scams, and the future of branded calling solutions.

It's important to understand why TNS' data is different and why decision-makers continue to value and prioritize the findings in our bi-annual reports.

Good News for Call Authentication



As more carriers successfully implemented STIR/SHAKEN and regulators intensified their enforcement efforts in 2022, the 10th Edition reports Americans saw unwanted robocall volume decline year on year.



TNS customers have excelled in identifying and stopping fraudulent calls early, which mitigates unwanted calls reaching carriers' customers.

The good news is set to continue in 2023 as consumers can anticipate further progress in robocall mitigation in the run-up to the final stage of STIR/SHAKEN implementation in June.



But TNS has identified room for improvement with call authentication accuracy that is critical to the framework's impact going forward.



What's Next for Restoring Trust to Voice Calling?



TNS' *Robocall Report* affirms that the focus must expand to broader adoption of branded calling solutions that arm consumers with the information they need to trust calls from legitimate brands.



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According to TNS survey data, three-fourths of Americans refuse to answer calls to their wireless phone if they do not recognize the number.

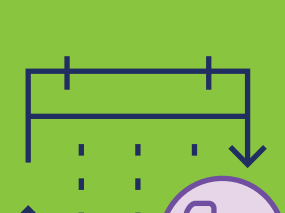
Therefore, solutions such as TNS Enterprise Branded Calling will be critical in helping improve customer call answer rates and engagement for businesses moving forward.



Fifth Anniversary Robocall Report



We launched TNS' bi-annual *Robocall Investigation Report* in 2018 to share insights, help shape industry decision making and serve as a critical tool in the fight against robocalls.



1.5 Billion Daily Call Events

That's around 2.5 trillion total call events over the last five years.

We're proud our *Robocall Report* insights are -



Trusted industry-wide

Utilized by local government agencies

FCC cited

Published and broadcast by respected journalists

Why Our Data is More Reliable



We support more than 125 service providers in North America, including four of the top seven US carriers and two of the top four wireless providers.

More Than **125** Service Providers



With nearly 250 million active subscribers, TNS has broader access to the largest cross-carrier call events. We have eyes on the bigger picture across a wider breadth of service providers and traffic populations than other providers.

250 Million Active Subscribers



TNS has an unsurpassed ability to categorize and properly attribute incoming calls. This visibility is key to differentiating between legitimate robocall activity and scam.

Interested in finding out more? There's still time to request a copy of the TNS 2023 *Robocall Investigation Report* via our website:

tnsi.com/tns-robocall-investigation-report/

