

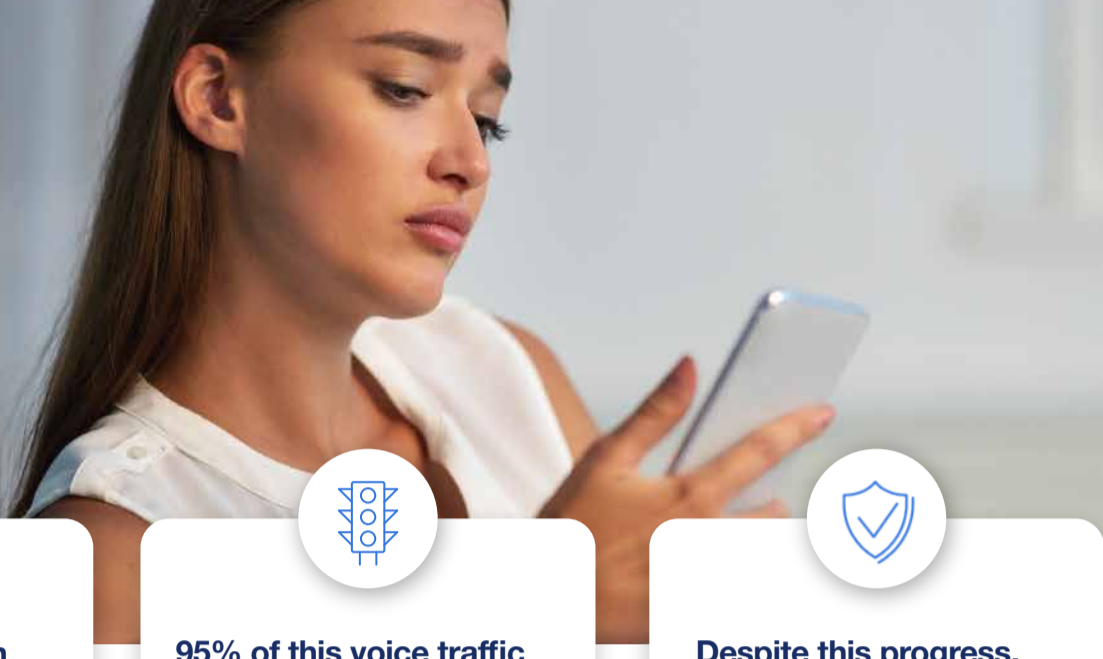


Data, Trends and Scams: TNS 2024 Robocall Investigation Report Out Now

Last year represented a milestone for the STIR/SHAKEN mandate, but have the full benefits been realized yet? The top seven US carriers (Verizon, UScellular, T-Mobile, Lumen, Comcast, Charter and AT&T) have started seeing the value from STIR/SHAKEN signatures, yet TNS data reveals an interoperability gap persists between them and smaller operators in call signing and robocall mitigation.

[Download TNS' Robocall Investigation Report](#) to learn more.

Gap Remains Between Tier-1 and Smaller Carriers



Signed traffic between Tier-1 carriers increased to 85% in 2023, according to TNS' Robocall Protection team.



95% of this voice traffic is signed with the highest level of attestation (A) – when both the caller and phone number being called are authenticated by the service provider.



Despite this progress, only 17% of calls from Tier-1 to smaller carriers were delivered with a signature last year.

Call signing through STIR/SHAKEN refers to calls traveling through interconnected phone networks having their caller ID “signed” as legitimate by originating carriers and validated by other carriers before reaching consumers.

Benefits of Network Transformation Solutions

To keep pace with call authentication and robocall mitigation gains made by Tier-1 carriers, smaller operators should:

Continue a digital transformation path

Improve SIP signaling

And tap industry-leading TDM Link Replacement solutions to convert to the signaling protocol required to support STIR/SHAKEN.



AI Scams – An International Problem

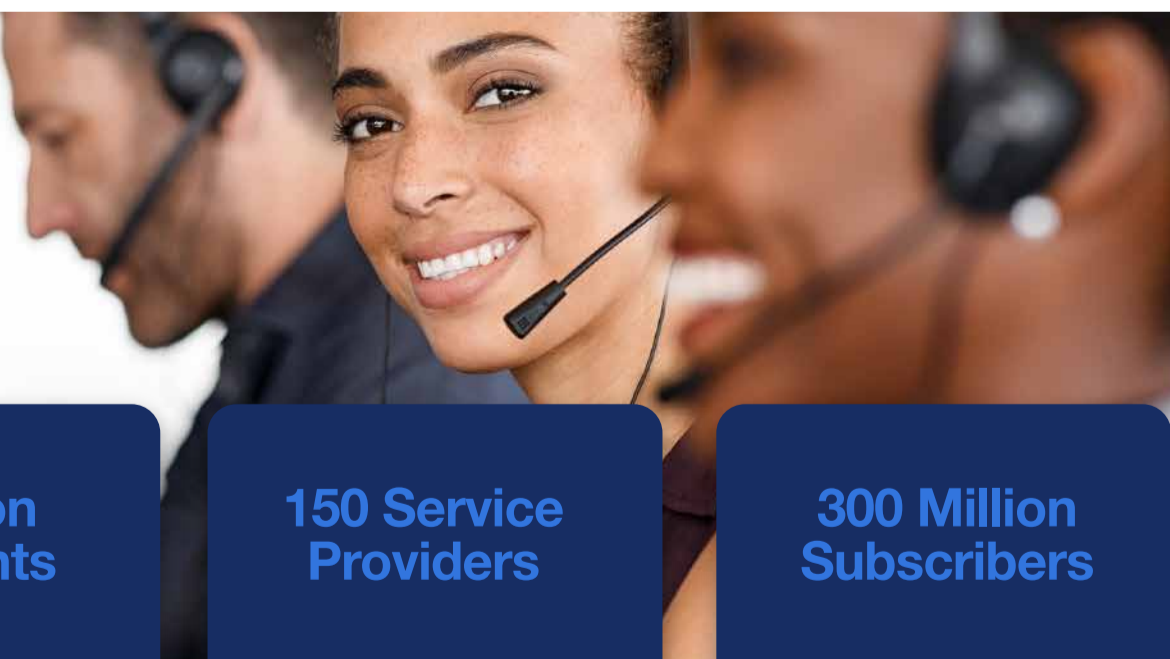


TNS reported on convincing AI voice (and text) cloning scams in 2023 from bad actors with access to generative AI who targeted consumers and businesses internationally.

The growing accessibility of AI voice cloning tools and rising threats from election disinformation robocalls ahead of the US presidential election pose risks across multiple fronts to consumers.

Last year, TNS launched AI Labs, a pioneering initiative that will research and develop new AI solutions (including voice biometrics, predictive call analytics, generative AI and AI SMS detection) to help carriers stay ahead of bad actors.

About TNS Robocall Investigation Report Data



1.5 Billion Call Events

With 30 years of call identification experience, TNS handles over 1.5 billion daily call events from over 500 operators.

150 Service Providers

TNS directly supports more than 150 service providers in North America and serves four of the top seven US carriers and two of the top four wireless providers.

300 Million Subscribers

With nearly 300 million active subscribers, TNS has superior access to the most amount of cross-carrier call events.

TNS 2024 Robocall Investigation Report is available to [download](#) now.

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