



# TNS' Half Year 2024 Robocall Investigation Report Out Now

TNS' Half Year 2024 Robocall Investigation Report features discussions on the effectiveness of STIR/SHAKEN a year on, including a look at the volume of signed calls from both large and small carriers, political robocall disinformation attempts in the lead-up to the election and a call for a multifaceted response to the threat AI-assisted robocalls pose.

[Download](#) the report to learn more.

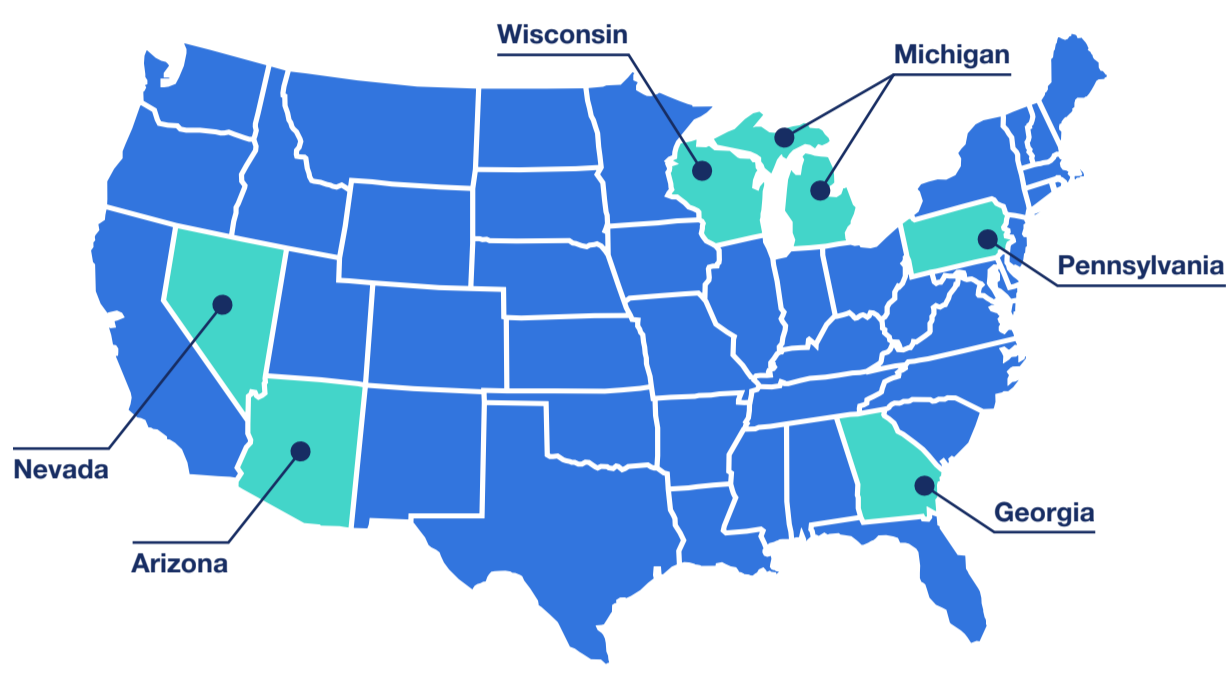
## STIR/SHAKEN, a Year On

Carriers are increasing signed call traffic, however, SIP interconnectivity issues and the onslaught of unwanted robocalls continue to pose risks for carriers and subscribers. Greater migration to IP is needed to ensure network and business viability for smaller carriers.



## Political Robocalls Persist

Although the spike in political robocalls seen earlier in the year has subsided since the conclusion of the primaries, activity is likely to rise again around conventions, debates, as well as the election itself.



## Prevalent Robocall Scams in 2024



### Home Selling and Home Improvement Scams

Scammers posing as realtors with a financing 'deal' that requires an 'administrative fee' to be paid upfront or pretending to be contractors offering deals on popular improvements that require a 'down payment'.



### Cryptocurrency Scams

Scammers are taking advantage of the user anonymity of cryptocurrencies to receive payments without being traced through Bitcoin ATMs, blackmail and extortion, and mining job listings.



### Tax Scams

Offers of illegitimate tax-preparation and tax-debt-relief services or bad actors posing as IRS representatives.



### Financial Hardship Loan Scams

Scammers are capitalizing on people who are in debt and looking for a lifeline by claiming to be from specialist loan centers to gain their personal information and/or trying to claim upfront 'administrative fees'.

68% of Americans never answer phone calls from unknown numbers, according to TNS survey data.

## AI-Assisted Robocalls Narrowing in on Targets

Despite the FCC ruling making it illegal to use AI-generated voices in robocalls, fraudsters are continuing to focus their AI-generated scams in two ways:



### Broad Reach

Replicating politicians, celebrities and other public figures to cast out to a large group of potential victims to spread potential misinformation.



### Reputation Management

Exploiting potential victims' family members and friends with higher demands and threats.

The FCC's strong anti-AI fraud stance has been effective so far, focusing oversight on the use of the technology and not the technology itself.

73% of US adults are concerned about AI-generated deepfake robocalls that mimic the voice of a loved one to try and scam them out of money.

## About TNS Robocall 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.

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