



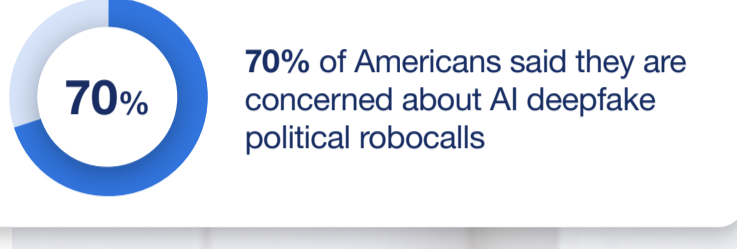
America Votes – 2024 US Presidential Election in Robocalls eBook Out Now

The 2024 US Presidential Election has brought many issues plaguing voters across the board to the forefront of the national consciousness, and the candidates' campaigns, as November 5 draws closer. TNS research has discovered that there is one thing that American's are aligned on, on both sides of the divide – their concern about political robocalls, in particular AI deepfake voice cloning.

In this infographic, we provide a preview into the research that TNS commissioned, presented in its latest eBook.

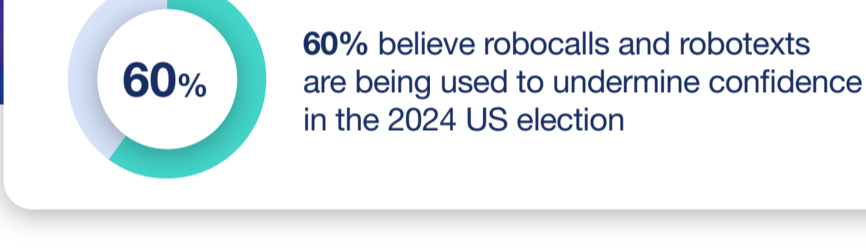
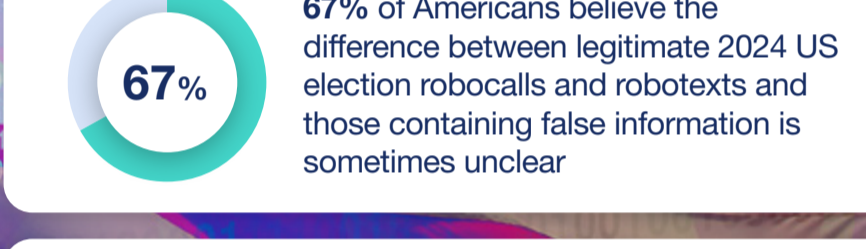
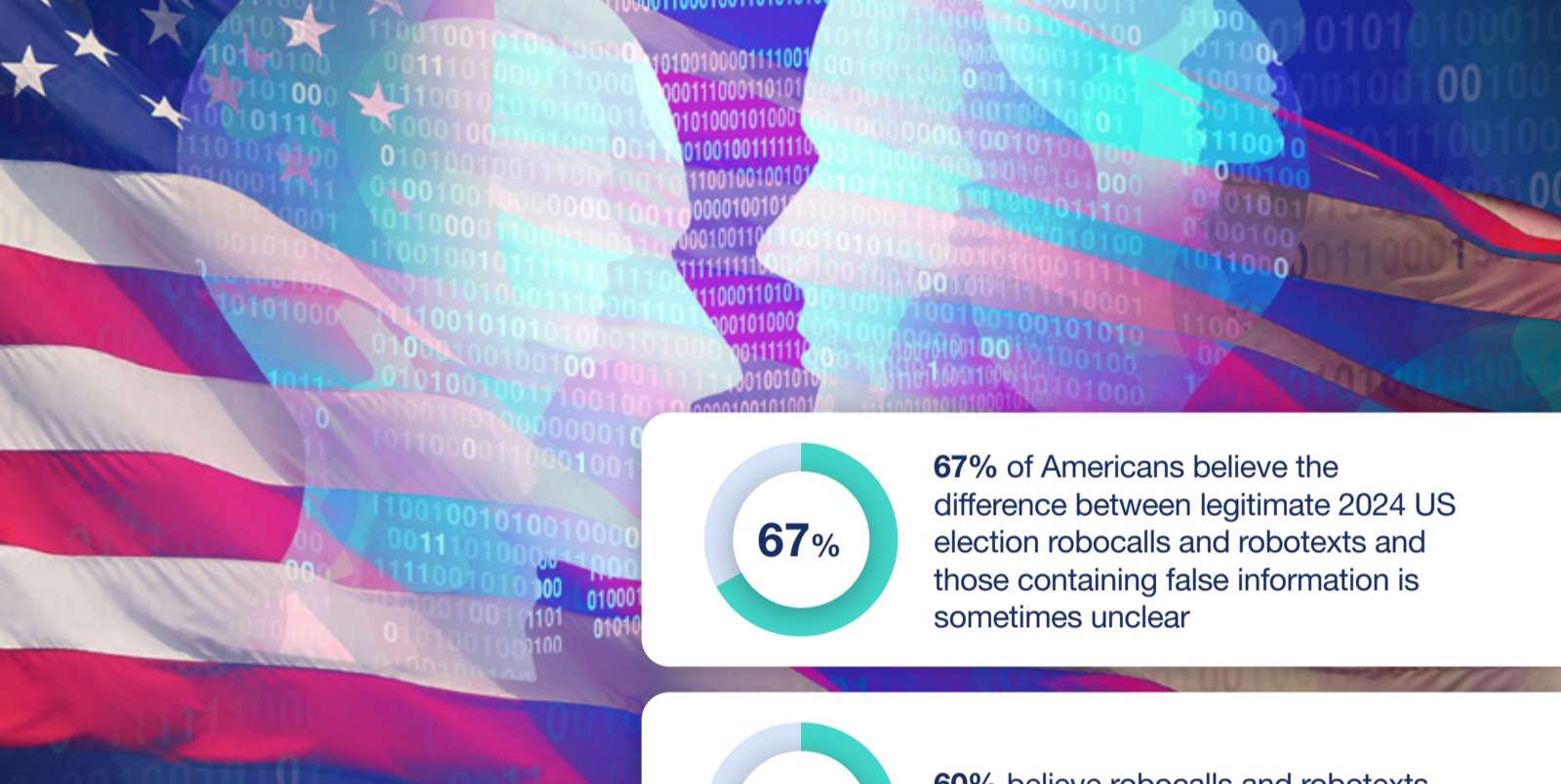
Absolute Majority Concerned About AI Deepfakes

The rise of AI-generated voices being used in political robocalls has led the US public to be concerned about their impact on the presidential election. This is unsurprising considering the international coverage about the robocall with the AI-generated voice of President Biden that hit New Hampshire voters in January 2024.



Robocalls Fueling the Spread of Potential Election Misinformation

The start of this election year saw an increase in political robocalls, and with that has come a wave of reports of potential misinformation being spread. Fraudulent political robocalls are impacting voters trust in the voice channel when it comes to election season.



Putting AI Policy on the Ballot

As policy around the use of AI for nefarious means is still in its infancy, the American people have already cast their vote for who should be educating the public on the risks of AI.



A Majority Leader in Robocall Solutions

The data presented in TNS' latest eBook proves that there is still work to be done to restore trust in the voice channel, especially in the political sphere.

With over 1.5 billion call events across more than 500 operators analyzed every single day, TNS is enabling carriers to identify more unwanted robocalls and helping enterprises protect their brand and consumers.



-  Accurately detect robocalls and caller ID spoofing with **TNS Call Guardian®**
-  Ensure only verified calls reach your customers and block non-authenticated calls from reaching subscribers with **TNS Enterprise Authentication and Spoof Protection**
-  Display your business name and logo on incoming call screens to help improve your answer rates and desired call outcomes with **TNS Enterprise Branded Calling**
-  Comprehensive reports that present outbound call metrics, including calls answered, declined, blocked and missed, for enterprises with **TN Insights**

TNS' **America Votes – 2024 US Presidential in Robocalls eBook** provides up-to-date insights from US subscribers on the current opinion on political robocalls in the lead up to the 2024 US presidential election, as well as the role of AI and who should be warning and educating the public on scams.

tnsi.com/resource/com/america-votes-2024-us-presidential-election-in-robocalls-ebook

