



# Data, Trends and Scams: TNS' 2025 Robocall Investigation Report Out Now

Discover an in-depth analysis of signed call traffic from both top-tier and non-top-tier carriers, the prevalent scams that targeted consumers in 2024 and the international challenges posed by robocall scams.

Request a copy of TNS' 2025 Robocall Investigation Report to learn more.

## Robocall Bad Actors Exploit Vulnerabilities of Non-Top-Tier Carriers

The industry-leading carriers, AT&T, Verizon, UScellular, T-Mobile, Lumen, Comcast and Charter, appear to have successfully implemented STIR/SHAKEN and mastered the FCC's new mandate.

Interconnectivity performance between the top seven carriers remained high in 2024, with 86% of all traffic being signed and 95% of that total signing with "A level" attestation.

The percentage of signed calls between non-top-tier carriers fell by nearly 25% in 2024.

Unfortunately, robocall bad actors have exploited these providers' reliance on legacy TDM circuits – and the dropping of the original STIR/SHAKEN information – to hide malicious, unwanted robocall traffic.



## Top Scam Trends of 2024 to Beware of in 2025



### Political Scams

Fraudsters often spoof legitimate organizations, like state and national party committees, to solicit funds or personal information.



### AI Scams

AI voice cloning is used in ransom schemes where a family member's voice calls for help – this could be anything from being held hostage to needing money for a fake hospital bill.



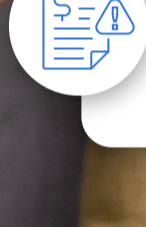
### Pre-Authorized Purchase Scams

Scare scam tactic in which a target believes someone is trying to buy an item using their bank account, panics and gives up sensitive information.



### Health-Related Scams

Bad actors target senior citizens by claiming to be an "advisor" from the Medicare enrollment center to steal personal information.



### Tax-Related Scams

Offers of illegitimate tax-preparation and tax-debt-relief services or scammers posing as IRS agents.

## Unwanted Robocalls Pose International Threat

Around the world, millions of unwanted robocalls harass subscribers every day. Many calls are legitimate, but several of today's imaginative scams are being quickly replicated in other countries and in multiple languages. Some of the international scams seen in 2024 include:

In Australia, deceptive robocalls impersonating the Australian Digital Health Agency attempting to get individuals to enroll in a program to obtain their "health record."

In Mexico, "collect call" scams are often targeted at Mexican and US citizens with relatives living and working in the US.

Seasonal scams, such as tax-preparation, fake medical insurance schemes and educational institution scams all occurred in the UK, Australia, Slovakia and India.



## About TNS Robocall Investigation Report Data



With 30 years of call identification experience, TNS handles over 1.8 billion daily call events from over 500 operators.



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 carriers.



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



TNS' 2025 Robocall Investigation Report is available on request now.

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