



Connect

NEWSLETTER

March 2025



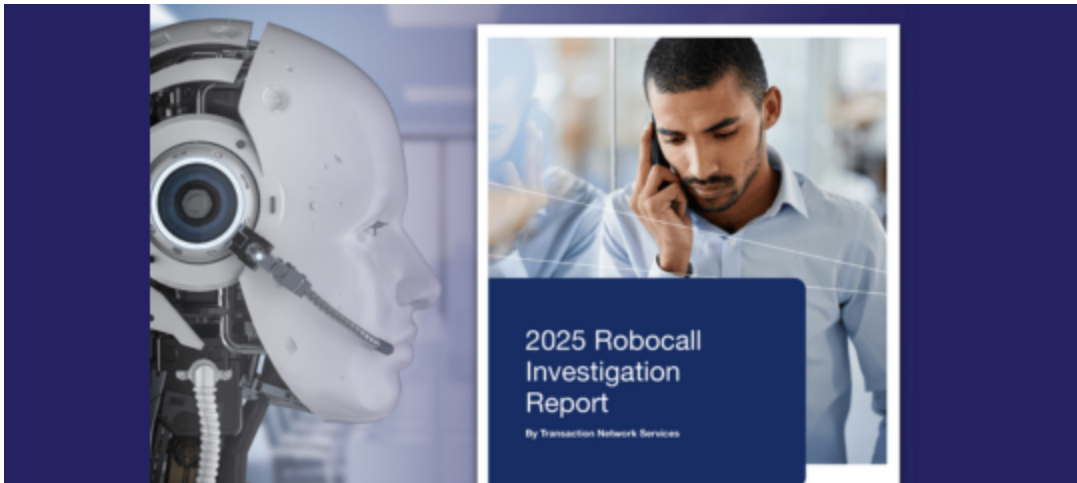
Introduction

We start our latest issue of Connect with our 2025 Robocall Investigation Report, which highlights several new robocall insights and trends to help carriers, regulators, policymakers and the telecom industry prepare for what lies ahead in 2025.

Keep reading to discover more exciting news and updates, including a blog post on 2025 telecom predictions, TNS award wins and more.

If you have any questions on the topics covered in this newsletter, please email solutions@tnsi.com or contact your Account Manager.

Seth Walton, General Manager
TNS Communications Market



TNS' 2025 Robocall Investigation Report Out Now

Our latest Robocall Investigation Report, available now, offers an in-depth analysis of signed call traffic, indicating that while top carriers appear to have successfully implemented STIR/SHAKEN and the FCC's new mandate, robocall bad actors continue to exploit the vulnerabilities of non-top-tier carriers. The report provides meaningful insights into the prevalent scam trends of 2024 to beware of this year, including the rampant rise of political robocalls, as well as international threats posed.

[Request a Copy the Report](#)



TNS' Award Wins

TNS is excited to share that our TNS Call Guardian solution has been awarded the Platinum Winner in the Future Digital Awards' Robocall Mitigation Innovation category. We are honored that TNS' pioneering solution has been recognized in 2025 by award organizers' Juniper Research. Additionally, TNS and our CEO Mike Keegan have been named 2024 Tech Company and Executive Honorees by the Northern Virginia

Technology Council's Tech100 Awards. The awards honor companies, executives, and emerging leaders who exhibit exceptional innovation and contribute significantly to economic growth in the region.



Upcoming Events

We hope to connect with many customers at various events throughout 2025, including CCA's Mobile Carriers Show, April 14-16, in Denver, Colorado. To view all TNS' events, visit our [Upcoming Events webpage](#).



Trending Scam of the Month

Our Robocall Protection team continues to compile the latest robocall scams and tactics deployed by bad actors. Tax season is here again and so are the scammers. Protect your subscribers and check out our [Scam of the Month page](#).



2025 Telecom Predictions from TNS' Greg Bohl

In 2024, unwanted robocall campaigns, including AI-generated deepfakes and disinformation campaigns, made it difficult for Americans to distinguish between legitimate calls and realistic scams. In this blog post, Greg Bohl, Chief Data Officer at TNS, explores how the telecom industry must level the playing field by harnessing AI

for good in 2025. TNS' AI Labs research initiative is leading the way in the telecom industry's fight against robocall bad actors by focusing on two essential solutions: voice biometrics and AI call and text spam detection. Read the full blog post to learn more about these solutions and how they can help make an impact in 2025.

[Read the Blog](#)



Fighting Back Against the Rise of Impersonation Scams

This informative [infographic](#) offers an overview of the prevalent scams to be aware of, along with the solutions and technology available now to help you safeguard your brand reputation and protect customers' data.



Branded Calling Insights 2024 – A Review of Branded Calling Adoption

TNS' latest eBook, available for [download](#), provides insights into the exceptional growth of branded calling in key industries, new solutions developed to enhance branded calling's effectiveness and what's expected for fraud protection in 2025.



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