State of the US Phone Call

SIPNOC 2024

Jonathan Nelson, Director of Product Management
jnelson@hiya.com

HIYA PROPRIETARY AND CONFIDENTIAL

Hiya Protect runs on a global Voice Security Network

250+ million

Hiya Protect

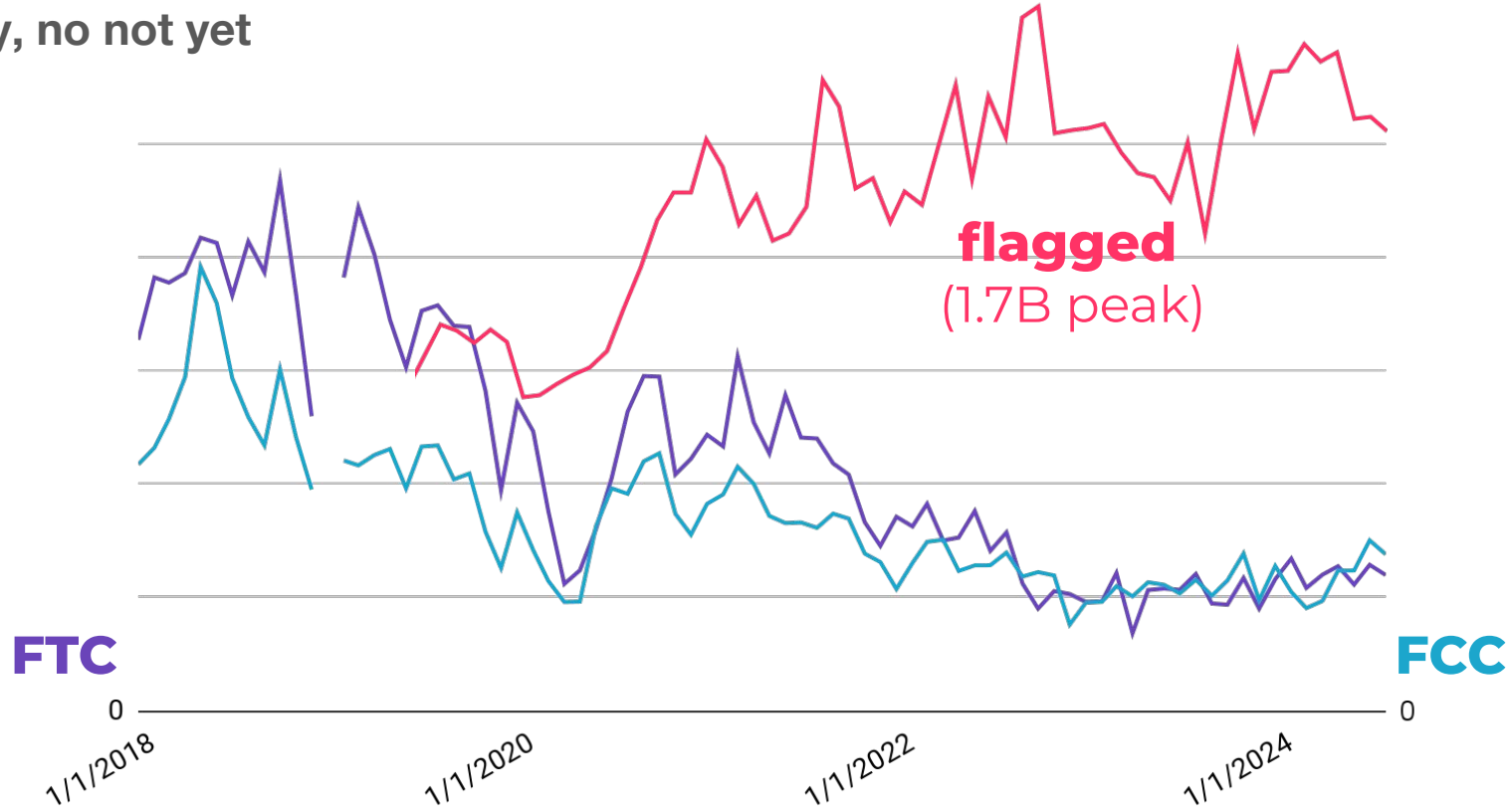
Secure carrier networks and protect subscribers from fraud and nuisance calls

AT&T SAMSUNG BT EE ROGERS MÁSMÓVIL telenor gabb WIRELESS ERICSSON TITANIUM NOKIA

hiya

Has the spam problem gone away?

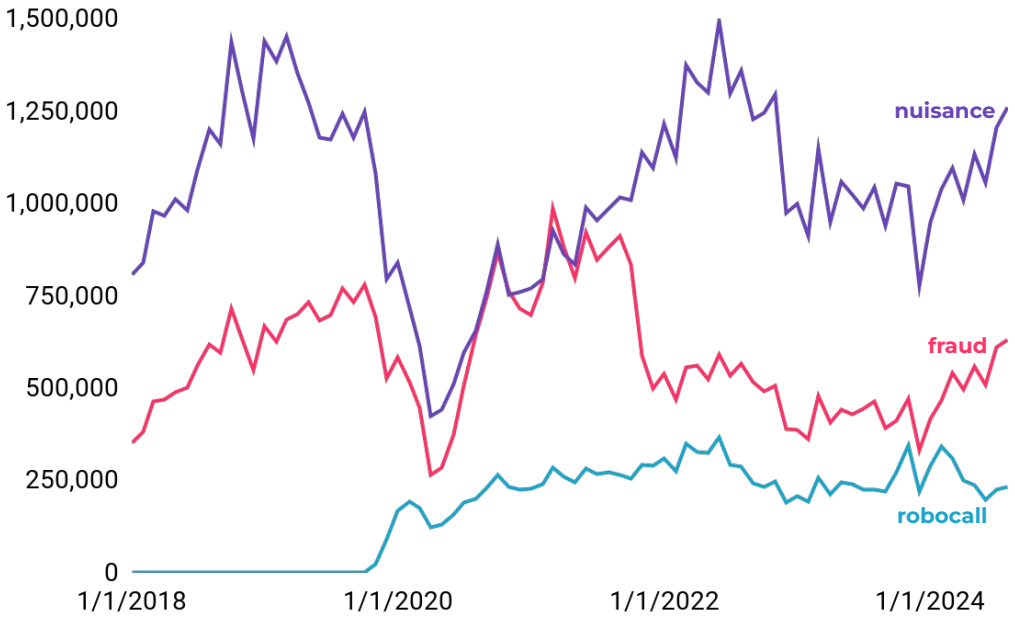
Sorry, no not yet

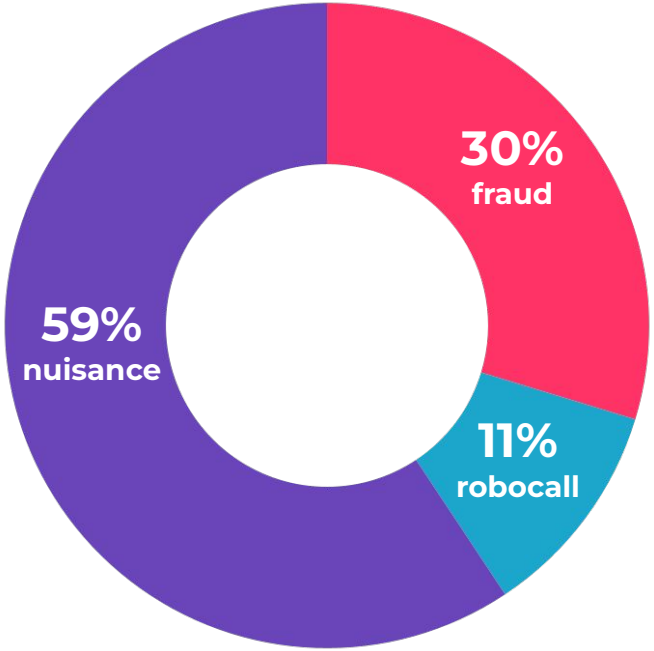


hiya

Recipients reiterate that spam, fraud still rampant

But they don't follow the same patterns

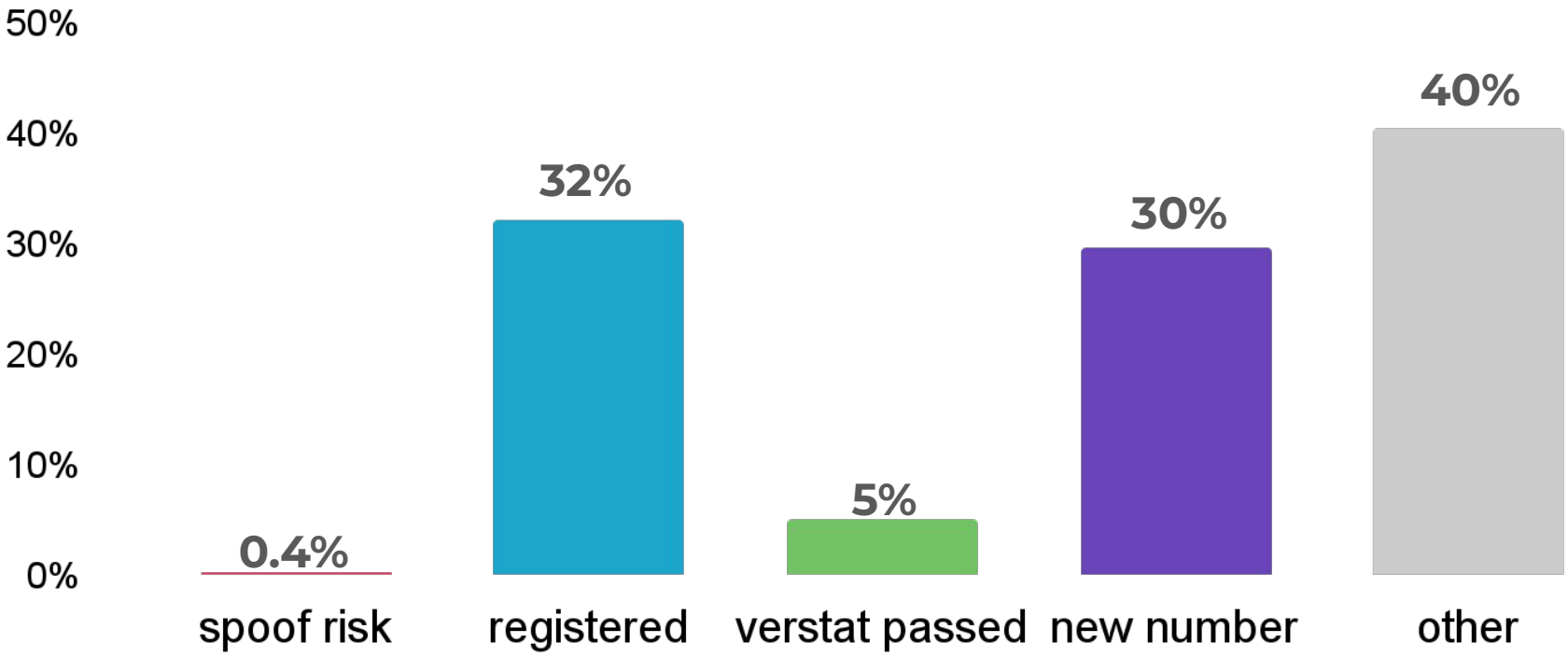




hiya

How is this spam still being created?

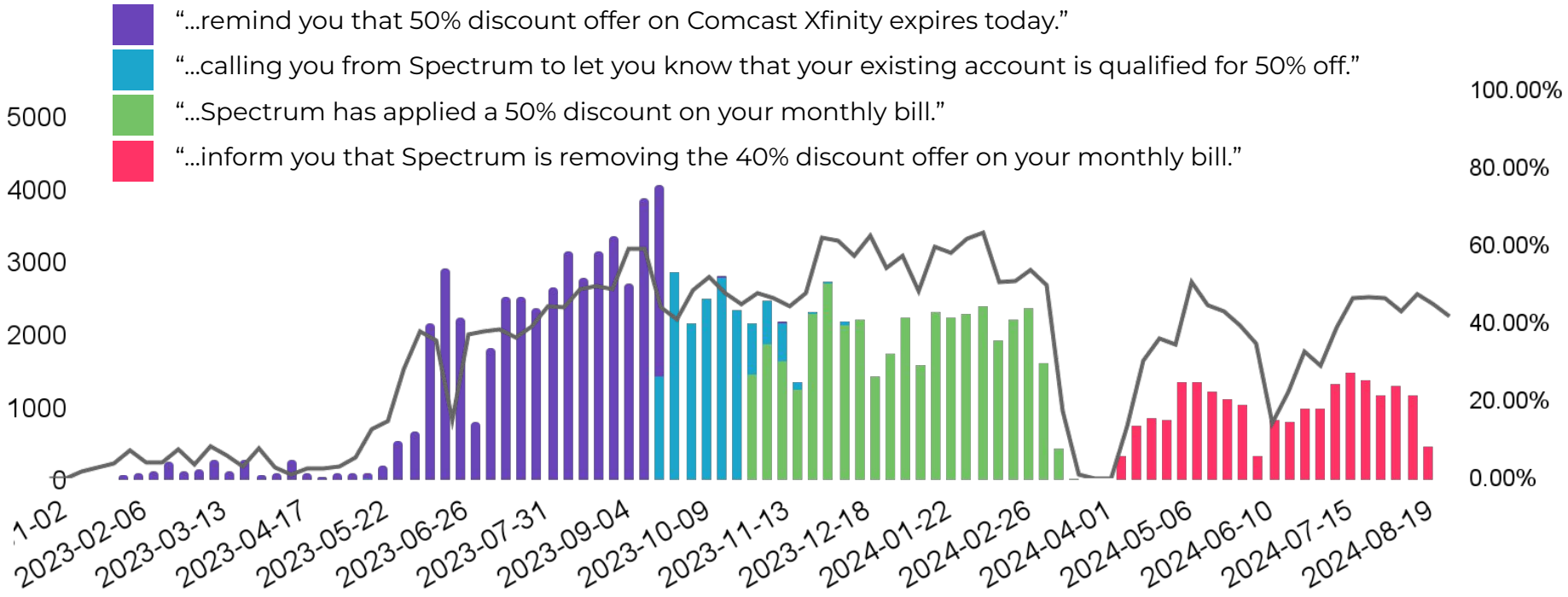
A review of a few common techniques in reported calls



hiya

A case study: The Comcast/Spectrum discount scam

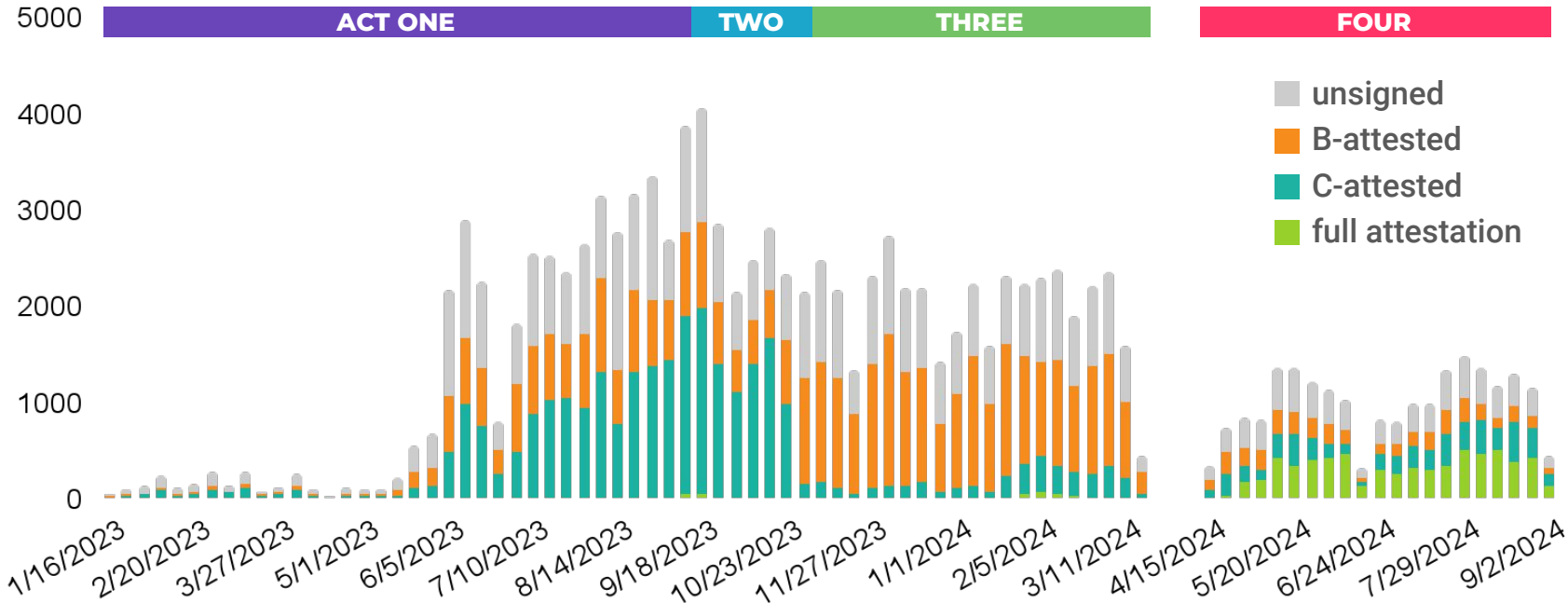
A romantic tragedy in four acts



hiya

Who is behind the Spectrum campaign?

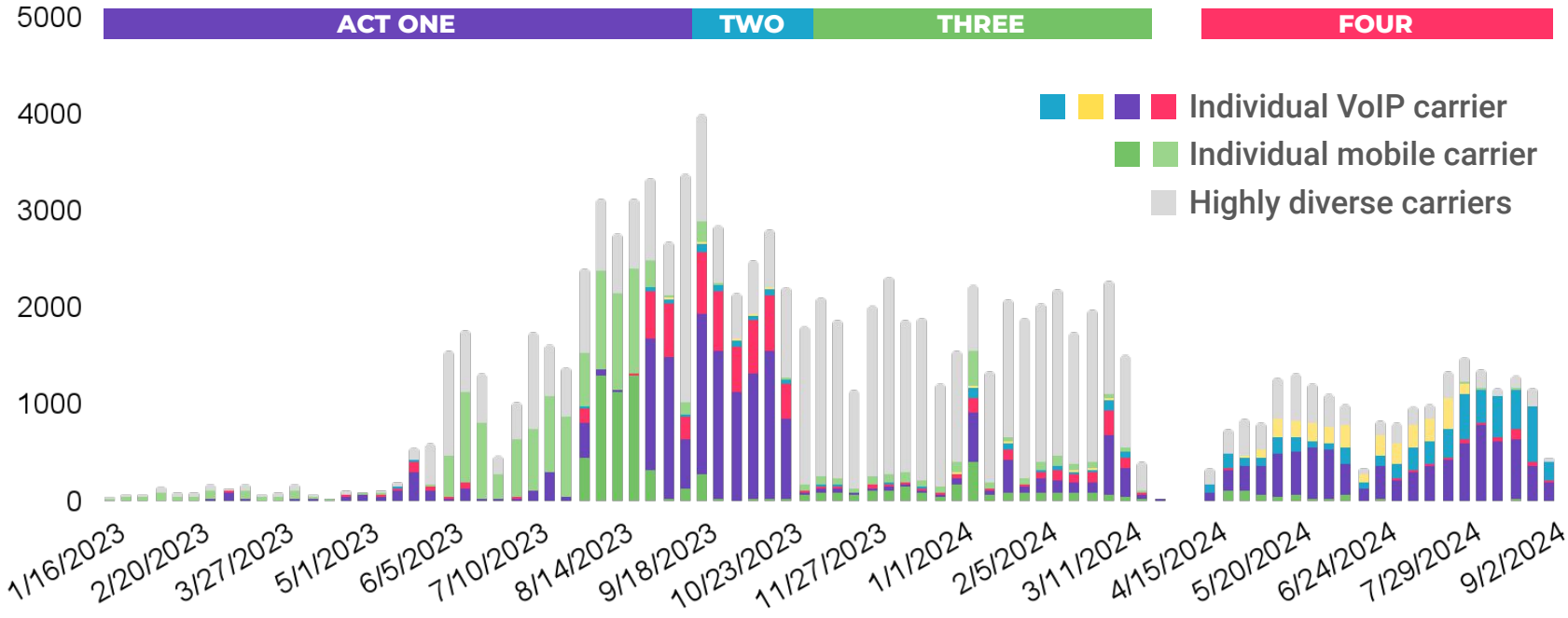
Are they spoofing, or are they one of your customers?



hiya

Who is behind the Spectrum campaign?

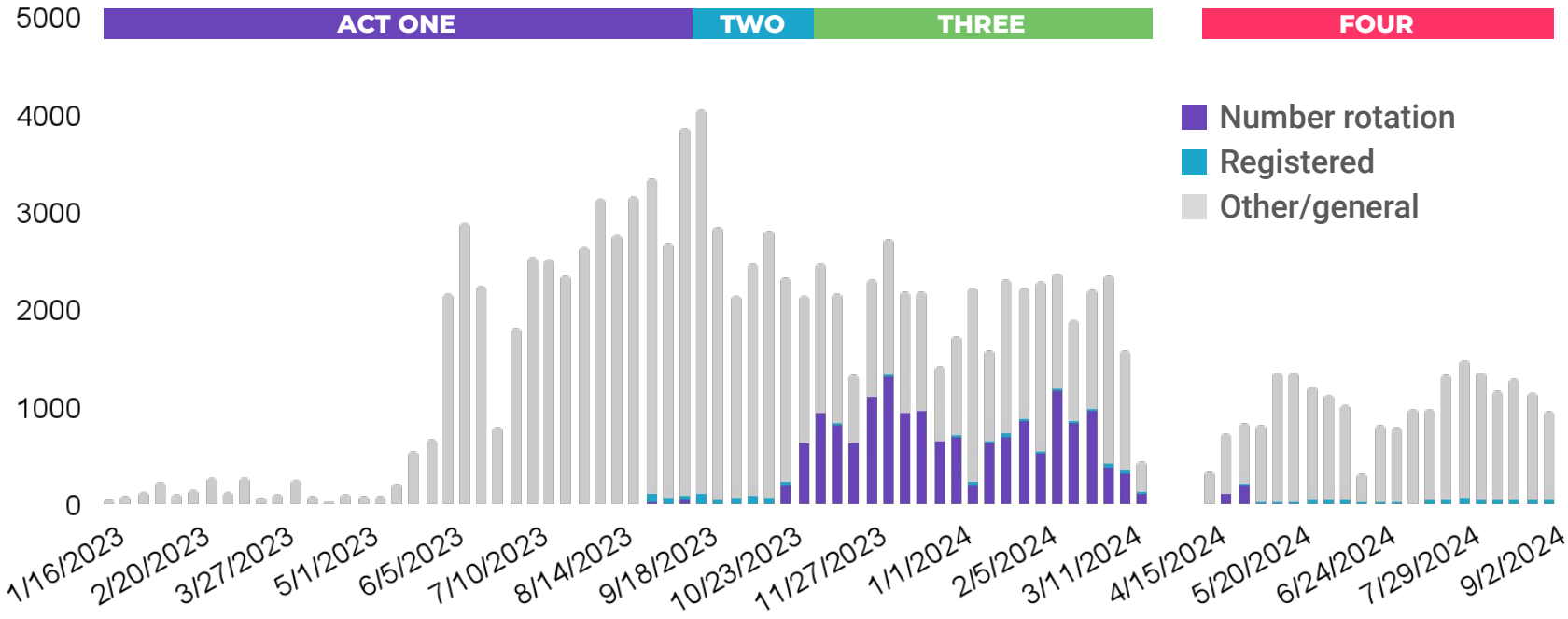
Are they spoofing, or are they one of your customers?



hiya

Who is behind the Spectrum campaign?

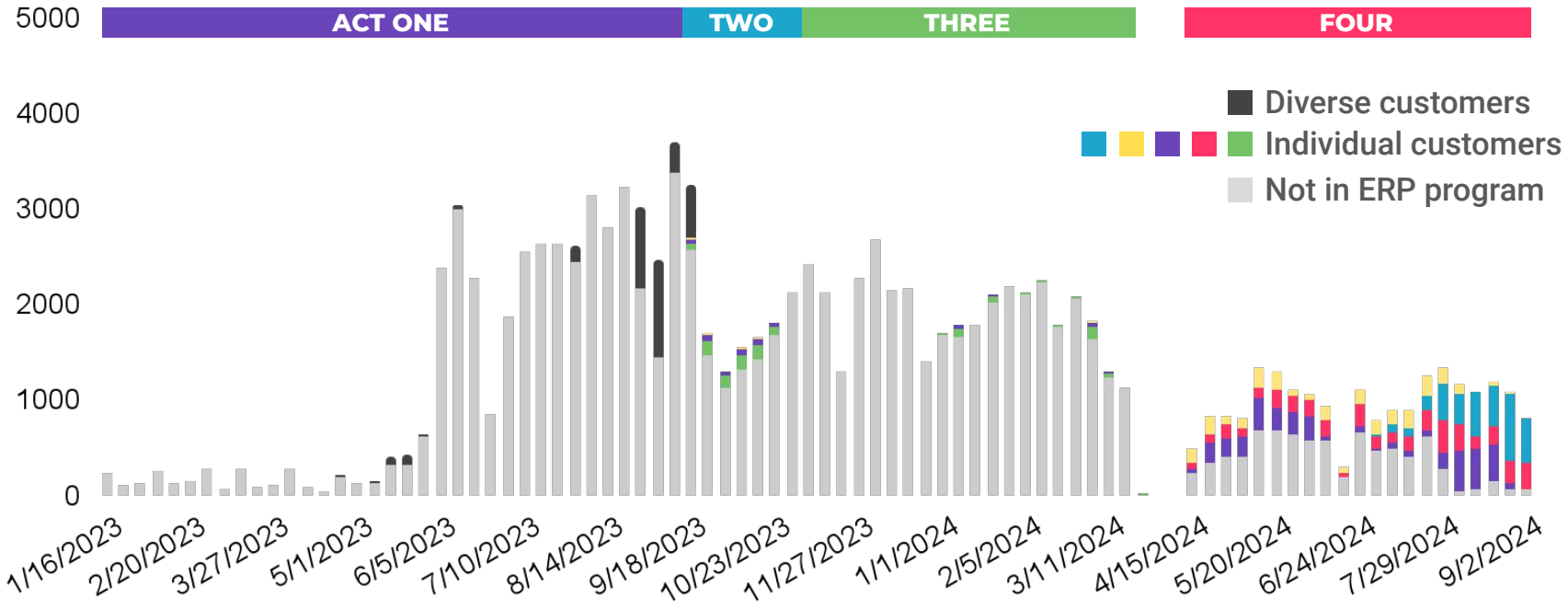
Are they spoofing, or are they one of your customers?



hiya

Who is behind the Spectrum campaign?

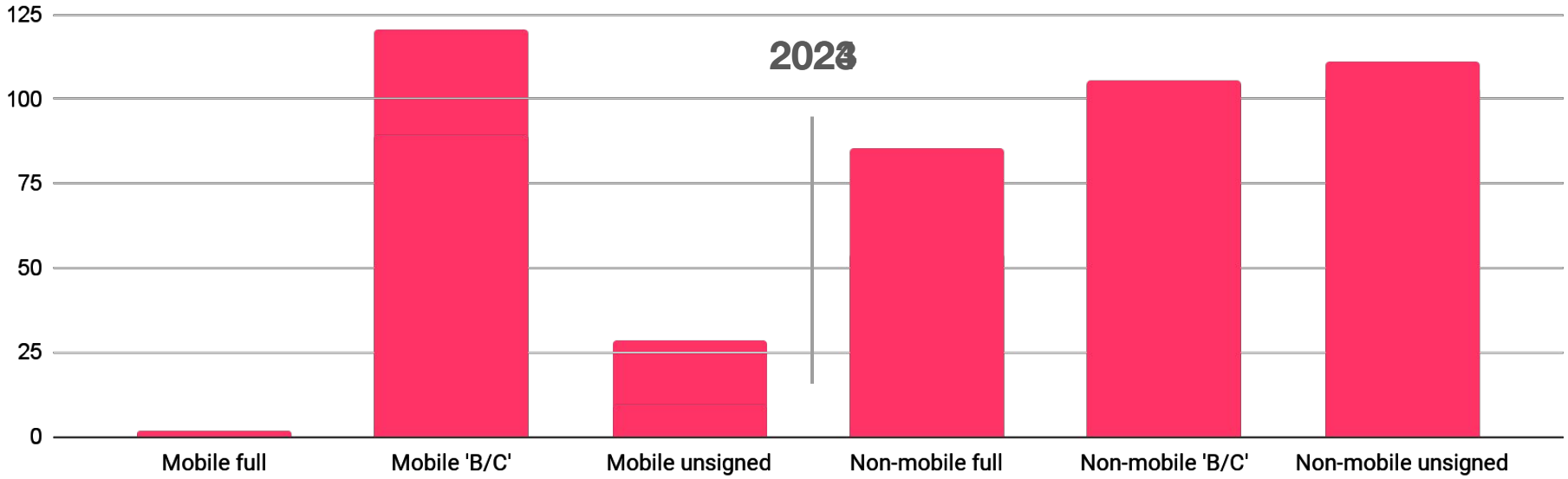
Are they spoofing, or are they one of your customers?



hiya

Is STIR/SHAKEN making a difference?

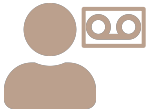
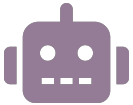
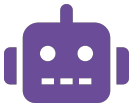
Still a valuable signal against mobile spoofing



hiya

The best scam is when no one knows they were scammed

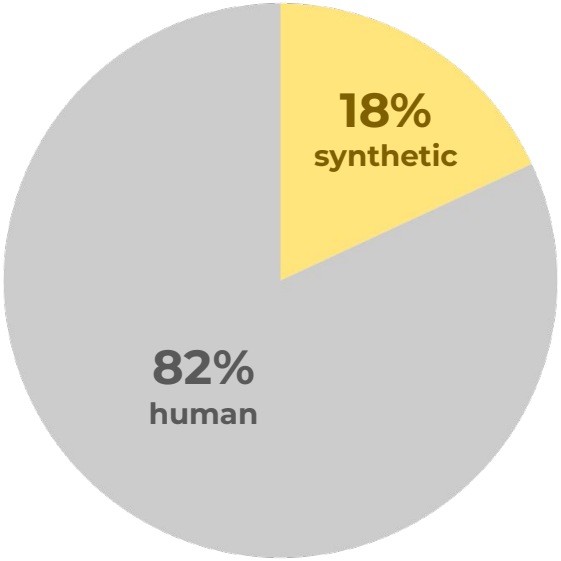
The new tactics of scammers hide them from all of us.

HOW IT'S MADE	HOW IT'S PLAYED	EXPERIENCE
		Live operator: Very expensive but flexible and plausible deniability
		**Robocall:** Cheaper but rigid and easy to detect as illegal
		IVR fake dialog: Rigid and expensive, but weak plausible deniability
		**Synthetic robocall:** Cheap and flexible but easy to detect as illegal
		**LLM chatbot:** Will become cheap, extremely flexible, challenging to detect

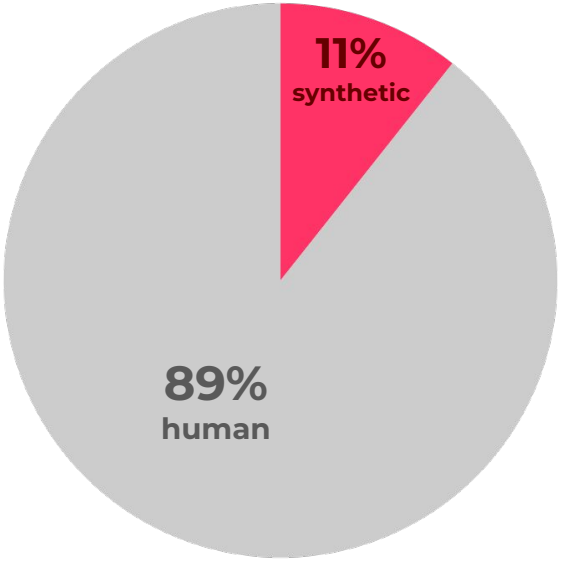
hiya

Hiya AI Voice Detection detects synthetic voice

Proven in our honeypot with a few seconds of audio



all honeypot calls with any transcript



calls that are creating a dialogue (ask a question)

hiya

Wrap-up

(Finally, I'm hungry)

- Spam traffic is at an all-time high
- 40% of reports are on scam or fraud
- Spectrum scam shows scammers are still iterating in carrier, spoofing, script, and more
- Registration focuses on the caller, not the number
- Synthetic voice (and LLM) are a surging wave for cheaper and more effective scams

We can't stop scam calls. We cannot arrest them.
We can only make scamming unprofitable.

CONTACT HIYA TO:

Experience our synthetic audio detection first-hand

Protect your subscribers from fraud globally

Add your customers to the Enterprise Reputation Program

Thank you!

Jonathan Nelson
jnelson@hiya.com

HIYA PROPRIETARY AND CONFIDENTIAL

appendix

HIYA PROPRIETARY AND CONFIDENTIAL

Sources

https://dbc-047ccf88-e712.cloud.databricks.com/?o=3891710443185587#notebook/1751577984055919/command/260583671055145

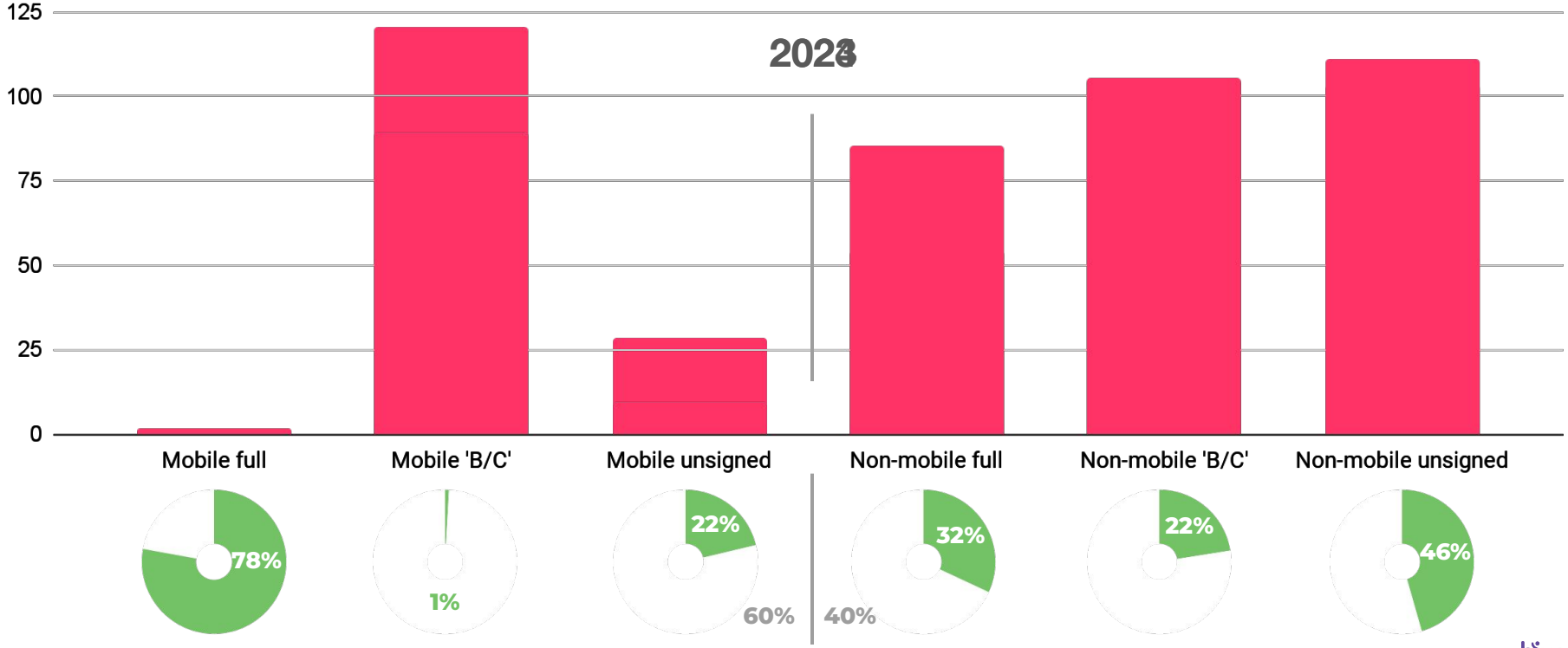
https://dbc-047ccf88-e712.cloud.databricks.com/?o=3891710443185587#notebook/4249089540181198/command/1170714749019028

https://app.sigmacomputing.com/hiya/workbook/Robocall-Honeypot-Insights-4XbL2XSvQRQ1As684Kr3aU/edit?:nodeId=jO3bPQMbyE

Used Periscope for some quick manipulation, now retired.
https://app.periscopedata.com/app/hiya/1220281/SIPNOC-2024

Is STIR/SHAKEN making a difference?

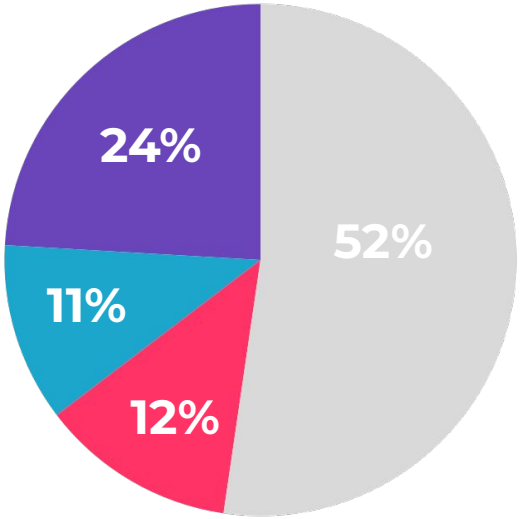
Still a valuable signal against mobile spoofing



hiya

Who is making these fraud/scam calls?

Initiatives to identify the callers, not just the calls



52% Unknown

12% Free Caller Reg.

11% Direct

24% Enterprise Reputation Program

Enterprise Reputation Program has:

10+
participants

3.2M
customers

275M
numbers