



Who's Really Calling? Spam & Scam challenges across International Voice Networks

i3Forum

5th May 2026

09:00 CET

15:00 CET

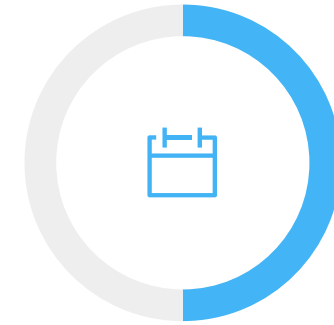
the \$1 trillion war against scams: a global issue, voice & SMS key



i3Forum Chair



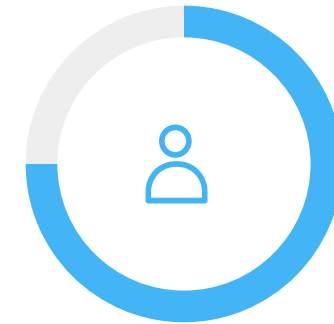
64% of scams involve voice calls or SMS
(GASA)



50% targeted by scam attempt once a week or more frequently



only **13% of victims** get all or most of the money back
(GASA)



75% report same level of scam attempts or more vs 2023

A 360° View: Business, Product & Fraud Insights

Gabriela Costache

Vodafone – Fraud Risk Strategist

Eva Jimenez

**Telefonica – Head of Voice
Business**

Thanga Durairaj

Vodafone – Voice Product Leader

Is this sign of eroding consumer trust in International Voice?

Declining Call Duration

10%

Average call duration decreased by 10% percent as consumers hesitant to answer.

Consumer Avoidance Behaviour Intensifies

80%

80% of consumers now avoid answering calls from unknown numbers entirely.

Call Minutes Plummeting Dramatically

20%

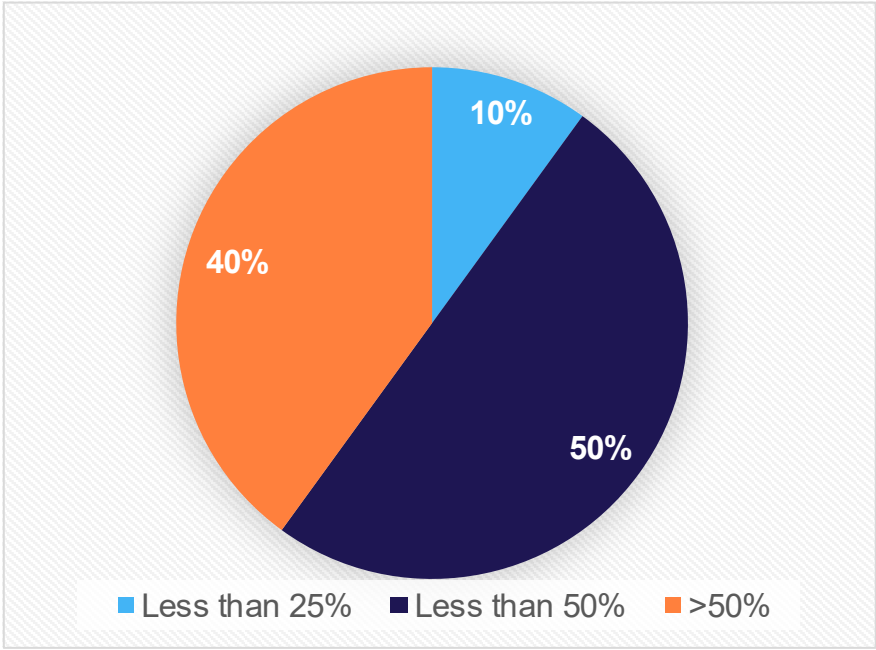
Call minutes dropped 20% while network capacity remains unchanged.

Trust Erosion Impacts Revenue

Same network capacity delivers significantly less revenue due to lack of consumer trust.

Pandemic of “Spam” or “Scam” or “Unwanted” calls

I3Forum carrier members survey '24 vs '25

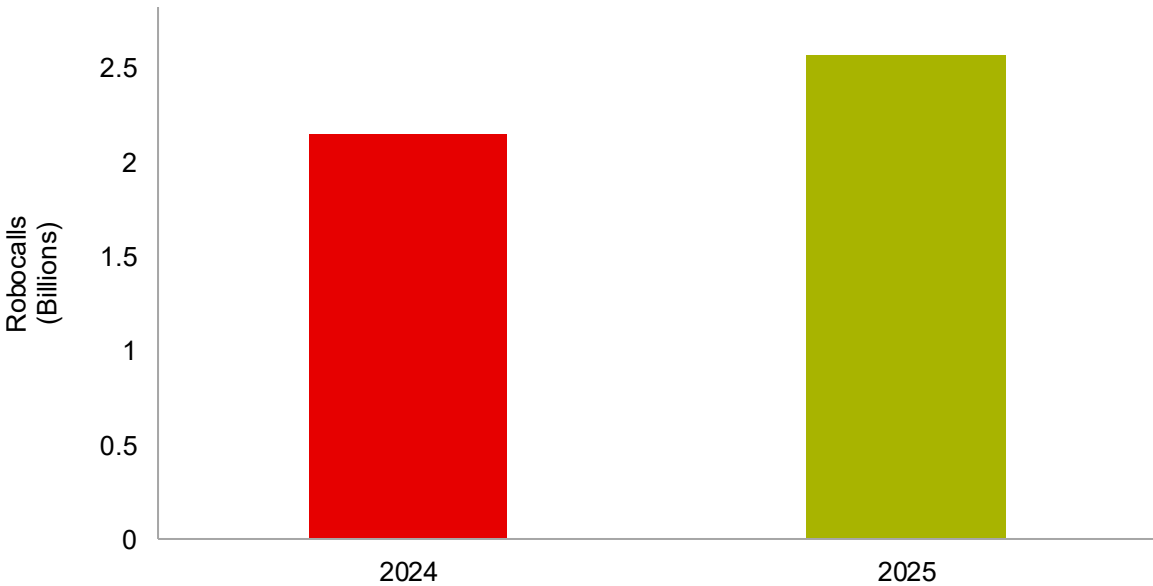


Spam Reports Accelerate

Carriers across the world confirm the significant growth in spam.



Spam Volume Surge in NA and EU (Billions)



Building the trust

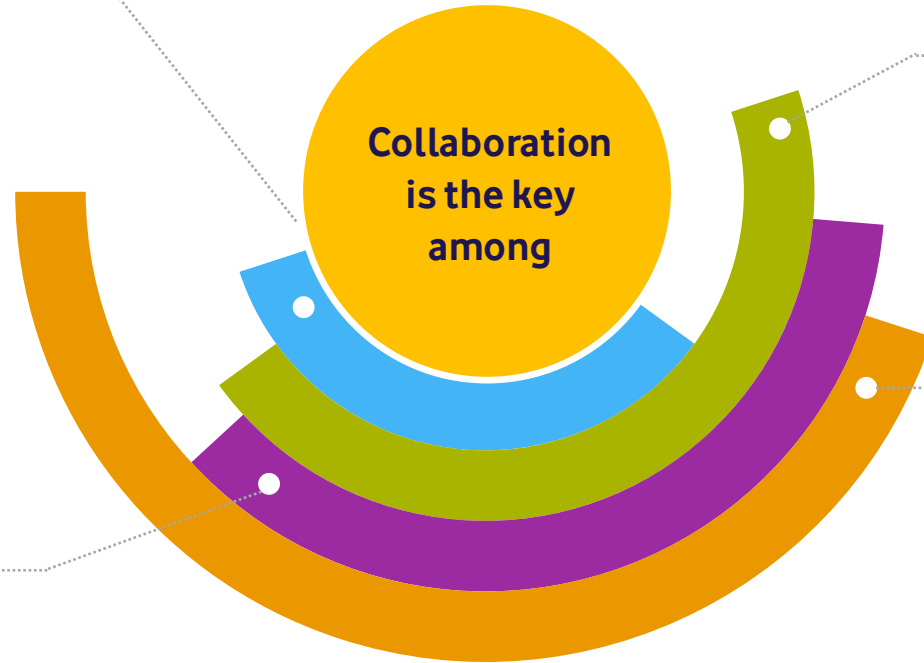
Caller ID / KYC / Number verification technology

National Regulators

Collaboration is the key among

Industry initiatives

International Carrier



Regulatory environment

Carriers face varying regulatory approaches impacting operations, businesses, and consumers across different jurisdictions.

Multiple initiatives exist globally but lack consistent approach to minimize spam and scam calls.

Different countries implement caller ID regulations inconsistently, creating compliance challenges for Operators and Carriers.

| Country | Approach category (per paper) | Key measures / solutions mentioned | Regulator |
|--------------------------|--|---|-----------|
| United States of America | Unified technological framework | STIR/SHAKEN; Robocall Mitigation; DNO; gateway/transit registration | FCC |
| United Kingdom | Universal specified call handling procedures | DNO list; Block based on allocation checks; invalid CLI; | Ofcom |
| Germany | Universal specified call handling procedures | Rule limiting display of German significant numbers | TKMG |
| India | Universal specified call handling procedures | National Spam / scam call dB reported by consumers and used to block | TRAI |
| Ireland | Universal specified call handling procedures | fixed & mobile CLI blocking for spoofed Irish numbers; protected & DNO list | ComReg |

Detection Challenges and Measurement Gaps

Measurement Standards Lack Alignment



Carriers lack same measurement standards to detect spam and scam calls across networks.

Inter-Carrier Coordination Remains Weak



Inter-carrier alignment challenges prevent consistent detection and mitigation of unwanted calls globally.

Survey report among carriers' community

Classification Without Blocking Legitimate Traffic



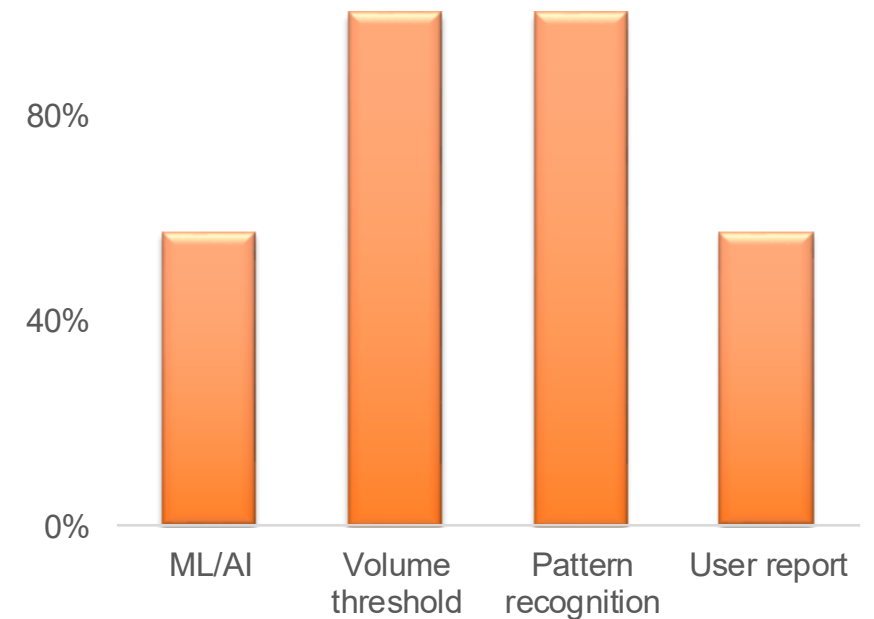
Technical and operational challenges exist in classifying unwanted calls without blocking genuine business communications.

Inter-carrier Spam/Scam management



Carriers faces challenges in disconnected inter-carrier process for an actional outcome

I3Forum Carriers survey on spam detection methods



Role of the carriers in Stopping Spam and Scam

Effective International transit carriers' collaboration will minimize spam/scam calls being forwarded.



Success requires coordinated action across carriers, regulators, and industry consortiums globally.

While AI/ML capabilities are being adopted; expedited trace back will help block illegal call to a consumer.

I3Forum; One consortium; GIRAF develop standardization to fight the Spam and Scam calls.

Join the conversation: <https://i3forum.org/workgroups/spam-scam/>

Q&A

Thank you