

Global Call Threat Report

Insights into today's worldwide spam problem

H1 2024
January – June 2024



This is Hiya's sixth edition of the Global Call Threat Report. You can download the five other reports here.

[Q4 2023](#) | [Q3 2023](#) | [Q2 2023](#) | [Q1 2023](#) | [Q4 2022](#)

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Phone spam is a global problem

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Section one

Phone spam is a global problem

OVERVIEW

Phone spam is a global problem — with local flavors

Hiya flagged more than 19 billion calls as spam in the first half of 2024. Globally, more than one of every three unknown calls was unwanted. Of all unknown calls analyzed, 22% were identified as nuisance and 7% were identified as fraud.

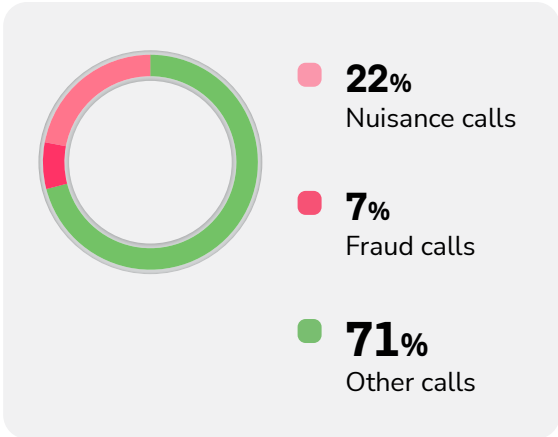
Although phone spam reaches across all countries, it is not distributed equally. For example, residents of Brazil receive on average 26 spam calls per person each month, while residents of Germany get only 2.

Types of unwanted calls also vary greatly by country. Yes, there are some phone scams that show up in almost every country — such as **bank and credit card scams** — but each country receives its own unique blend of fraudulent calls.

In the United States, **health insurance and Medicare fraud calls** dominate. In the UK, **tax scams** top the list. **Amazon scams** are big in Canada, and residents of France and Spain are bombarded with calls from electricity suppliers. In Brazil, the top three phone scams impersonate banks or financial services. And in Germany, **sweepstakes scams** continue to be the most common type of fraud call.

19.6 Billion
Global calls flagged as suspected spam in H1 2024

107 Million
Calls flagged as suspected spam per day



Spam ratios represent the number of unwanted calls from “non-contacts,” which are calls placed from numbers that are not in an individual’s local address book.

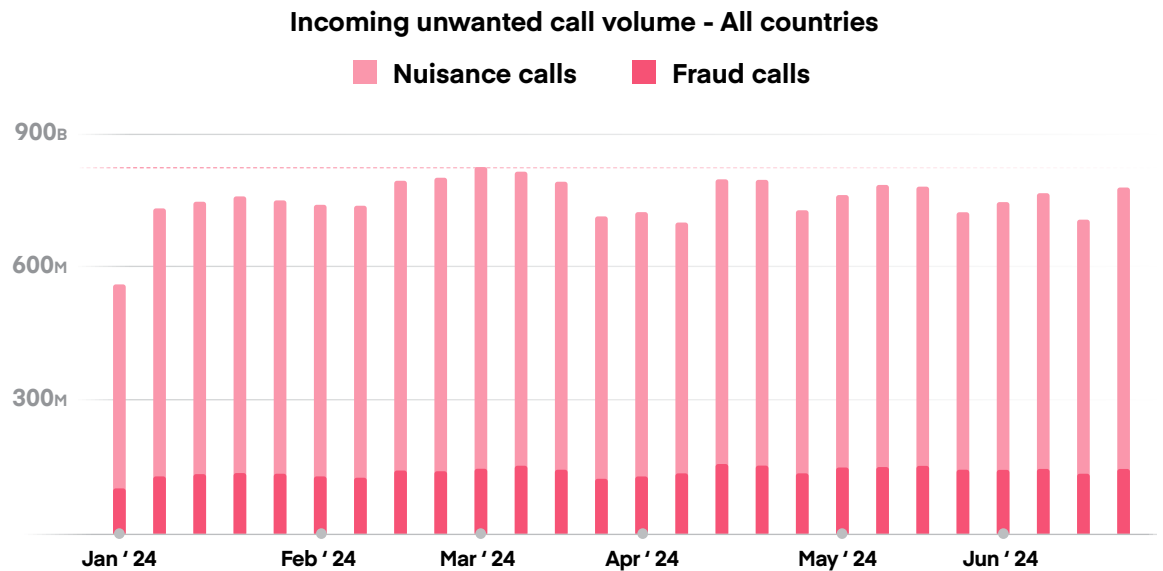
OVERVIEW

Phone spam is a global problem — with local flavors

The first half of 2024 also saw the emergence of a different type of scam call. While most fraudulent calls are either trying to steal money or personal information, now there’s a new prize: votes. In January, ahead of the first primary election for the next US president, voters in New Hampshire received robocalls with a [generative-AI faked voice of President Joe Biden](#) telling them to skip the state’s primary election and save their vote for the general election in November. The incident served as a wake up call that as [AI tools become more powerful and easily accessible](#), fraudsters will misuse AI to create and distribute their calls.

AI is also being used to fight back against scammers. Hiya Protect, the industry-leading call protection solution, uses [Adaptive AI](#) to block fraud calls and label nuisance calls. Read more about it in the [Solution](#) section of this report.

This report compares and contrasts phone spam in more than 40 countries. For each country, we report the average number of spam calls per person, as well as the breakdown of those calls: whether they are annoying-yet-legal nuisance calls or illegal fraud calls.



In the first half of 2024, March was the busiest month for spam calls. Calls peaked the week of March 4, with 825 million unwanted calls flagged that week (679 million nuisance, 146 million fraud).

METHODOLOGY

How we measure phone spam around the world

Hiya is in a unique position to measure phone spam around the world. Through its relationship with mobile device manufacturers and global downloads of the Hiya mobile app, Hiya has insight into spam calls in 40+ countries. This report is based on a representative sample of calls observed during the first half of 2024 on the Hiya Voice Security Network, which includes Samsung Smart Call enabled devices and the Hiya mobile app.

Spam is defined as unwanted calls, and includes both fraud calls and nuisance calls. The spam flag rate in this report represents calls that Hiya has identified and flagged as either “potential fraud” or “suspected spam.” Spam ratios represent the number of unwanted calls from non-contacts, which are calls placed from numbers that are not in an individual’s local address book. Hiya is constantly improving how it detects and flags nuisance and fraud calls, so fluctuations quarter to quarter do not necessarily indicate an increase or decrease in nuisance and fraud rates.

Graphs showing volumes of specific scams are based on [user reports](#). When a call is received, Hiya users can tap a prompt to report the category of spam, and the user can leave a written comment. Keywords in those comments are used to measure the volume of the most common scams.

Nuisance calls

- Debt collector
- Telemarketer
- Political
- Survey
- Non-profit
- Robocaller
- General spam

Fraud calls

- IRS scam
- Tech support scam
- Vacation scam
- Tax scam
- Phishing
- Lucky winner scam
- Extortion scam

While some call protection services simply add a “spam” label to all unwanted calls, Hiya’s technology **distinguishes between 15 different categories of spam.** Mobile carriers decide how potentially unwanted calls will appear to subscribers.

KEY FINDINGS

Spam trends in 7 key countries



Spam varies greatly country to country

The number of spam calls you're likely to receive depends on where you live. For example, Germans get 2 calls per month while Brazillians endure 26. The variety of scams also differ by country.



Most fraud calls are blocked by phone carrier

Although the US gets an above-average amount of unwanted calls (14/month), its rate of fraud (1%) is one of the lowest in the world. Most fraud calls are blocked before they reach consumers.



Spam calls decline in the UK

The number of spam calls per person per month dropped in the UK, from 4 to 3, compared to the first half of last year. Tax scams impersonating HMRC were the most common fraud call.



Canada receives far fewer spam calls than US

Canadians average only 4 spam calls per month — about a fourth of what Americans receive. Amazon scams were the most common type of phone fraud in the first half of 2024.



Spain has high rates of spam and fraud

Residents of Spain get 12 unwanted calls per month (high compared to other European countries) along with high fraud rates. Calls about utilities and mobile phone plans are common.



Plenty of spam but less fraud in France

With 13 calls/month, people in France receive about the same amount of spam calls as those in Spain, but France's fraud rate is lower. Calls from electricity suppliers, real and fake, are plentiful.



Germans receive just 2 spam calls per month

Of the seven countries with detailed analysis in this report, Germany gets the fewest spam calls: just 2 per month. Sweepstakes scams continue to be the most common phone fraud in Germany.



Brazilians endure 26 spam calls per month

Brazil receives 26 spam calls per month, more than any of the 40+ countries in this report. That's nearly one every single day, and 13% of those are fraud. Bank scams are by far the most popular scam in Brazil.

United States

POPULATION

324 Million

REGULATOR

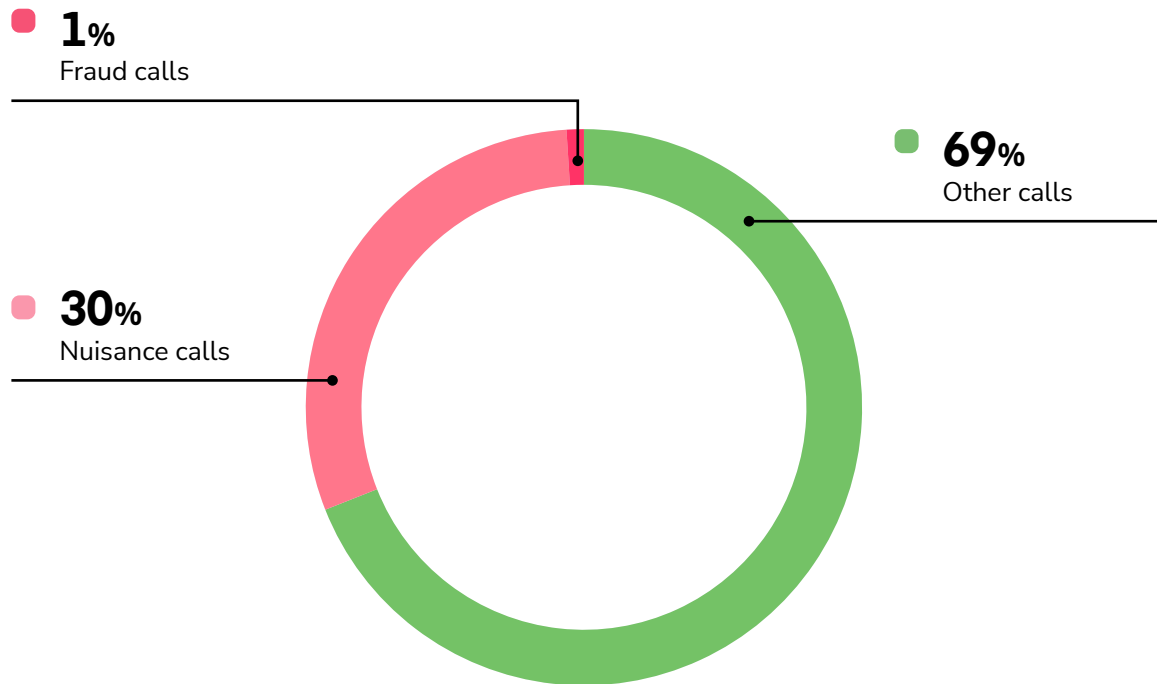
Federal Communications Commission (FCC) [▶](#)

Average spam calls per person

14
Calls/Month

Spam flag rate

31%



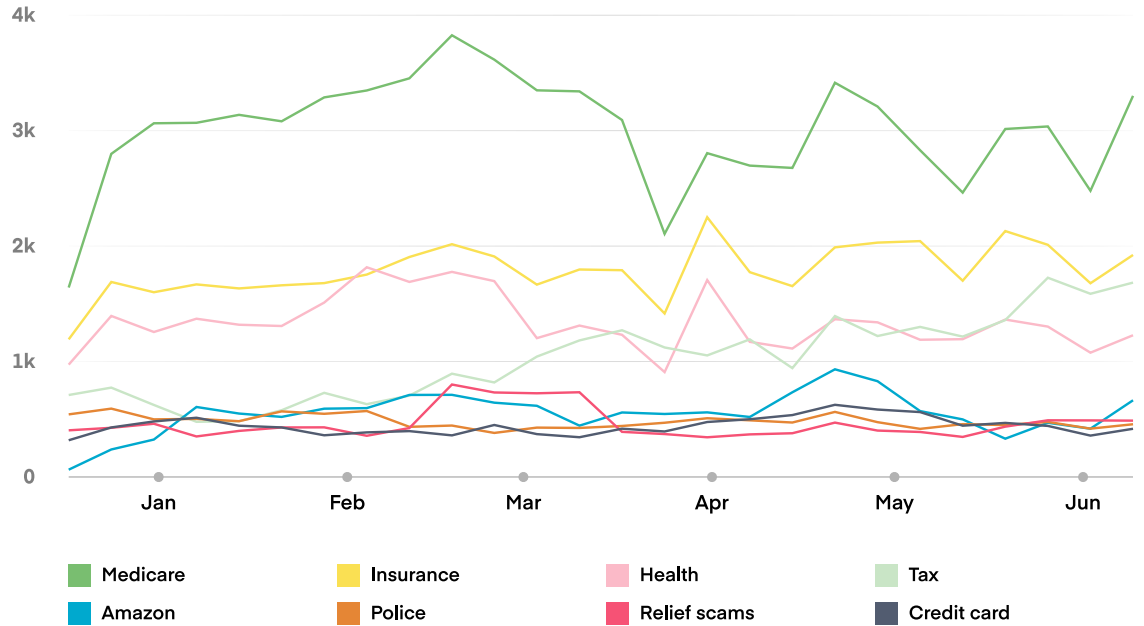
Health insurance and Medicare scams dominate the American market

Spam ratios represent the number of unwanted calls from “non-contacts,” which are calls placed from numbers that are not in an individual’s local address book.

Americans receive an average of 14 spam calls per month. That’s much higher than its northern neighbor Canada (4 per month) but lower than Mexico to the south, with 17 calls per month. What stands out for the US is its low rate of fraud calls — only 1% of unwanted calls are fraud, one of the lowest fraud rates in the world. Most of the fraud calls in the US are blocked by the carrier at the network level, so they never reach the recipient’s phone.

United States

Scam trends in the US



The most common phone scams in the US in the first half of 2024 were related to health insurance. Coming in #1 were scams about Medicare, the US-government-funded health plan for Americans 65 and older. Even though they were #1 in the first half of 2024, Medicare scams actually dropped from previous levels, hitting a peak in November 2023 during the open enrollment period.

Insurance scams came in #2, and some of those were about health insurance (along with auto insurance, life insurance, home insurance, etc.). “Health” was #3, with scams about various health related products and services.

Tax scams were #4, steadily increasing up to and beyond the April 15 tax filing deadline. After April 15, scammers switched their scripts to warnings of penalties for non-payment of taxes. Amazon scams moved down to #5, as they hit their high late in the previous year during the holiday season. Also in the top 10 were relief scams (debt relief, mortgage relief, student loan relief), credit card scams, and fraudsters warning of arrest by the police.

United Kingdom

POPULATION

65 Million

REGULATOR

Office of Communication (Ofcom) [↗](#)

Information Commissioner's Office (ICO) [↗](#)

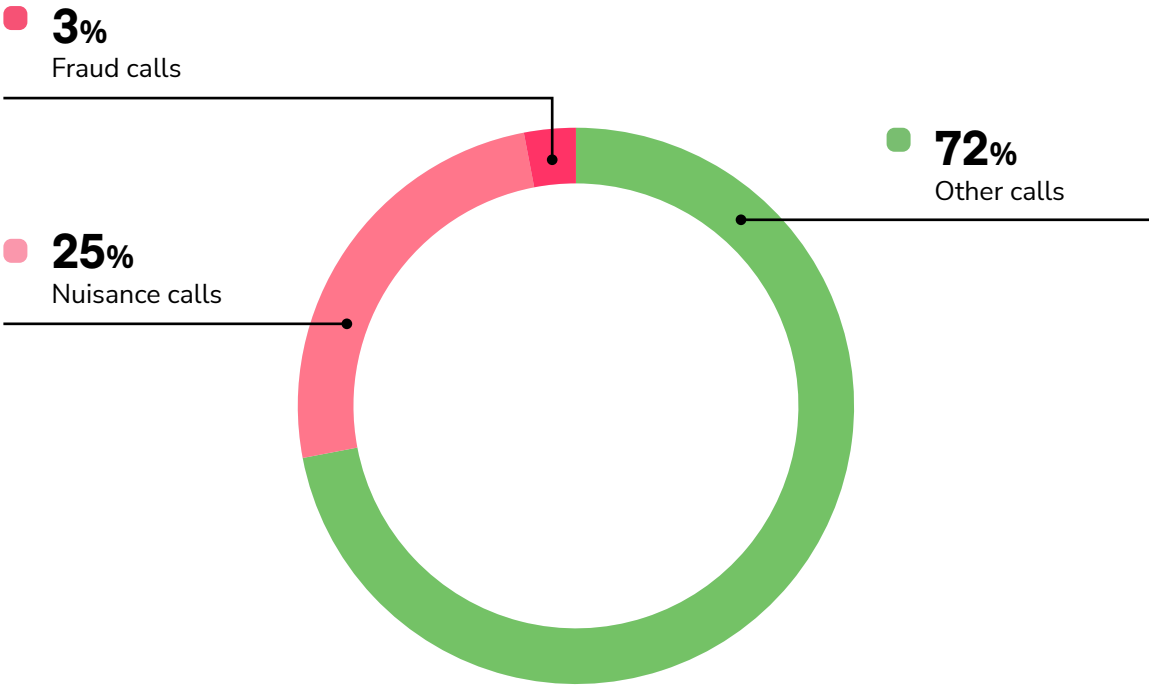
Average spam calls per person

3

Calls/Month

Spam flag rate

28%



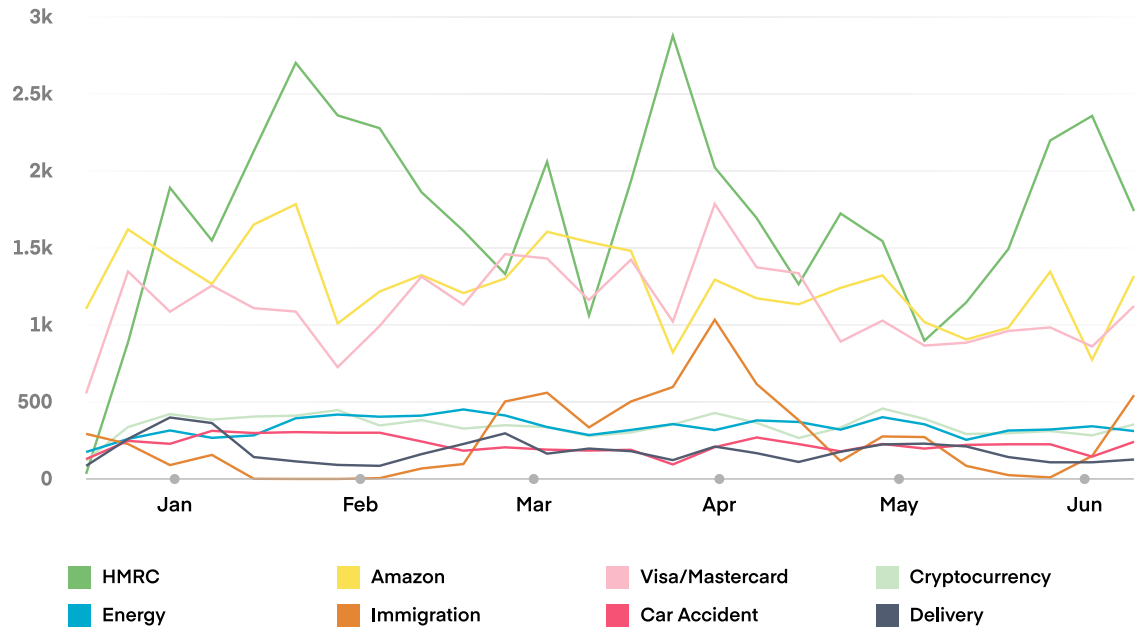
Spam ratios represent the number of unwanted calls from "non-contacts," which are calls placed from numbers that are not in an individual's local address book.

Brits receive only 3 spam calls per person each month

Residents of the UK receive only 3 spam calls per person each month, one of the lowest rates in Europe. Even that is a decline from a year ago when Brits received 4 calls per person in the first half of 2023.

United Kingdom

Scam trends in the UK



In the UK, tax scams — especially those impersonating the UK’s tax agency [Her Majesty’s Revenue and Customs](#) (HMRC) — were the most common scams in the first half of 2024, as they were for all of 2023. Although the deadline for filing online tax returns was Jan. 31, the calls continued well into the year. In preparation for tax season, the UK government [warned citizens of fraudulent calls](#) offering tax rebates, requests to update tax details, and threats of immediate arrest for tax evasion.

[Amazon scams](#) were #2. They increased prior to the holidays and continued going strong into 2024. [Credit card scams](#) were also prevalent before and after the new year, with callers impersonating Visa, Mastercard and other credit card companies. There were also [cryptocurrency scams](#) and a variety of schemes that promised to lower energy bills. [Electricity and energy-related scams](#) shot up during the colder months of January through March.

[Immigration scams](#) started the year slow, and then surged in April. Hiya users reported robocalls warning that their immigration visas had expired, urging the recipient to press a number to speak to an immigration officer.

Canada

POPULATION

36 Million

REGULATOR

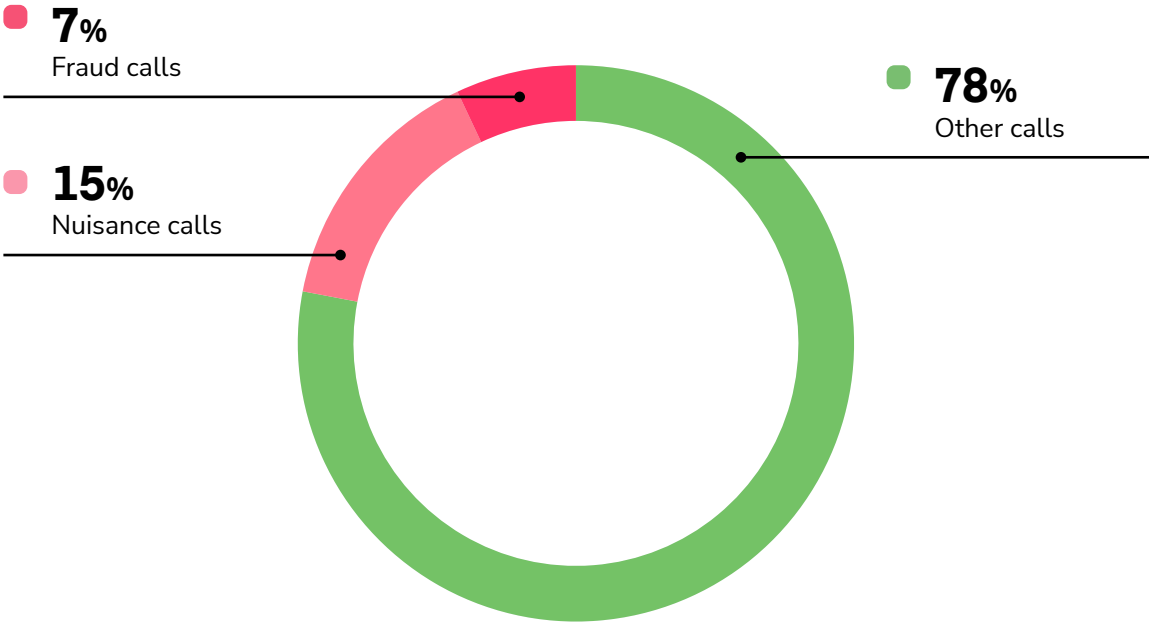
Canadian Radio-television and telecommunications Commission (CRTC) [▶](#)

Average spam calls per person

4
Calls/Month

Spam flag rate

22%

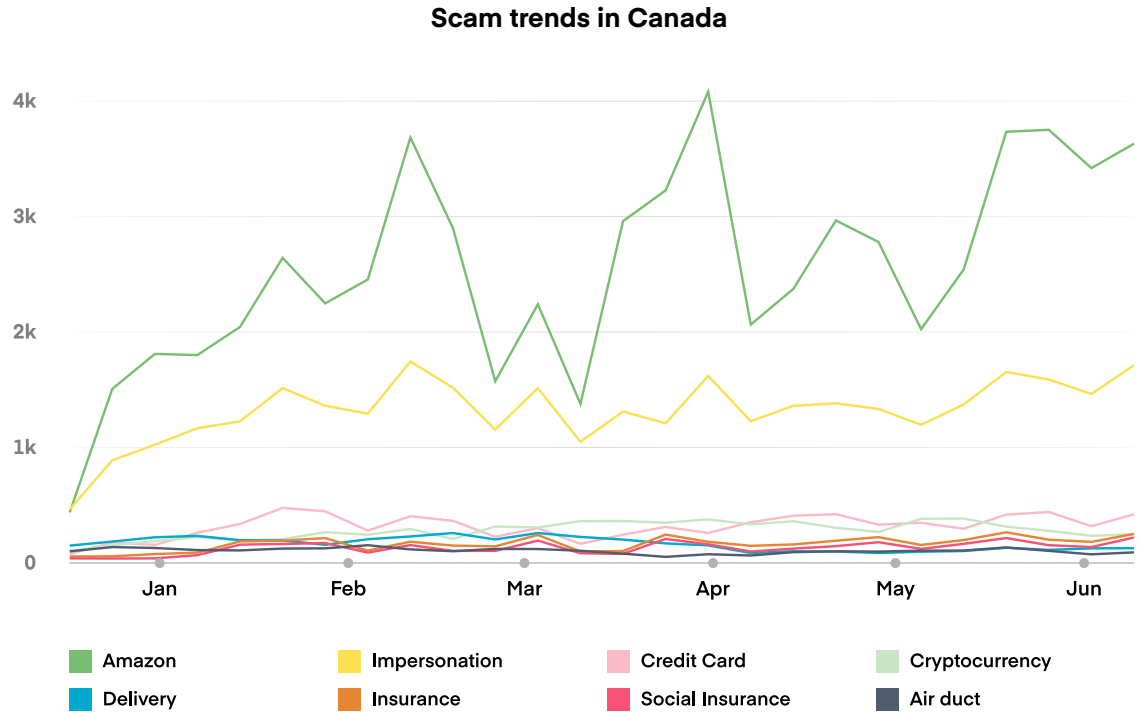


Amazon scams are #1 in Canada

Last year Canada held the distinction of receiving the fewest spam calls per person each month of our 7 featured countries, but now Canada is second to the UK. Canadians continue to receive 4 spam calls per person per month, while the UK's average dropped to 3.

Spam ratios represent the number of unwanted calls from "non-contacts," which are calls placed from numbers that are not in an individual's local address book.

Canada



Amazon scams were the #1 phone scams in Canada, just as they were last year. Amazon scams surged in December during the holiday season, but rather than falling post-holidays, they kept on rising throughout 2024, hitting their peak in mid April. Meanwhile, **Amazon scams have actually fallen in the US** over the past 12 months. Perhaps scammers have simply turned their sights to greener pastures in Canada.

Impersonation scams came in #2. Canada has long had a problem with **phone scammers impersonating government officials**. Commonly impersonated is the Canada Border Services Agency and the Department of Service Canada.

Credit card scams remained somewhat steady throughout the first half of the year, but **cryptocurrency scams** started out slow and gradually increased as the year progressed. Interestingly, **Canadian air duct cleaning scams** — once the most prolific type of phone fraud in Canada — have dropped to #8.

Spain

POPULATION

46 Million

REGULATOR

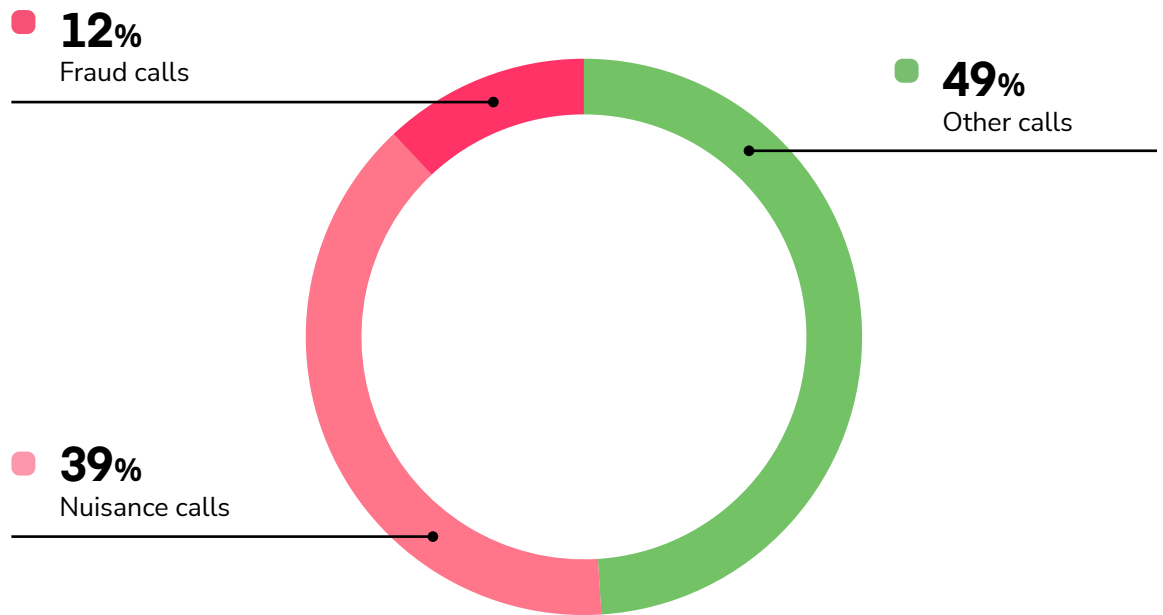
Comisión Nacional de los Mercados y la Competencia (CNMC) [↗](#)

Average spam calls per person

12
Calls/Month

Spam flag rate

51%

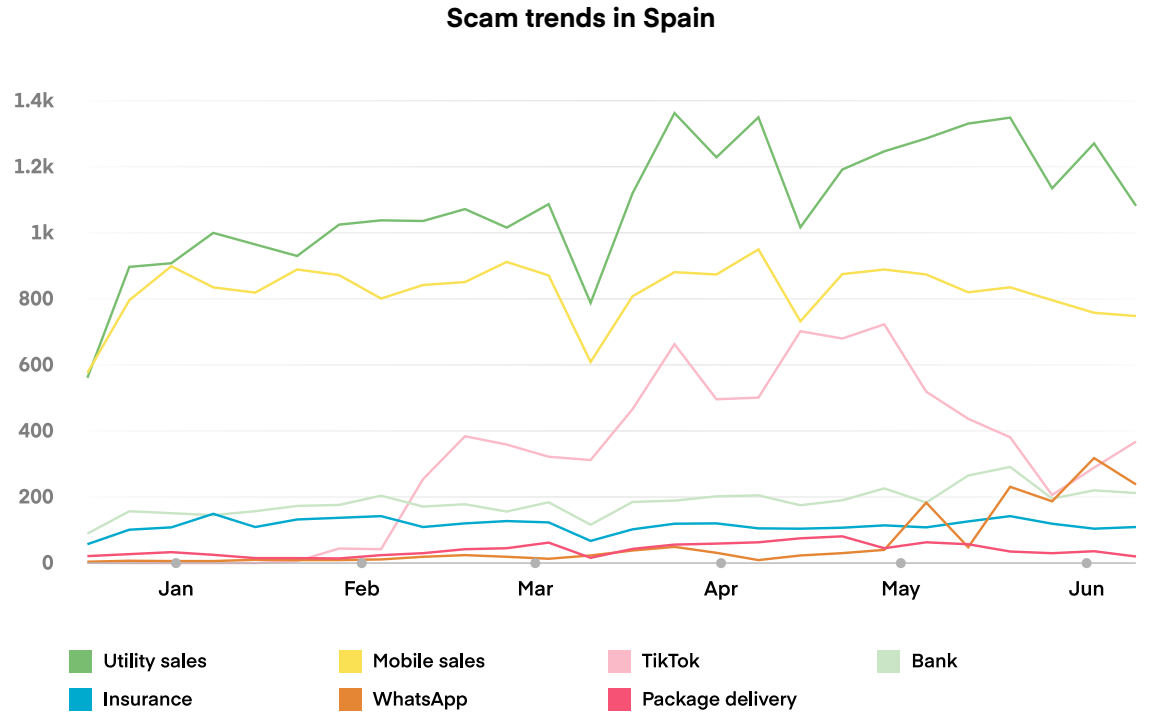


Spaniards receive a high percentage of fraud calls

Spam ratios represent the number of unwanted calls from "non-contacts," which are calls placed from numbers that are not in an individual's local address book.

Residents of Spain get 12 spam calls per month, which is high compared to other European countries. But what stands out for Spain is its high rate of fraud calls. Of those 12 unwanted calls, 3 are fraud calls intended to steal money or personal information.

Spain



In the first half of the year, the most commonly reported unwanted call related to utilities. In Spain, residents can choose their electricity provider, so it's not uncommon to receive legitimate telemarketing calls from utility companies. However, many users reported these as fraud calls, suspecting they were scammers impersonating a real or fictitious utility company.

It was a similar story for the #2 scam. While Spaniards get plenty of sales calls from mobile phone companies, many users reported that the call they received was a scam trying to collect personal and financial information. Clues included calling at excessively early or late hours, calling multiple times per day, and calling with the same message from several different numbers.

Coming in #3 was a newer phone scam that popped up in late February: the TikTok scam. Users report a robocall offering 800 Euros per day for watching and “liking” TikTok videos. Another variation of the TikTok scam claimed the recipient had won a prize and bank account information was needed to deposit the money.

Bank scams, which were the most common scams in Spain in the fourth quarter of 2023, fell to #4 in 2024, and insurance scams fell from #2 to #5.

France

POPULATION

67 Million

REGULATOR

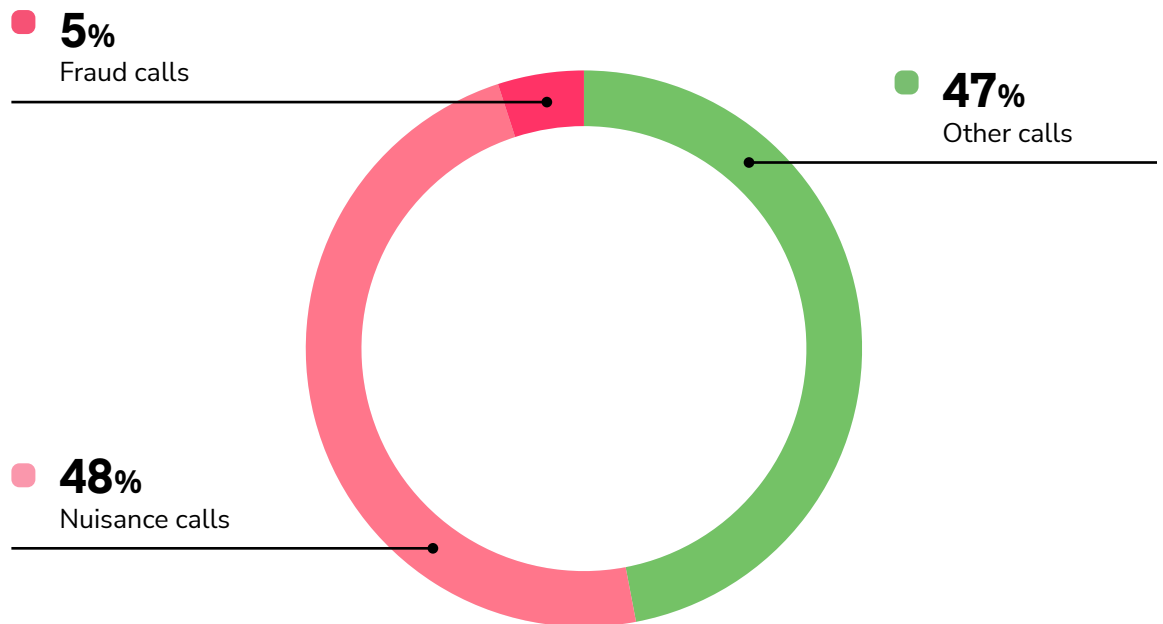
Autorité de Régulation des Communications Électroniques des Postes (ARCEP) [↗](#)

Average spam calls per person

13
Calls/Month

Spam flag rate

53%

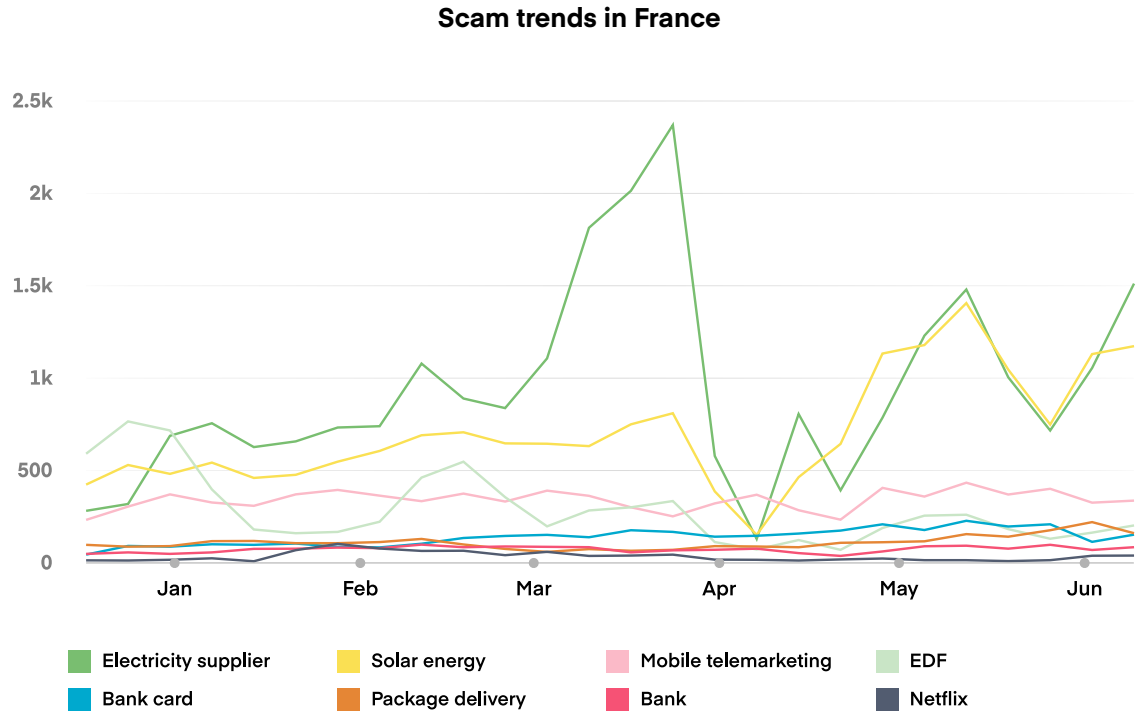


France has highest spam rate in Europe

Spam ratios represent the number of unwanted calls from “non-contacts,” which are calls placed from numbers that are not in an individual’s local address book.

France has the highest spam rate in Europe, at 53%. That means more than half of the incoming, unidentified calls are unwanted. The only bright side is that most of those unwanted calls are nuisance calls. Fraud calls make up only 5% of those unidentified calls.

France



Energy prices have surged in the past two years in France, leaving consumers desperate to save money on their utility bills. The #1 type of unwanted call in France in the first half of 2024 came from electricity suppliers. These were a mix of telemarketing sales calls (consumers can choose their electricity supplier) and outright scam calls. Not far behind were calls related to solar energy. The company name most often mentioned in utility scams was the French electricity company *Électricité de France*, or EDF for short.

Mobile phone telemarketing calls came in #3, which were primarily sales calls, but also included some scam calls. Banking related scams were also common, impersonating representatives from well known banks and bank cards.

Package delivery scams — which were popular during the holiday season — kept right on going into the new year and beyond. Also among the top scams were Netflix scams, which saw an increase in February through April.

Germany

POPULATION

82 Million

REGULATOR

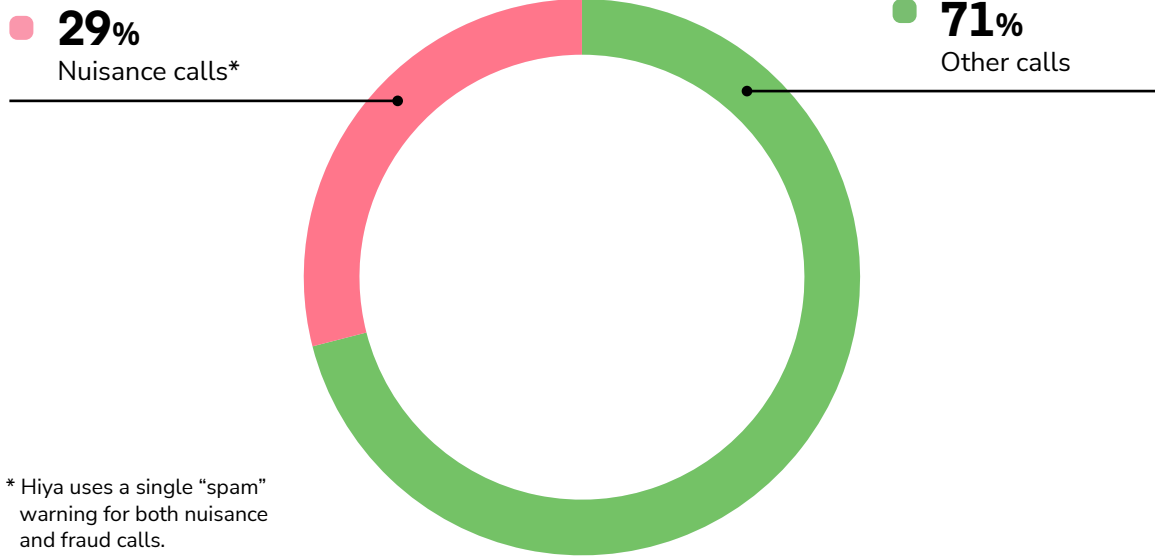
Bundesnetzagentur (BNetzA) [↗](#)

Average spam calls per person

3
Calls/Month

Spam flag rate

29%



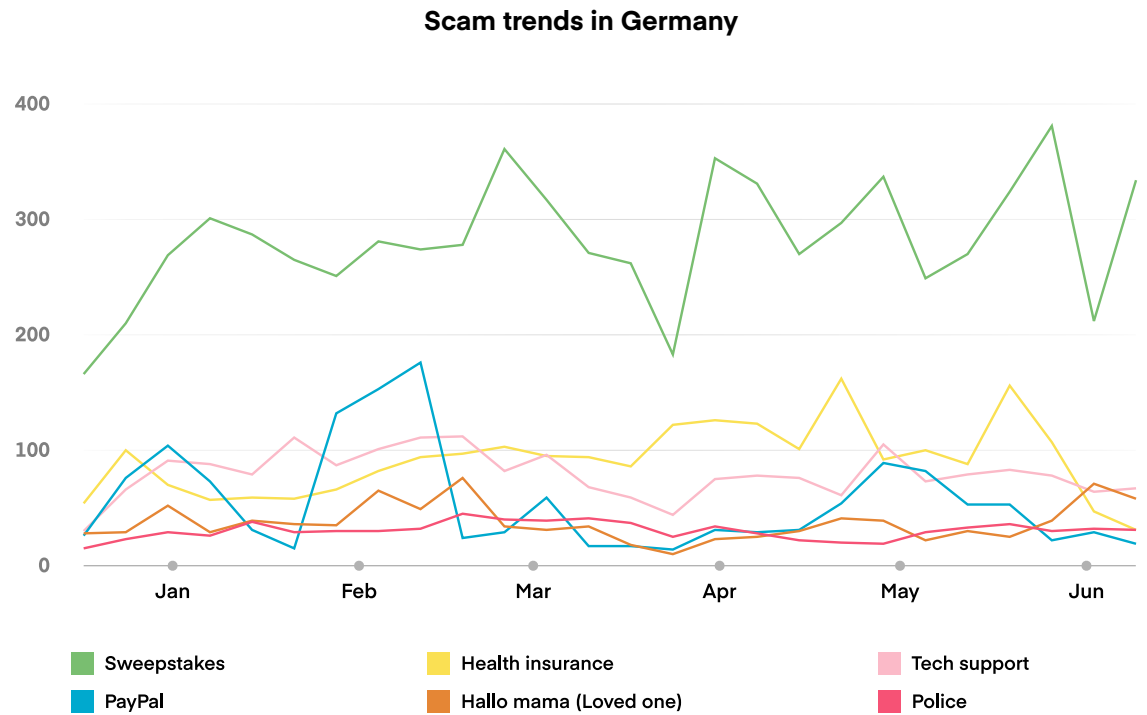
* Hiya uses a single "spam" warning for both nuisance and fraud calls.

Germans average just 2 spam calls per month

Of the seven countries with detailed analysis in this report, Germany gets the fewest spam calls. Germans receive an average of only 2 spam calls per person per month.

Spam ratios represent the number of unwanted calls from "non-contacts," which are calls placed from numbers that are not in an individual's local address book.

Germany



When Germans do get a rare spam call, it's likely to be a [sweepstakes scam](#) (“gewinnspiel” in German). That was the most popular scam in Germany in the first half of 2024, just as it was every quarter last year. These scams inform the call recipient that they’ve won a large prize and it can only be paid out if taxes or other fees are paid in advance. It’s interesting that sweepstakes scams don’t show up in the top 10 in any of the other six countries featured in this section.

Although health insurance scams are common in the US, they’re uncommon in most European countries — except Germany. Users report a robocall that informs them that they’re paying too much for their private health insurance (krankenversich), encouraging the call recipient to press a number to speak to a representative for more information.

Tech support scams are the third most reported type of scam in Germany. Commonly the caller will claim to be a tech support employee from Microsoft or Windows, in an effort to gain access to the victim’s computer.

The [“hallo mama” scam](#) begins with an SMS message saying, “Hello mama. I’ve lost my mobile phone. Please message me on WhatsApp at this number.” If the conversation continues on WhatsApp, a request for money inevitably follows. Other popular scams include [PayPal scams](#), and callers impersonating the police.

Brazil

POPULATION

206 Million

REGULATOR

Agência Nacional de Telecomunicações (Anatel) [↗](#)

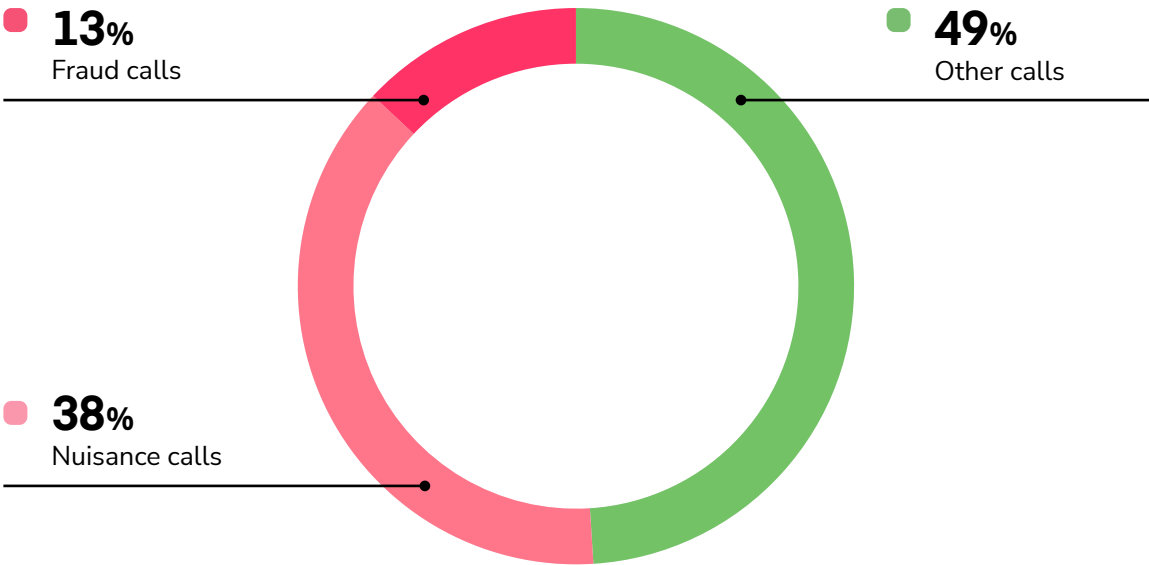
Average spam calls per person

26

Calls/Month

Spam flag rate

51%



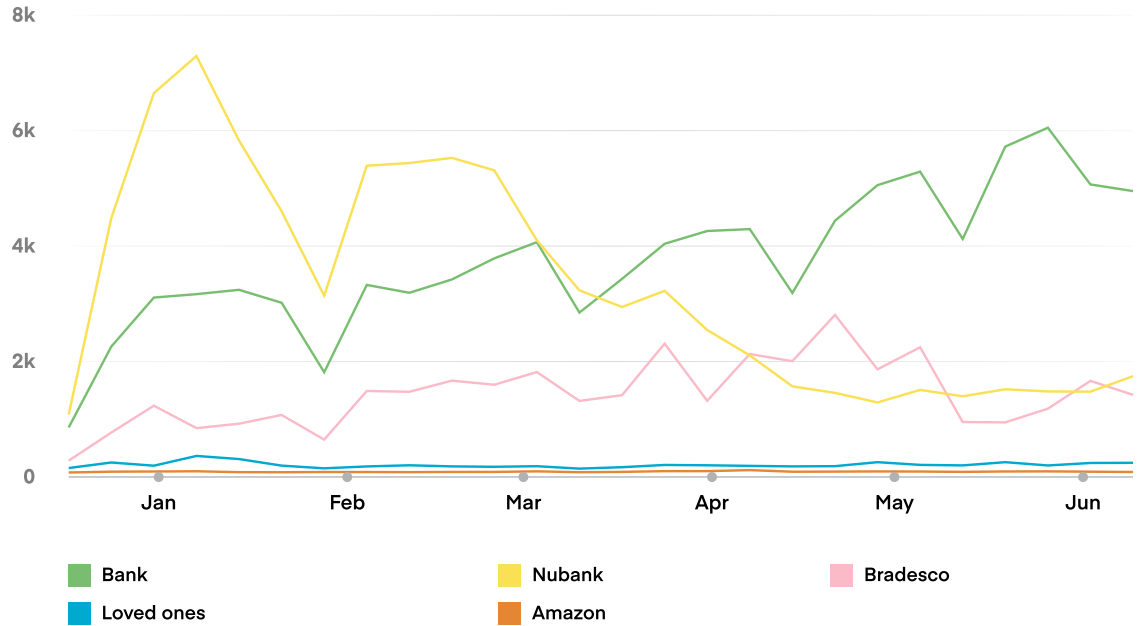
Brazil leads the world with 26 spam calls per month

Of our 7 featured countries, which country gets the most spam calls? That distinction goes to Brazil, with residents receiving an average of 26 spam calls per person each month! And things are getting worse rather than better. That's up 2 calls per month compared to the first half of last year. Not only is there a high volume of spam calls in Brazil, but many of those calls are scam calls. Of the 26 monthly spam calls, 7 are fraud.

Spam ratios represent the number of unwanted calls from "non-contacts," which are calls placed from numbers that are not in an individual's local address book.

Brazil

Scam trends in Brazil



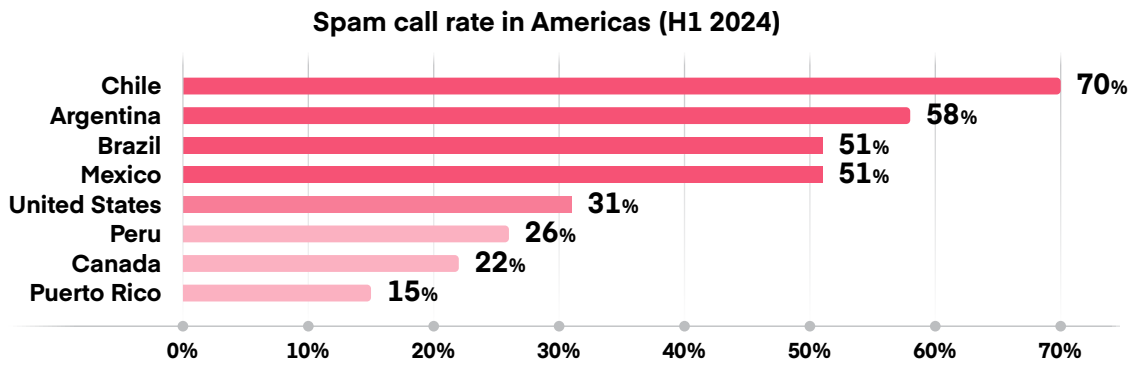
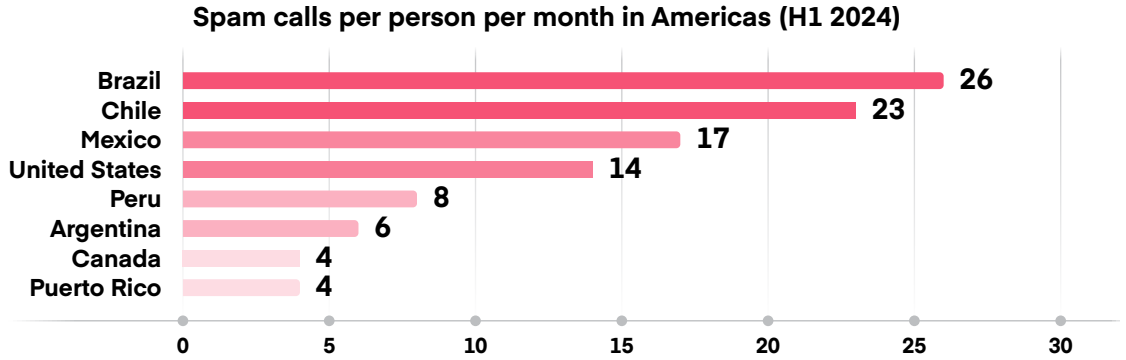
In Brazil, banking scams are by far the most common type of phone scam. Hiya users in Brazil tell of bank imposters who ask the call recipient to confirm personal information and passwords. The most commonly impersonated bank was Nubank, a large digital banking platform used in Brazil, Mexico, and Colombia. Over the course of 2024, Nubank scams declined while other bank scams increased. Users also reported callers impersonating Bank of Brazil and Banco Bradesco, a Brazilian financial services company.

Loved one scams — where callers pretend to be a relative in trouble — are also popular in Brazil. Hiya users say the calls begin by announcing some kind of emergency, such as “Mother I was robbed” or “Dad, I’m hurt, help me.”

SPAM CALLS BY REGION

Americas

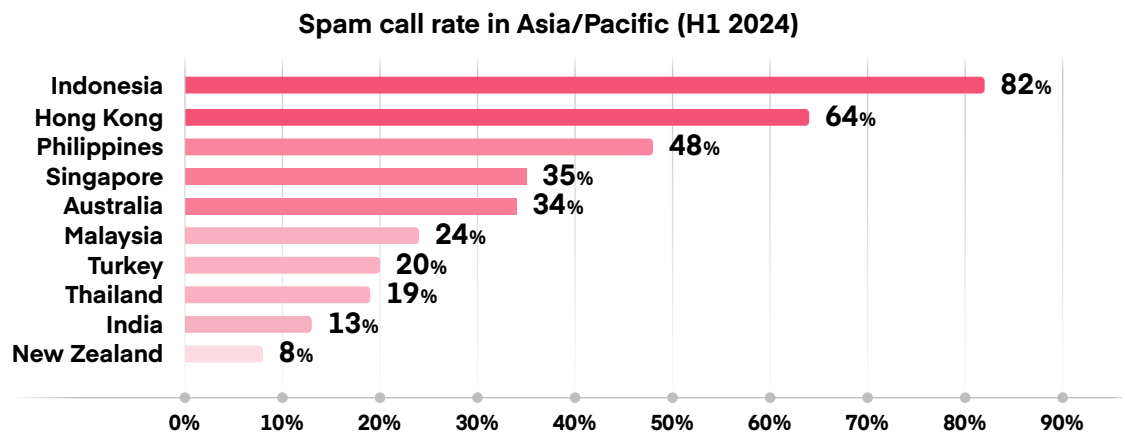
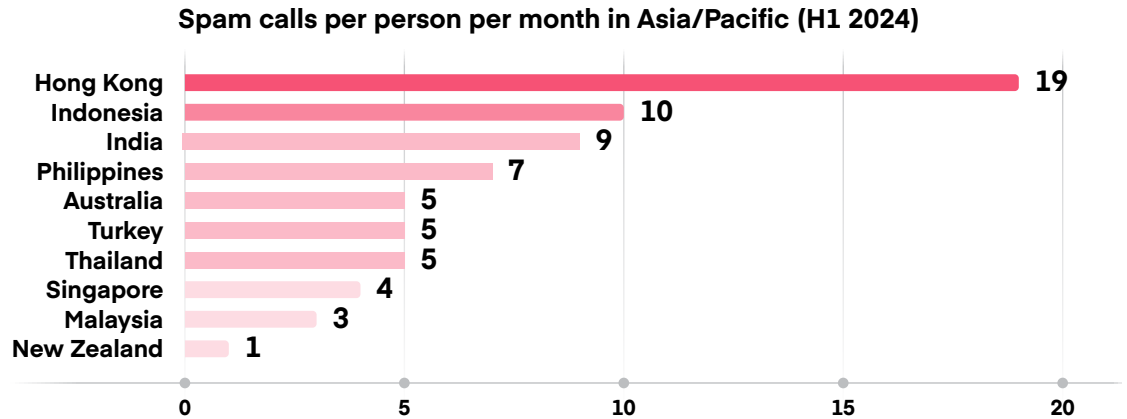
Brazil tops the Americas with the most spam calls per person each month



SPAM CALLS BY REGION

Asia/Pacific

Citizens of Hong Kong receive the most spam calls in the Asia/Pacific region

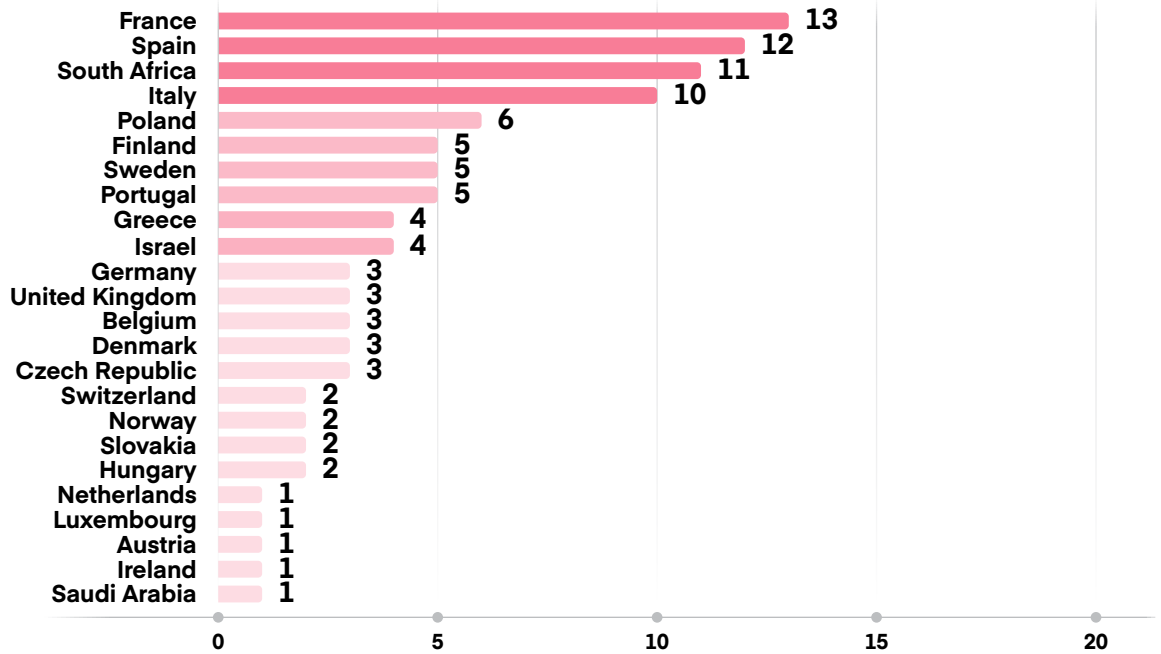


SPAM CALLS BY REGION

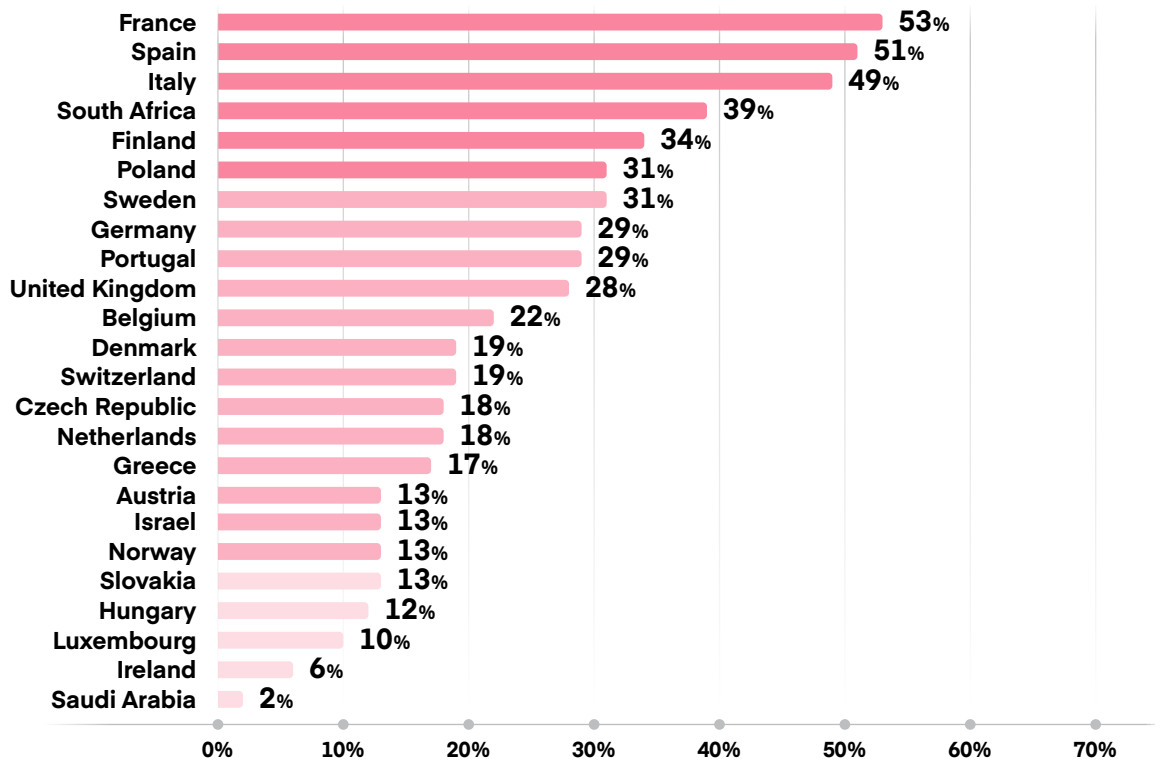
Europe, Middle East, and Africa

France and Spain receive the most spam calls in Europe

Spam calls per person per month in EMEA (H1 2024)



Spam call rate in EMEA (H1 2024)



SOLUTION

How carriers can fight back against spam

[Hiya Protect](#) is a complete call protection solution that enables mobile carriers to protect their subscribers by blocking fraud calls and labeling nuisance calls. It is used by carriers, device manufacturers, and network providers who are looking to create a differentiated voice offering and increase customer satisfaction.

Hiya Protect is powered by the industry's largest and most comprehensive real-time data set, with call event data from more than 500 million users worldwide.

Hiya Protect uses [Adaptive AI](#), the industry's only self-learning spam protection system that adjusts to the latest fraud and nuisance calls. Unlike other solutions, it uses a multi-layer approach to analyze every aspect of a phone call, from the phone number to the call recipient, the enterprise making the call, and the characteristics of the call itself.

Working with Hiya, carriers can meet regulatory requirements designed to protect users from malicious phone calls. Hiya regularly works alongside carriers in conversations with regulatory bodies around the world to ensure that provided capabilities meet or exceed both existing and emerging regulations. This includes the FCC in the US, CRTC in Canada, and Ofcom in the UK.

For more information about Hiya Protect, visit [our website](#), or [send us a message](#).

Individuals who don't have network-based protection through their mobile carrier or device manufacturer can download the [Hiya mobile app](#) to their smartphone.

Section two

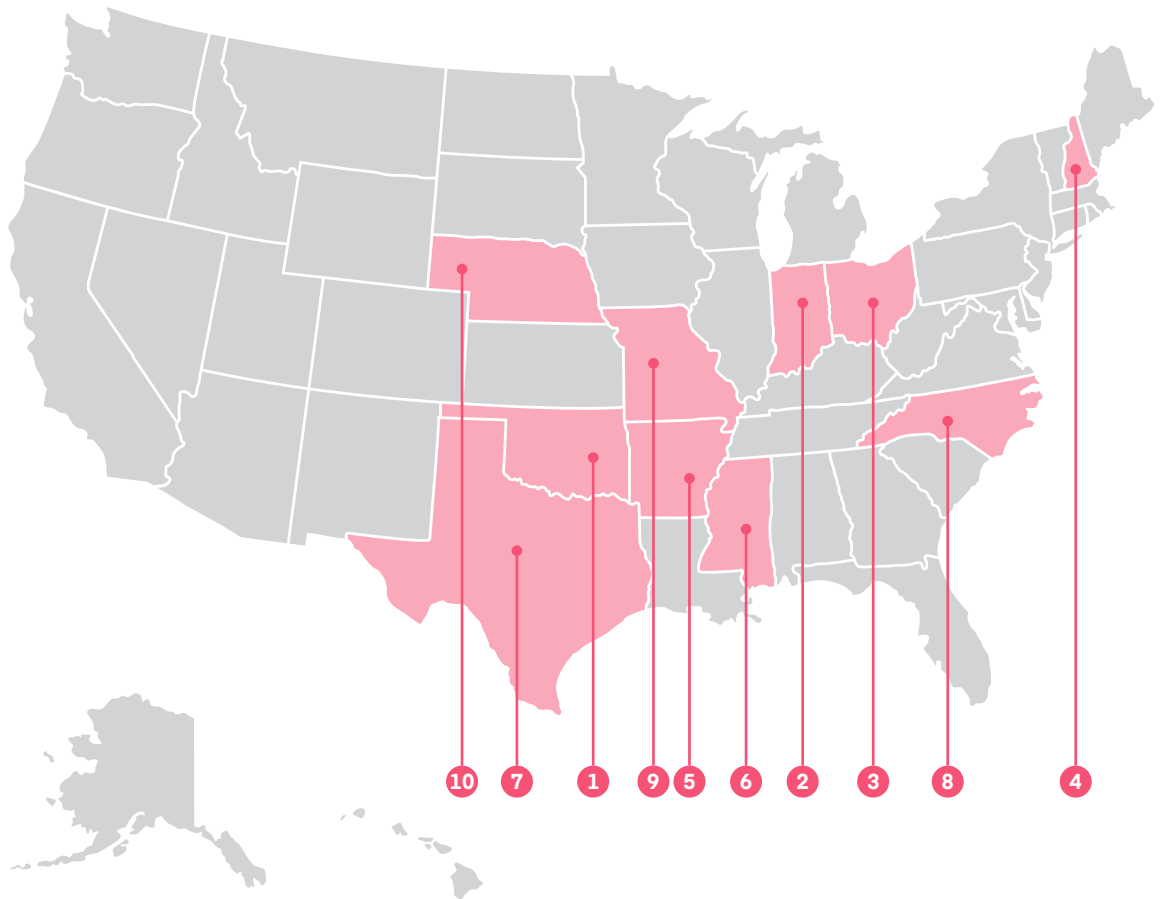
**Top 10
US states**

TOP 10 US STATES

Spam call rates by state

Not only is Hiya able to measure spam rates in countries around the world, but user data also reveals which US states have the highest spam rates.

Spam rates in this section are per capita: based on the number of residents in each state. Data comes from the [Hiya mobile app](#), from users who have provided their US area code. States with fewer than 1,000 active users were not included.



- 1 Oklahoma 32.43%
- 2 Indiana 29.78%
- 3 Ohio 29.51%
- 4 New Hampshire 29.45%
- 5 Arkansas 29.24%

- 6 Mississippi 29.14%
- 7 Texas 28.24%
- 8 North Carolina 28.21%
- 9 Missouri 27.96%
- 10 Nebraska 27.75%

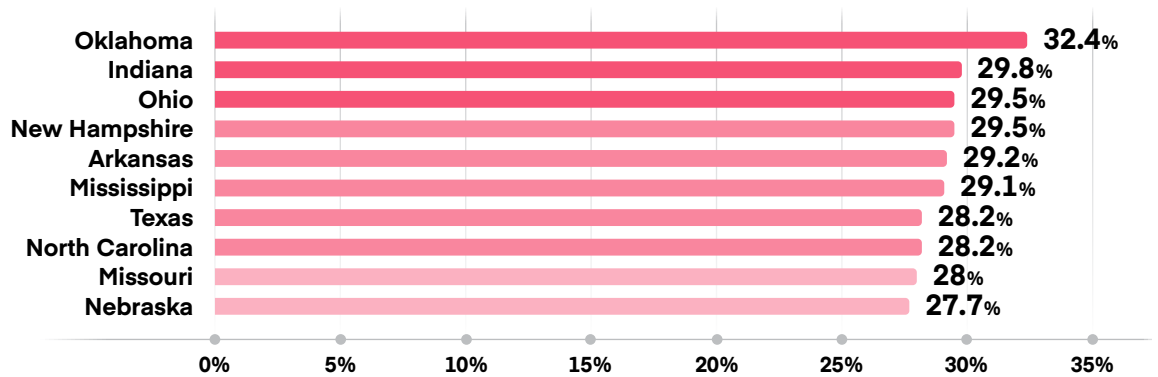
Spam call rates by state

US states with the highest and lowest spam rates

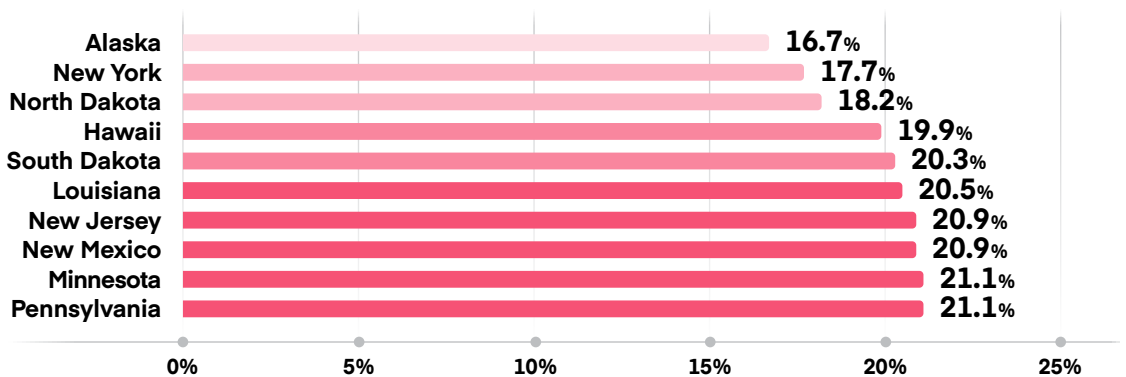
When a call comes in, the likelihood that it's a spam call varies by the state you live in. If you live in Oklahoma, there's a 32% chance that an unknown call is going to be spam. If you live in Alaska, those odds drop to just 17%.

Figures below represent the percentage of unwanted calls from non-contacts, which are calls placed from numbers that are not in an individual's local address book.

US States with highest spam rate H1 2024
(Percentage of unidentified calls flagged as spam)



US States with lowest spam rate H1 2024
(Percentage of unidentified calls flagged as spam)



Section three

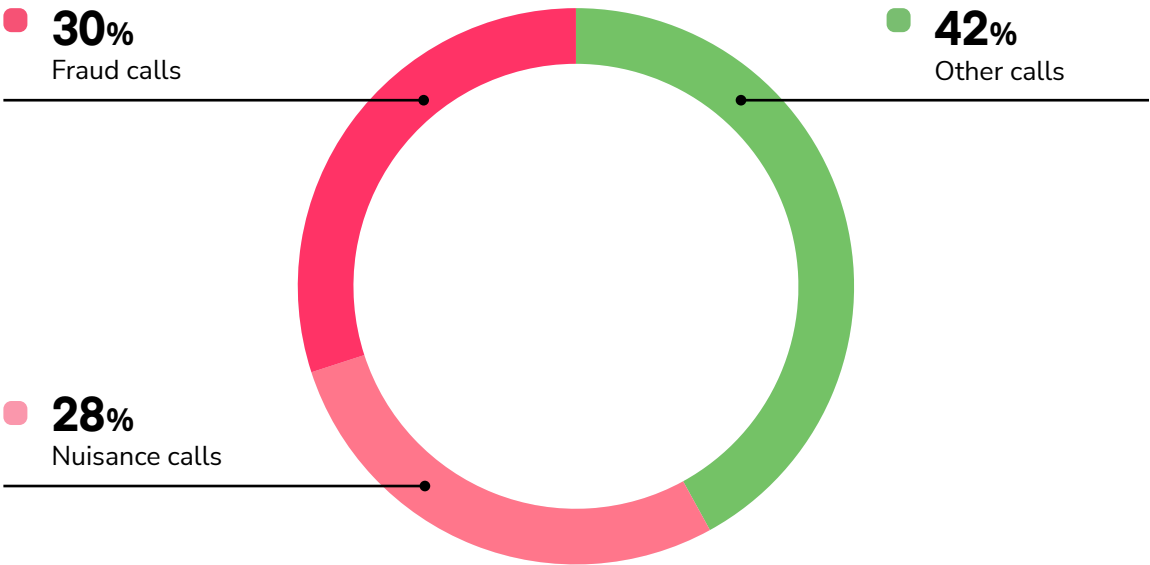
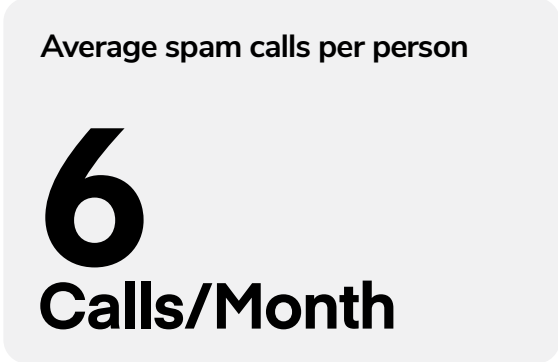
Spam calls by country

AMERICAS

Argentina

PERIOD

H1
Jan 2024 - Jun 2024



Spam ratios represent the number of unwanted calls from "non-contacts," which are calls placed from numbers that are not in an individual's local address book.

Source:
Samsung Smart Call users
in Argentina

AMERICAS

Brazil

PERIOD

H1

Jan 2024 - Jun 2024

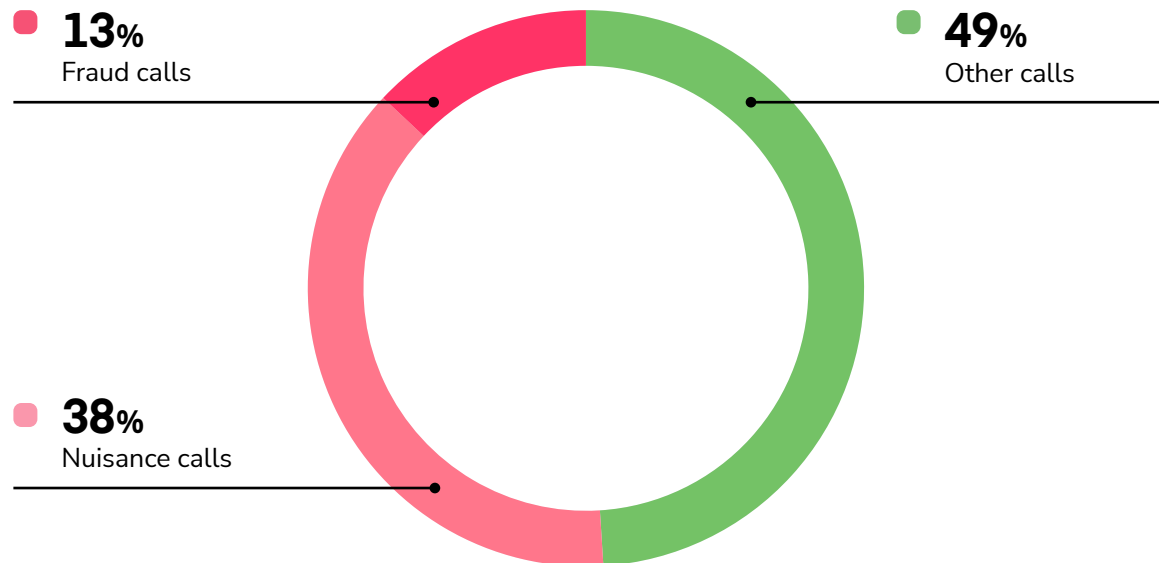
Average spam calls per person

26

Calls/Month

Spam flag rate

51%



Spam ratios represent the number of unwanted calls from "non-contacts," which are calls placed from numbers that are not in an individual's local address book.

Source: Samsung Smart Call users in Brazil

AMERICAS

Canada

PERIOD

H1

Jan 2024 - Jun 2024

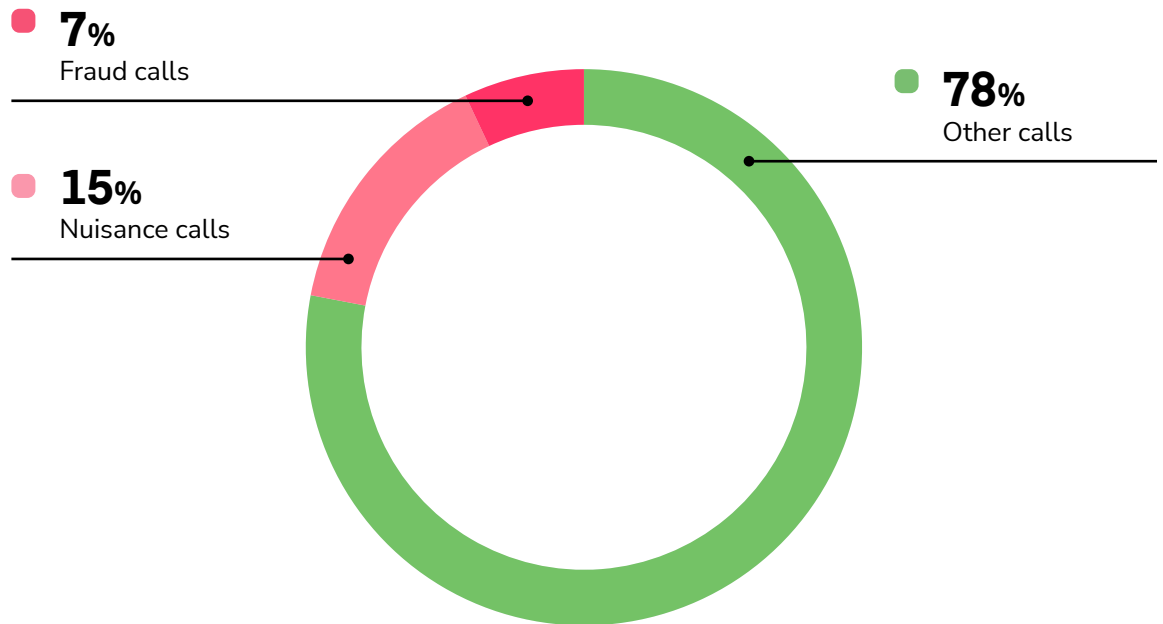
Average spam calls per person

4

Calls/Month

Spam flag rate

22%



Spam ratios represent the number of unwanted calls from "non-contacts," which are calls placed from numbers that are not in an individual's local address book.

Source: Samsung Smart Call users in Canada

AMERICAS

Chile

PERIOD

H1

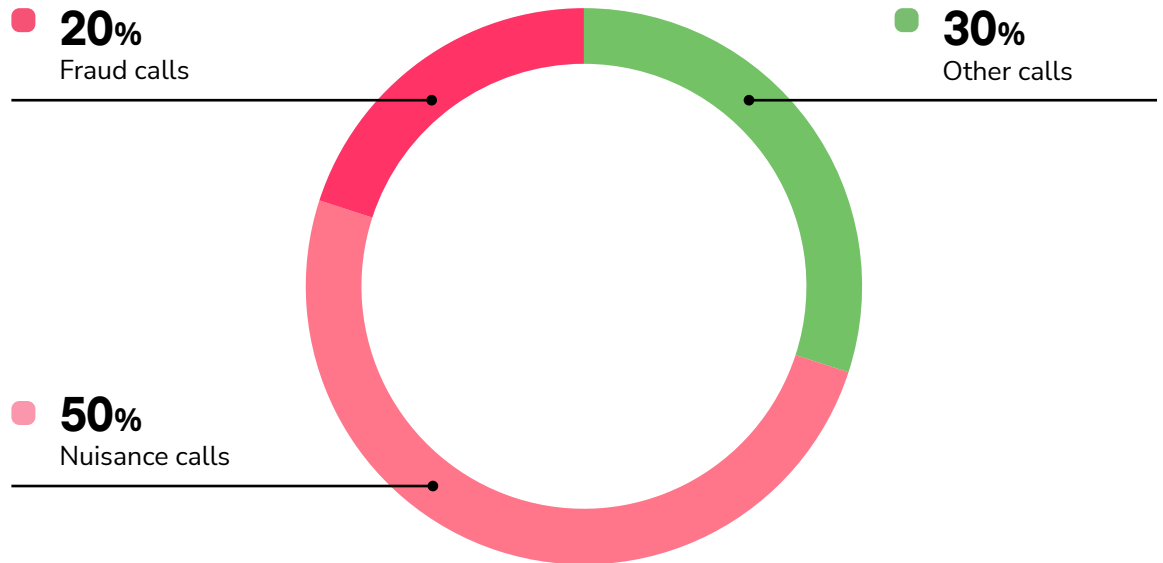
Jan 2024 - Jun 2024

Average spam calls per person

23
Calls/Month

Spam flag rate

70%



Spam ratios represent the number of unwanted calls from "non-contacts," which are calls placed from numbers that are not in an individual's local address book.

Source: Samsung Smart Call users in Chile

AMERICAS

Mexico

PERIOD

H1

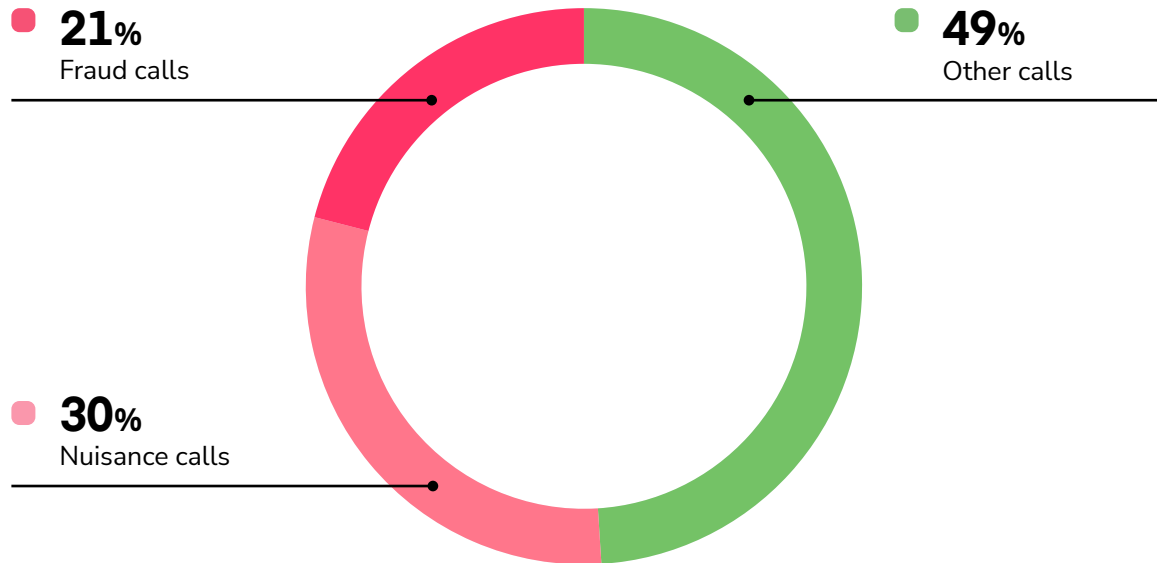
Jan 2024 - Jun 2024

Average spam calls per person

17
Calls/Month

Spam flag rate

51%



Spam ratios represent the number of unwanted calls from "non-contacts," which are calls placed from numbers that are not in an individual's local address book.

Source: Samsung Smart Call users in Mexico

AMERICAS

Peru

PERIOD

H1

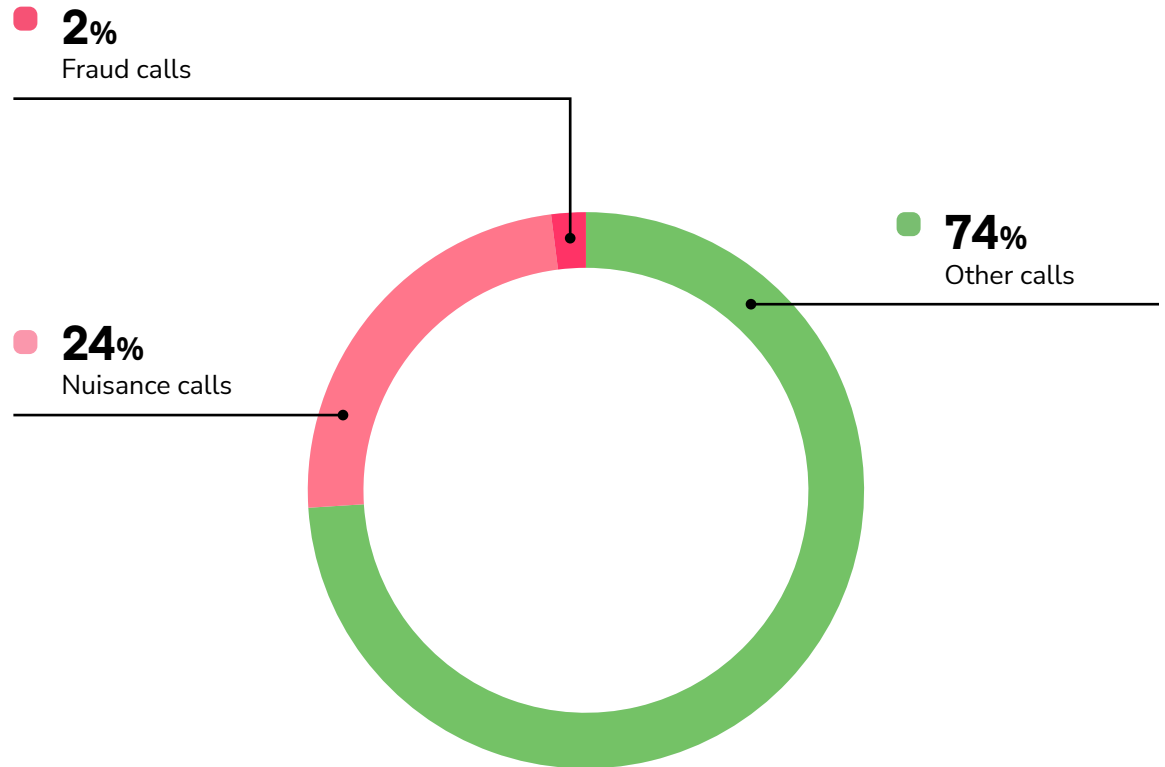
Jan 2024 - Jun 2024

Average spam calls per person

8
Calls/Month

Spam flag rate

26%



Spam ratios represent the number of unwanted calls from "non-contacts," which are calls placed from numbers that are not in an individual's local address book.

Source: Samsung Smart Call users in Peru

AMERICAS

Puerto Rico

PERIOD

H1

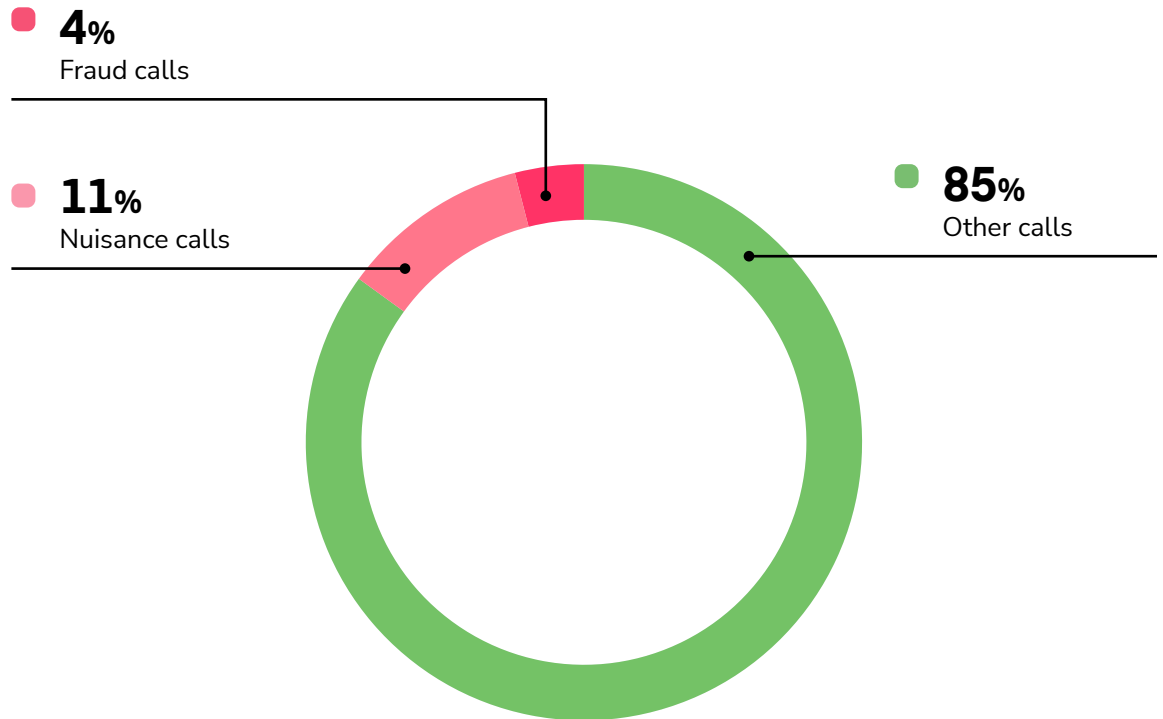
Jan 2024 - Jun 2024

Average spam calls per person

4
Calls/Month

Spam flag rate

15%



Spam ratios represent the number of unwanted calls from “non-contacts,” which are calls placed from numbers that are not in an individual’s local address book.

Source:
Samsung Smart Call users
in Puerto Rico

AMERICAS

United States

PERIOD

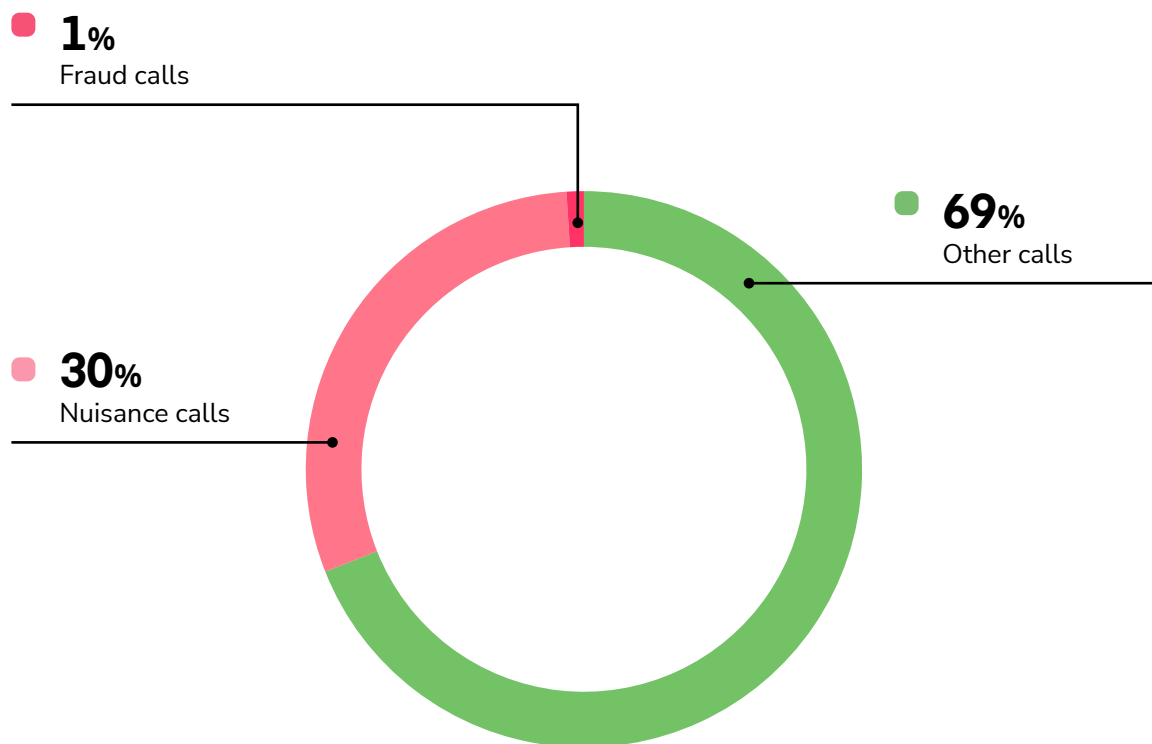
H1
Jan 2024 - Jun 2024

Average spam calls per person

14
Calls/Month

Spam flag rate

31%



Spam ratios represent the number of unwanted calls from “non-contacts,” which are calls placed from numbers that are not in an individual’s local address book.

Source:
Samsung Smart Call users
in United States

ASIA/PACIFIC

Australia

PERIOD

H1

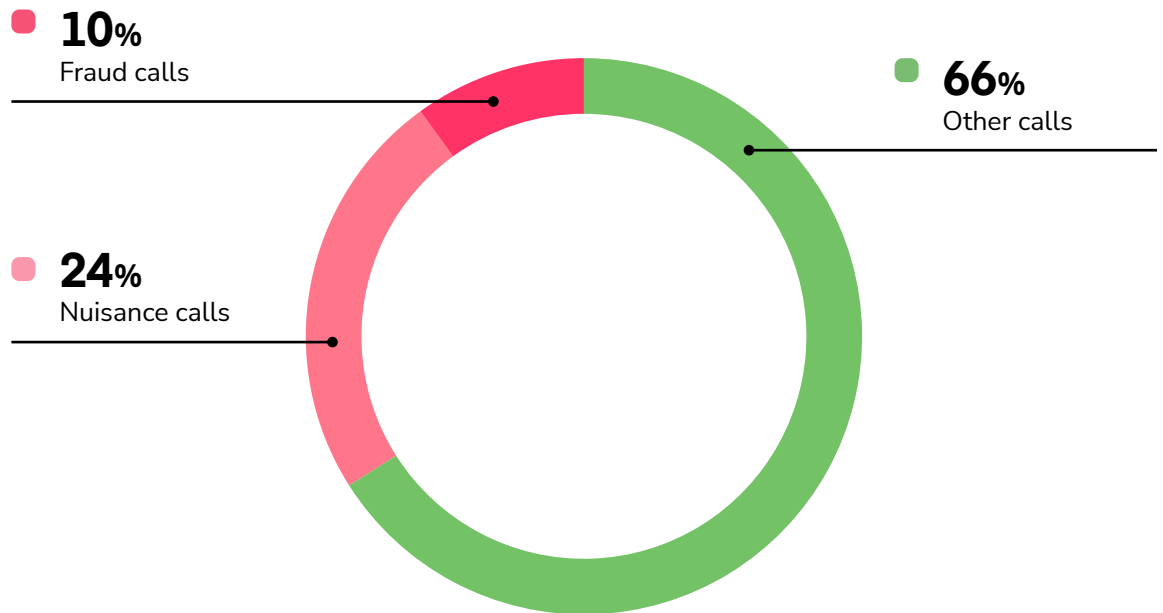
Jan 2024 - Jun 2024

Average spam calls per person

5
Calls/Month

Spam flag rate

34%



Spam ratios represent the number of unwanted calls from “non-contacts,” which are calls placed from numbers that are not in an individual’s local address book.

Source: Samsung Smart Call users in Australia

ASIA/PACIFIC

Hong Kong

PERIOD

H1

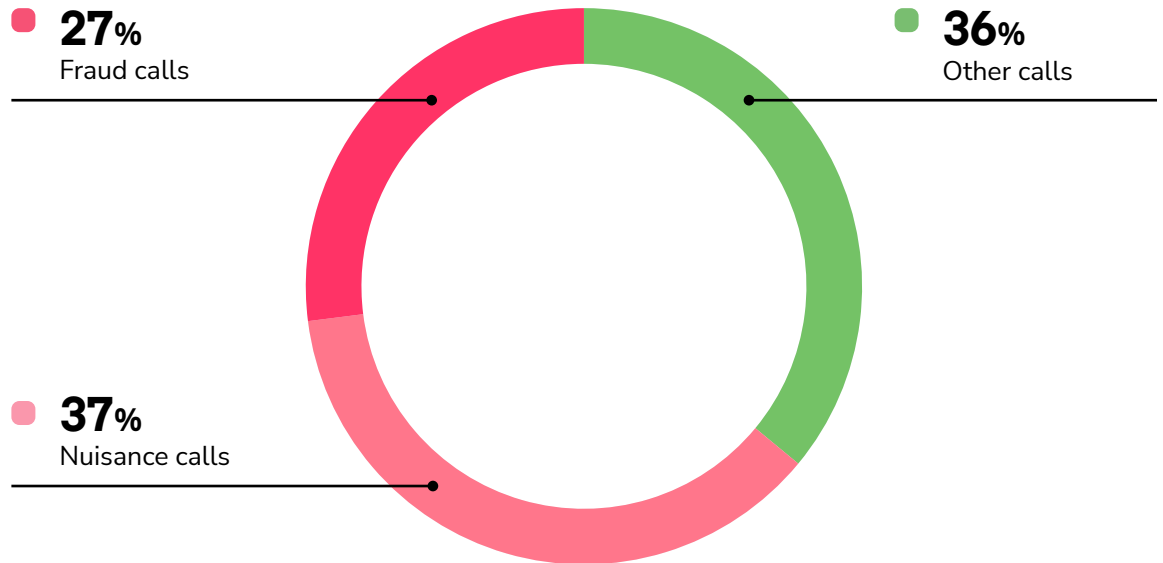
Jan 2024 - Jun 2024

Average spam calls per person

19
Calls/Month

Spam flag rate

64%



Spam ratios represent the number of unwanted calls from "non-contacts," which are calls placed from numbers that are not in an individual's local address book.

Source:
Samsung Smart Call users
in Hong Kong

ASIA/PACIFIC

India

PERIOD

H1

Jan 2024 - Jun 2024

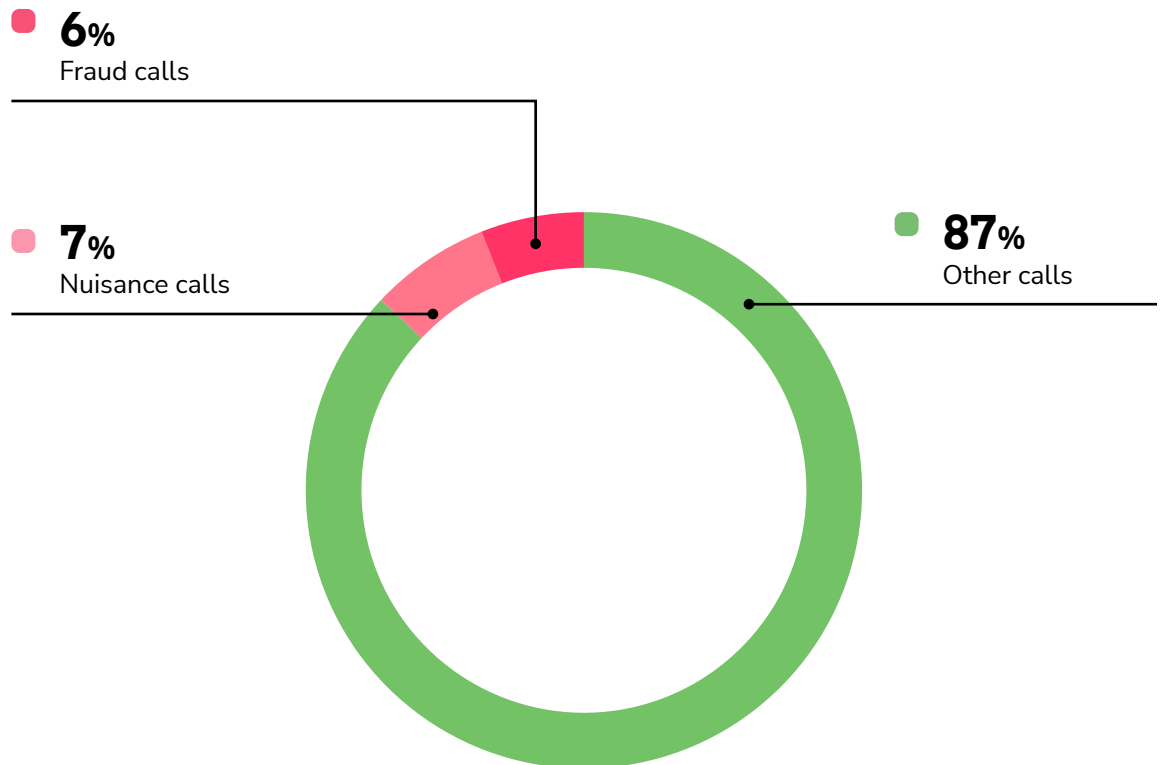
Average spam calls per person

9

Calls/Month

Spam flag rate

13%



Spam ratios represent the number of unwanted calls from "non-contacts," which are calls placed from numbers that are not in an individual's local address book.

Source: Samsung Smart Call users in India

ASIA/PACIFIC

Indonesia

PERIOD

H1

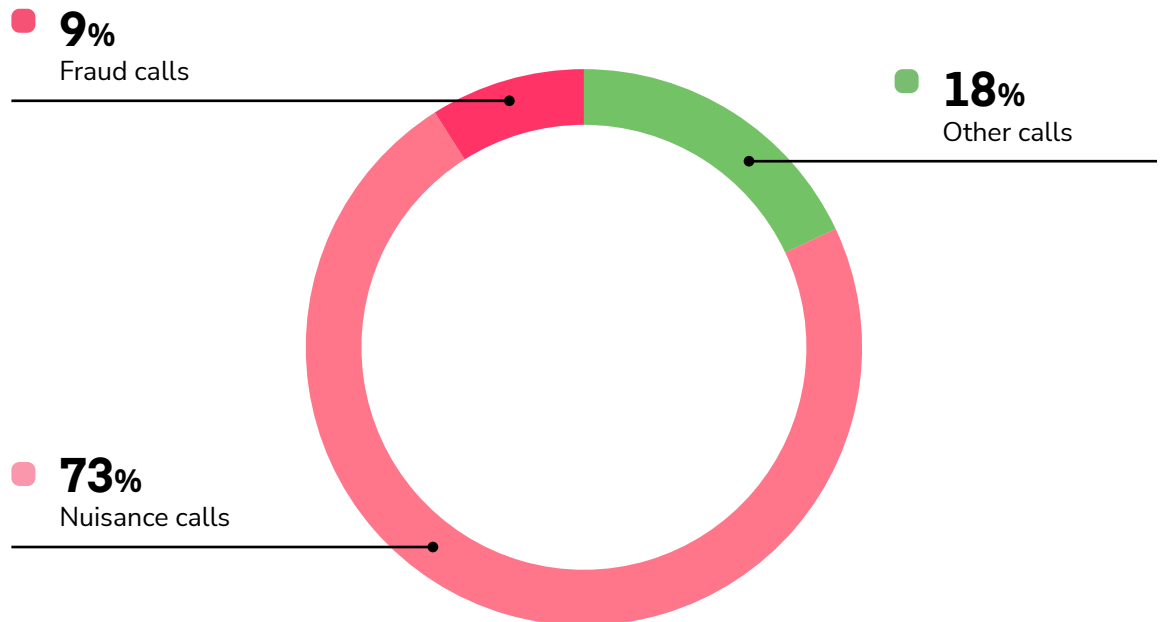
Jan 2024 - Jun 2024

Average spam calls per person

10
Calls/Month

Spam flag rate

82%



Spam ratios represent the number of unwanted calls from "non-contacts," which are calls placed from numbers that are not in an individual's local address book.

Source: Samsung Smart Call users in Indonesia

ASIA/PACIFIC

Malaysia

PERIOD

H1

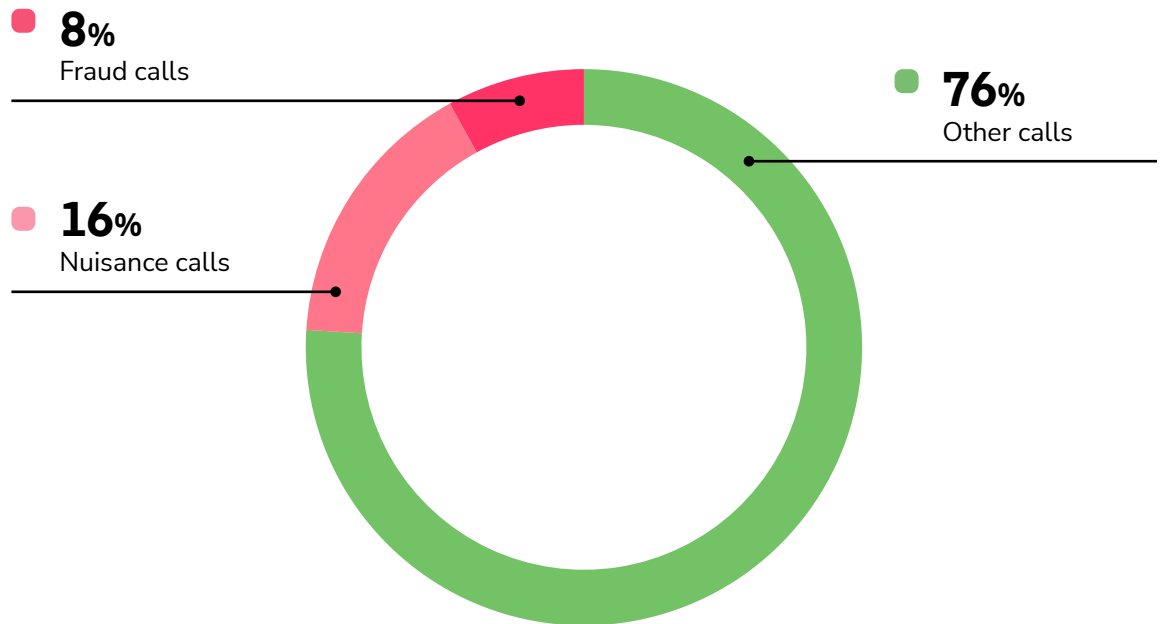
Jan 2024 - Jun 2024

Average spam calls per person

3
Calls/Month

Spam flag rate

24%



Spam ratios represent the number of unwanted calls from "non-contacts," which are calls placed from numbers that are not in an individual's local address book.

Source: Samsung Smart Call users in Malaysia

ASIA/PACIFIC

New Zealand

PERIOD

H1

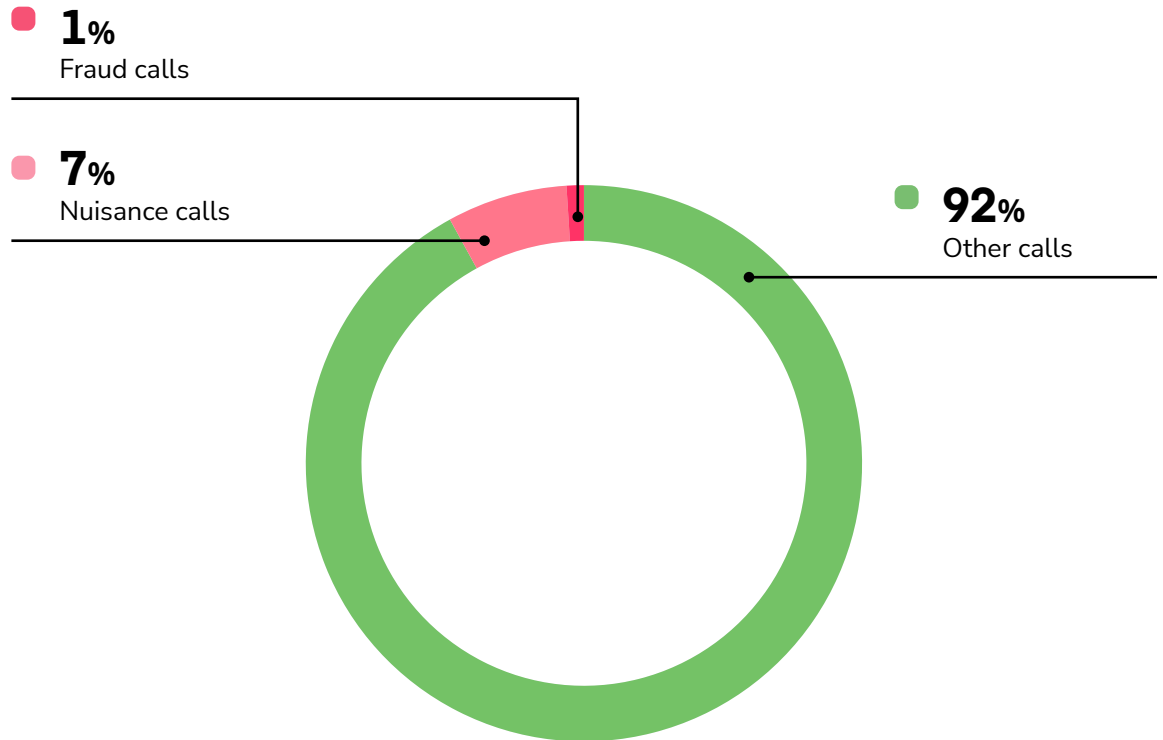
Jan 2024 - Jun 2024

Average spam calls per person

1
Calls/Month

Spam flag rate

8%



Spam ratios represent the number of unwanted calls from "non-contacts," which are calls placed from numbers that are not in an individual's local address book.

Source: Samsung Smart Call users in New Zealand

ASIA/PACIFIC

Philippines

PERIOD

H1

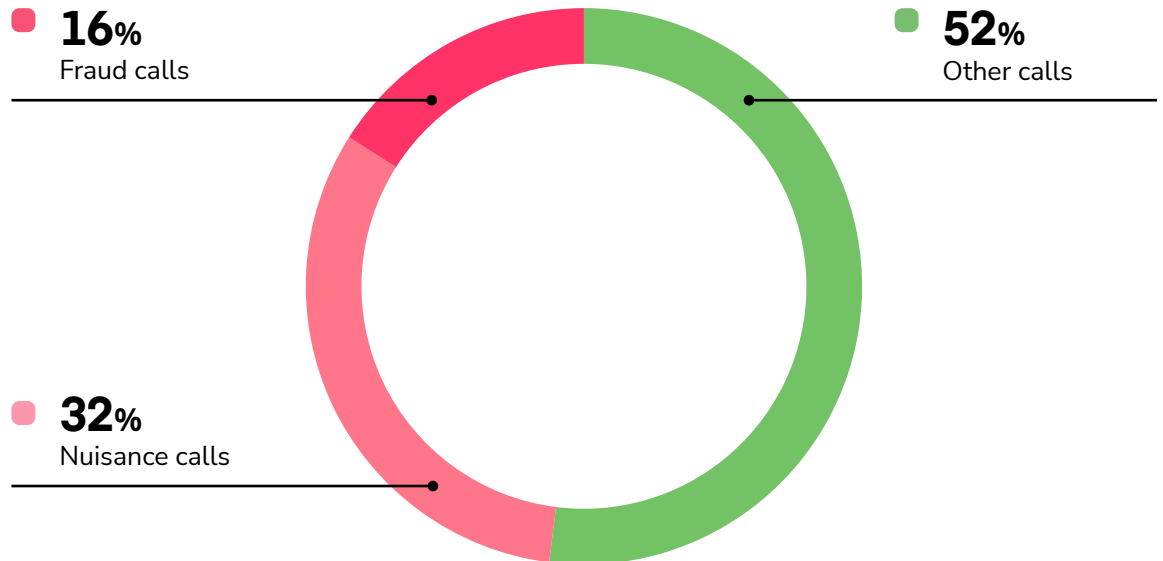
Jan 2024 - Jun 2024

Average spam calls per person

7
Calls/Month

Spam flag rate

48%



Spam ratios represent the number of unwanted calls from "non-contacts," which are calls placed from numbers that are not in an individual's local address book.

Source: Samsung Smart Call users in Philippines

ASIA/PACIFIC

Singapore

PERIOD

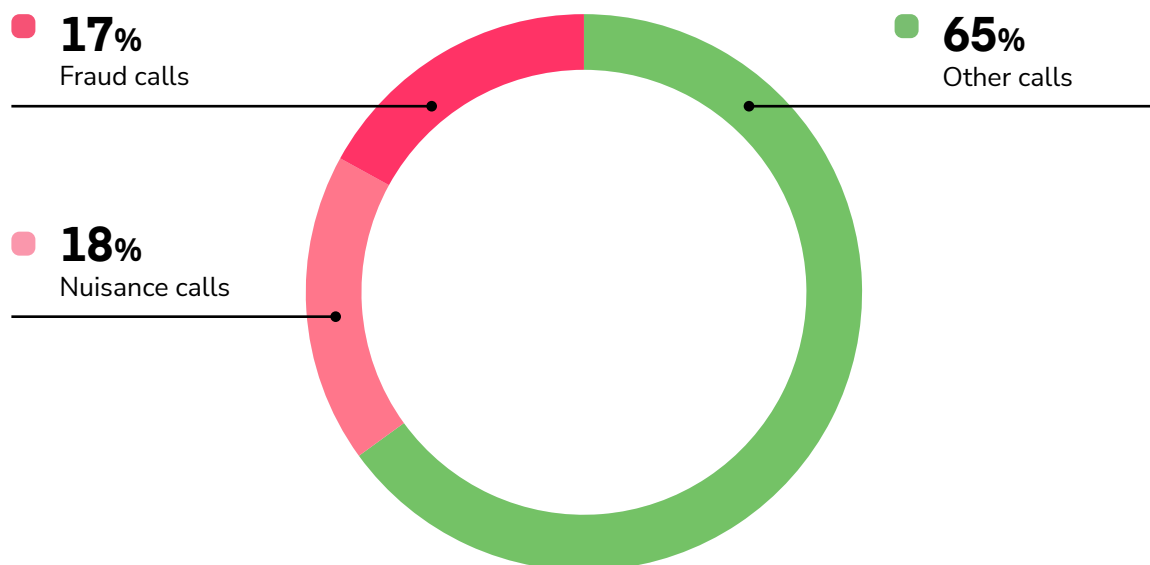
H1
Jan 2024 - Jun 2024

Average spam calls per person

4
Calls/Month

Spam flag rate

35%



Spam ratios represent the number of unwanted calls from “non-contacts,” which are calls placed from numbers that are not in an individual’s local address book.

Source:
Samsung Smart Call users
in Singapore

ASIA/PACIFIC

Thailand

PERIOD

H1

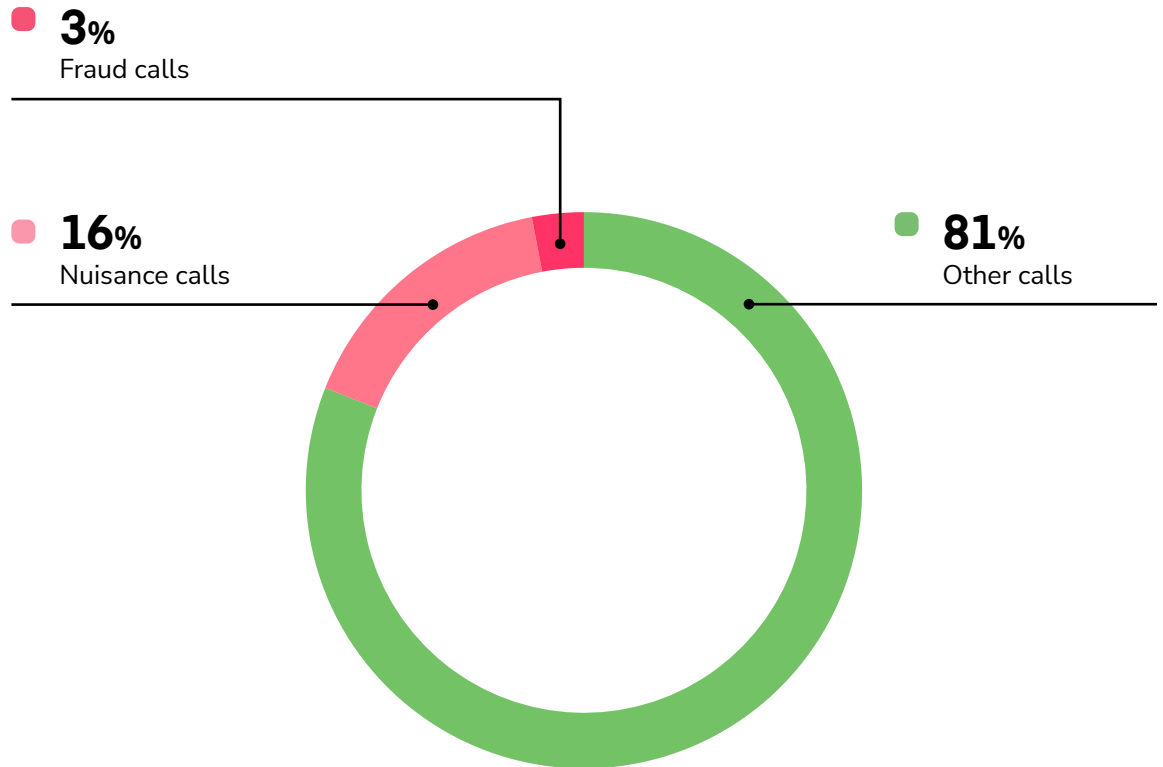
Jan 2024 - Jun 2024

Average spam calls per person

5
Calls/Month

Spam flag rate

19%



Spam ratios represent the number of unwanted calls from "non-contacts," which are calls placed from numbers that are not in an individual's local address book.

Source: Samsung Smart Call users in Thailand

ASIA/PACIFIC

Turkey

PERIOD

H1

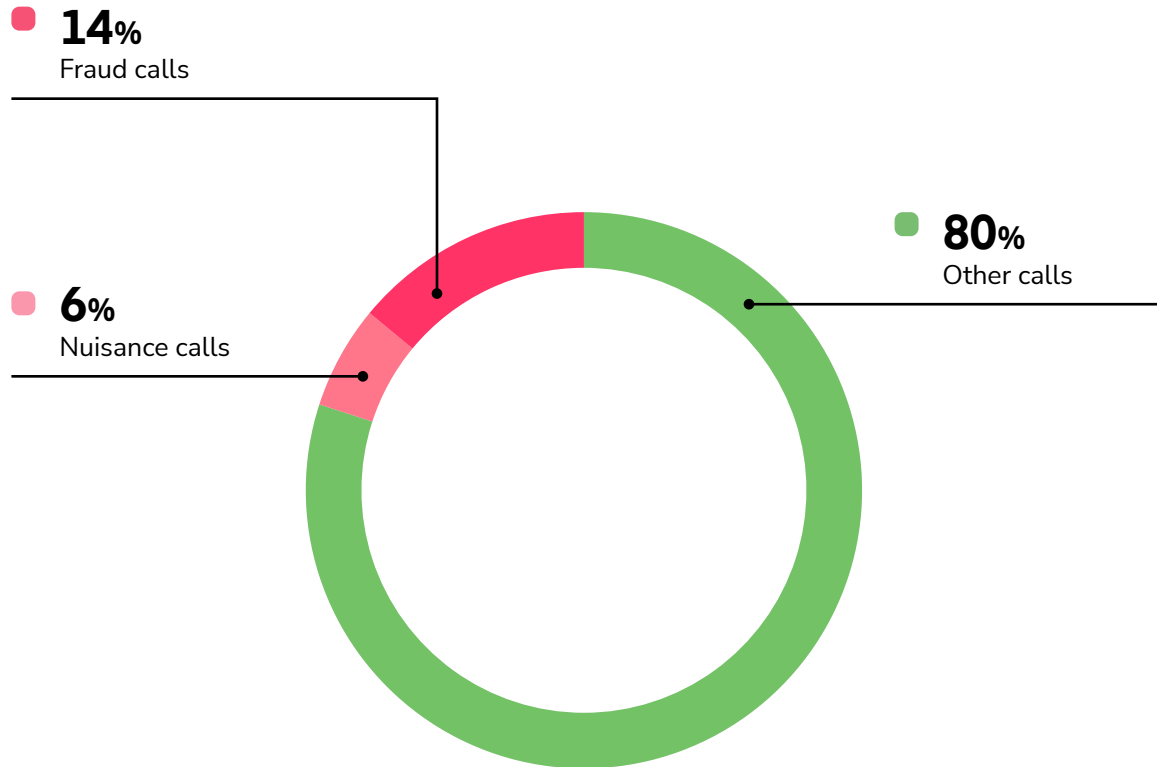
Jan 2024 - Jun 2024

Average spam calls per person

5
Calls/Month

Spam flag rate

20%



Spam ratios represent the number of unwanted calls from "non-contacts," which are calls placed from numbers that are not in an individual's local address book.

Source: Samsung Smart Call users in Turkey

EMEA

Austria

PERIOD

H1

Jan 2024 - Jun 2024

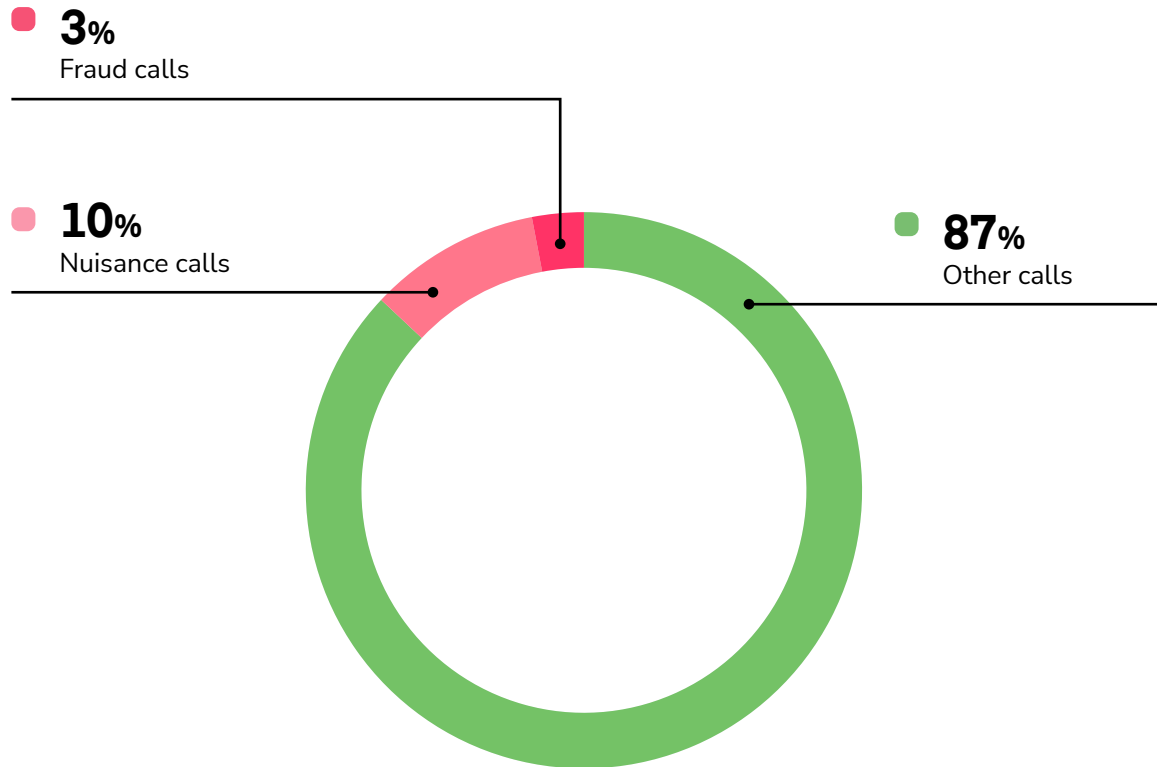
Average spam calls per person

1

Calls/Month

Spam flag rate

13%



Spam ratios represent the number of unwanted calls from "non-contacts," which are calls placed from numbers that are not in an individual's local address book.

Source: Samsung Smart Call users in Austria

EMEA

Belgium

PERIOD

H1

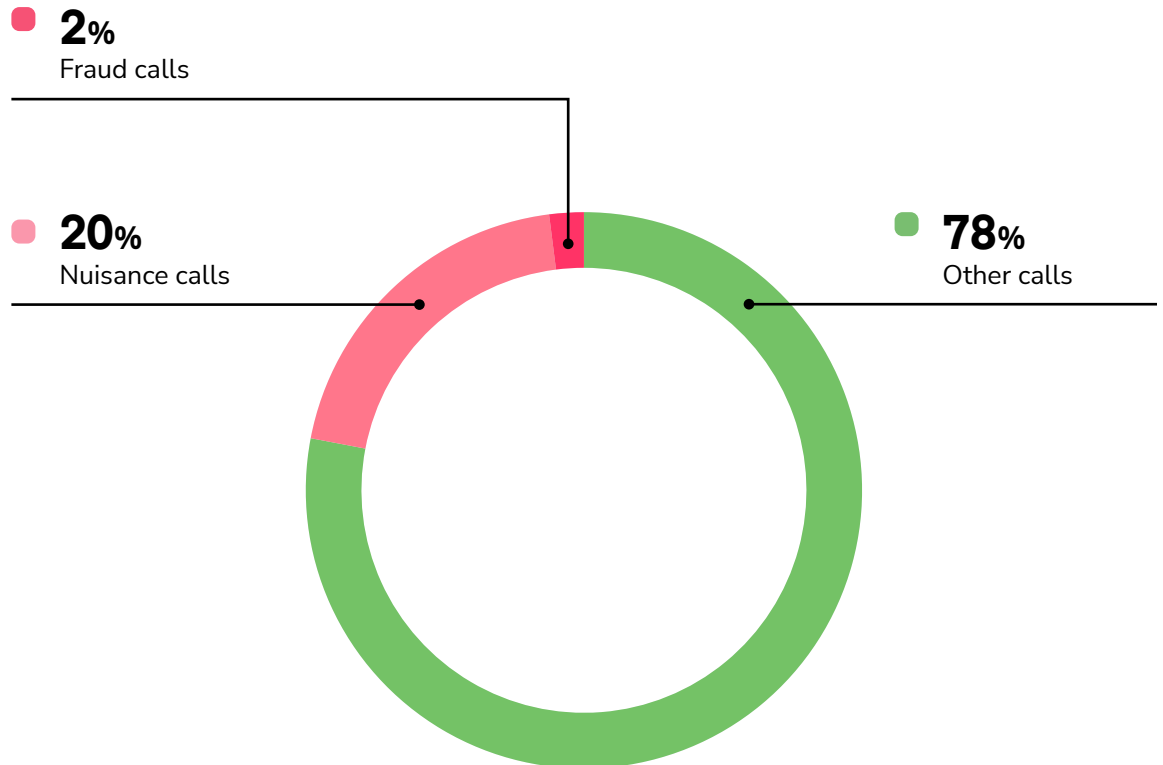
Jan 2024 - Jun 2024

Average spam calls per person

3
Calls/Month

Spam flag rate

22%



Spam ratios represent the number of unwanted calls from "non-contacts," which are calls placed from numbers that are not in an individual's local address book.

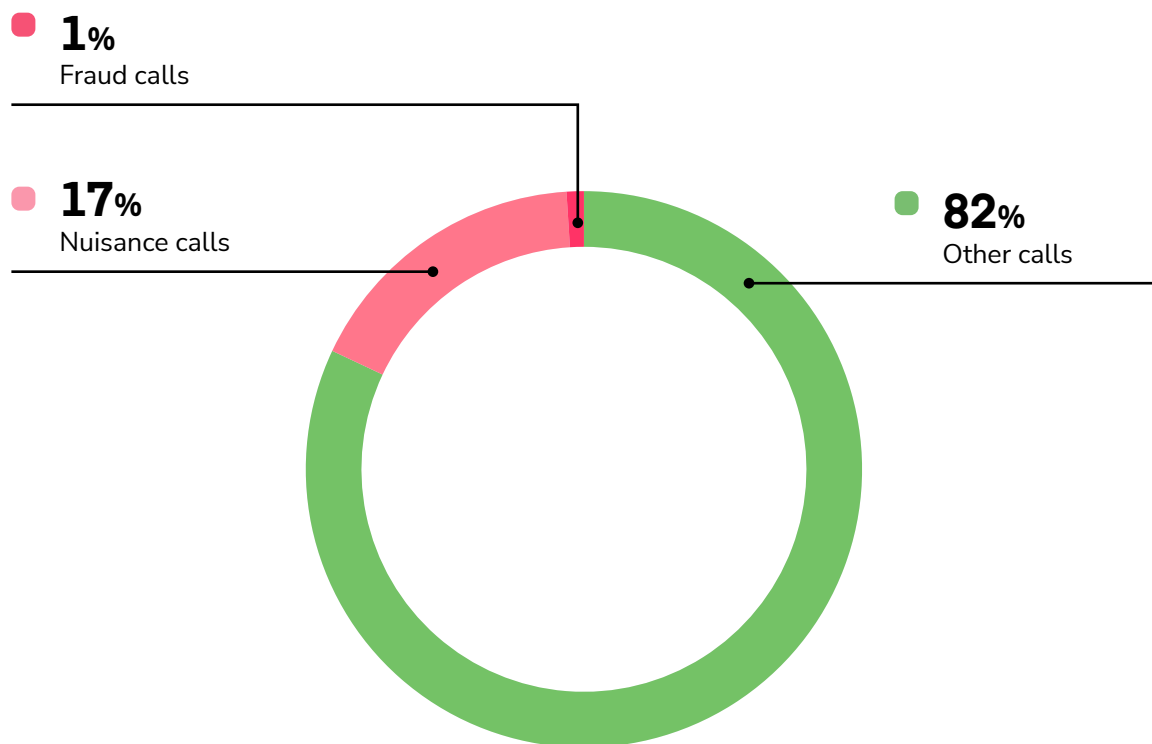
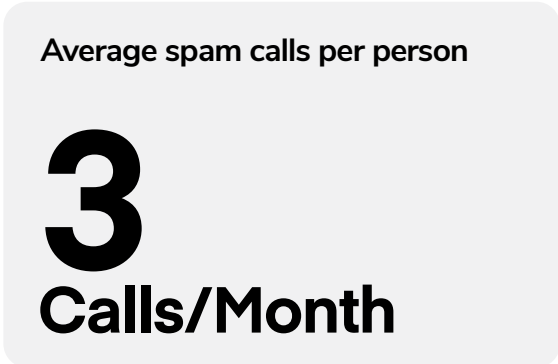
Source: Samsung Smart Call users in Belgium

EMEA

Czech Republic

PERIOD

H1
Jan 2024 - Jun 2024



Spam ratios represent the number of unwanted calls from "non-contacts," which are calls placed from numbers that are not in an individual's local address book.

Source:
Samsung Smart Call users
in Czech Republic

EMEA

Denmark

PERIOD

H1

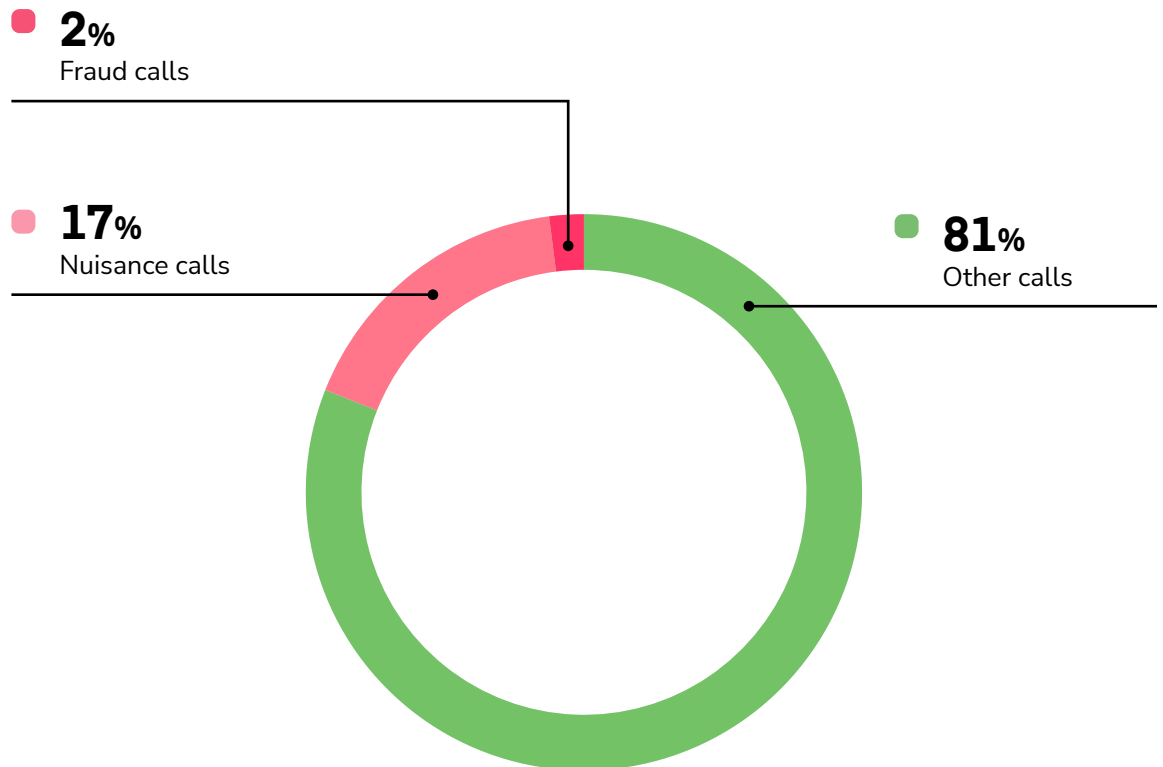
Jan 2024 - Jun 2024

Average spam calls per person

3
Calls/Month

Spam flag rate

19%



Spam ratios represent the number of unwanted calls from "non-contacts," which are calls placed from numbers that are not in an individual's local address book.

Source: Samsung Smart Call users in Denmark

EMEA

Finland

PERIOD

H1

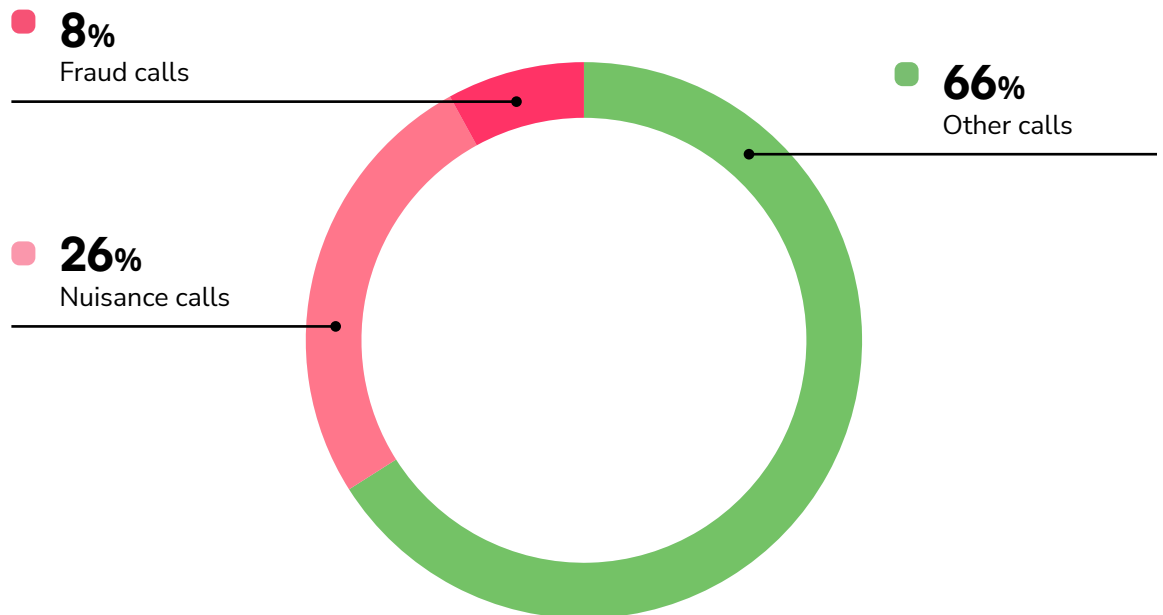
Jan 2024 - Jun 2024

Average spam calls per person

5
Calls/Month

Spam flag rate

34%



Spam ratios represent the number of unwanted calls from “non-contacts,” which are calls placed from numbers that are not in an individual’s local address book.

Source: Samsung Smart Call users in Finland

EMEA

France

PERIOD

H1

Jan 2024 - Jun 2024

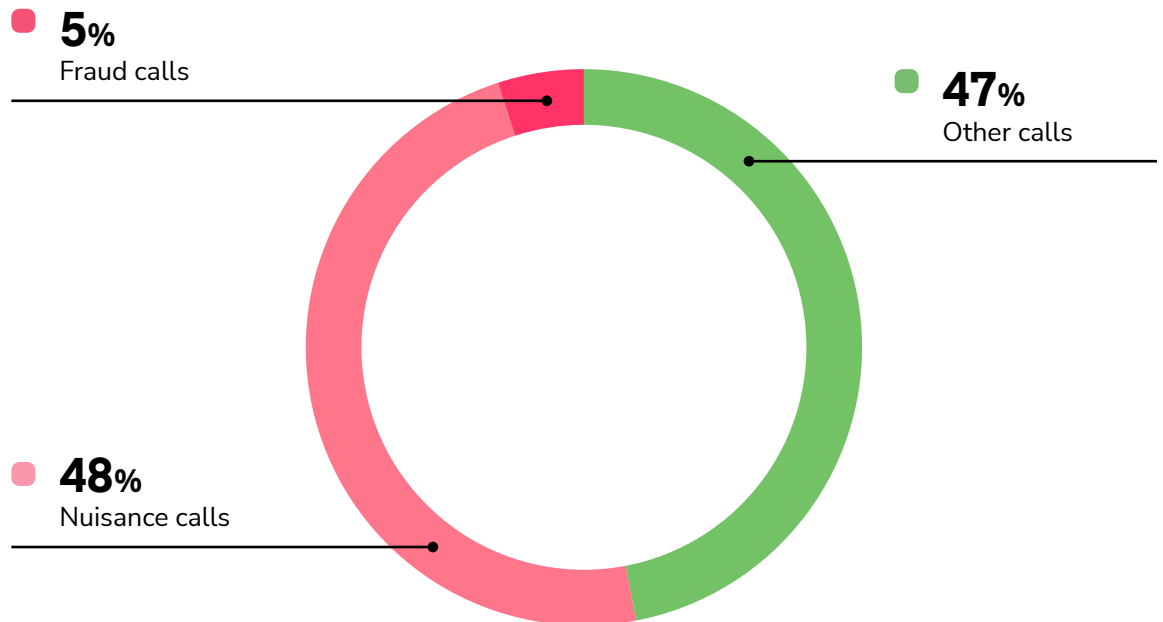
Average spam calls per person

13

Calls/Month

Spam flag rate

53%



Spam ratios represent the number of unwanted calls from "non-contacts," which are calls placed from numbers that are not in an individual's local address book.

Source: Samsung Smart Call users in France

EMEA

Germany

PERIOD

H1

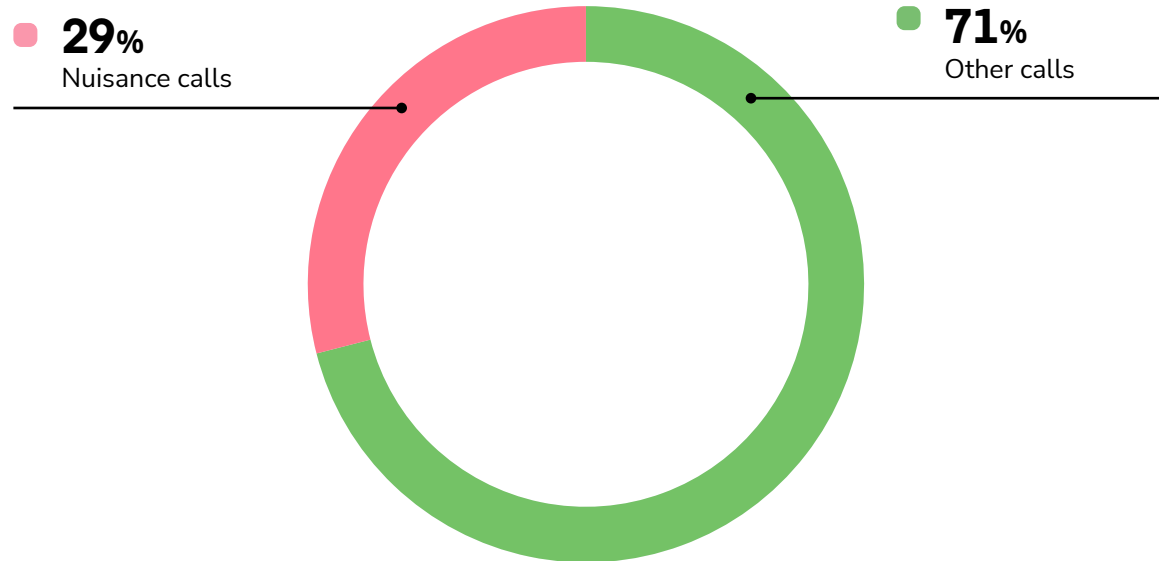
Jan 2024 - Jun 2024

Average spam calls per person

3
Calls/Month

Spam flag rate

29%



Spam ratios represent the number of unwanted calls from "non-contacts," which are calls placed from numbers that are not in an individual's local address book.

Source:
Samsung Smart Call users
in Germany

EMEA

Greece

PERIOD

H1

Jan 2024 - Jun 2024

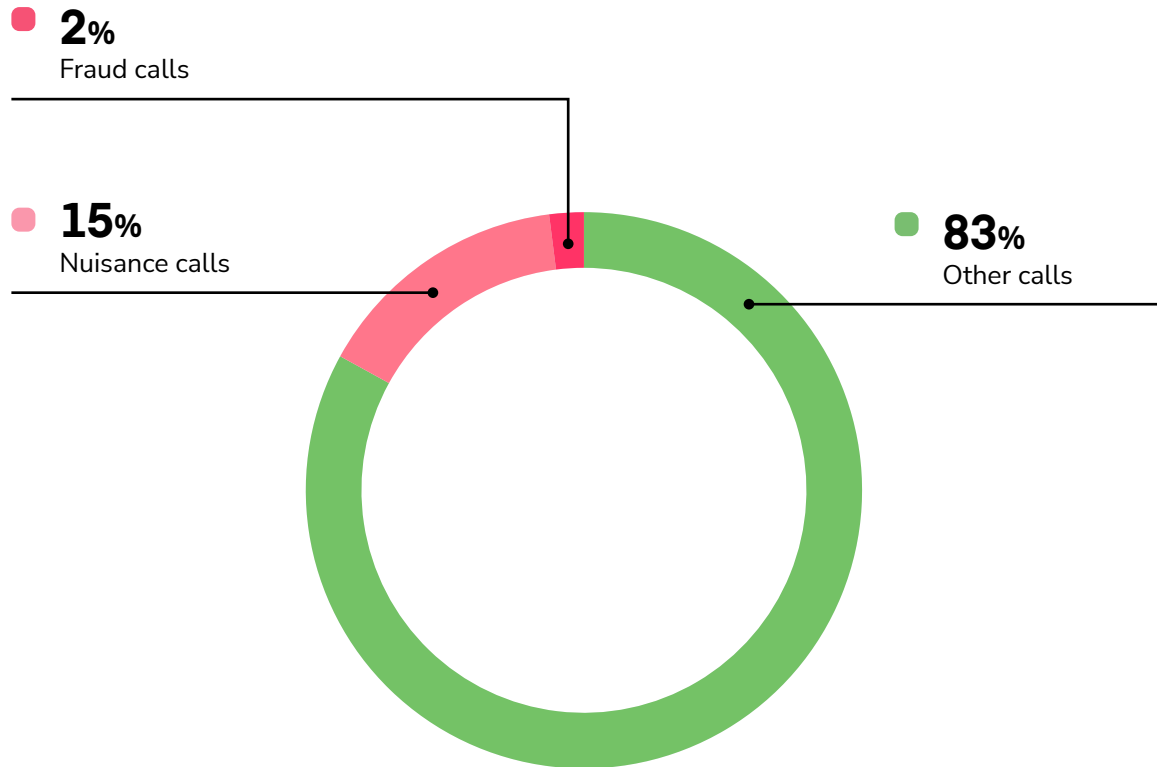
Average spam calls per person

4

Calls/Month

Spam flag rate

17%



Spam ratios represent the number of unwanted calls from "non-contacts," which are calls placed from numbers that are not in an individual's local address book.

Source: Samsung Smart Call users in Greece

EMEA

Hungary

PERIOD

H1

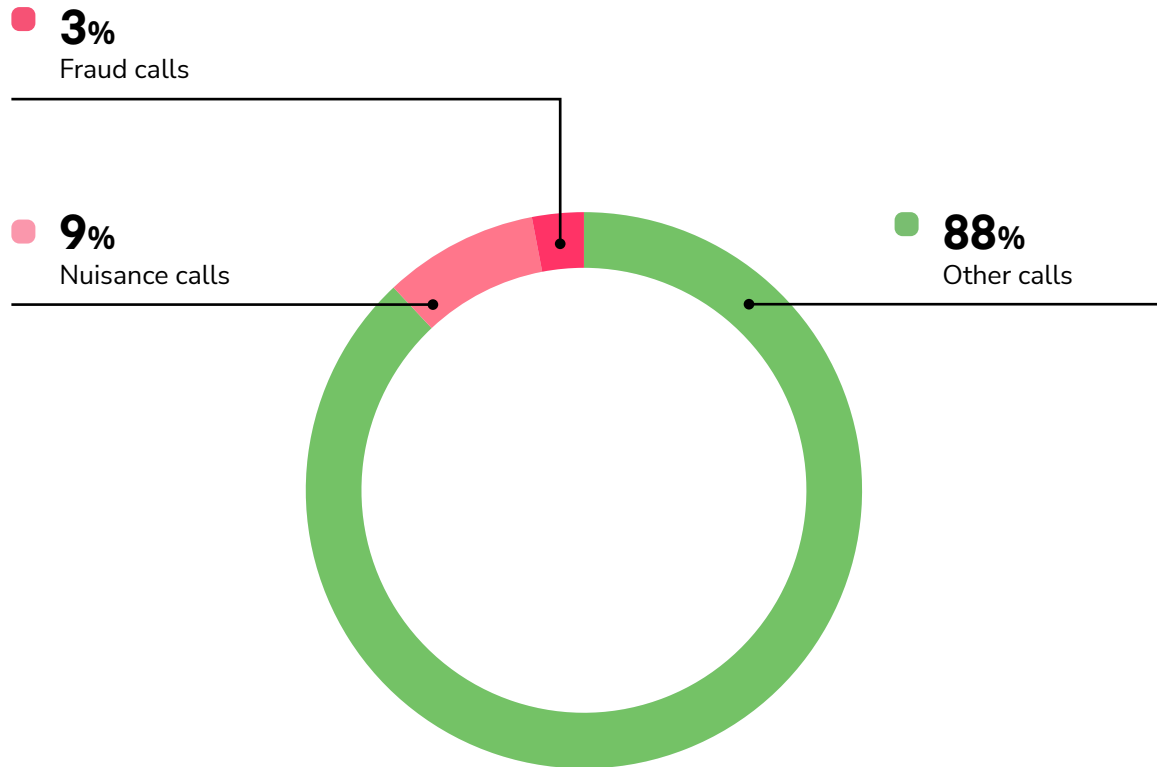
Jan 2024 - Jun 2024

Average spam calls per person

2
Calls/Month

Spam flag rate

12%



Spam ratios represent the number of unwanted calls from "non-contacts," which are calls placed from numbers that are not in an individual's local address book.

Source: Samsung Smart Call users in Hungary

EMEA

Ireland

PERIOD

H1

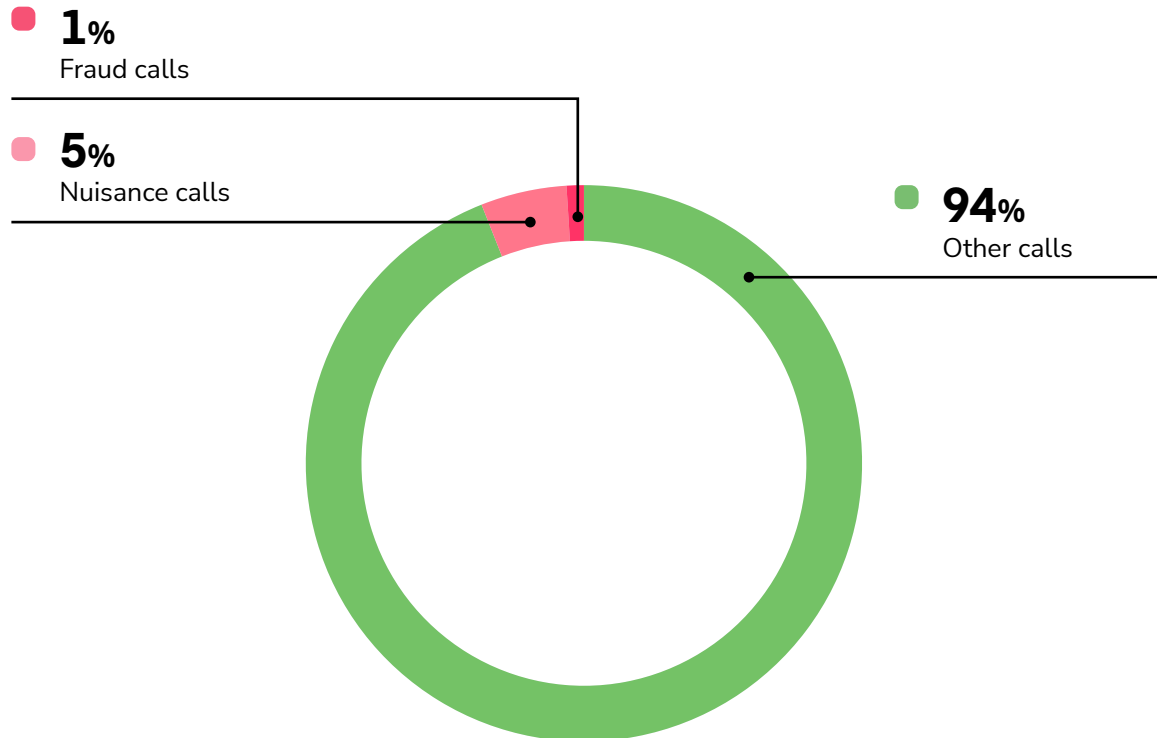
Jan 2024 - Jun 2024

Average spam calls per person

1
Calls/Month

Spam flag rate

6%



Spam ratios represent the number of unwanted calls from “non-contacts,” which are calls placed from numbers that are not in an individual’s local address book.

Source: Samsung Smart Call users in Ireland

ASIA/PACIFIC

Israel

PERIOD

H1

Jan 2024 - Jun 2024

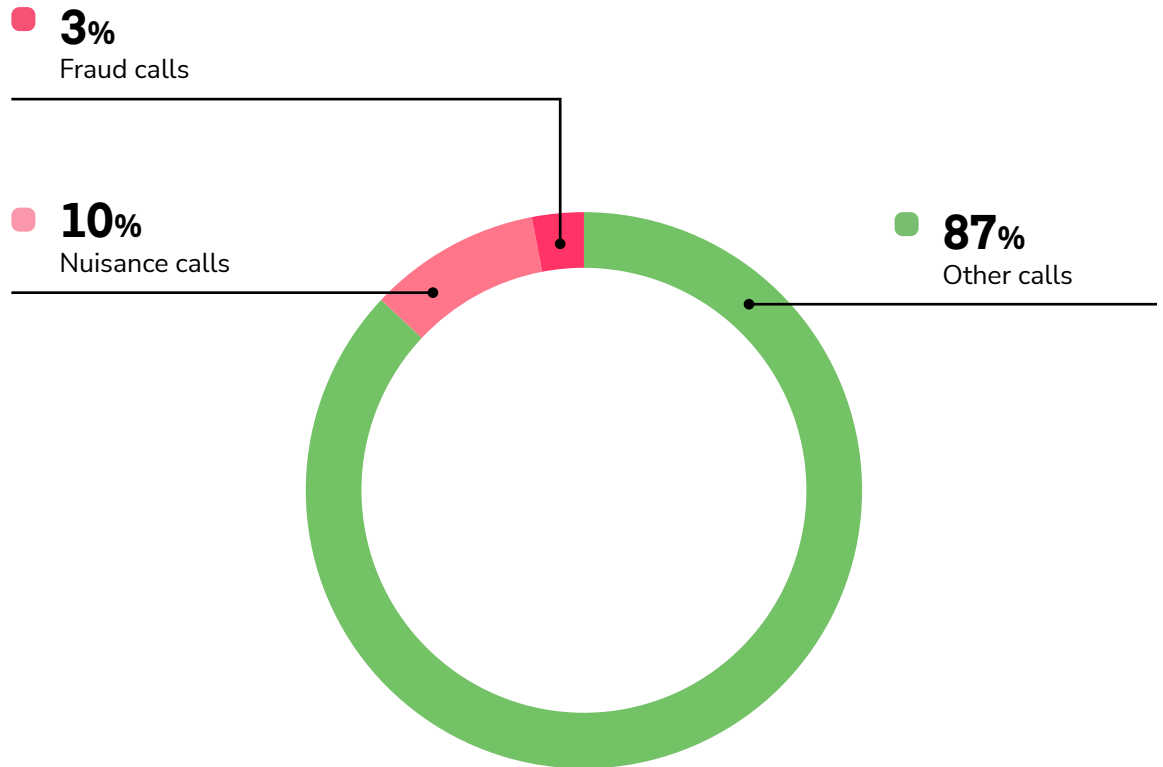
Average spam calls per person

4

Calls/Month

Spam flag rate

13%



Spam ratios represent the number of unwanted calls from "non-contacts," which are calls placed from numbers that are not in an individual's local address book.

Source: Samsung Smart Call users in Israel

EMEA

Italy

PERIOD

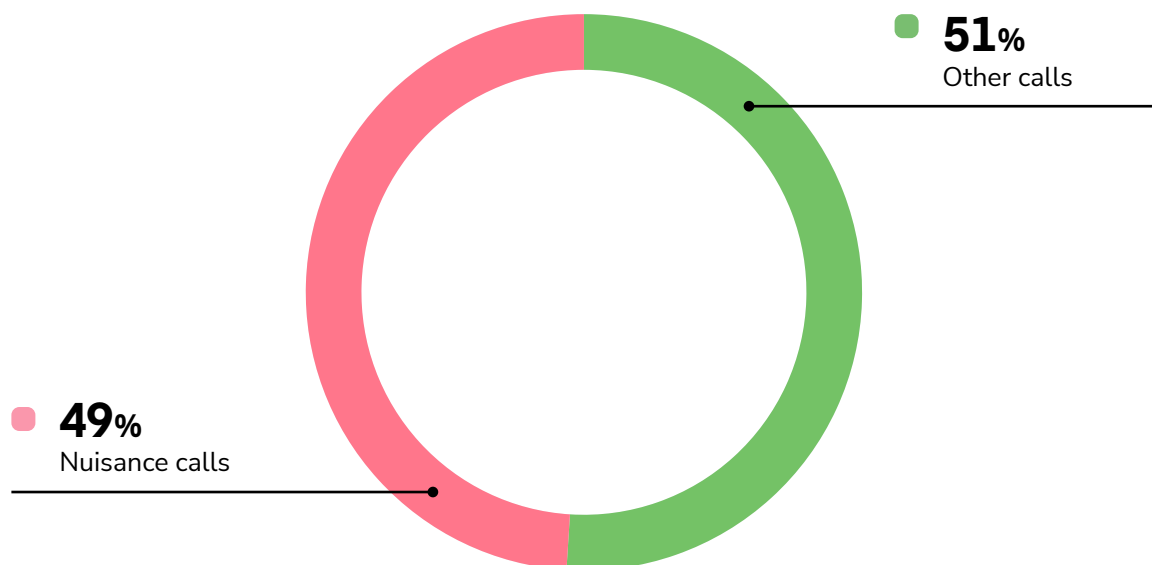
H1
Jan 2024 - Jun 2024

Average spam calls per person

10
Calls/Month

Spam flag rate

49%



Spam ratios represent the number of unwanted calls from "non-contacts," which are calls placed from numbers that are not in an individual's local address book.

Source: Samsung Smart Call users in Italy

EMEA

Luxembourg

PERIOD

H1

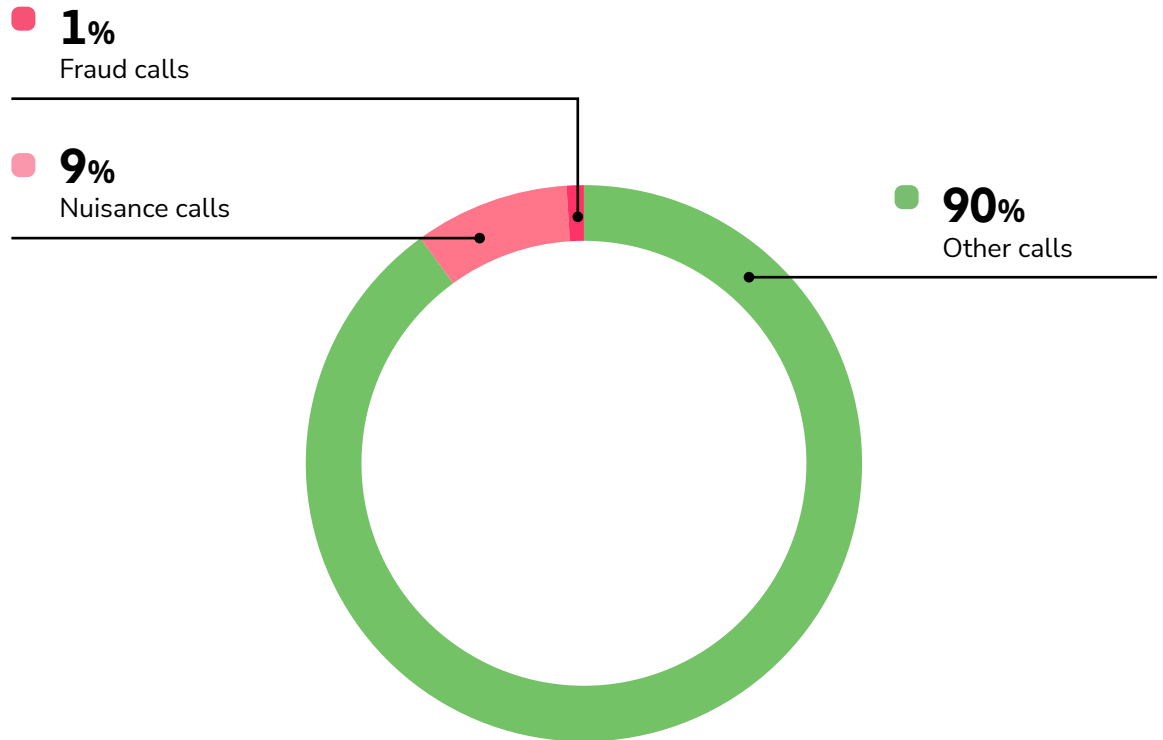
Jan 2024 - Jun 2024

Average spam calls per person

1
Calls/Month

Spam flag rate

10%



Spam ratios represent the number of unwanted calls from "non-contacts," which are calls placed from numbers that are not in an individual's local address book.

Source: Samsung Smart Call users in Luxembourg

EMEA

Netherlands

PERIOD

H1

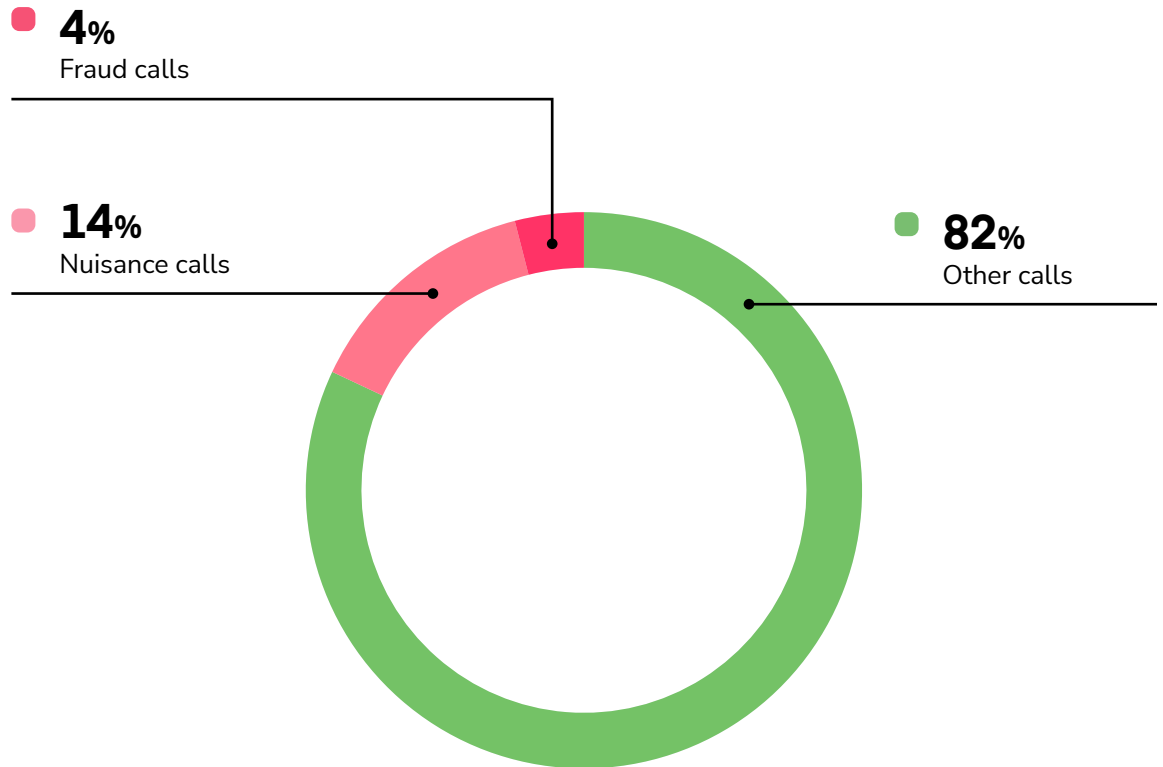
Jan 2024 - Jun 2024

Average spam calls per person

1
Calls/Month

Spam flag rate

18%



Spam ratios represent the number of unwanted calls from "non-contacts," which are calls placed from numbers that are not in an individual's local address book.

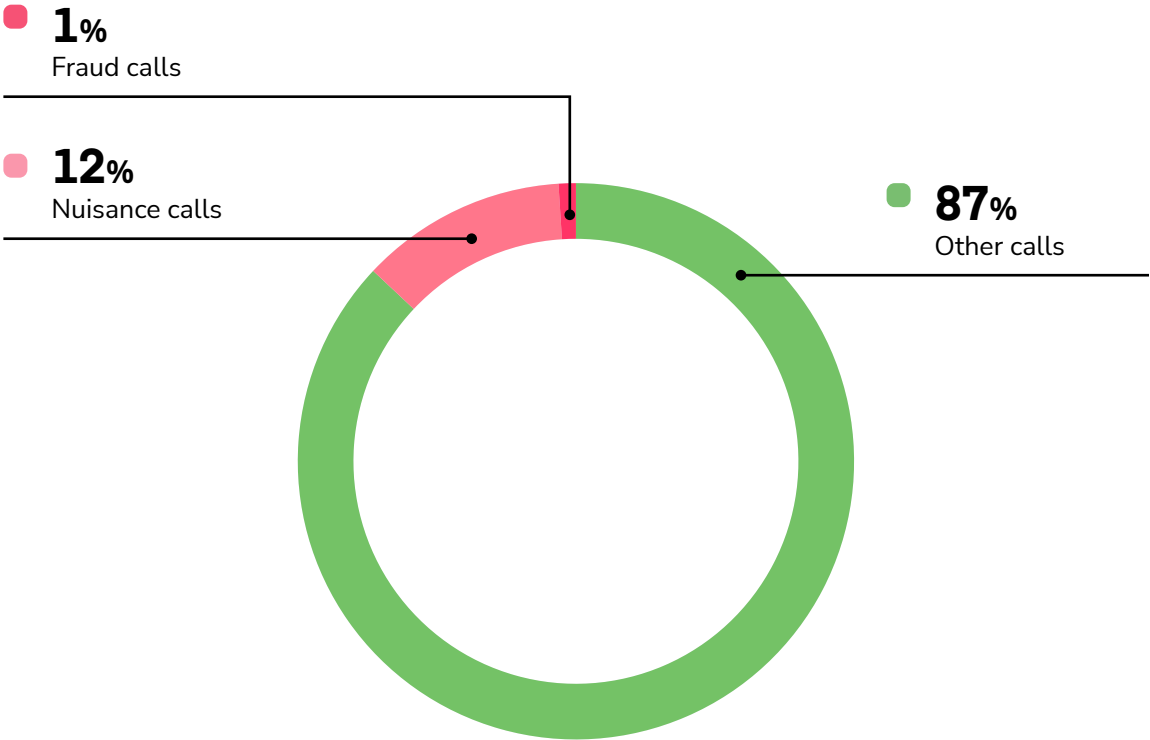
Source: Samsung Smart Call users in Netherlands

EMEA

Norway

PERIOD

H1
Jan 2024 - Jun 2024



Spam ratios represent the number of unwanted calls from "non-contacts," which are calls placed from numbers that are not in an individual's local address book.

Source: Samsung Smart Call users in Norway

EMEA

Poland

PERIOD

H1

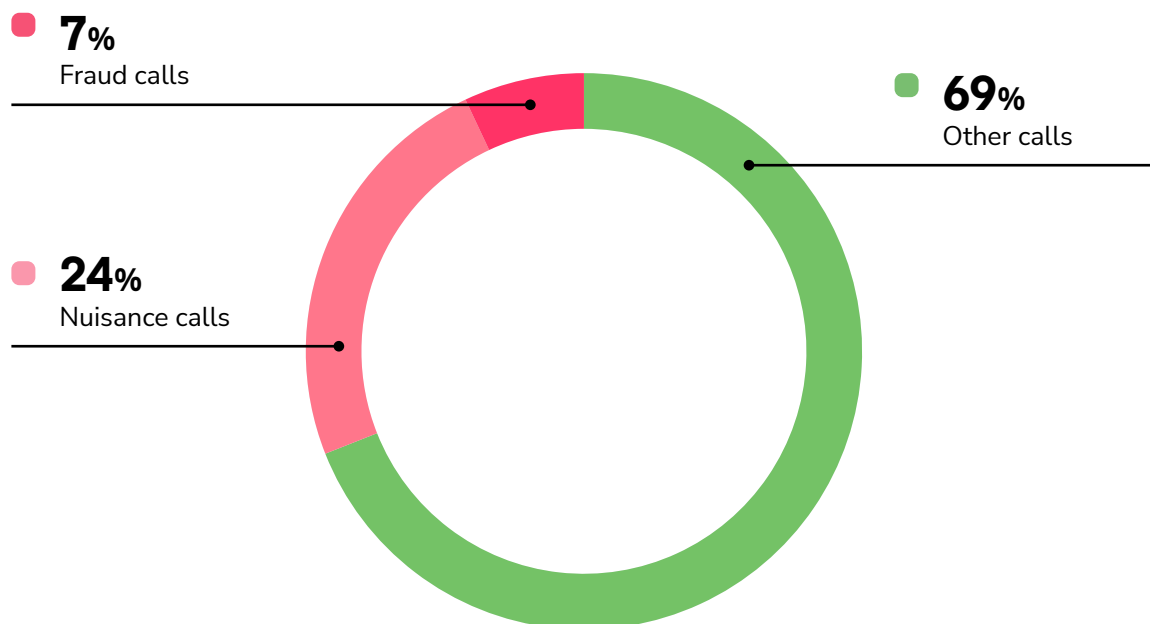
Jan 2024 - Jun 2024

Average spam calls per person

6
Calls/Month

Spam flag rate

31%



Spam ratios represent the number of unwanted calls from "non-contacts," which are calls placed from numbers that are not in an individual's local address book.

Source: Samsung Smart Call users in Poland

EMEA

Portugal

PERIOD

H1

Jan 2024 - Jun 2024

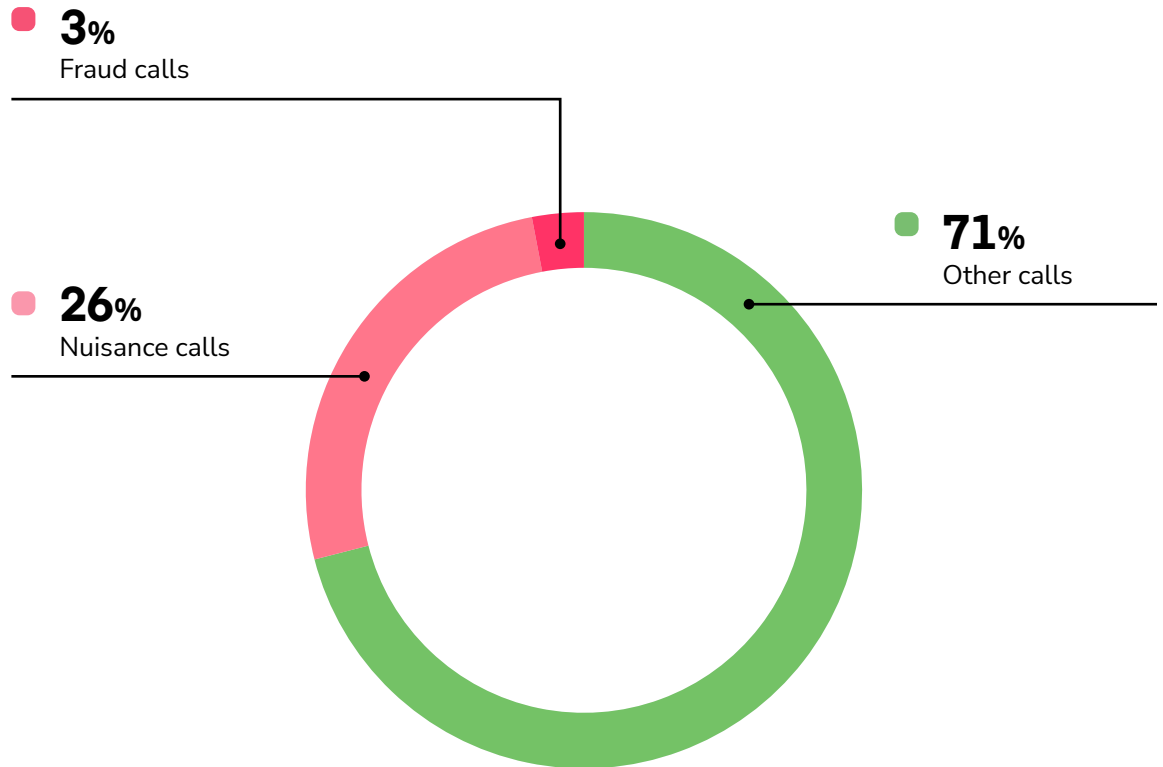
Average spam calls per person

5

Calls/Month

Spam flag rate

29%



Spam ratios represent the number of unwanted calls from "non-contacts," which are calls placed from numbers that are not in an individual's local address book.

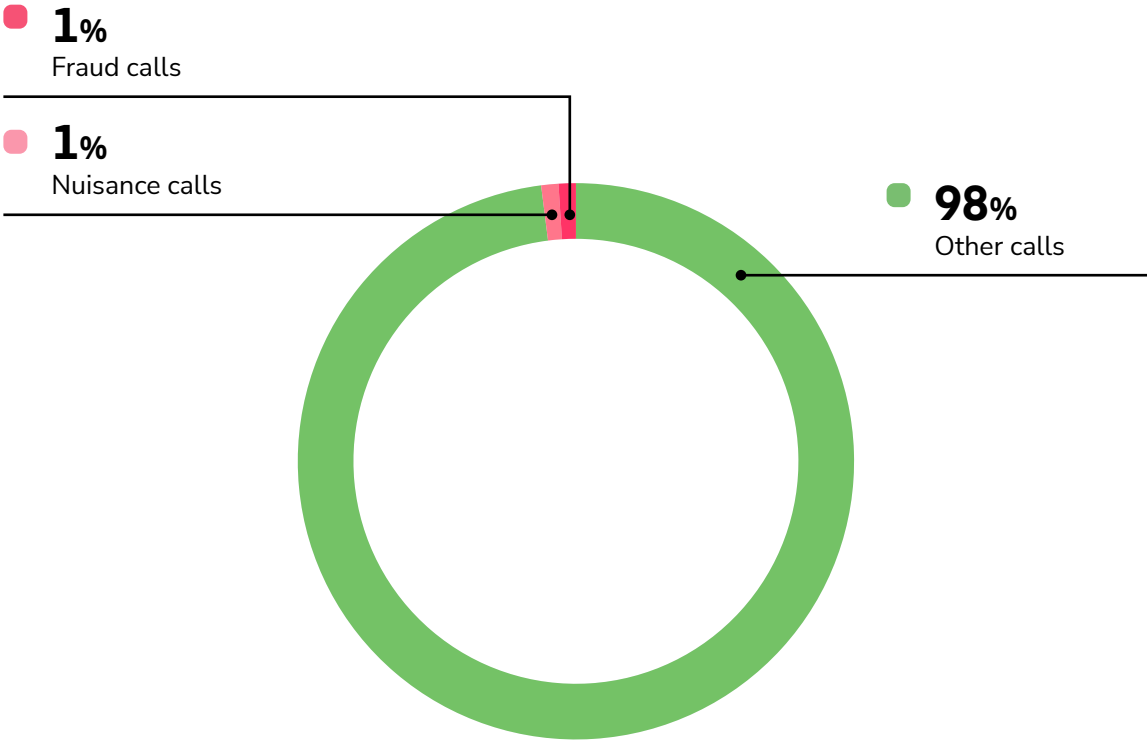
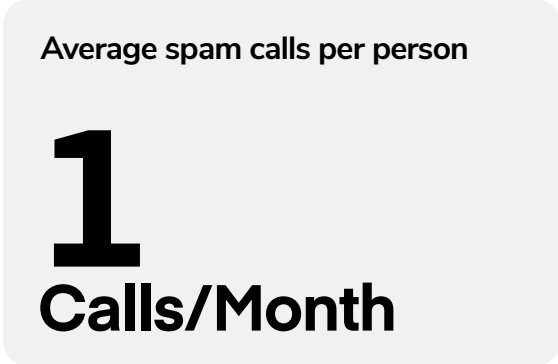
Source: Samsung Smart Call users in Portugal

EMEA

Saudi Arabia

PERIOD

H1
Jan 2024 - Jun 2024



Spam ratios represent the number of unwanted calls from “non-contacts,” which are calls placed from numbers that are not in an individual’s local address book.

Source:
Samsung Smart Call users
in Saudi Arabia

EMEA

Slovakia

PERIOD

H1

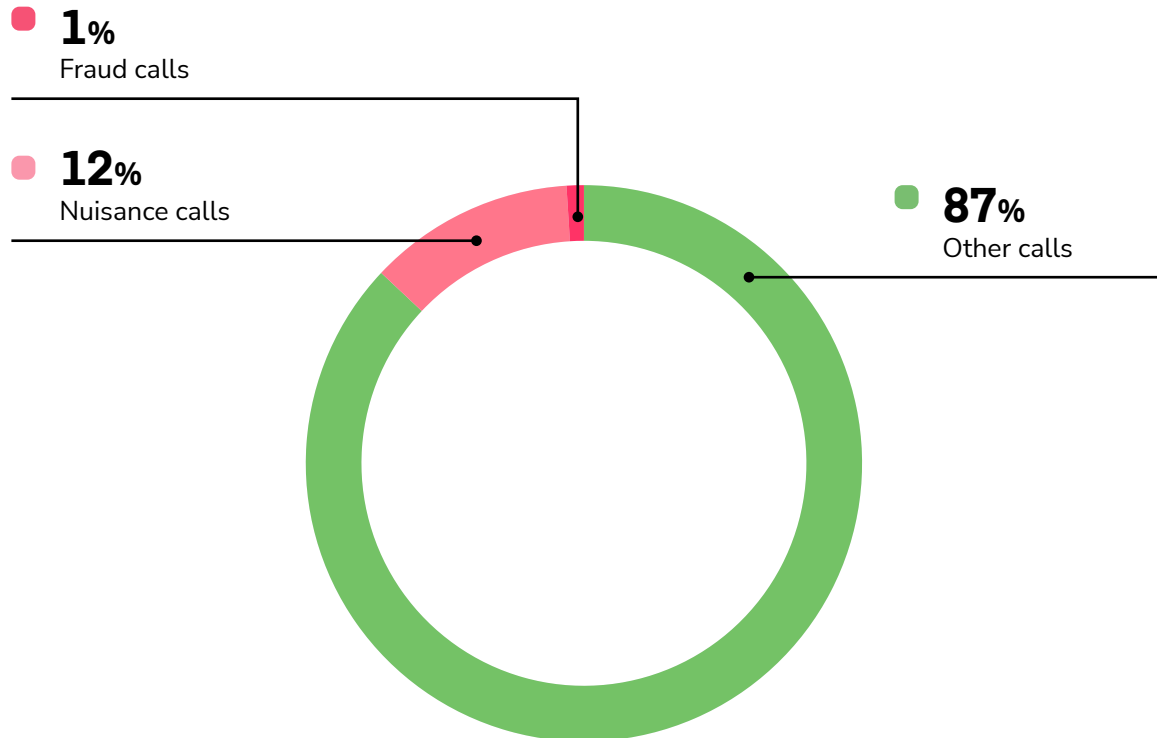
Jan 2024 - Jun 2024

Average spam calls per person

2
Calls/Month

Spam flag rate

13%



Spam ratios represent the number of unwanted calls from "non-contacts," which are calls placed from numbers that are not in an individual's local address book.

Source: Samsung Smart Call users in Slovakia

EMEA

South Africa

PERIOD

H1

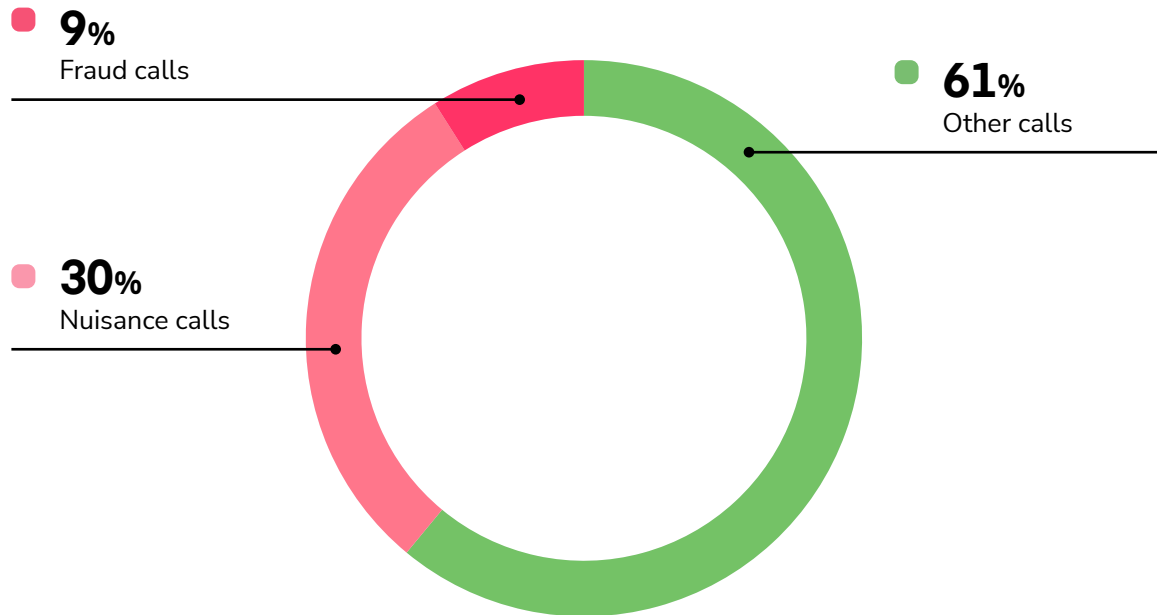
Jan 2024 - Jun 2024

Average spam calls per person

11
Calls/Month

Spam flag rate

39%



Spam ratios represent the number of unwanted calls from "non-contacts," which are calls placed from numbers that are not in an individual's local address book.

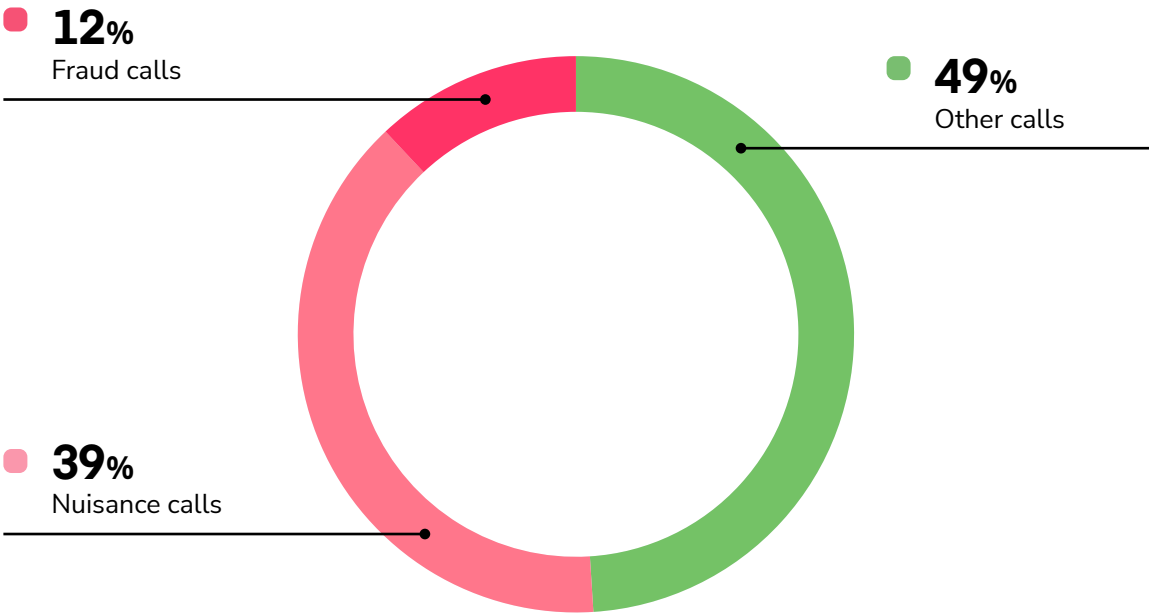
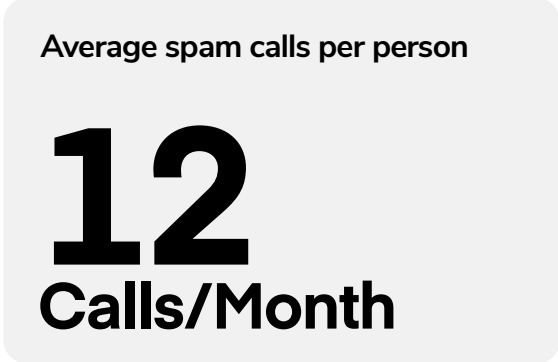
Source: Samsung Smart Call users in South Africa

EMEA

Spain

PERIOD

H1
Jan 2024 - Jun 2024



Spam ratios represent the number of unwanted calls from "non-contacts," which are calls placed from numbers that are not in an individual's local address book.

Source: Samsung Smart Call users in Spain

EMEA

Sweden

PERIOD

H1

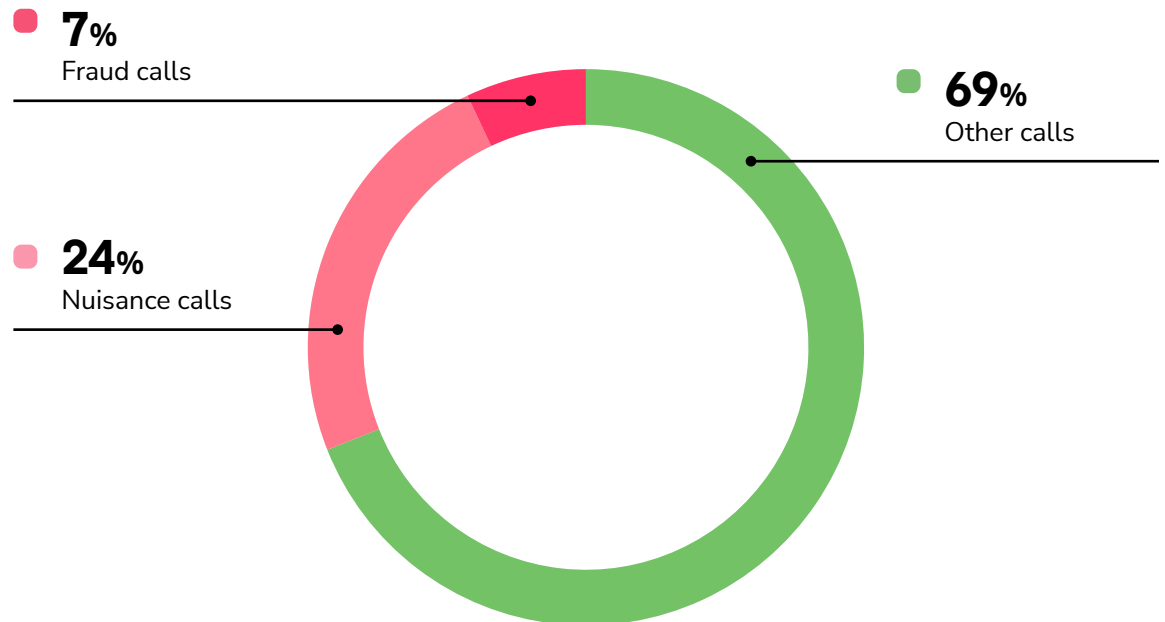
Jan 2024 - Jun 2024

Average spam calls per person

5
Calls/Month

Spam flag rate

31%



Spam ratios represent the number of unwanted calls from "non-contacts," which are calls placed from numbers that are not in an individual's local address book.

Source: Samsung Smart Call users in Sweden

EMEA

Switzerland

PERIOD

H1

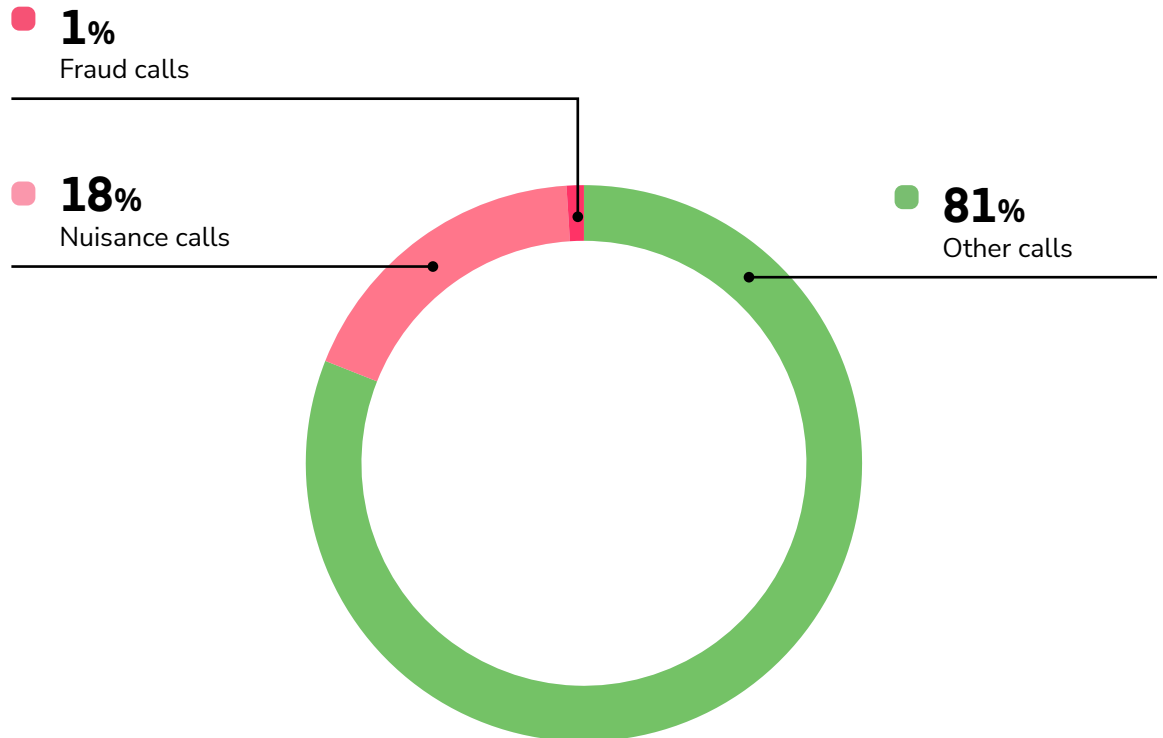
Jan 2024 - Jun 2024

Average spam calls per person

2
Calls/Month

Spam flag rate

19%



Spam ratios represent the number of unwanted calls from "non-contacts," which are calls placed from numbers that are not in an individual's local address book.

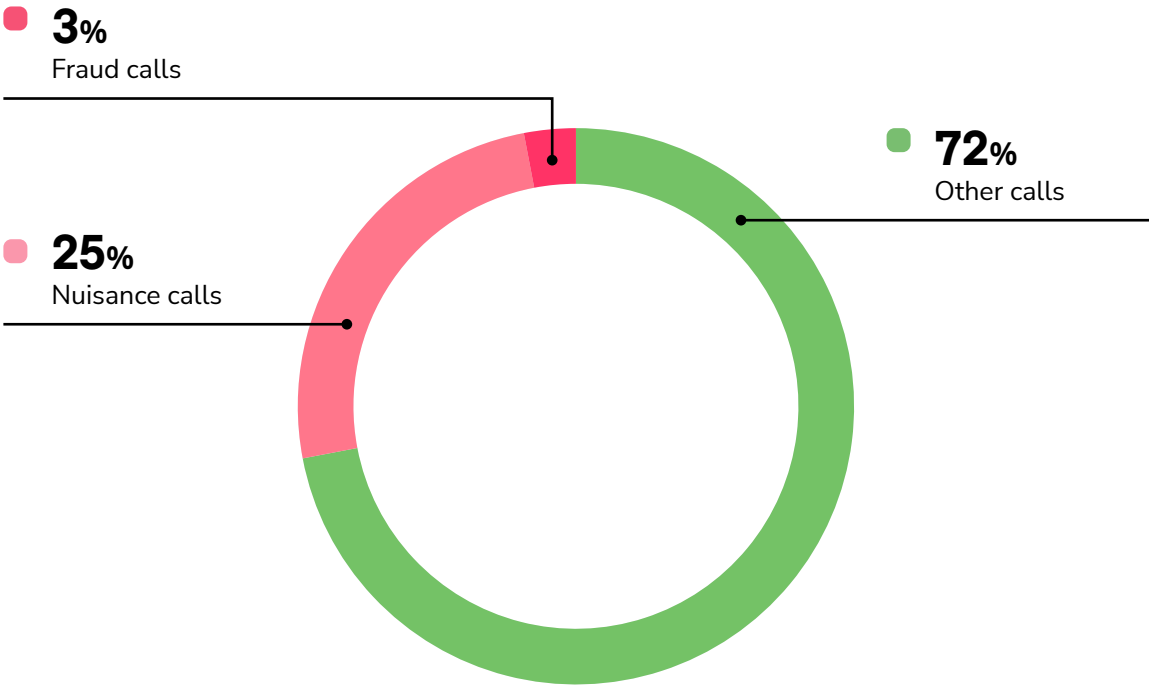
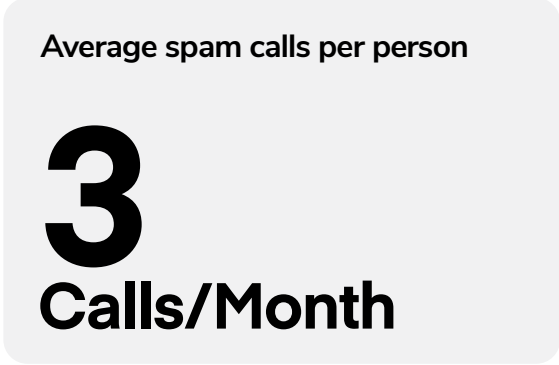
Source: Samsung Smart Call users in Switzerland

EMEA

United Kingdom

PERIOD

H1
Jan 2024 - Jun 2024



Spam ratios represent the number of unwanted calls from “non-contacts,” which are calls placed from numbers that are not in an individual’s local address book.

Source:
Samsung Smart Call users
in United Kingdom



ABOUT HIYA

Hiya is trusted by global businesses, carriers and consumers to provide secure, engaging connections and stop unwanted calls. Built on the world's leading Voice Security Platform, Hiya connects businesses with their customers, helps carriers secure their networks, and protects people from spam and fraud calls.

Hiya's SaaS applications, [Hiya Connect](#) and [Hiya Protect](#), serve more than 500 million users on the Hiya Network, powering call protection and identity for EE, Samsung, Ericsson and more. Learn more at www.hiya.com.