

# Global Call Threat Report

Insights into today's worldwide spam problem

Q3 2024



**This is Hiya's seventh edition of the Global Call Threat Report. You can download the six other reports here.**

[1H 2024](#) | [Q4 2023](#) | [Q3 2023](#) | [Q2 2023](#) | [Q1 2023](#) | [Q4 2022](#)

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Section one

# Phone spam is a global problem

OVERVIEW

# Bank and credit card scams dominate in Q3

Although many of the top phone scams transcend borders, each country has its own unique call threats. For example, in the United States, the most common scam relates to [Medicare](#) health insurance for seniors. In the UK, [HMRC tax scams](#) are number one. People in France and Spain are bombarded with calls from electricity suppliers, and in Germany, [sweepstakes scams](#) have topped the list for years.

Just as the types of phone spam vary by country, so do spam call volumes. Germans receive an average of only 2 spam calls each month, while Brazillians get 28. 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 makeup of those unwanted calls: whether they are illegal fraud calls or annoying-yet-legal nuisance calls.

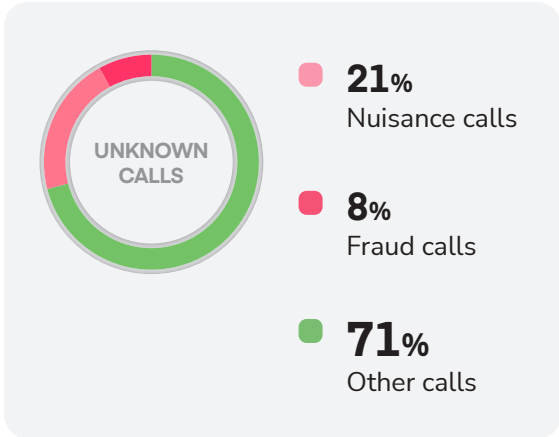
Hiya’s data shows that the most common type of phone scam in the world in the Q3 2024 was [bank and credit card scams](#). These appear in almost every country and involve fraudsters impersonating a bank or credit card company to get their victims to reveal account information and passwords in order to gain access to bank accounts.

The second most common phone scam worldwide impersonates [Amazon](#). Amazon is one of the world’s largest retailers, so it’s not hard for scammers to find potential victims who have an Amazon account. Often the fraudsters will call saying there’s a problem with the credit card linked to the account, or they need to verify some personal information in order to complete a delivery.

Although phone spam is a global problem, Hiya helps mobile network carriers fight back. Be sure to check out [the Solution](#) section below to learn how Hiya Protect, the industry-leading call protection solution, uses Adaptive AI to block fraud calls and label nuisance calls.

**9.7 Billion**  
Global calls flagged as suspected spam in Q3 2024

**105 Million**  
Calls flagged as suspected spam per day



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 third quarter 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.

The infographic consists of two vertical purple panels, each with a white warning triangle icon at the top. The left panel is titled 'Nuisance calls' and lists: Debt collector, Telemarketer, Political, Survey, Non-profit, Robocaller, and General spam. The right panel is titled 'Fraud calls' and lists: IRS scam, Tech support scam, Vacation scam, Tax scam, Phishing, Lucky winner scam, and Extortion scam. To the right of these panels is a light gray callout box with the text: '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.'

SPECIAL FEATURE

# AI-generated deepfakes threaten to supercharge scams

## One in four survey respondents have experienced an audio deepfake

Phone scams have been around since practically the invention of the phone, but now there is a new menace that threatens to supercharge the age-old phone scam: the use of AI to create [deepfake voice clones](#) that can make scams ever more convincing.

We've seen deepfakes used in [family emergency scams](#), where a caller clones the voice of a son, daughter, or grandchild, calling a loved one with a request for immediate financial help. Often these are targeted, person-to-person scams, so they don't appear in graphs showing high-volume scams. But their potential to do damage — financial and psychological — can't be underestimated.

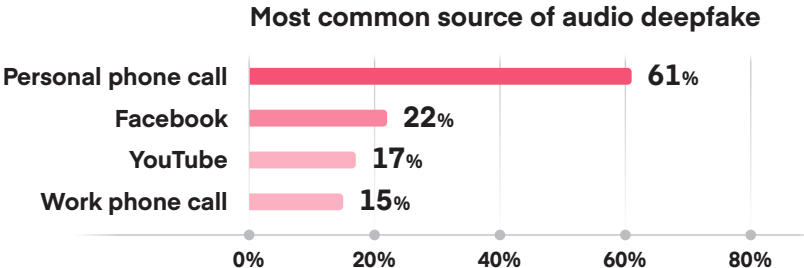
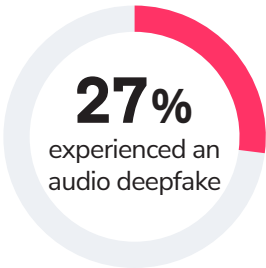
“  
**Deepfakes can be used by criminal elements to get what they want — whether it be money, access to company computer systems, or to sway elections.**

Deepfakes are increasingly used in executive scams. In Hong Kong, a finance worker was tricked into paying \$25 million to fraudsters who posed as the company's chief financial officer in a [deepfake video conference call](#). An employee at the password protection company LastPass, received calls and texts featuring an audio deepfake from someone [impersonating the company's CEO](#). Because some messages arrived via WhatsApp, the employee was suspicious and reported it to the company's security team. Hiya's own chief product officer cloned the voice of Hiya's CEO [in a demonstration](#) showing how easy it is to clone a voice using readily available software.

All these examples are a wake-up call to businesses, governments, and consumers, demonstrating how deepfakes can be used by criminal elements to get what they want — whether it be money, access to company computer systems, or to sway elections.

Hiya commissioned the research firm Onepoll to conduct a survey to see if people are encountering audio and video deepfakes. The survey was conducted in July on 2,000 adults in the US and 2,000 adults in the UK. The results were astounding. In the US, 27% of respondents — more than one in four — said they had encountered an audio deepfake in the past 90 days. In the UK, 18% had encountered an audio deepfake. Here are highlights from the survey:

### United States





SPECIAL FEATURE

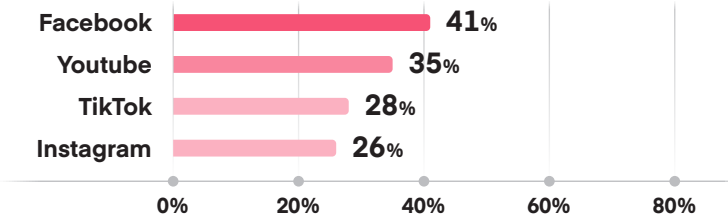
# AI-generated deepfakes threaten to supercharge scams

One in four survey respondents have experienced an audio deepfake

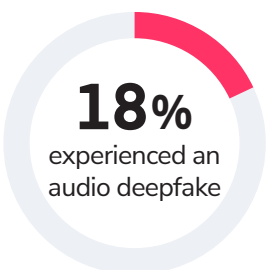
### United States



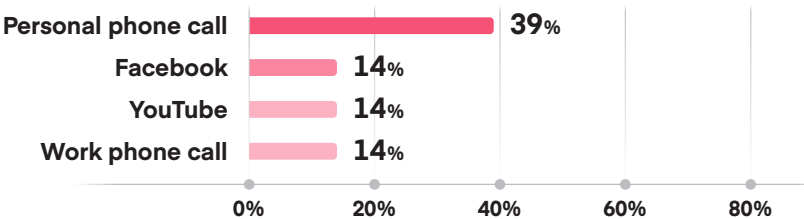
Most common source of video deepfake



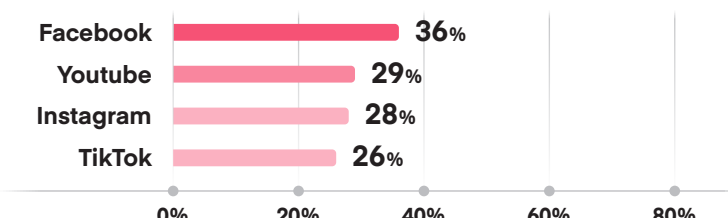
### United Kingdom



Most common source of audio deepfake



Most common source of video deepfake



Hiya recently acquired the industry leader in deepfake detection, [Locus.ai](#). The combination of Locus.ai’s voice intelligence technology and the Hiya’s Adaptive AI fraud prevention system, provides carriers and businesses with the most complete fraud call protection available today. To see how your network or business can immediately integrate AI voice detection into your own services, visit [Hiya AI Voice Detection](#).

KEY FINDINGS

# Spam trends in 7 key countries



### Phone spam differs greatly by country

Both the volume of spam calls and the types of scams differ greatly by country. For example, Germans receive 2 spam calls per person each month, while Brazillions receive an astounding 28.



### Nuisance calls common; most fraud calls blocked

The US's 1% fraud rate is one of the lowest in the world. Still, Americans are concerned about AI-generated deepfakes, with 27% of survey respondents saying they've experienced an audio deepfake.



### UK has relatively low spam volumes

UK residents receive only 4 spam calls per person each month, one of the lowest rates in Europe. In Hiya's survey, 18% had experienced an audio deepfake – on both personal and work phones.



### Canada receives fewer spam calls than US

Canadians average only 5 spam calls per month, less than half the 13 received by residents of the US. Amazon scams continue to be the most common type of phone fraud in Canada.



### Spain gets the most spam calls in Europe

Residents of Spain get 13 unwanted calls per month — more than any other European country. It also has Europe's highest rate of fraud calls. Calls regarding utilities are most common.



### There's plenty of spam but less fraud in France

People in France receive 12 spam calls per person each month — just one fewer than Spain — but France's fraud rate is much lower. Calls from electricity suppliers, real and fake, are plentiful.



### Germans average 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 scam in Germany.



### Brazil leads the world with 28 spam calls/month

Brazil receives more spam calls than any of the 40+ countries in this report: 28 per month. That's about one every single day, and 14% of those are fraud. Bank scams are by far the most popular scams in Brazil.

# United States

POPULATION

**324 Million**

REGULATOR

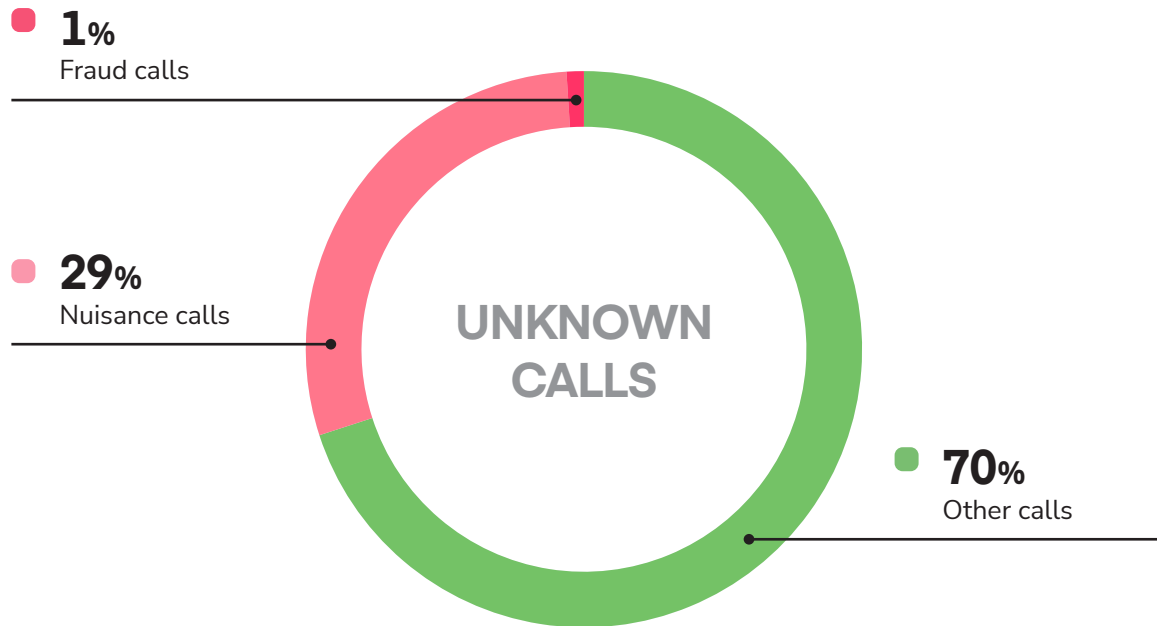
Federal Communications Commission (FCC) [▶](#)

Average spam calls per person

**13**  
Calls/Month

Spam flag rate

**30%**



## Medicare scams are #1 in the US

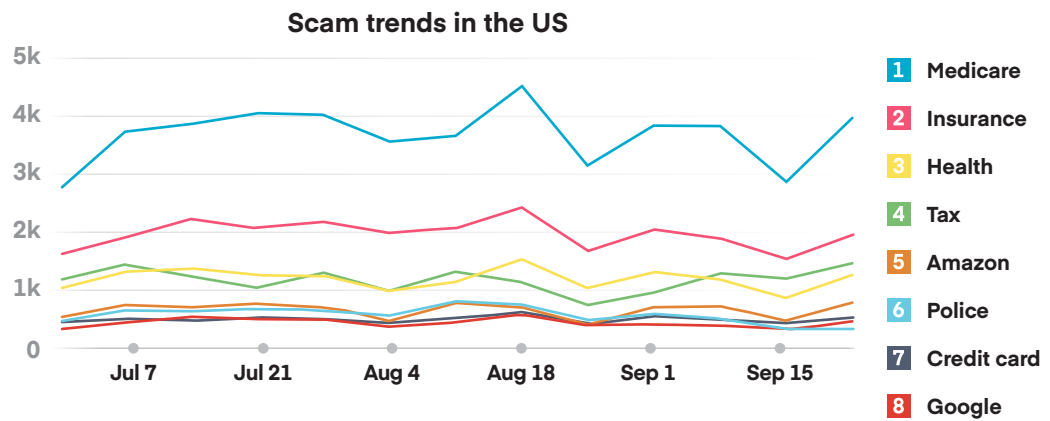
In Q3, citizens of the United States received an average of 13 spam calls per person each month. That's up from 11 spam calls per month in Q3 of 2023. Spam call volume in the US is relatively high compared to other countries. For example, residents of the UK receive only 4 spam calls per month and Canadians get an average of 5.

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.

# United States

The thing that stands out for the US is its low proportion of fraud calls. Only 1% of unknown calls are fraud — one of the lowest fraud rates in the world. All the carriers in the US block fraud calls at the network level, so they never reach the recipient’s phone.

Even with a low fraud rate, there’s one type of fraud call that Americans are increasingly concerned about: AI-generated deepfakes. According to a recent [survey](#) commissioned by Hiya, 27% of respondents said they had experienced an audio deepfake and most of those occurred on a personal call.



In Q3, [Medicare scams](#) were by far the most common scam call received by Americans — and calls are expected to increase in Q4 during Medicare’s [open enrollment](#) period. Medicare is the US government-funded health plan for Americans 65 and older. Often these calls aren’t trying to steal money directly; rather, scammers try to get their victims to reveal personal information, such as their Medicare number so they can falsely bill the US government.

The second most common scam category in Q3 was [insurance scams](#). Auto insurance scams are popular, but there are also scams related to homeowners insurance, life insurance, and more. Coming in third were “health” related scams. These included fraudsters calling about health insurance and various health services and products. There were a number of robocalls making the rounds pitching low-cost health plans and medical supplies.

Fraudsters also impersonated [IRS tax agents](#), [Amazon](#) representatives, and police personnel in order to scam their victims. [Google scams](#) were also plentiful in Q3, with robocalls to businesses saying their Google Business Profile is not showing up on Google Maps or Google Search. The robocall offers to help “register” the business, for a fee of course. Unsuspecting business owners might not realize that Google Business Profiles are free.

# United Kingdom

POPULATION

65 Million

REGULATOR

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

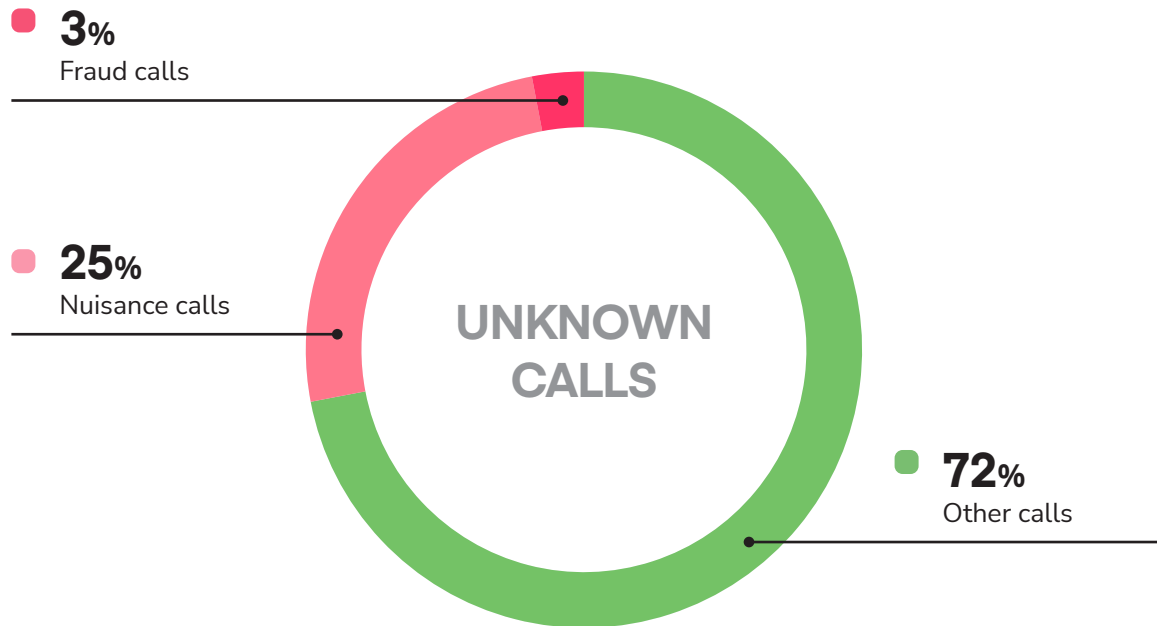
Information Commissioner's Office (ICO) [↗](#)

Average spam calls per person

**4**  
Calls/Month

Spam flag rate

**28%**



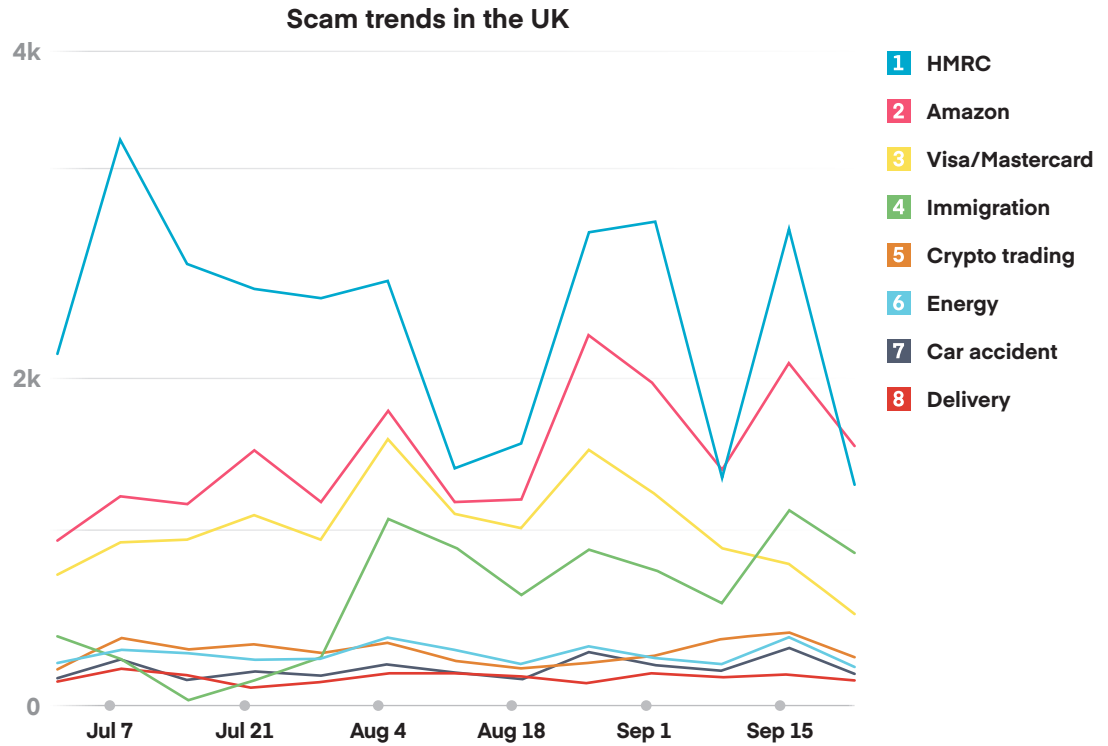
## HMRC tax scams blanket the UK

Residents of the UK receive only 4 spam calls per person each month, one of the lowest rates in Europe. The proportion of unwanted calls that are fraud, 3%, is also low compared to other European countries.

Just as we saw in the US, Brits too are concerned about the advent of AI-generated deepfakes. In Hiya's [survey](#) of more than 2,000 British citizens, 18% of respondents said they had experienced an audio deepfake. Most commonly the deepfake came from a personal call.

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.

# United Kingdom



Tax scams impersonating [Her Majesty's Revenue and Customs](#) (HMRC) were the most common phone scams in Q3, as they have been for the past two years. These scams are usually fishing for personal and financial information, with urgent requests to update tax details or pay unpaid taxes. As you can see in the graph above, there was a sudden drop in HMRC scams in mid-August.

[Amazon scams](#) were #2. Interestingly, while Canada saw a spike in Amazon scams in July before and after Prime Day, Amazon scams in the UK were lower in July and showed a steady increase as summer progressed.

Coming in #3 were [credit card scams](#), primarily impersonating Visa and Mastercard. [Immigration scams](#) continue to be a problem in the UK, as do [cryptocurrency trading scams](#). [Energy and solar panel](#) calls are popular during the summer and winter as consumers seek to save on energy bills. Hiya users reported energy-related calls as both unwanted sales calls and malicious scam calls.

In Q3 there was a robocall making the rounds, fishing for people who have recently been in a car accident, with a number to call to receive compensation. [Delivery scams](#) were also plentiful during the summer, with fraudsters impersonating Royal Mail, DHL, and UPS.

# Canada

POPULATION

**36 Million**

REGULATOR

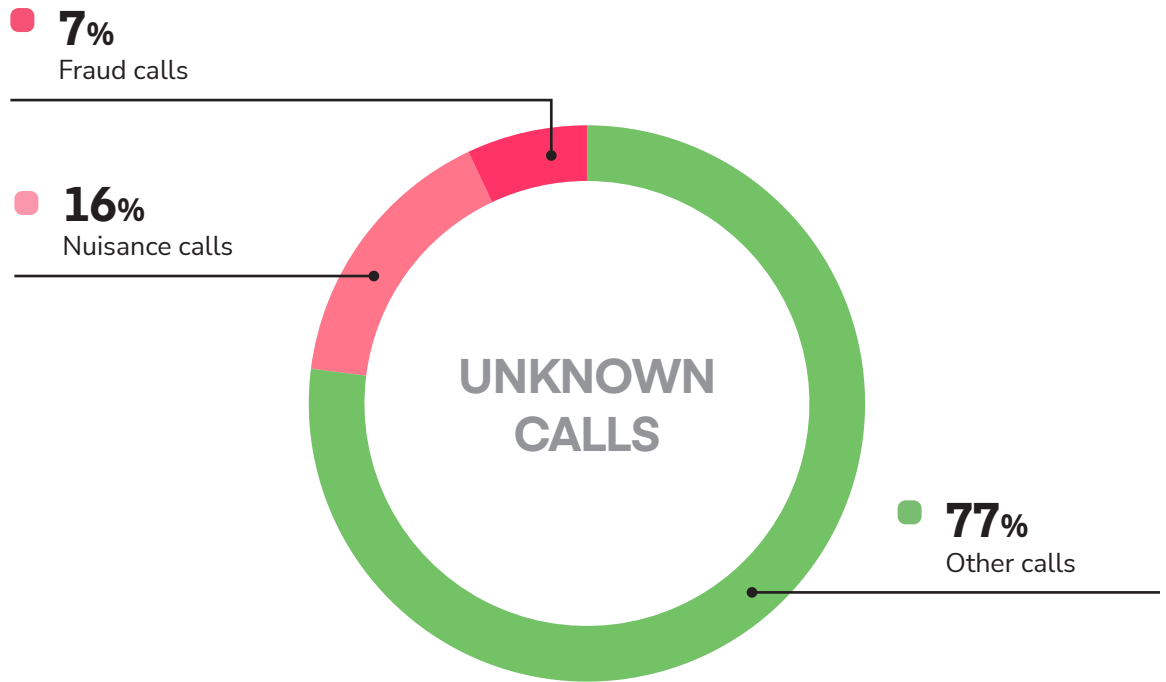
Canadian  
Radio-television and  
telecommunications  
Commission  
(CRTC) [➔](#)

Average spam calls per person

**5**  
Calls/Month

Spam flag rate

**23%**

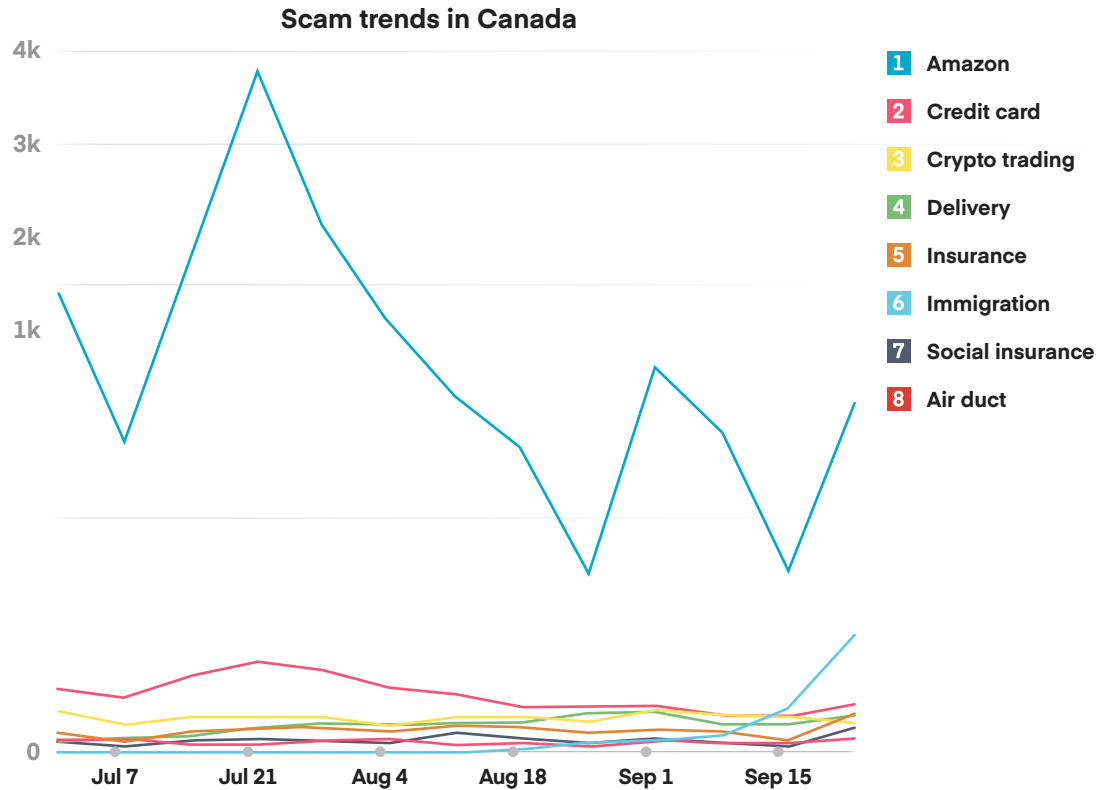


## Amazon scams reign supreme in Canada

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.

With an average of 5 spam calls per person per month, Canadians receive fewer unwanted calls than residents of the United States, who receive 13 per month. However, Canada's proportion of fraud calls, 7%, is much higher than the US's 1%.

# Canada



In Canada, [Amazon scams](#) continue to be the most common type of scam call — by far. In Q3, Amazon scams hit their peak the week of July 22, the week following Amazon’s big mid-summer sale: Amazon Prime Day on July 16-17.

The second most common type of phone scam in Canada was [credit card fraud](#). Scammers will try a variety of ploys to get their victims to reveal their credit card numbers. [Cryptocurrency trading scams](#) were #3, and [delivery scams](#) were #4, with Canada Post and UPS impersonated the most.

Other top scams in Canada included a variety of [insurance scams](#), plus fraudulent notifications about immigration violations (especially from the [Chinese Embassy](#)) and efforts to steal Canadians’ social insurance numbers. [Air duct cleaning scams](#), once the most common phone scam in Canada, dropped to #8 in Q3.



# Spain

POPULATION

46 Million

REGULATOR

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

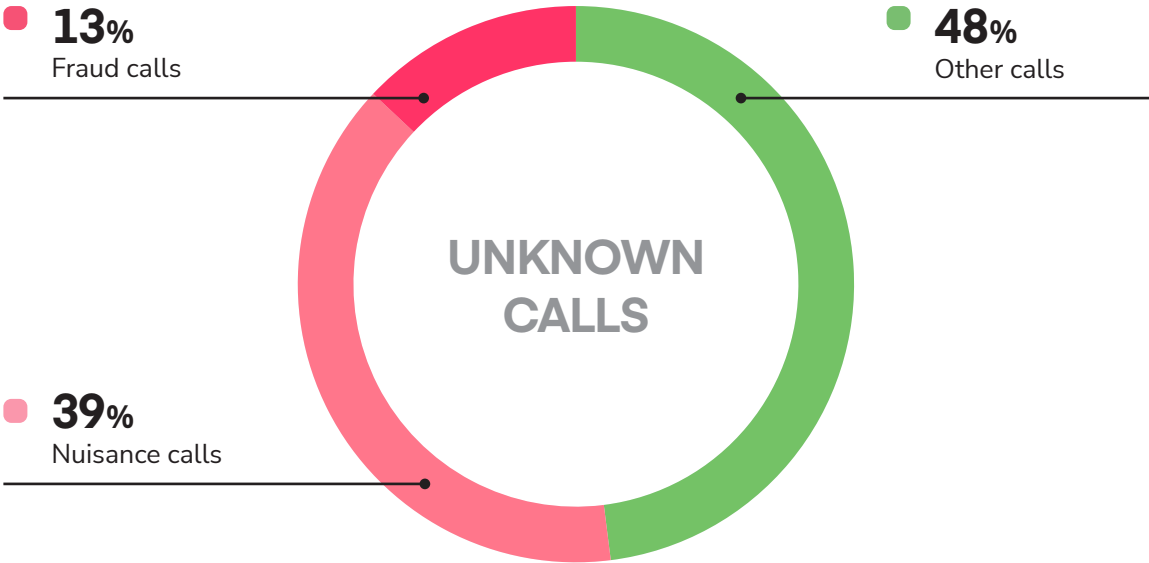
Average spam calls per person

# 13

Calls/Month

Spam flag rate

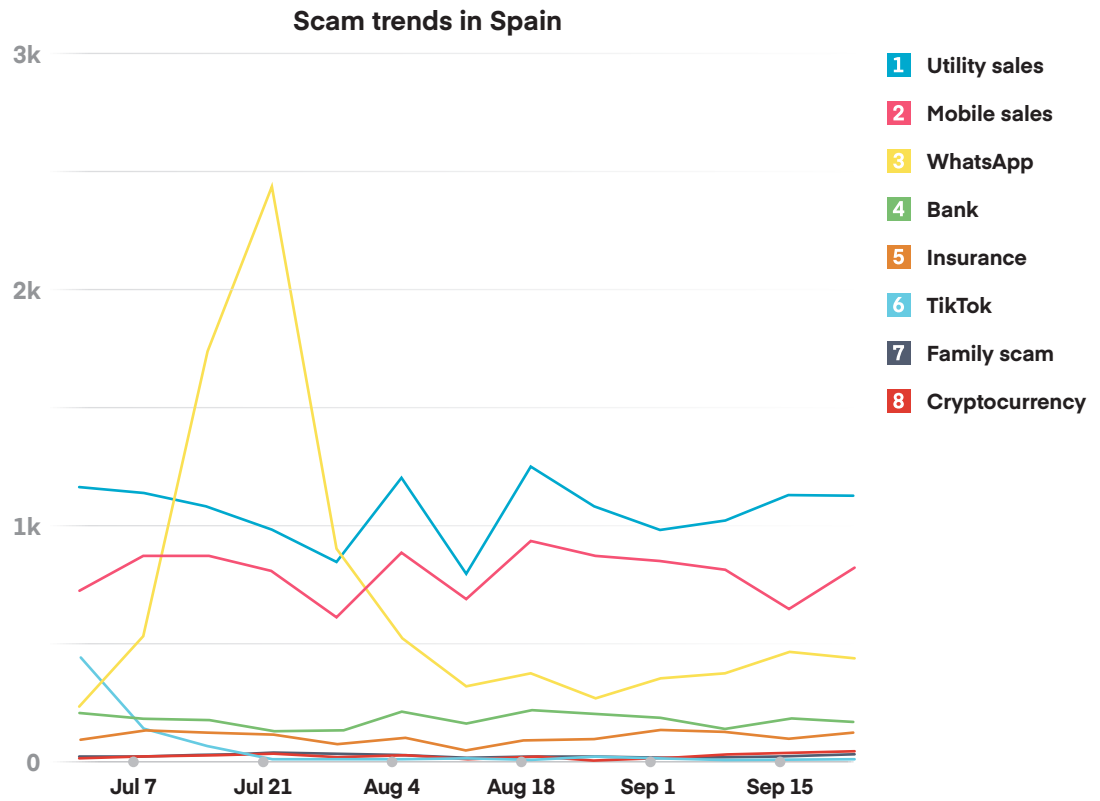
# 52%



### Spain leads Europe with the most spam calls

Of all the European countries, Spain has the worst phone spam problem. Spaniards receive an average of 13 unwanted calls per person each month — more than any other European country. It also has Europe’s highest rate of fraud calls. Of all calls coming from an unknown number, 13% are fraud calls, and 39% are nuisance calls. That’s more than a 50% chance that an unidentified incoming call is going to be an unwanted call.

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.



In Q3, the most commonly reported unwanted call was about utilities. In Spain, residents can choose their utilities provider, so it's not uncommon to receive sales calls from utility companies competing for business. Most users reported these calls as telemarketing, but there were also many reports of utility scams.

Mobile phone companies also compete for customers, and mobile phone sales calls were the second-most-reported type of unwanted call in Q3. Again, some of these calls were reported as fraud calls trying to obtain personal information.

**WhatsApp scams** surged in July, making them the #3 scam in terms of volume for Q3. WhatsApp scams, which often begin as a text, impersonate a family member who says they have lost their phone so they want to communicate on WhatsApp. That's followed by a request for money. Similarly, the TikTok scam — which saw a surge in Q1 and Q2 — dropped down to #6 in Q3. The TikTok scam is primarily a robocall offering money for watching and “liking” TikTok videos.

Q3 also included scam calls related to **banking, insurance, cryptocurrency, and family emergency scams** where the caller pretends to be a family member in need of immediate financial help.

# France

POPULATION

67 Million

REGULATOR

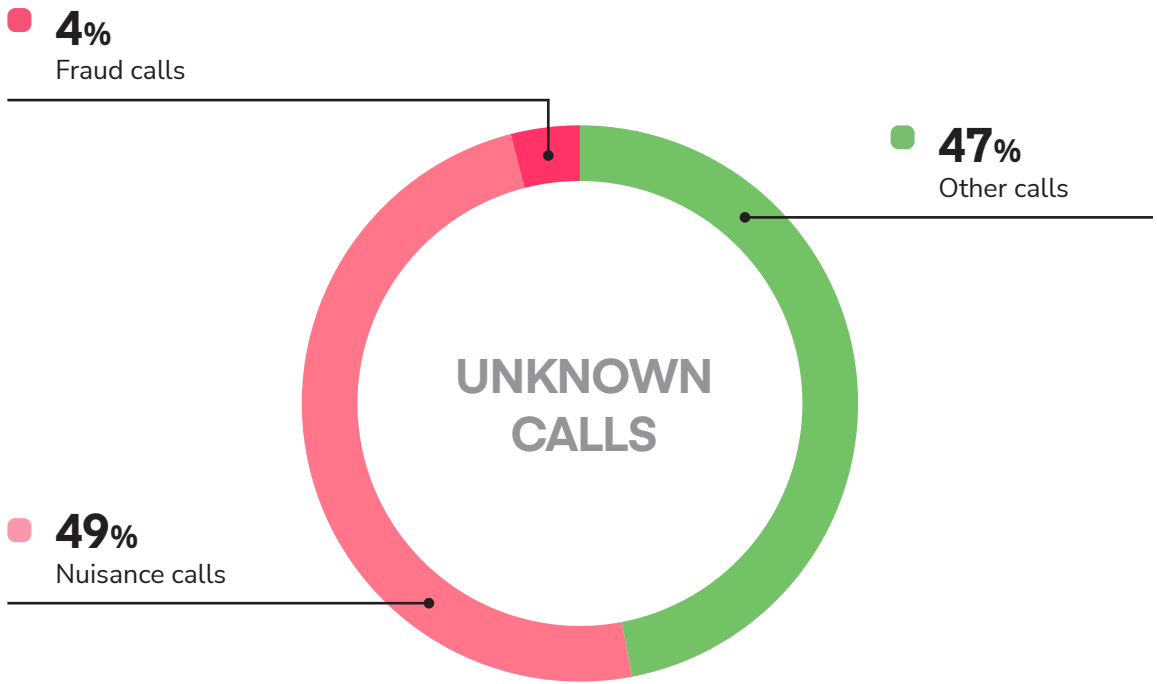
Autorité de Régulation des Communications Électroniques des Postes (ARCEP) [↗](#)

Average spam calls per person

**12**  
Calls/Month

Spam flag rate

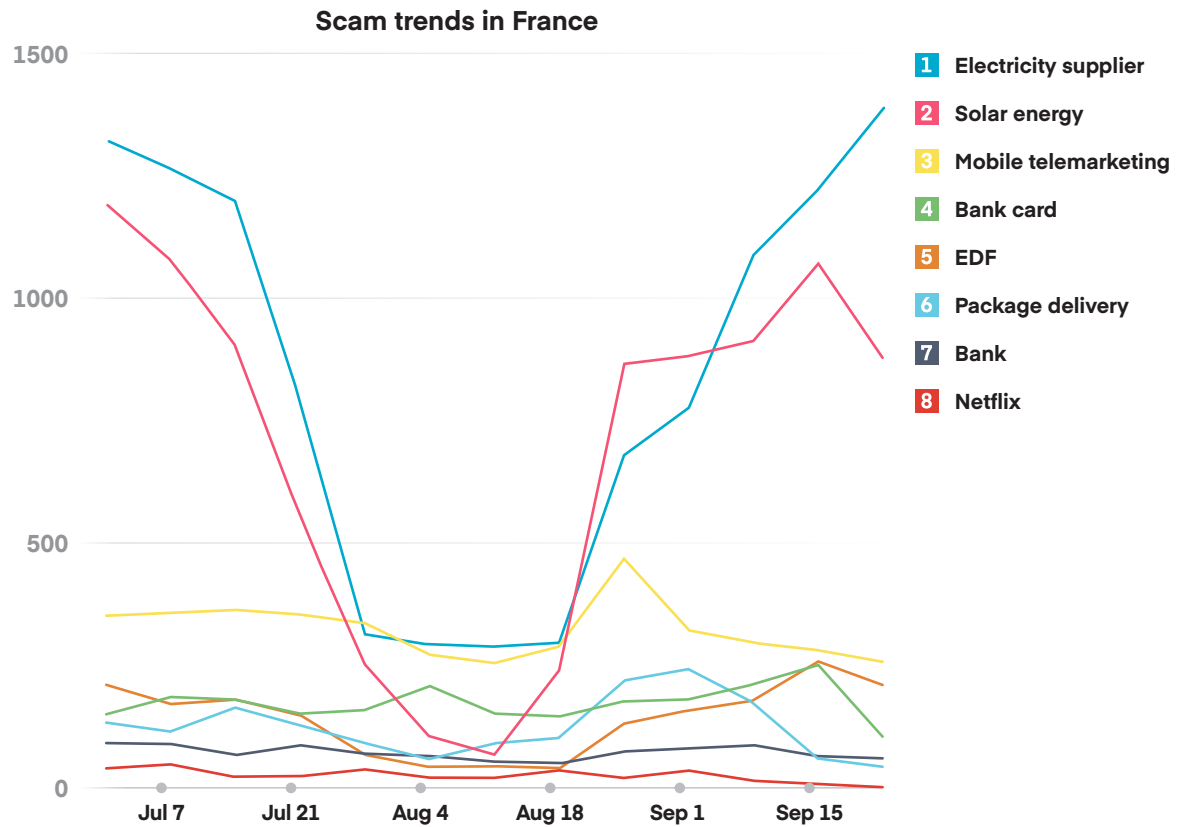
**53%**



### Spam calls on the rise in France

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 and Spain have gone back and forth as the country in Europe that gets the most spam calls. In the first half of 2024, France held the top spot, but in Q3, France dropped to #2. Residents of France receive an average of 12 spam calls each month — one less than Spain’s 13 calls per month. France’s spam call volume is up compared to Q3 last year, when residents received an average of 9 calls per person.



The #1 type of unwanted call in France in Q3 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-related scams was the French electricity company *Électricité de France*, or EDF for short.

Coming in #3 were mobile phone telemarketing calls. Most users reported these as unwanted sales calls, but some users mentioned the call they received was clearly a scam. Scams related to [banking](#) were also common. Bank card scams were #4, and general bank scams were #7.

Other common scams in Q3 included [package delivery scams](#) and calls impersonating Netflix.

# Germany

POPULATION

82 Million

REGULATOR

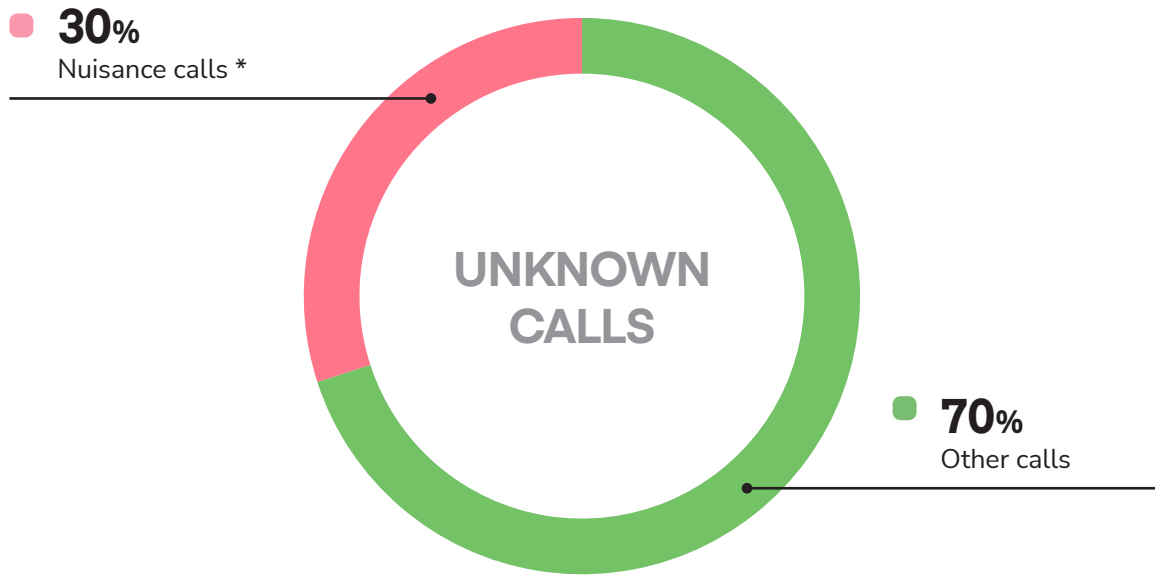
Bundesnetzagentur (BNetzA) [↗](#)

Average spam calls per person

**2**  
Calls/Month

Spam flag rate

**30%**

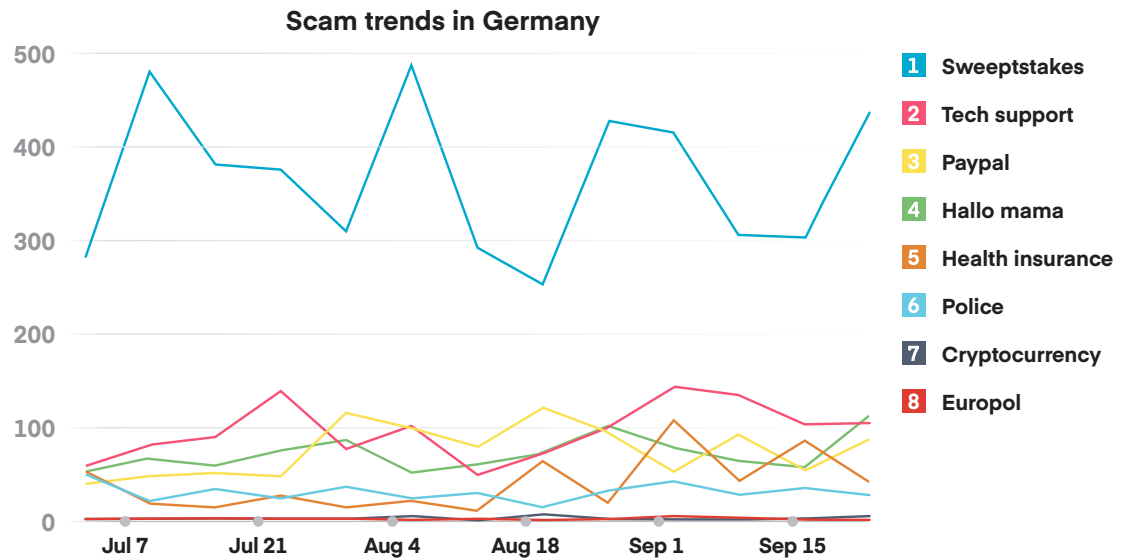


## Germans receive only 2 spam calls per month

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.

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



The #1 phone scam in Germany has remained the same for more than a year. [Sweepstakes scams](#) (“gewinnspiel” in German) continue to dog the German population. With these scams, the caller tells potential victims that they’ve won a large prize — but they need to pay taxes or fees in advance to claim the prize. Of our seven featured countries, Germany is the only country where sweepstakes scams rank in the top ten.

The up-and-coming scam in Germany is the [tech support scam](#), coming in at #2. With these scams, the caller pretends to be a tech support employee from Microsoft, Windows, or a well-known anti-virus provider. The goal is to gain access to the victim’s computer.

Payment app scams are common in many countries, and in Germany, [PayPal scams](#) rank as #3. The “[Hallo Mama](#)” scam has been popular for the past several quarters. It usually 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.

Health insurance scams have also seen an uptick since Q3 of last year. Users report a robocall that informs them that they’re paying too much for their private health insurance (krankenversich), encouraging them to speak to a representative for more information.

[Cryptocurrency scams](#) are common in Germany, as are calls that impersonate police officers and officials from the European Union’s law enforcement agency [Europol](#).

# Brazil

POPULATION

206 Million

REGULATOR

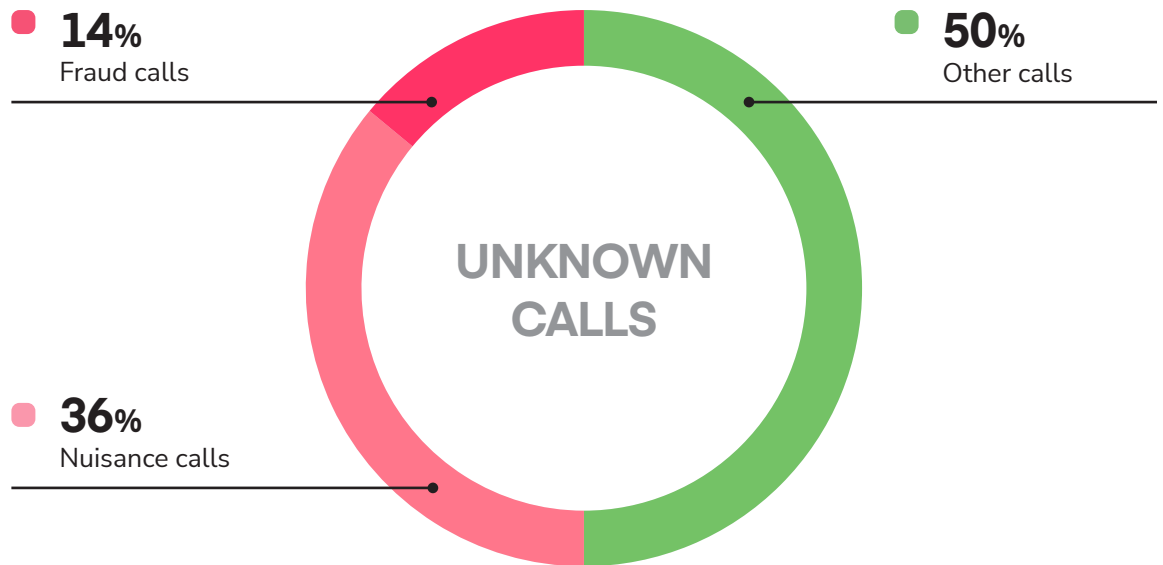
Agência Nacional de Telecomunicações (Anatel) [↗](#)

Average spam calls per person

**28**  
Calls/Month

Spam flag rate

**50%**

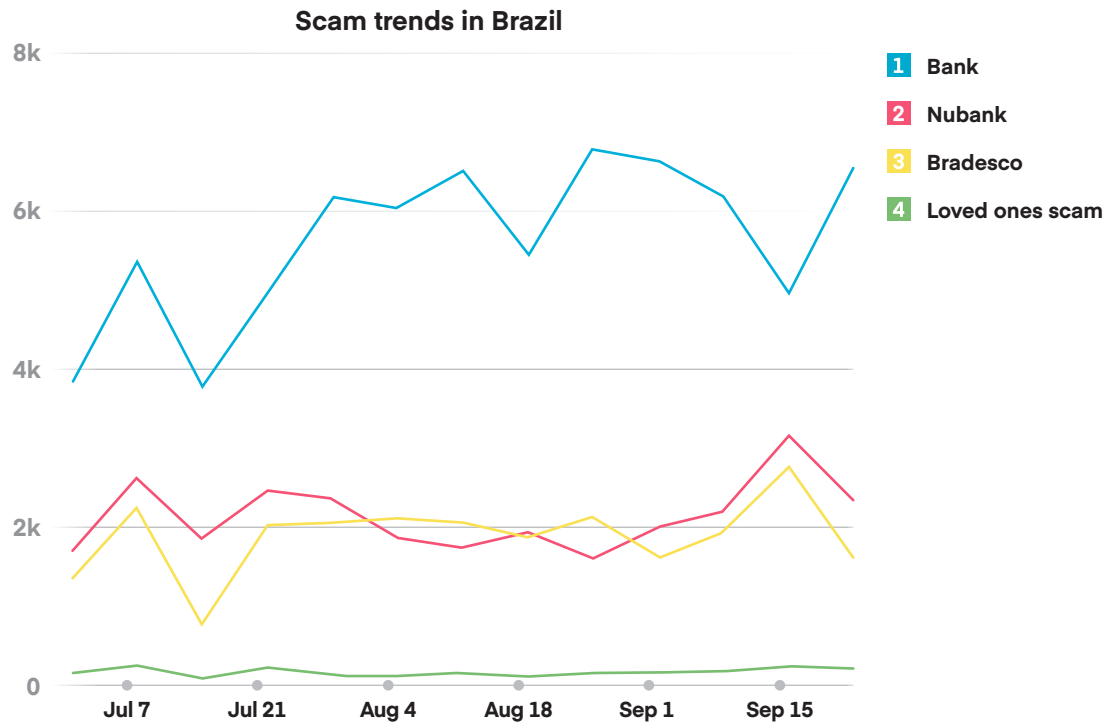


## Brazil: 28 spam calls per person each month and rising

Of the 42 countries tracked by Hiya, Brazil receives the most spam calls: an average of 28 per person each month! That number is an increase from the 26 calls per month reported in Q3 of last year.

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.

Not only do Brazilians receive a high volume of unwanted calls, but a high proportion of those calls are fraud: 14%.



**Bank scams** continue to be the most common type of phone scam in Brazil. Imposters try to convince their victims that there is a problem with their bank account and that they need to verify information such as an account number or password. These scams can be financially devastating if the scammer gains access to the person’s bank account.

The most commonly impersonated bank was Nubank, a large digital banking platform used in Brazil, Mexico, and Colombia. Scammers also impersonated Banco Bradesco, a Brazilian financial services company, and a variety of other banks in Brazil.

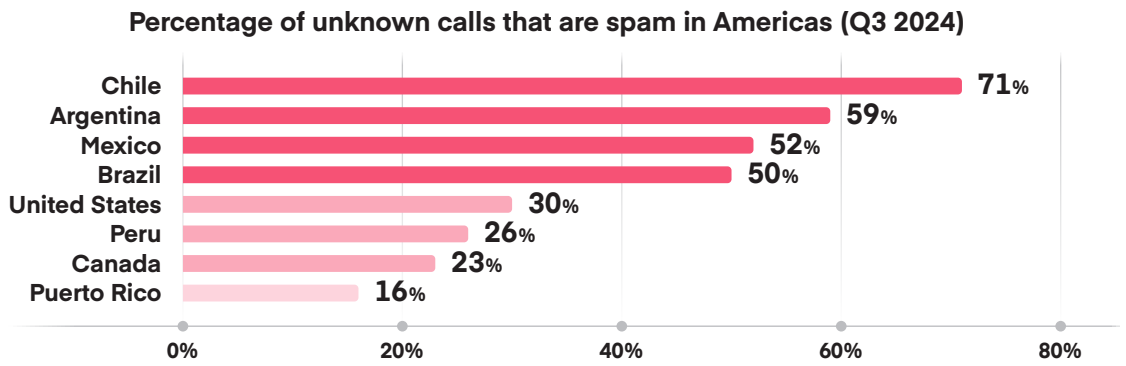
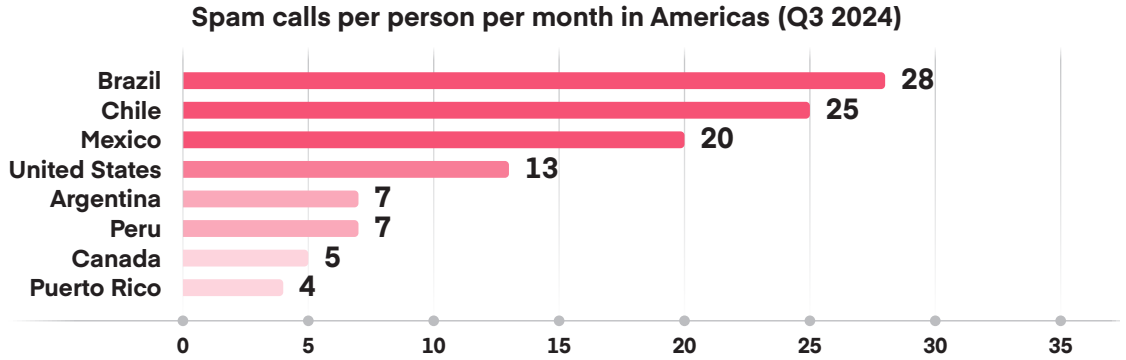
Though not as common as bank scams, **loved ones scams** continue to be a problem in Brazil. With these scams, the caller pretends to be a relative or other family member in trouble with a plea for urgent financial assistance.



SPAM AND FRAUD RATES BY REGION

# Americas

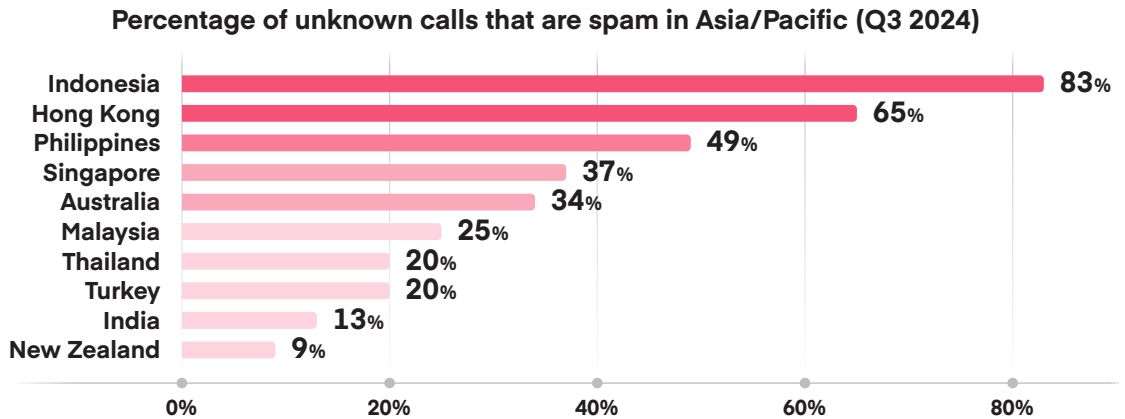
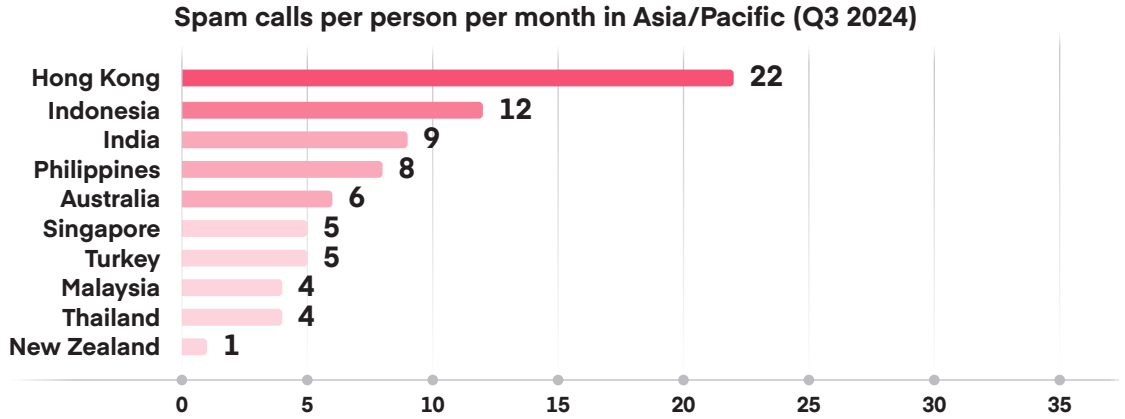
Brazil tops the Americas with the most spam calls per person each month



SPAM AND FRAUD RATES BY REGION

# Asia/Pacific

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

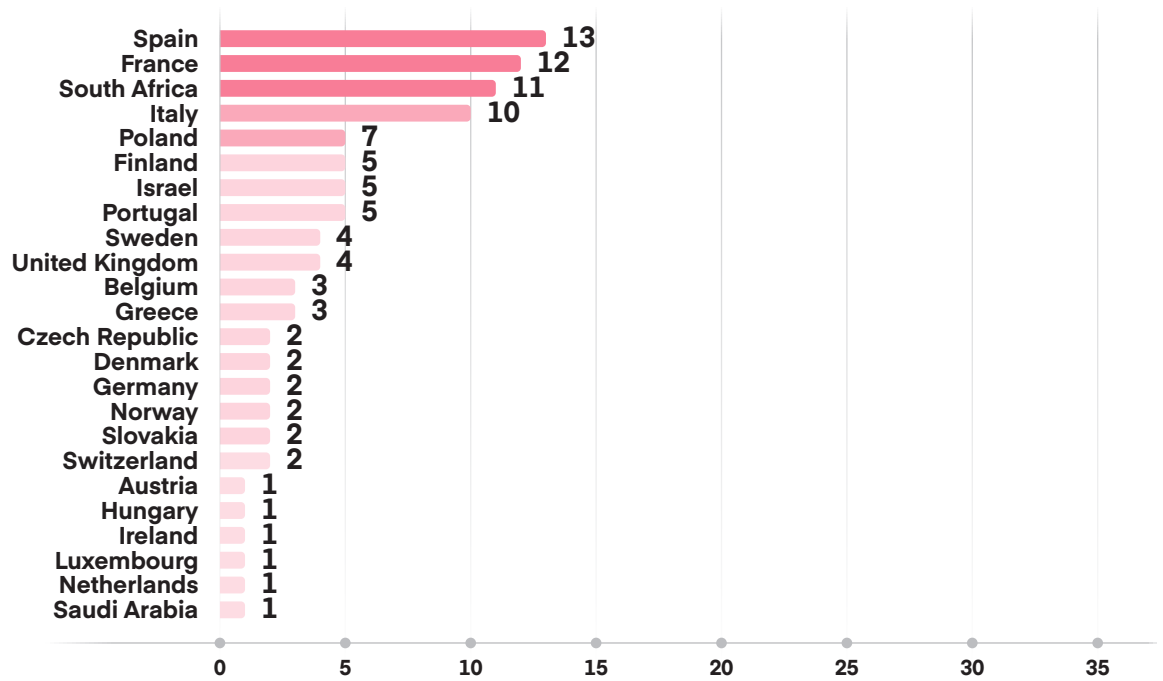


SPAM AND FRAUD RATES BY REGION

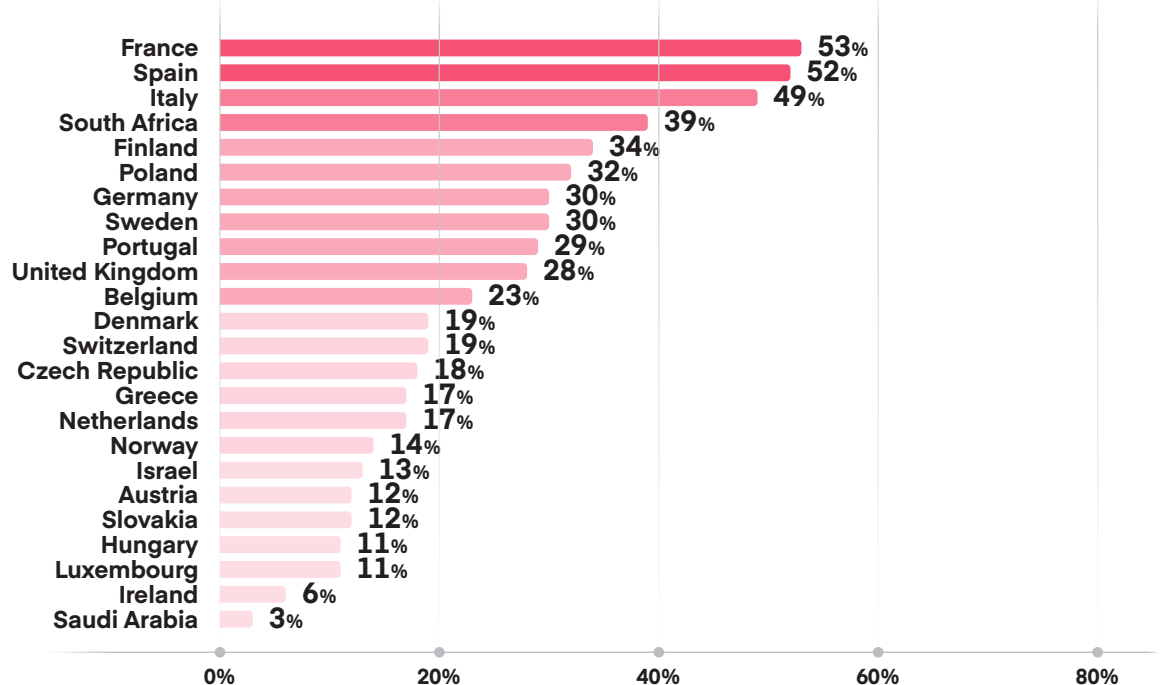
# Europe

Spain and France receive the most spam calls in Europe

Spam calls per person per month in EMEA (Q3 2024)



Percentage of unknown calls that are spam in EMEA (Q3 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

# Spam calls by country

AMERICAS

# Argentina

PERIOD

**Q3**

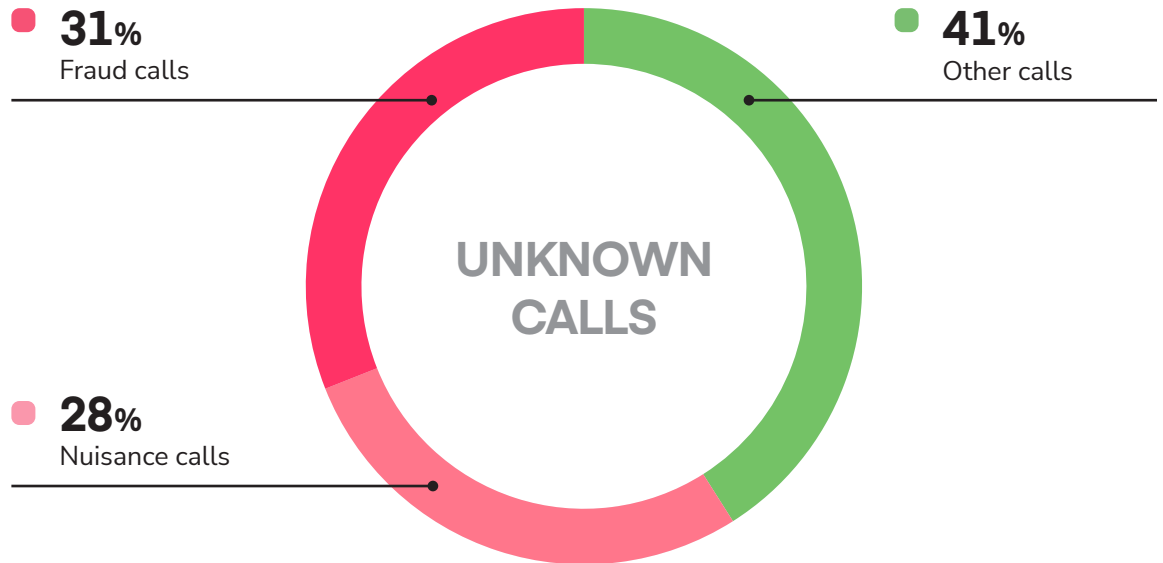
Jul 2024 - Sep 2024

Average spam calls per person

**7**  
Calls/Month

Spam flag rate

**59%**



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

**Q3**

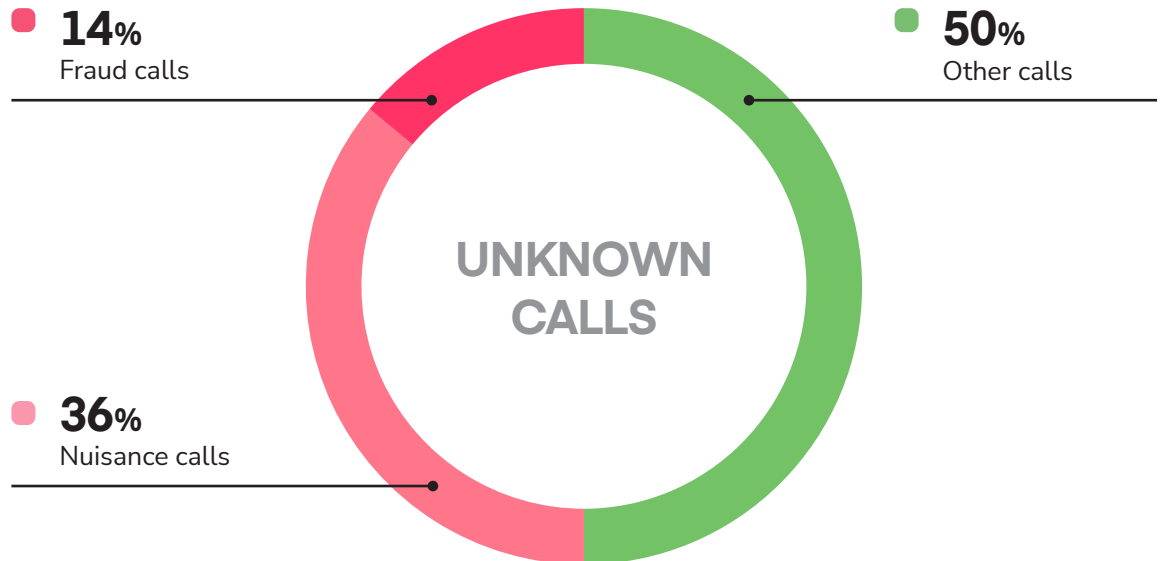
Jul 2024 - Sep 2024

Average spam calls per person

**28**  
Calls/Month

Spam flag rate

**50%**



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

**Q3**

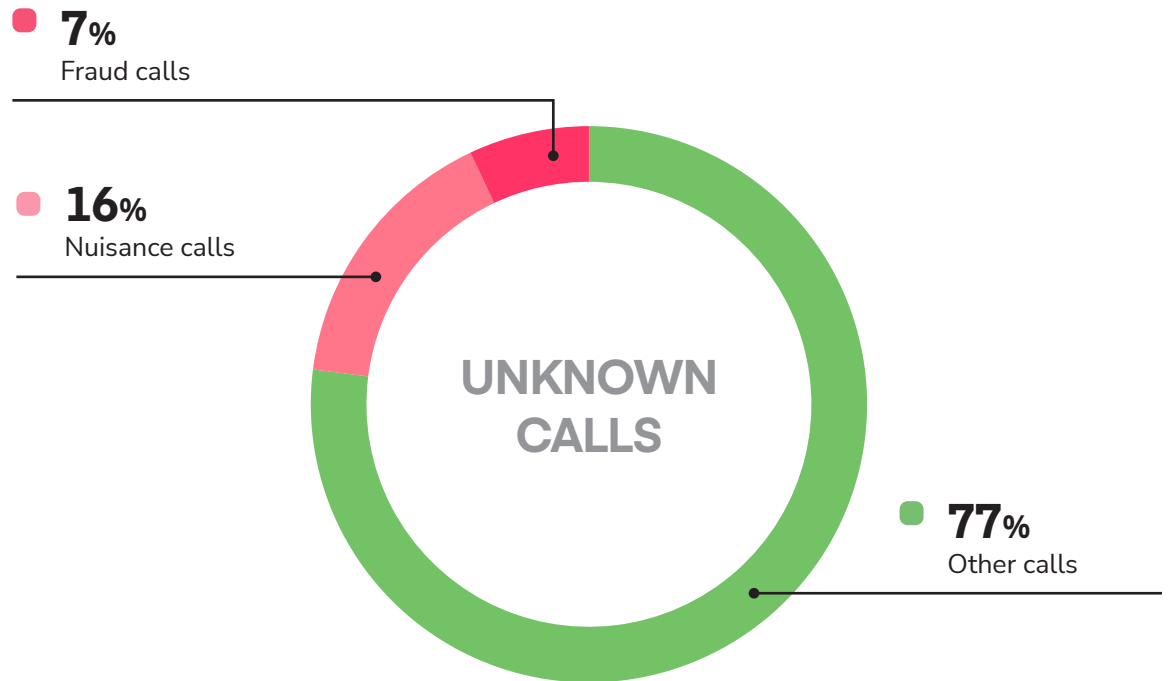
Jul 2024 - Sep 2024

Average spam calls per person

**5**  
Calls/Month

Spam flag rate

**23%**



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

**Q3**

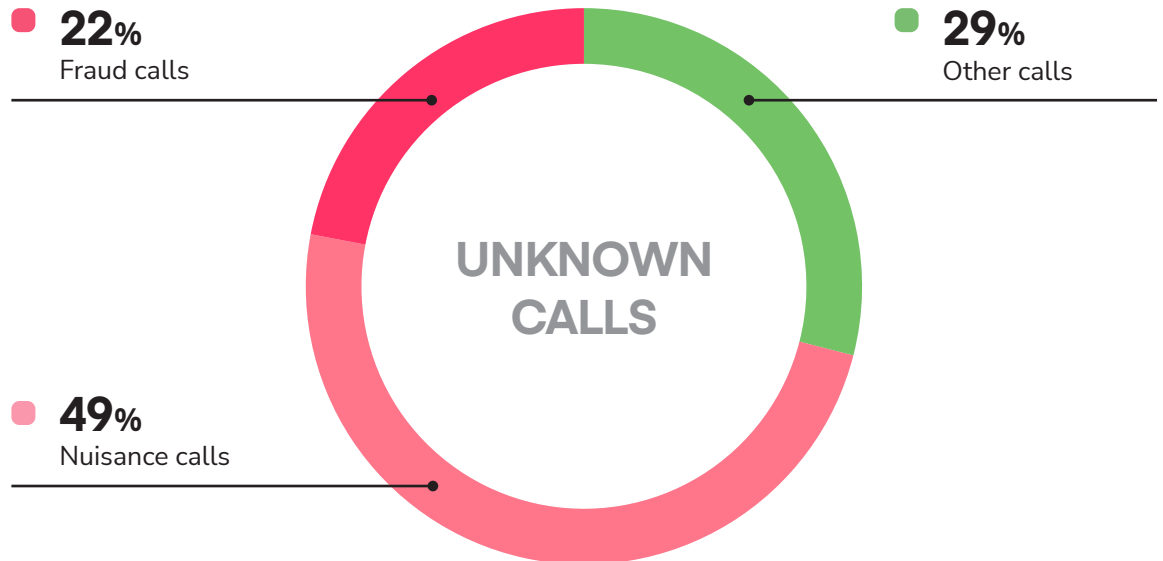
Jul 2024 - Sep 2024

Average spam calls per person

**25**  
Calls/Month

Spam flag rate

**71%**



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

**Q3**

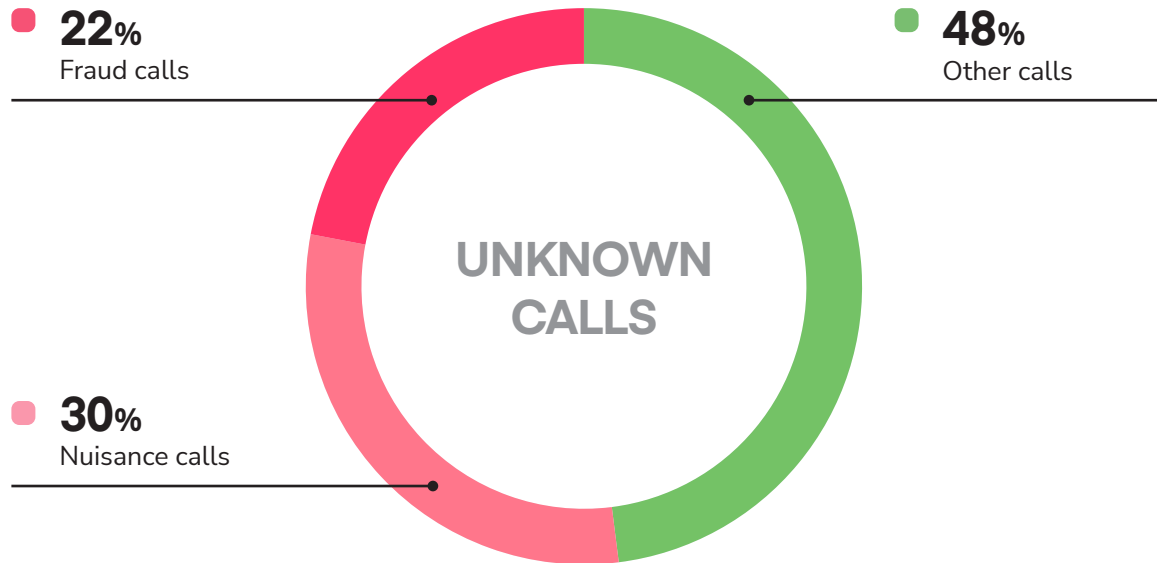
Jul 2024 - Sep 2024

Average spam calls per person

**20**  
Calls/Month

Spam flag rate

**52%**



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

**Q3**

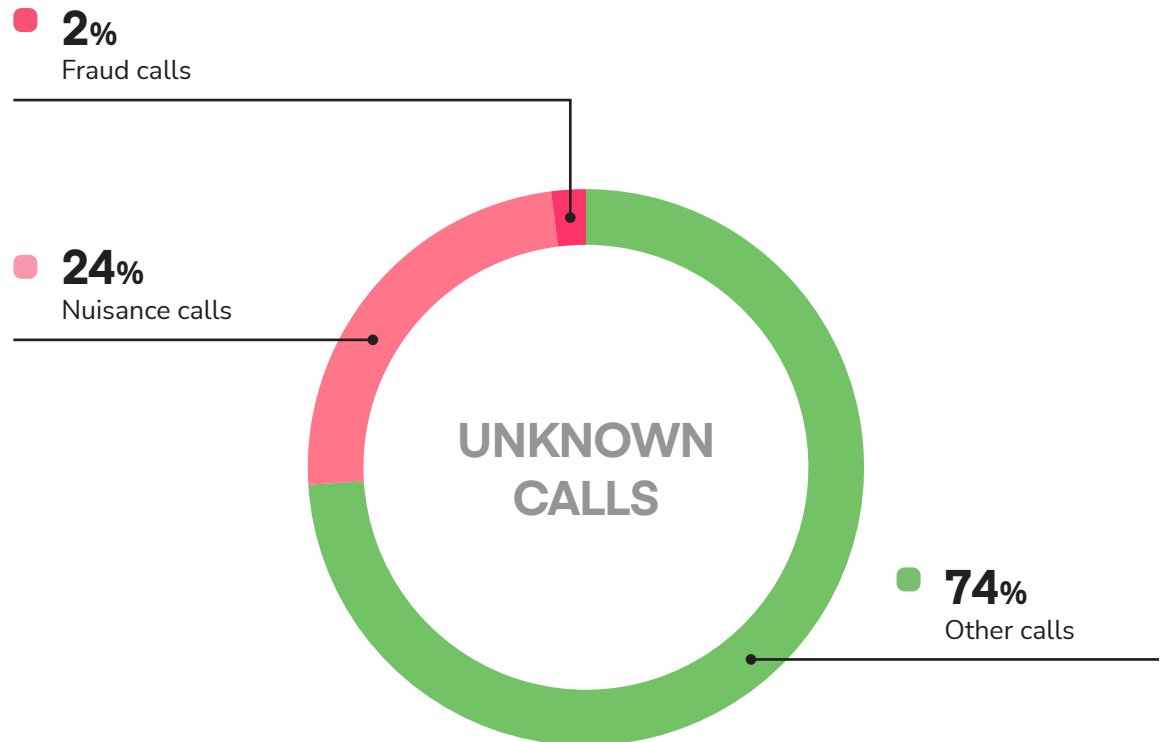
Jul 2024 - Sep 2024

Average spam calls per person

**7**  
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

**Q3**

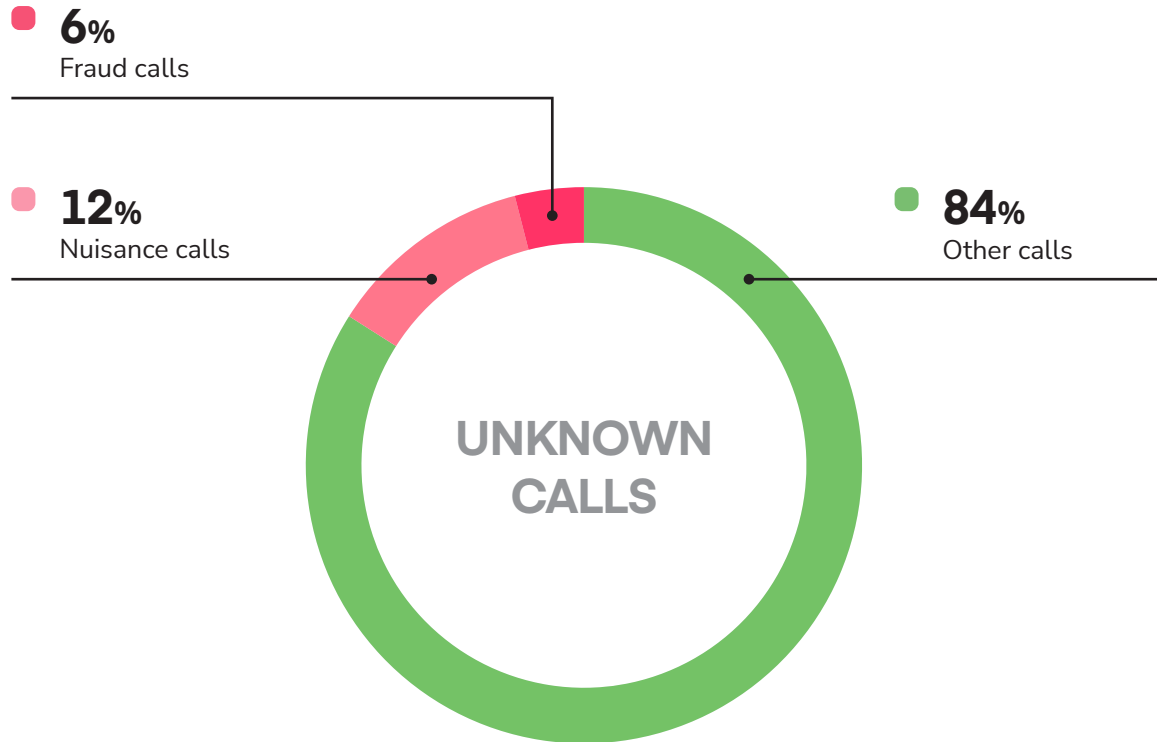
Jul 2024 - Sep 2024

Average spam calls per person

**4**  
Calls/Month

Spam flag rate

**16%**



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

**Q3**

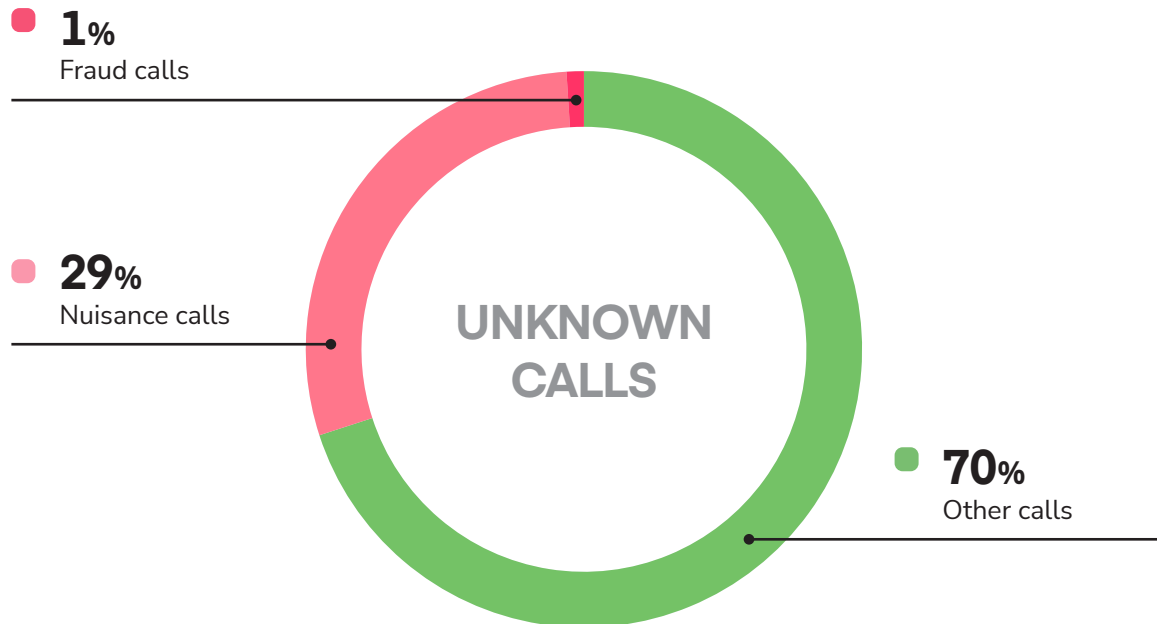
Jul 2024 - Sep 2024

Average spam calls per person

**13**  
Calls/Month

Spam flag rate

**30%**



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

**Q3**

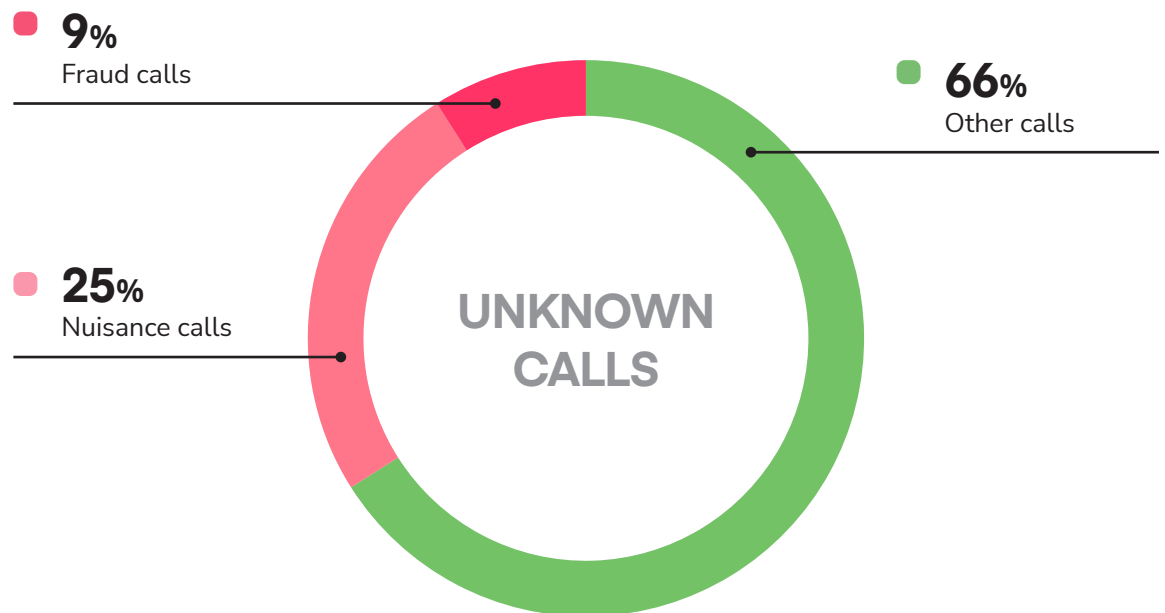
Jul 2024 - Sep 2024

Average spam calls per person

**6**  
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

**Q3**

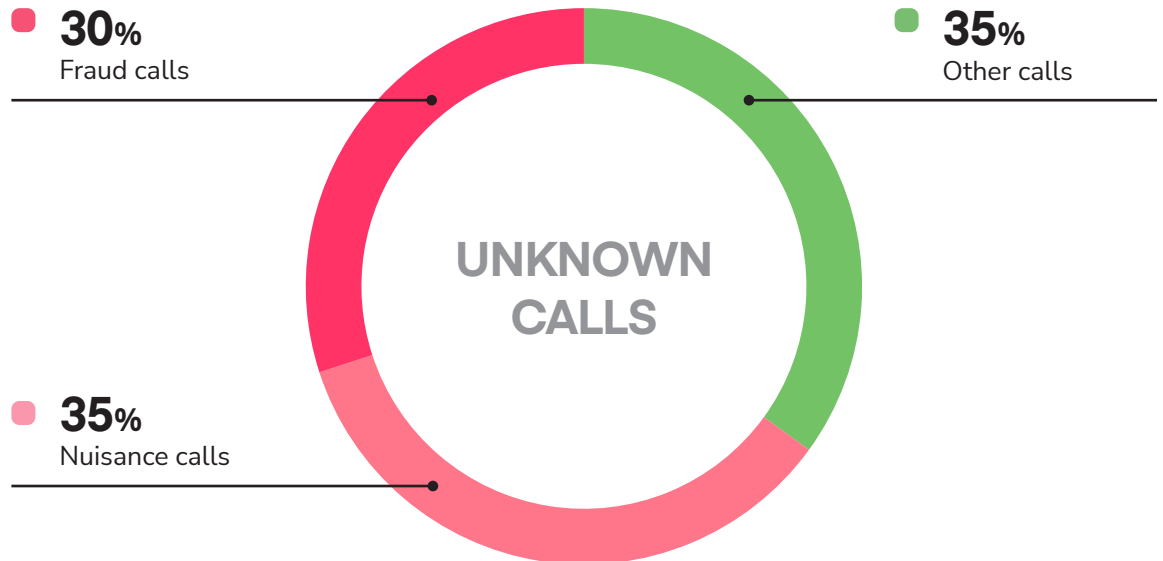
Jul 2024 - Sep 2024

Average spam calls per person

**22**  
Calls/Month

Spam flag rate

**65%**



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

**Q3**

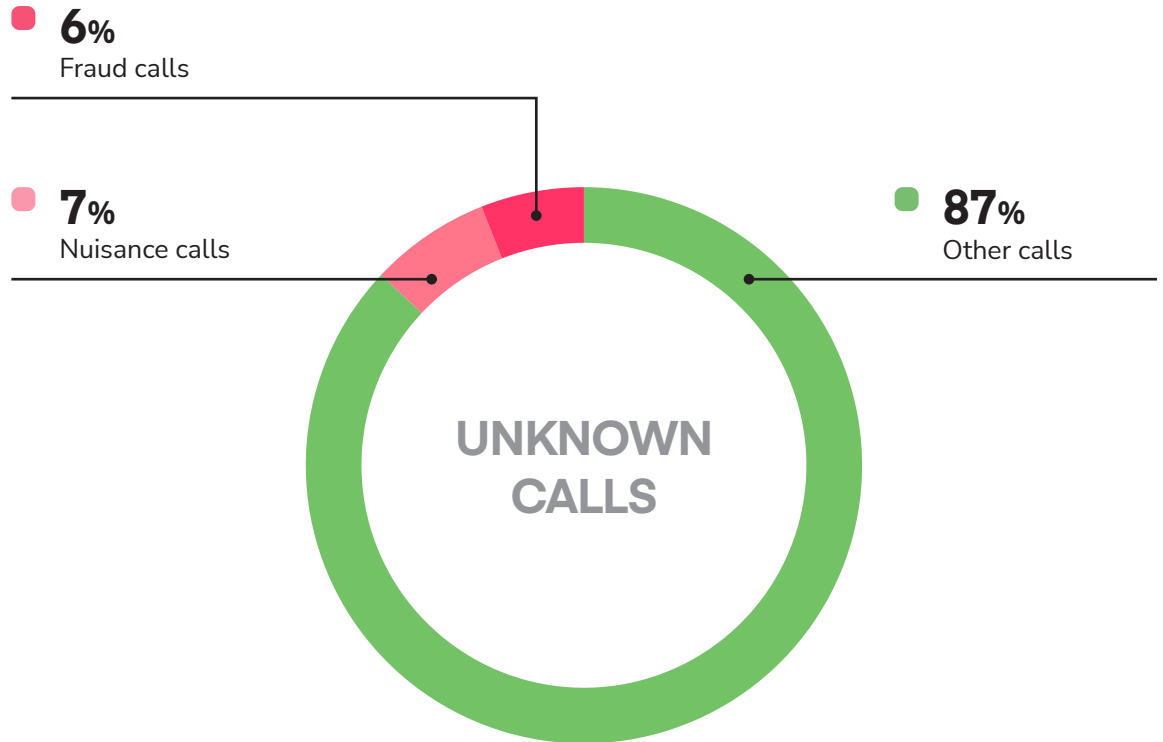
Jul 2024 - Sep 2024

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

**Q3**

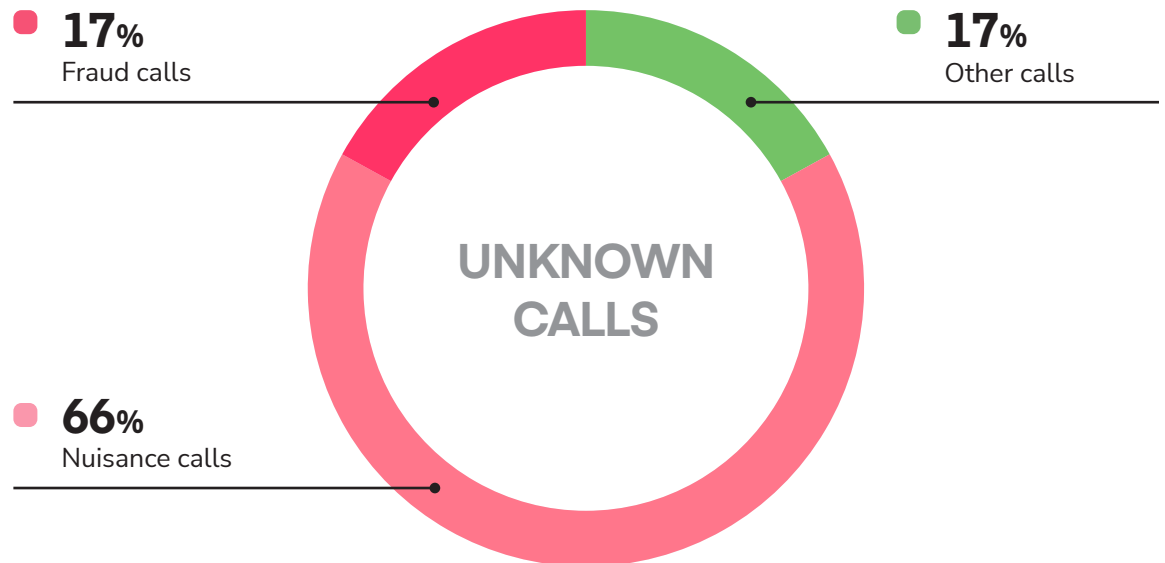
Jul 2024 - Sep 2024

Average spam calls per person

**12**  
Calls/Month

Spam flag rate

**83%**



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

**Q3**

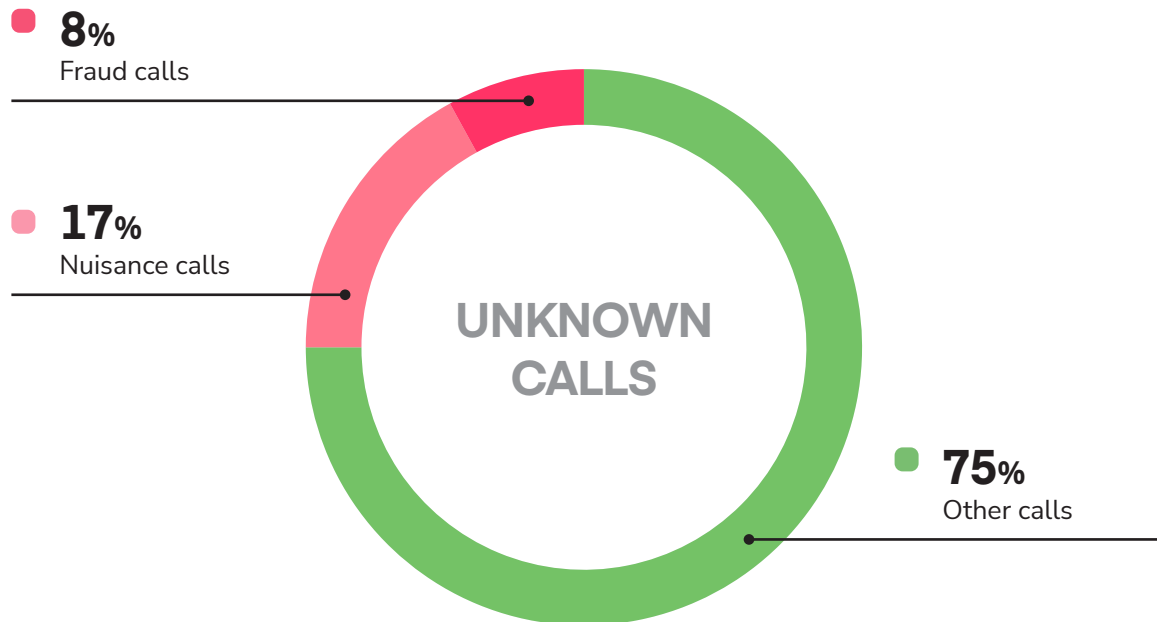
Jul 2024 - Sep 2024

Average spam calls per person

**4**  
Calls/Month

Spam flag rate

**25%**



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

**Q3**

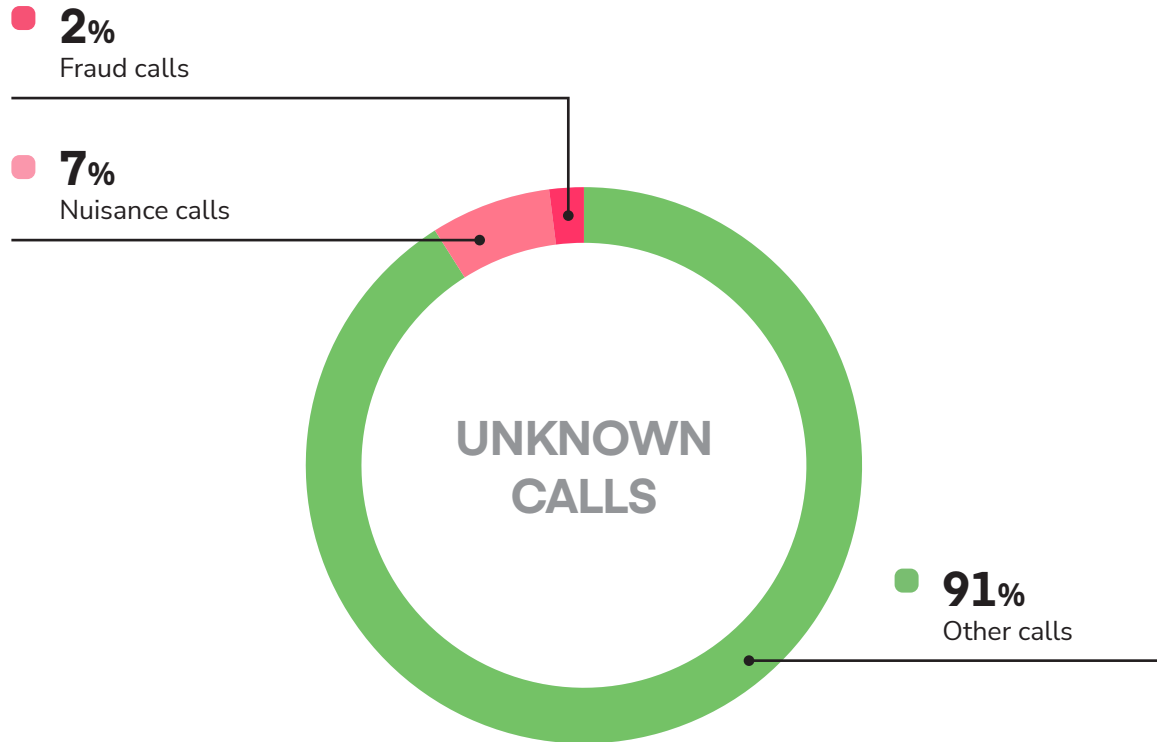
Jul 2024 - Sep 2024

Average spam calls per person

**1**  
Calls/Month

Spam flag rate

**9%**



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

**Q3**

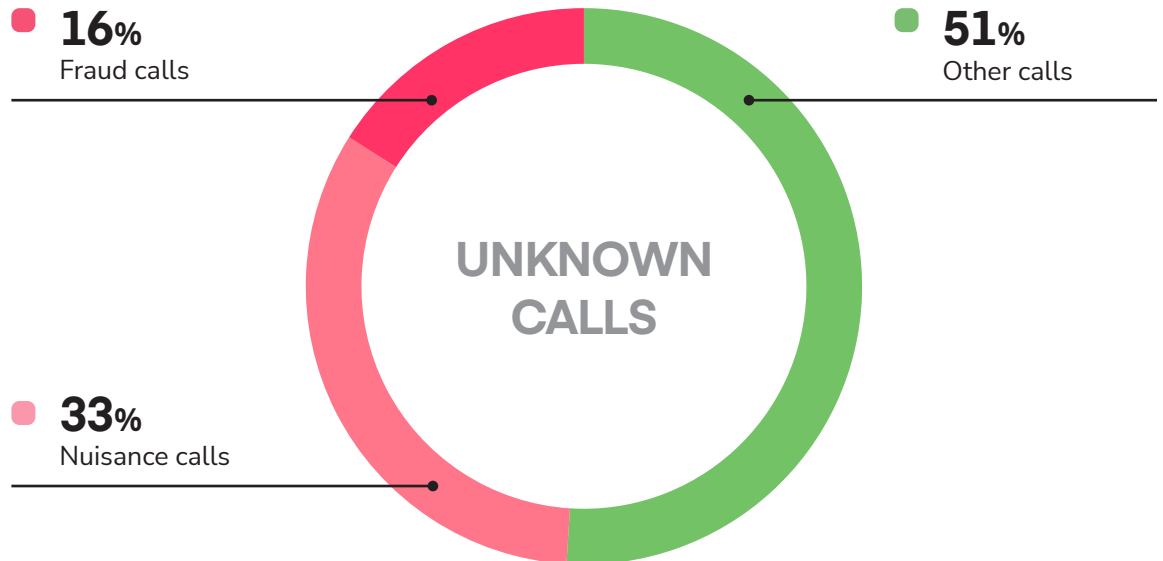
Jul 2024 - Sep 2024

Average spam calls per person

**8**  
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 Philippines

ASIA/PACIFIC

# Singapore

PERIOD

**Q3**

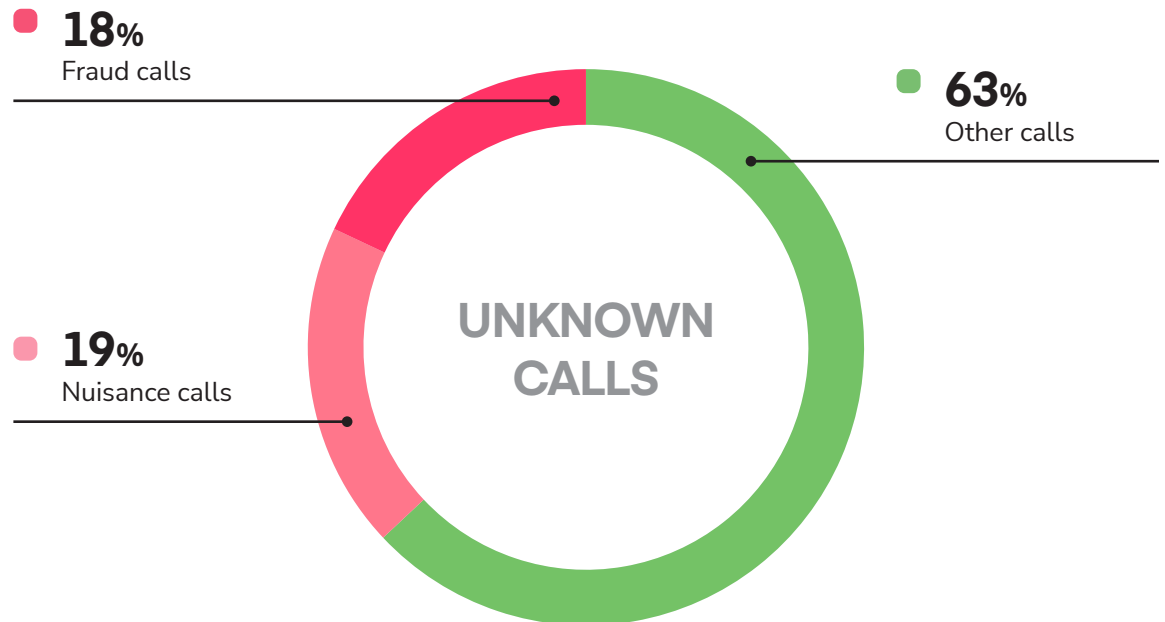
Jul 2024 - Sep 2024

Average spam calls per person

**5**  
Calls/Month

Spam flag rate

**37%**



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

**Q3**

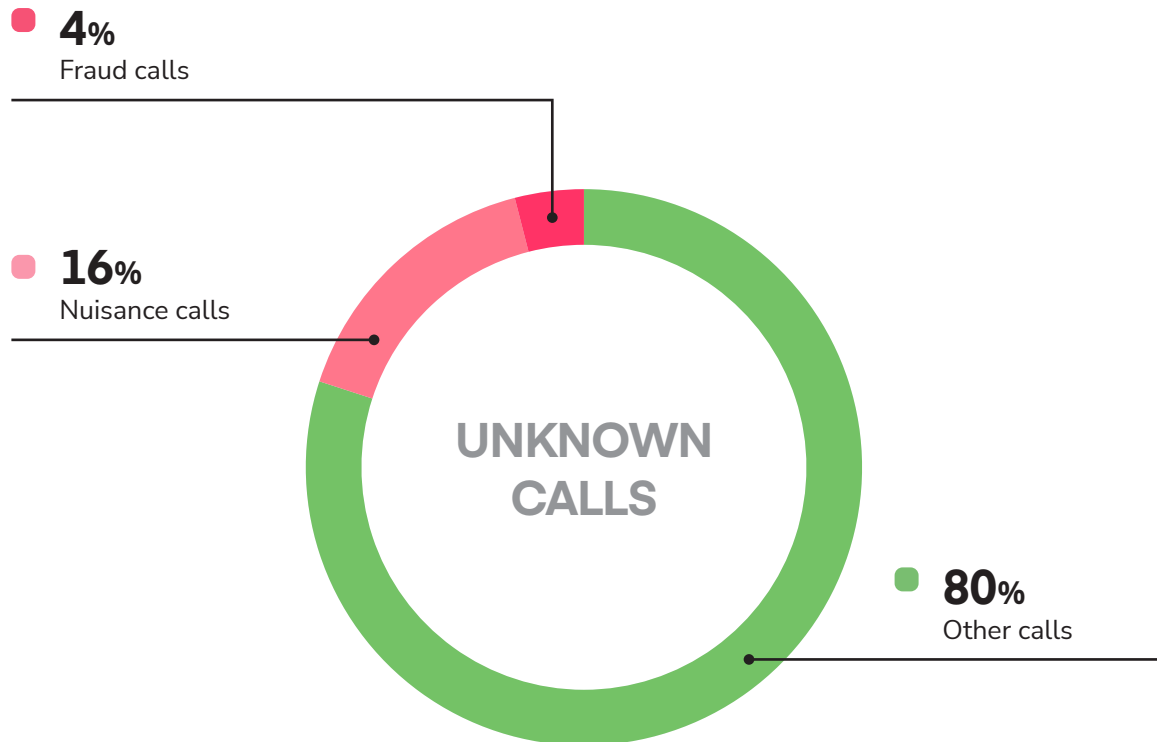
Jul 2024 - Sep 2024

Average spam calls per person

**4**  
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 Thailand

ASIA/PACIFIC

# Turkey

PERIOD

**Q3**

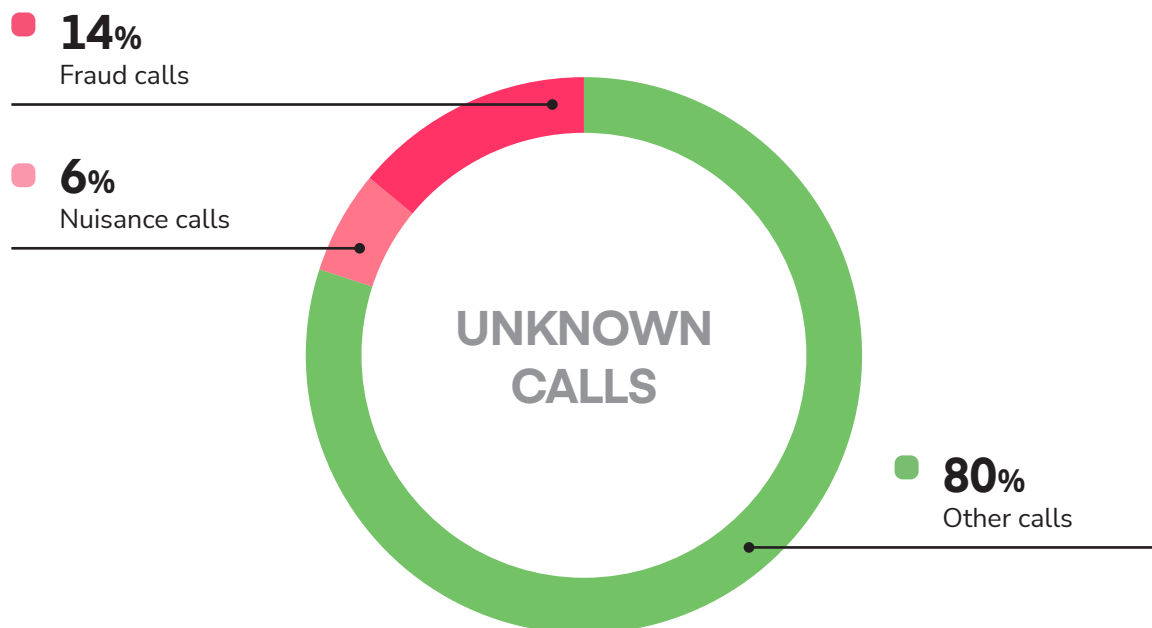
Jul 2024 - Sep 2024

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

**Q3**

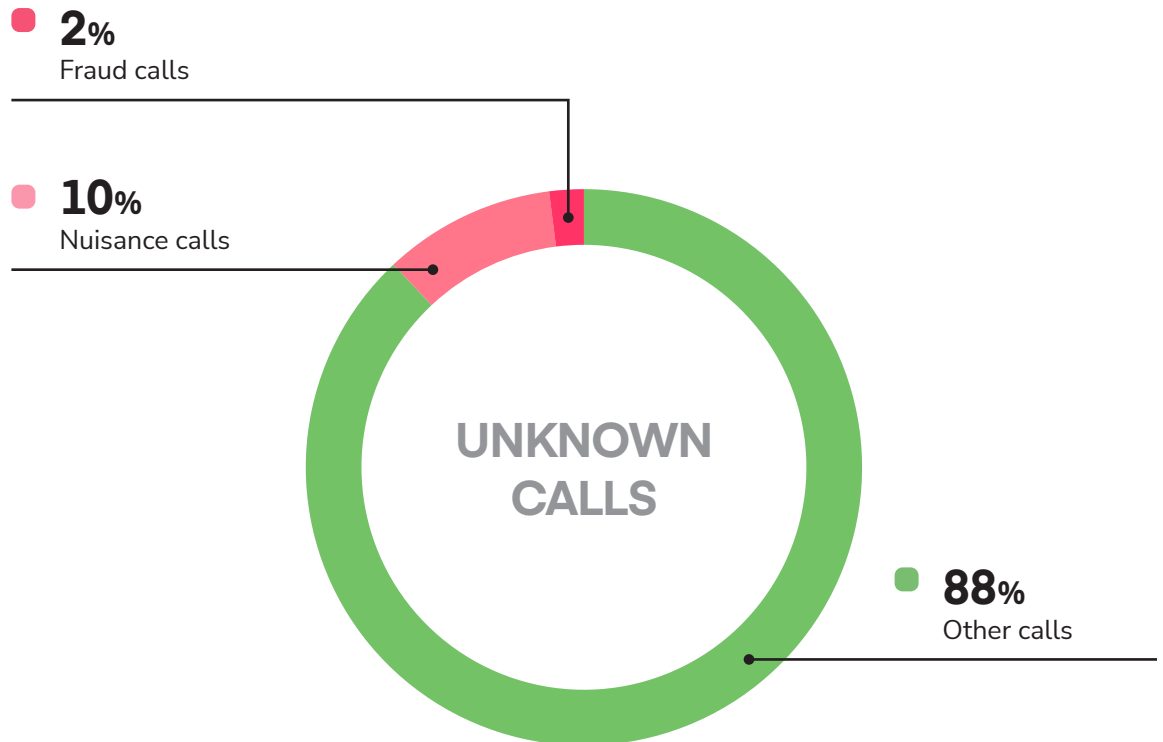
Jul 2024 - Sep 2024

Average spam calls per person

**1**  
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 Austria



EMEA

# Belgium

PERIOD

**Q3**

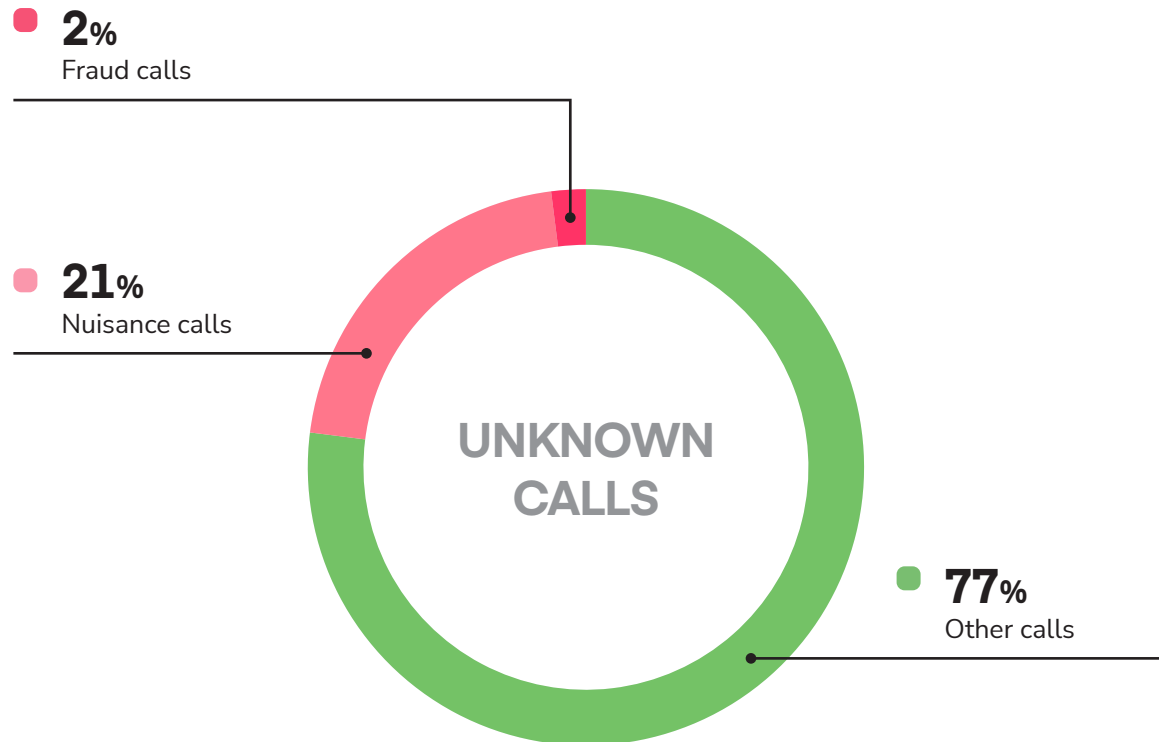
Jul 2024 - Sep 2024

Average spam calls per person

**3**  
Calls/Month

Spam flag rate

**23%**



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

**Q3**

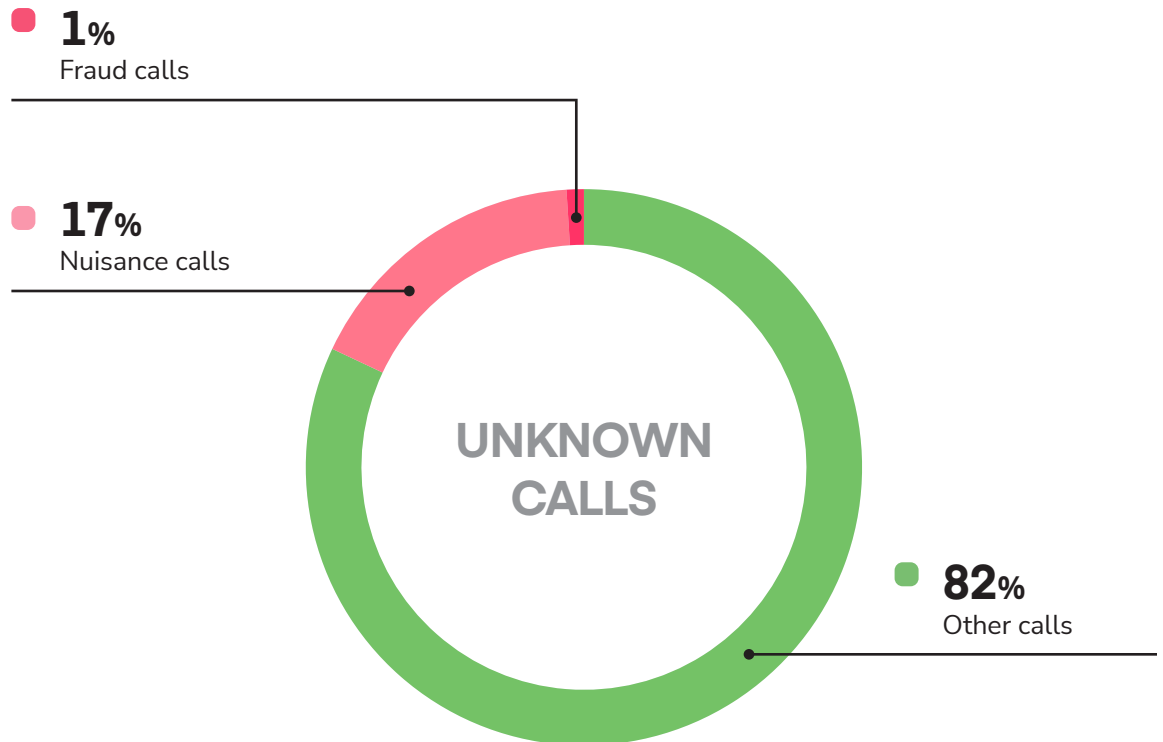
Jul 2024 - Sep 2024

Average spam calls per person

**2**  
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 Czech Republic

EMEA

# Denmark

PERIOD

**Q3**

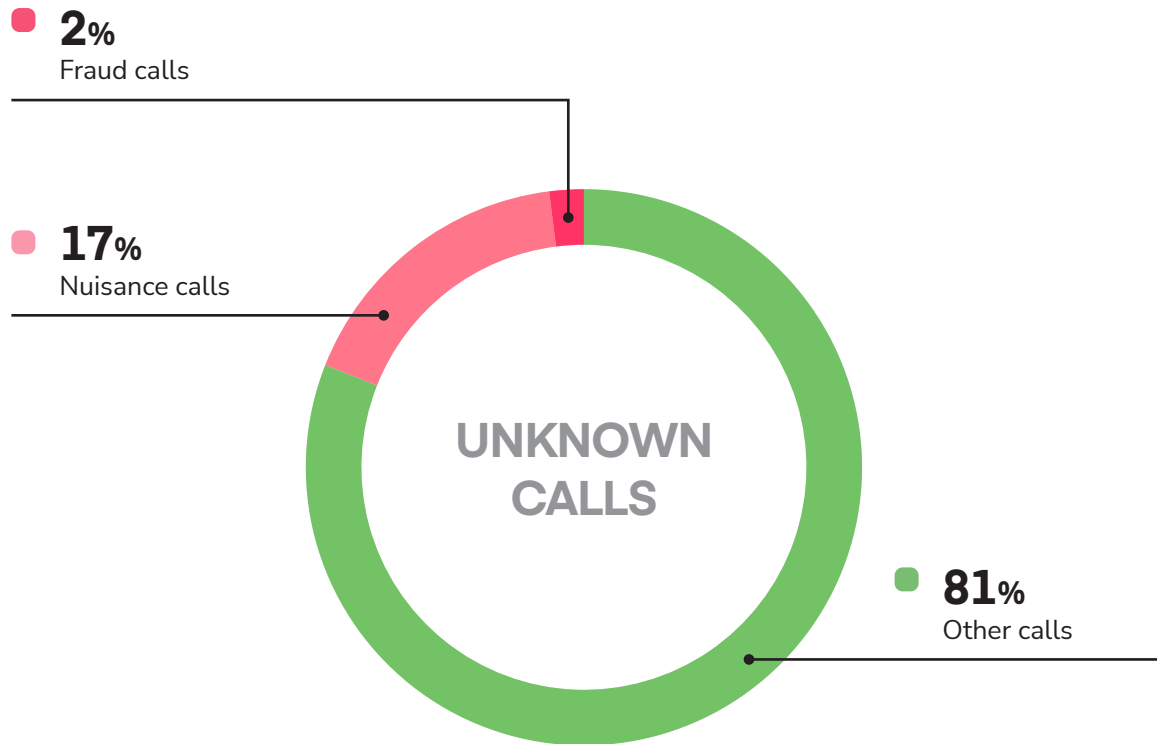
Jul 2024 - Sep 2024

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 Denmark

EMEA

# Finland

PERIOD

**Q3**

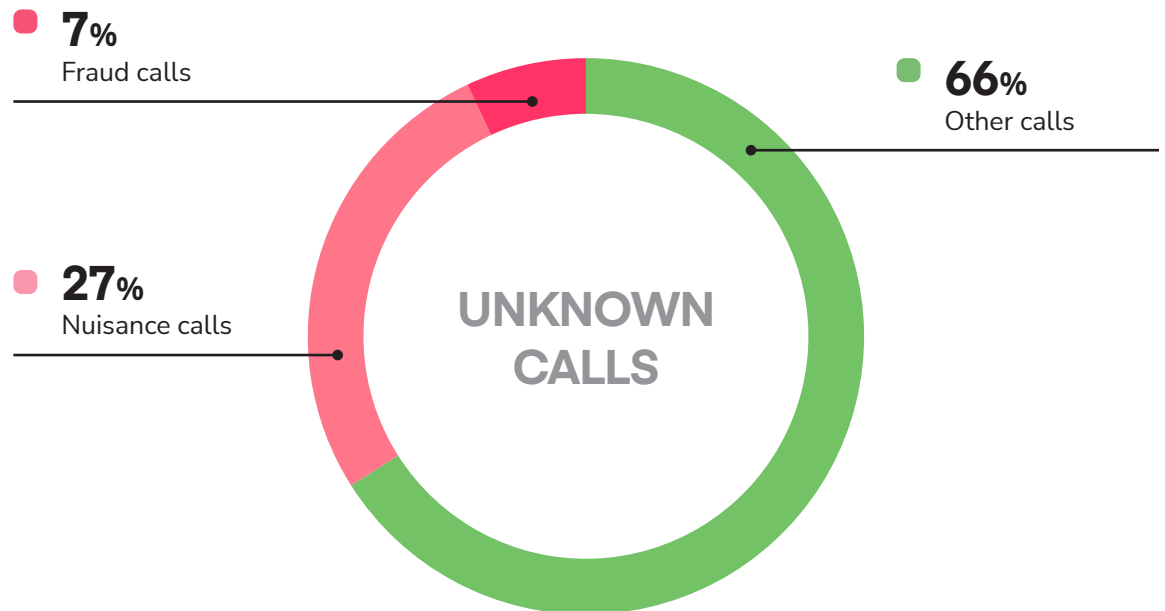
Jul 2024 - Sep 2024

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

**Q3**

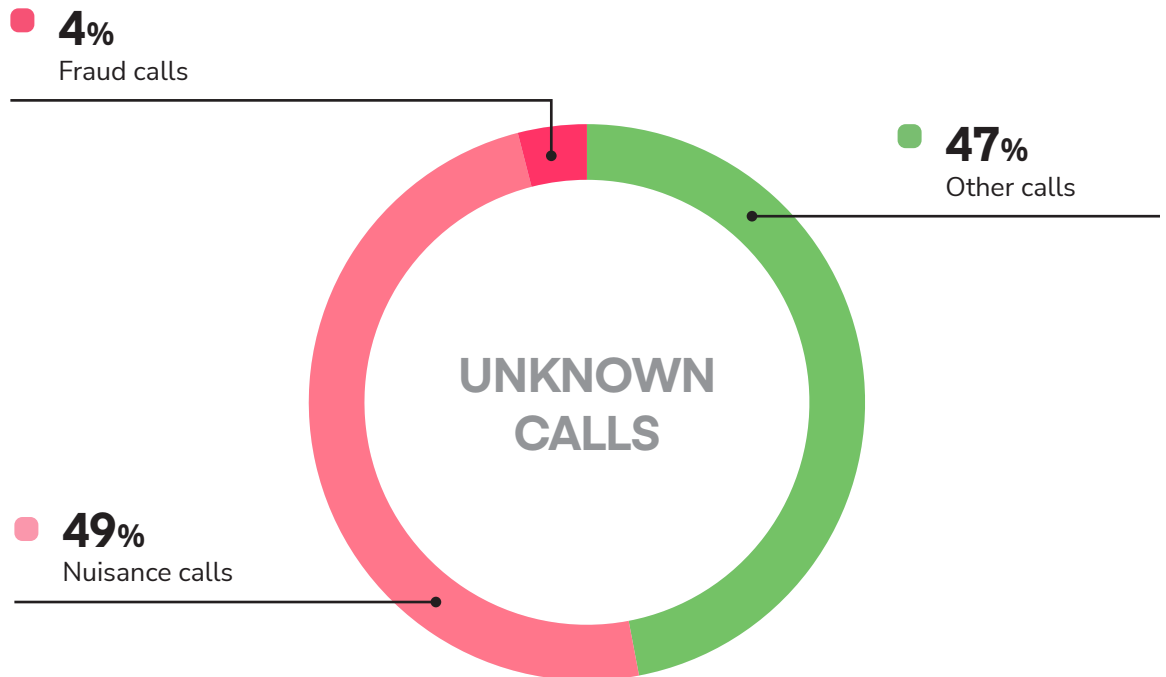
Jul 2024 - Sep 2024

Average spam calls per person

**12**  
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

**Q3**

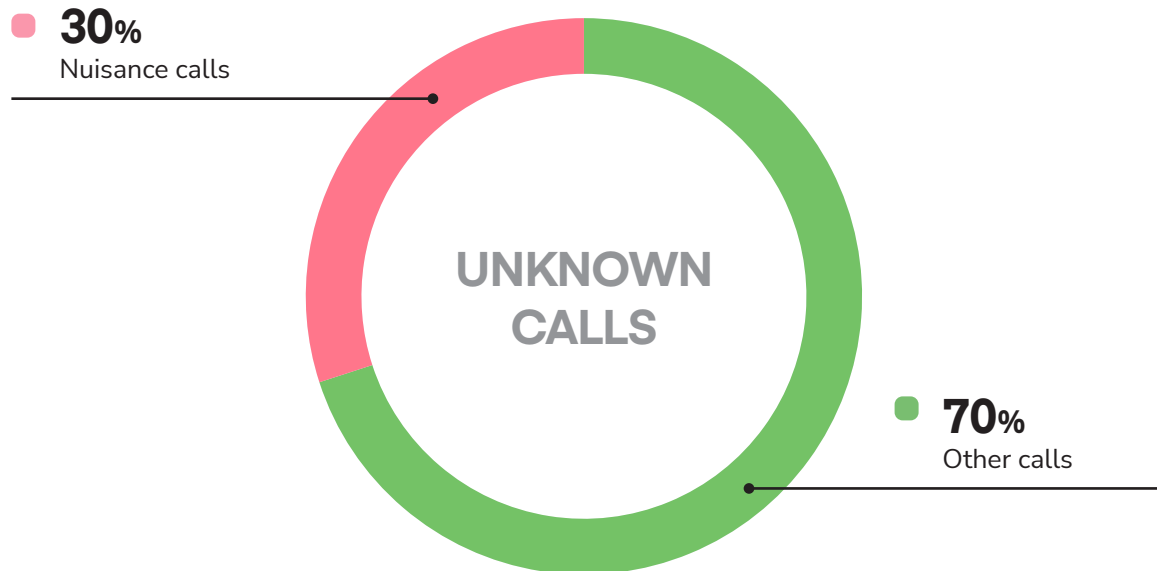
Jul 2024 - Sep 2024

Average spam calls per person

**2**  
Calls/Month

Spam flag rate

**30%**



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

**Q3**

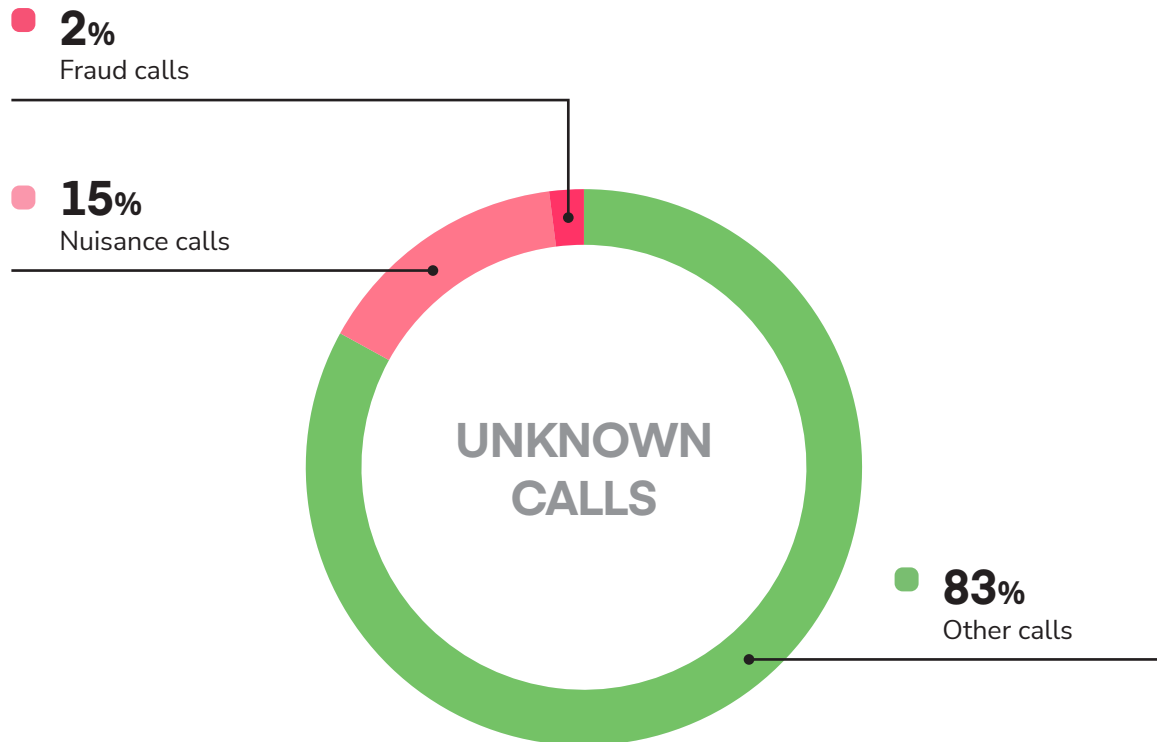
Jul 2024 - Sep 2024

Average spam calls per person

**3**  
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

**Q3**

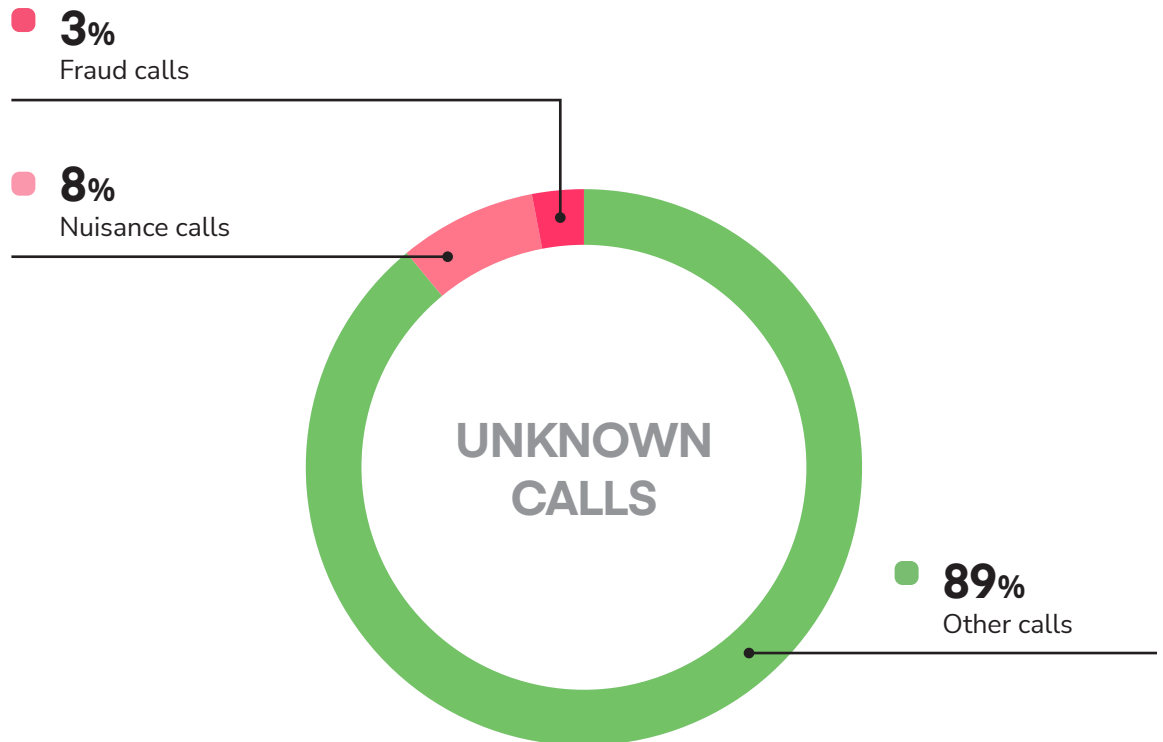
Jul 2024 - Sep 2024

Average spam calls per person

**1**  
Calls/Month

Spam flag rate

**11%**



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

**Q3**

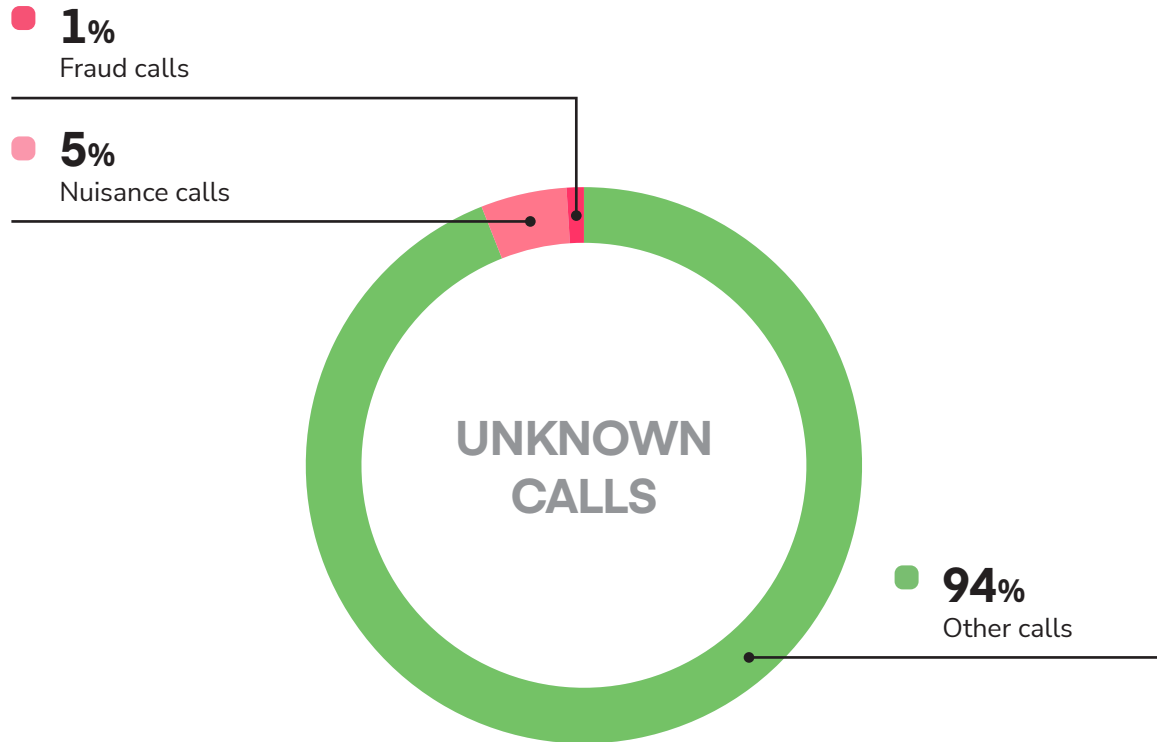
Jul 2024 - Sep 2024

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

EMEA

# Israel

PERIOD

**Q3**

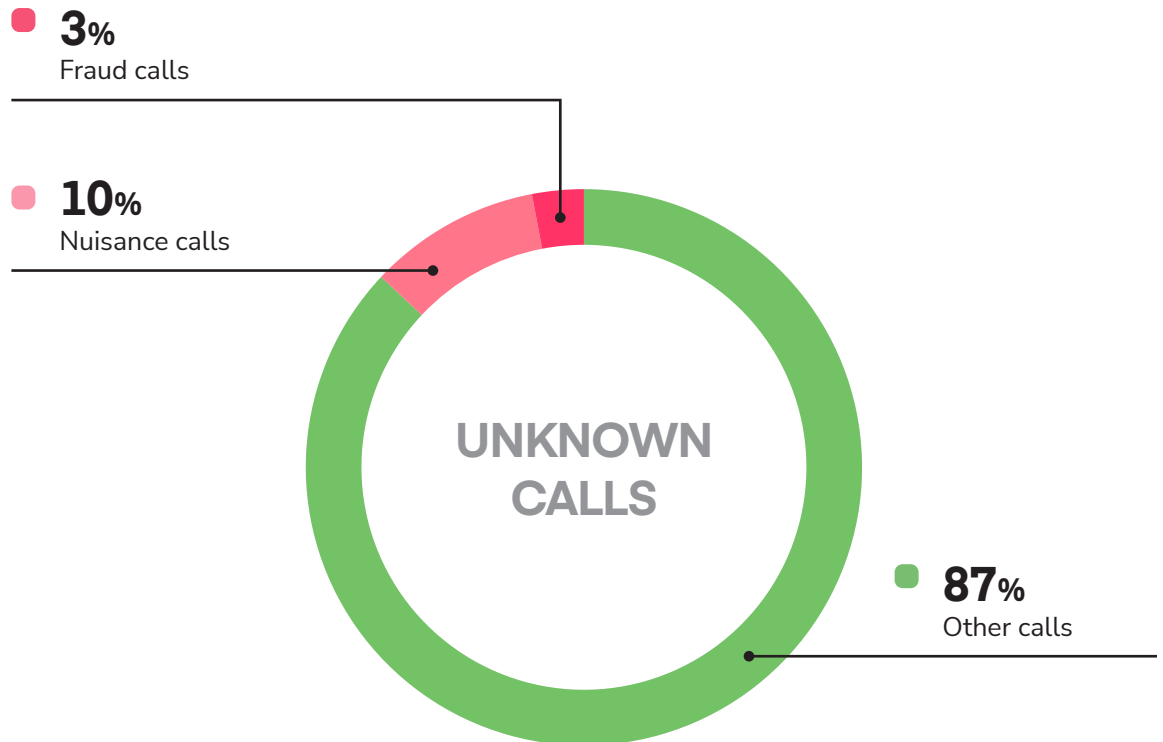
Jul 2024 - Sep 2024

Average spam calls per person

**5**  
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

**Q3**

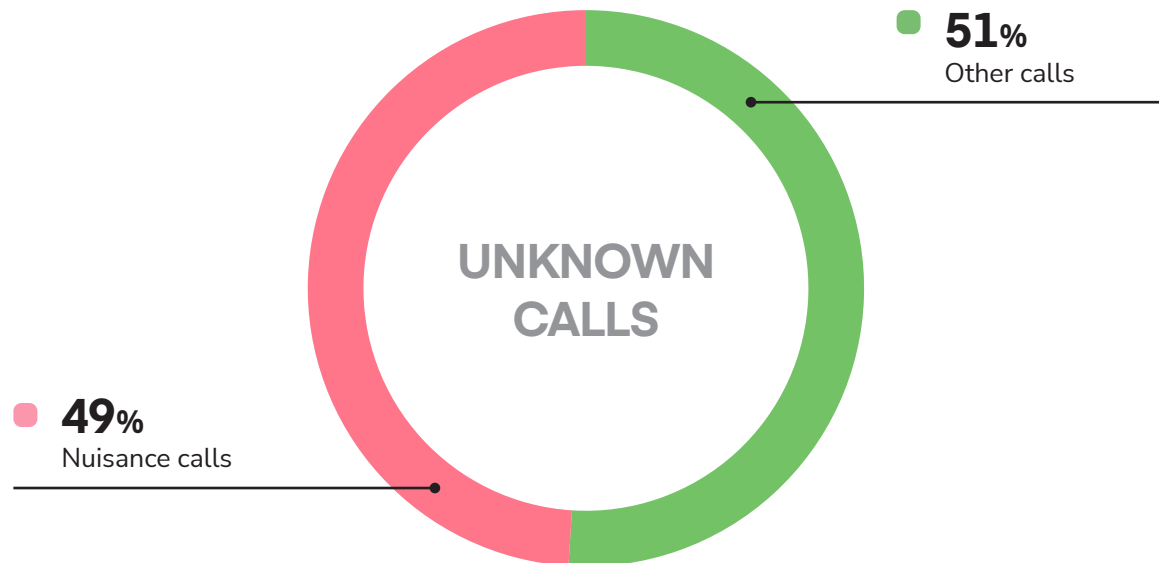
Jul 2024 - Sep 2024

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

**Q3**

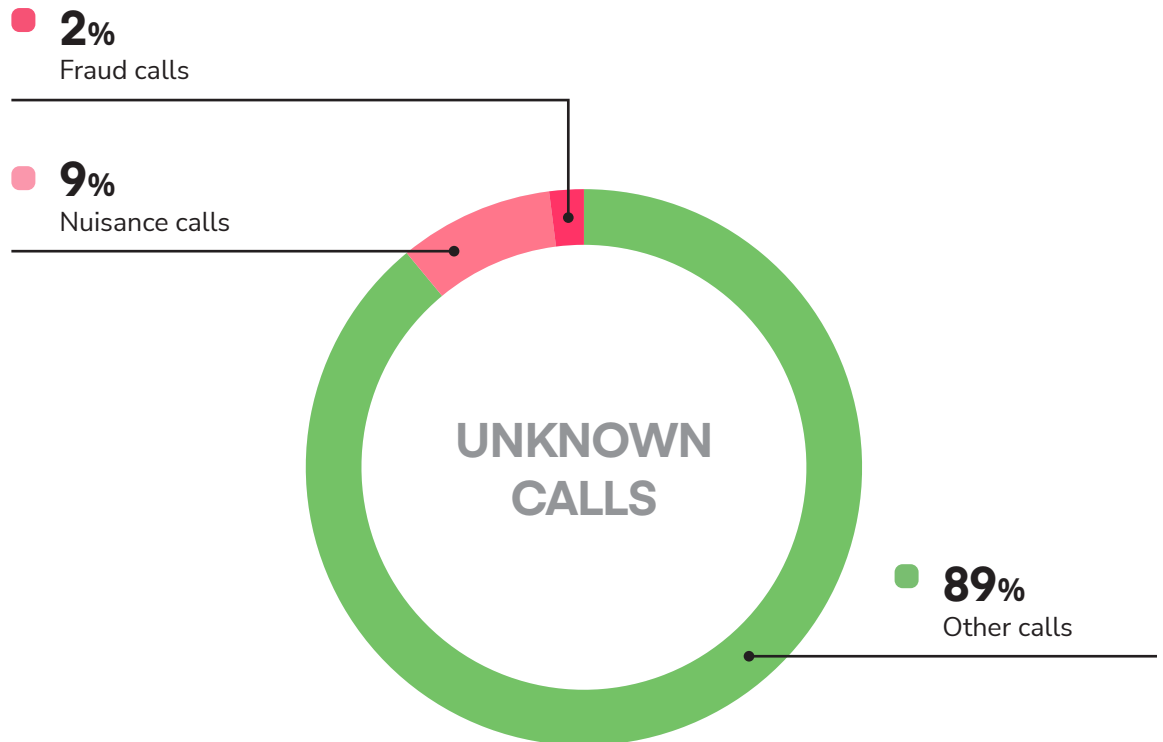
Jul 2024 - Sep 2024

Average spam calls per person

**1**  
Calls/Month

Spam flag rate

**11%**



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

**Q3**

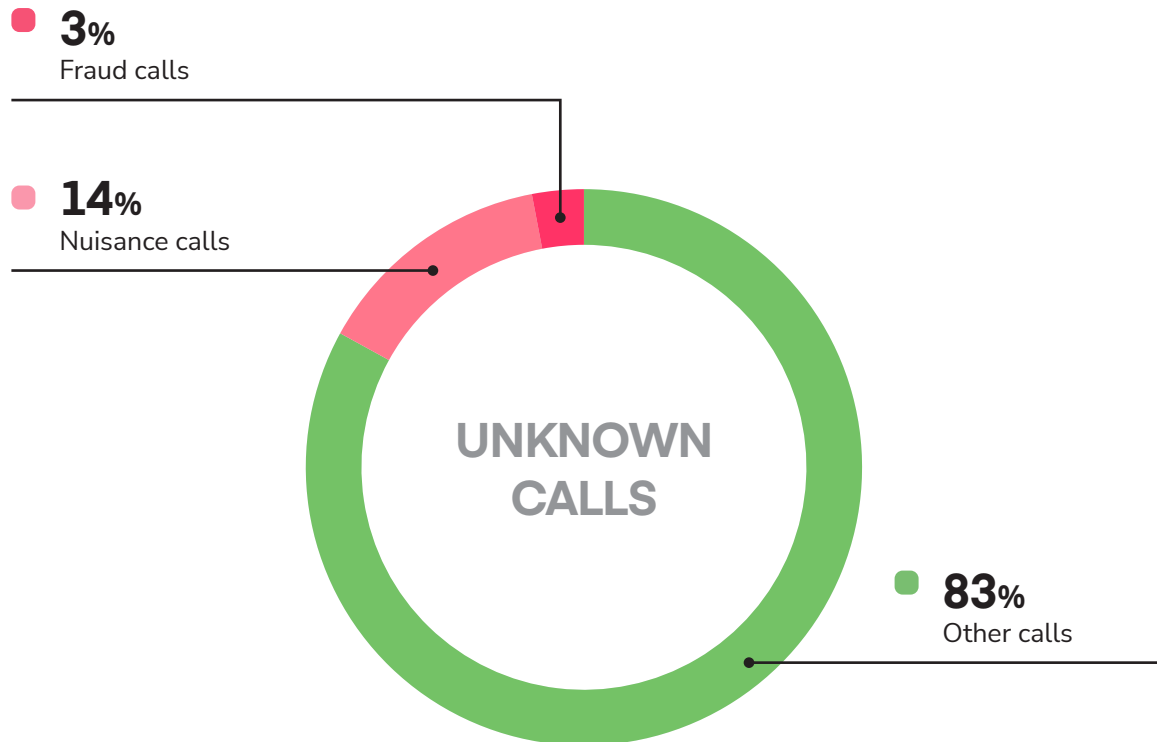
Jul 2024 - Sep 2024

Average spam calls per person

**1**  
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 Netherlands

EMEA

# Norway

PERIOD

**Q3**

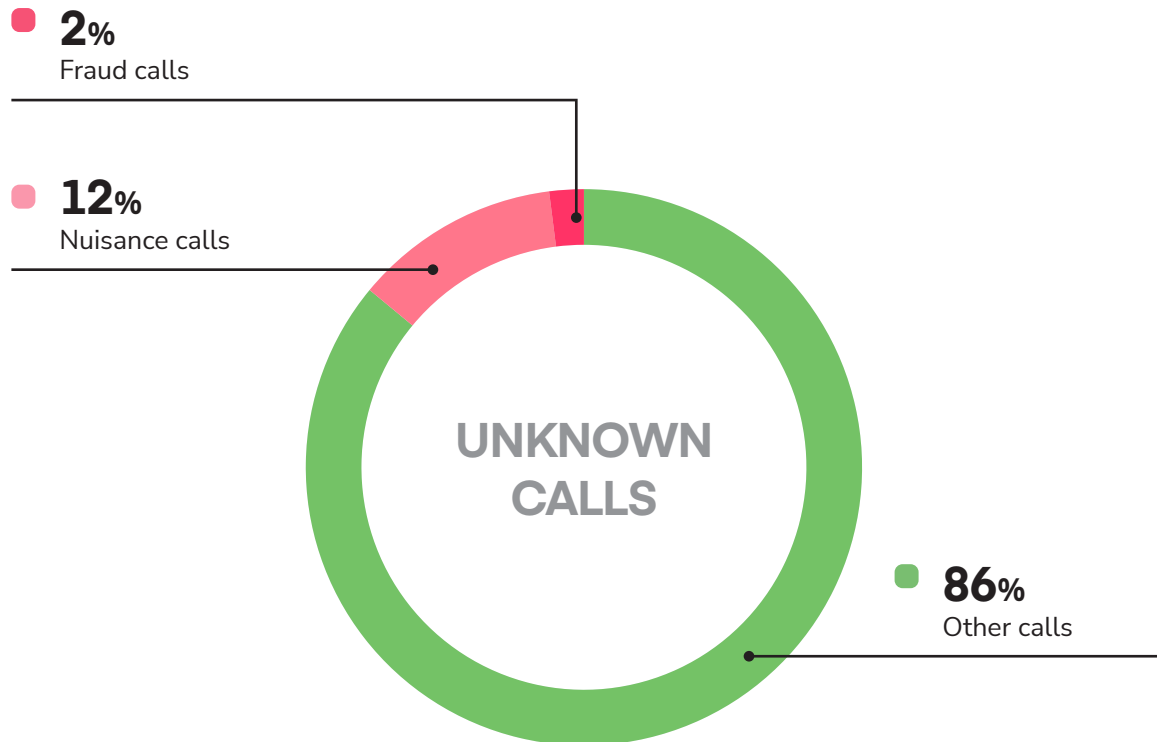
Jul 2024 - Sep 2024

Average spam calls per person

**2**  
Calls/Month

Spam flag rate

**14%**



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

**Q3**

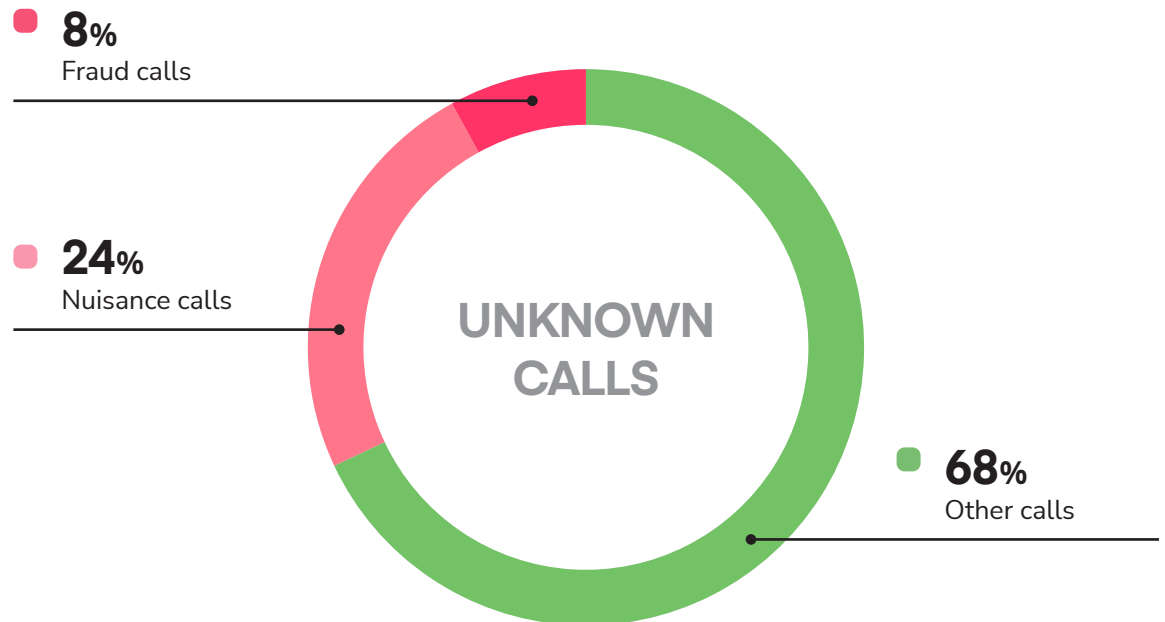
Jul 2024 - Sep 2024

Average spam calls per person

**7**  
Calls/Month

Spam flag rate

**32%**



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

**Q3**

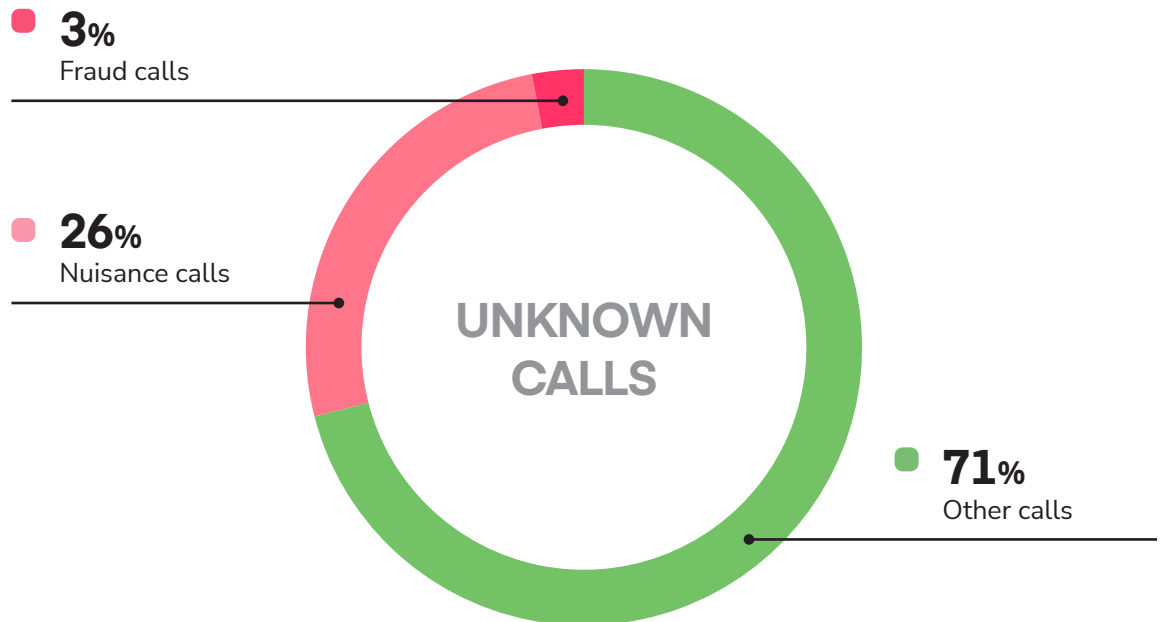
Jul 2024 - Sep 2024

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

**Q3**

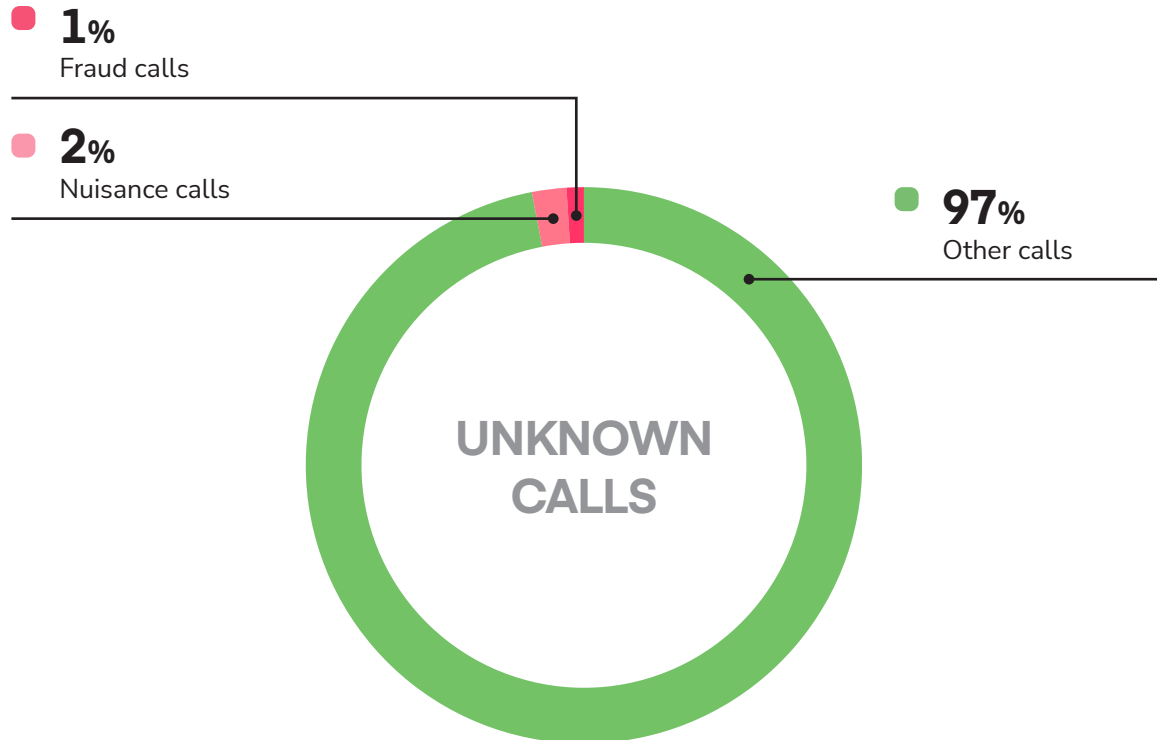
Jul 2024 - Sep 2024

Average spam calls per person

**1**  
Calls/Month

Spam flag rate

**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.

Source: Samsung Smart Call users in Saudi Arabia

EMEA

# Slovakia

PERIOD

**Q3**

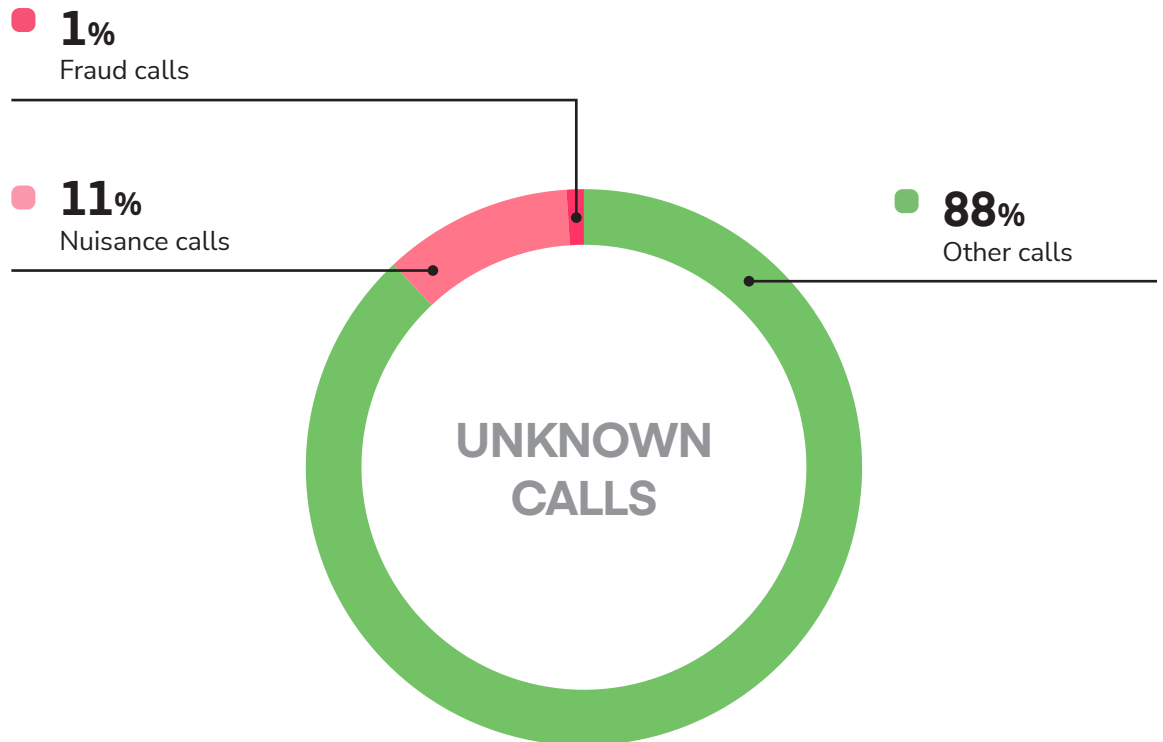
Jul 2024 - Sep 2024

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 Slovakia

EMEA

# South Africa

PERIOD

**Q3**

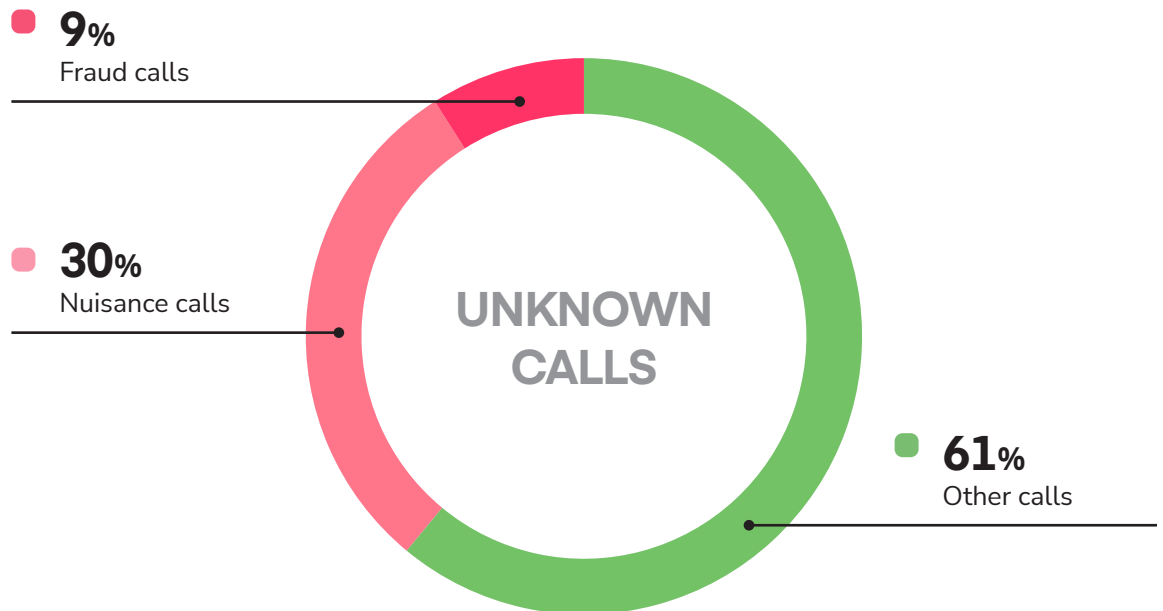
Jul 2024 - Sep 2024

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

**Q3**

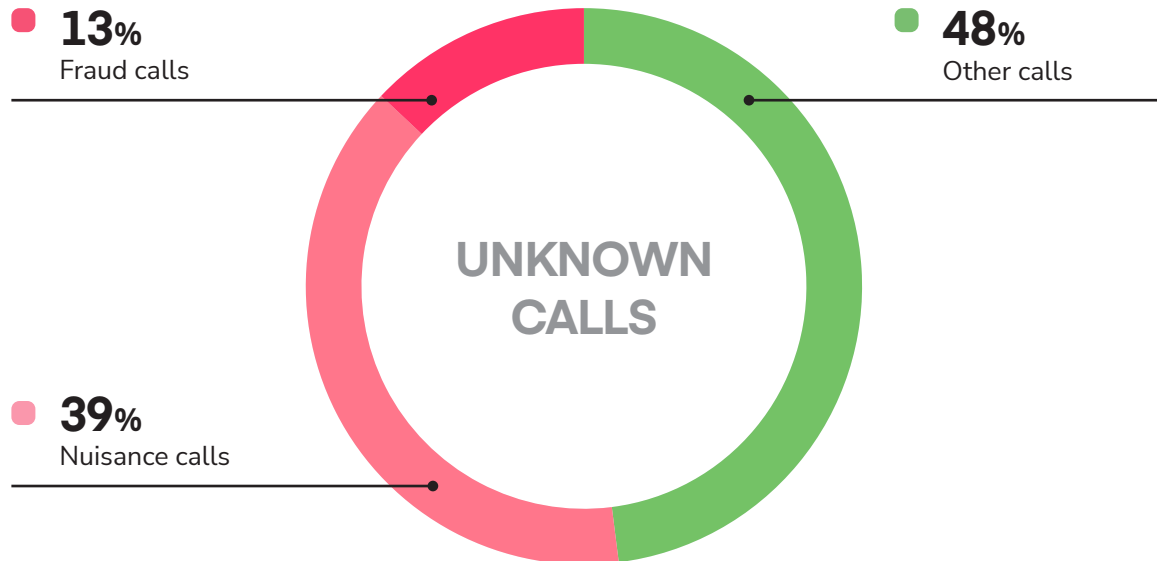
Jul 2024 - Sep 2024

Average spam calls per person

**13**  
Calls/Month

Spam flag rate

**52%**



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

**Q3**

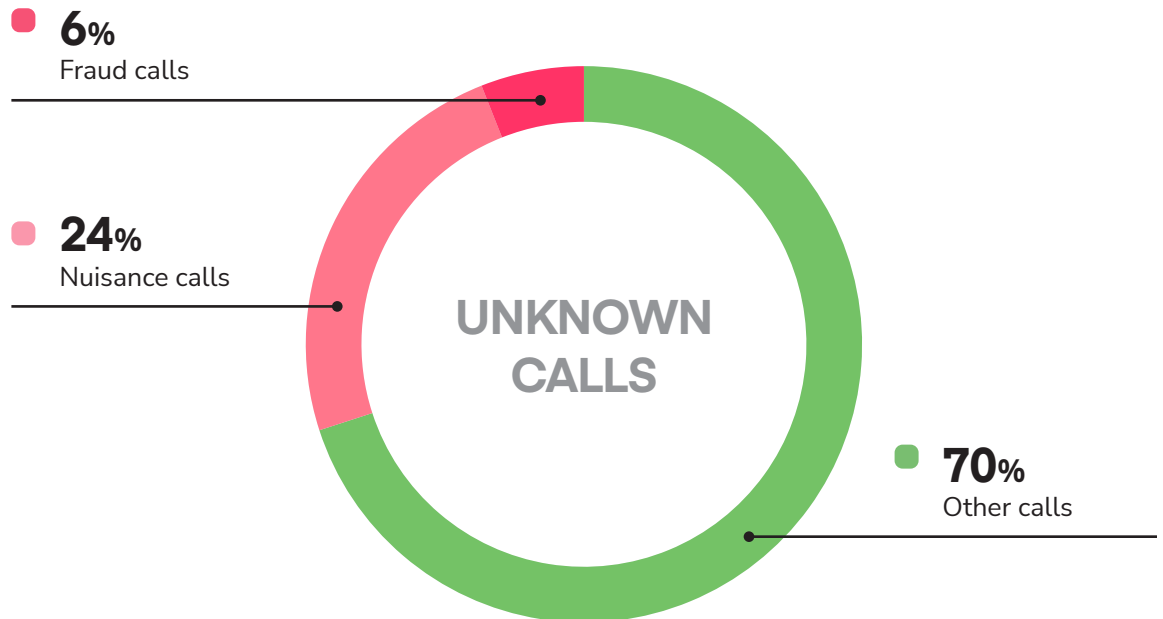
Jul 2024 - Sep 2024

Average spam calls per person

**4**  
Calls/Month

Spam flag rate

**30%**



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

**Q3**

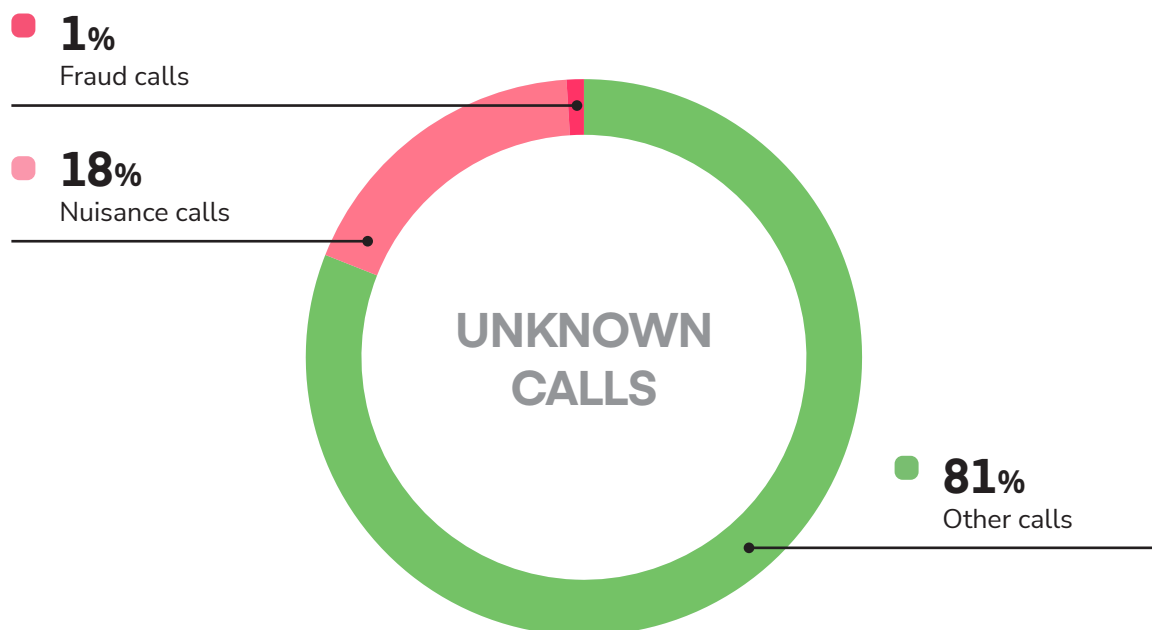
Jul 2024 - Sep 2024

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

**Q3**

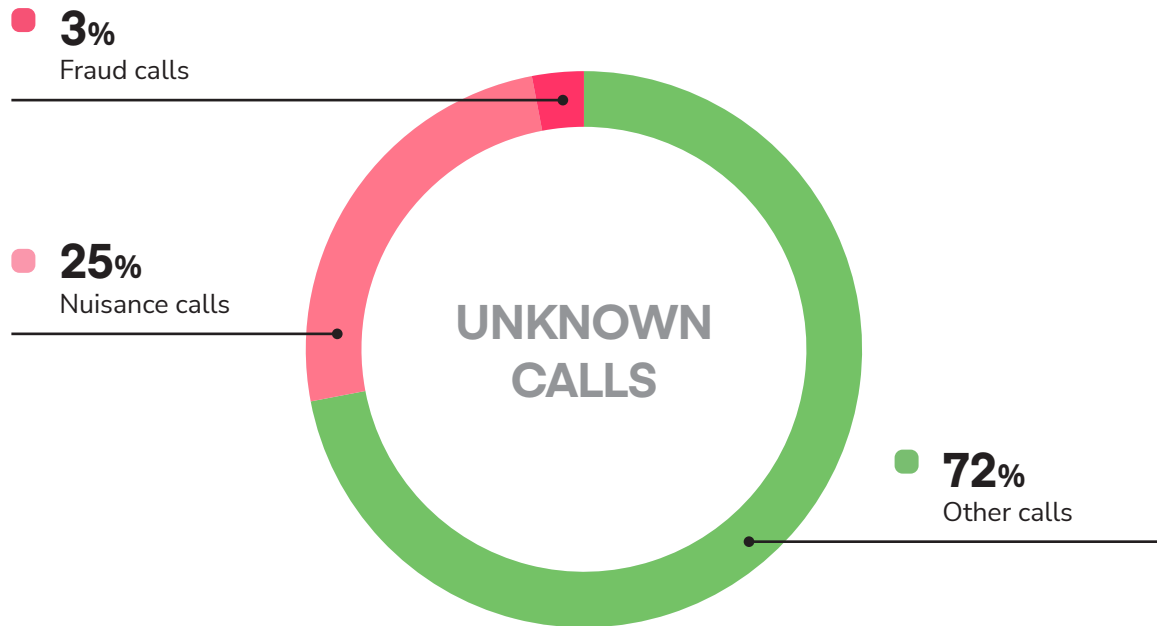
Jul 2024 - Sep 2024

Average spam calls per person

**4**  
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.

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](http://www.hiya.com).