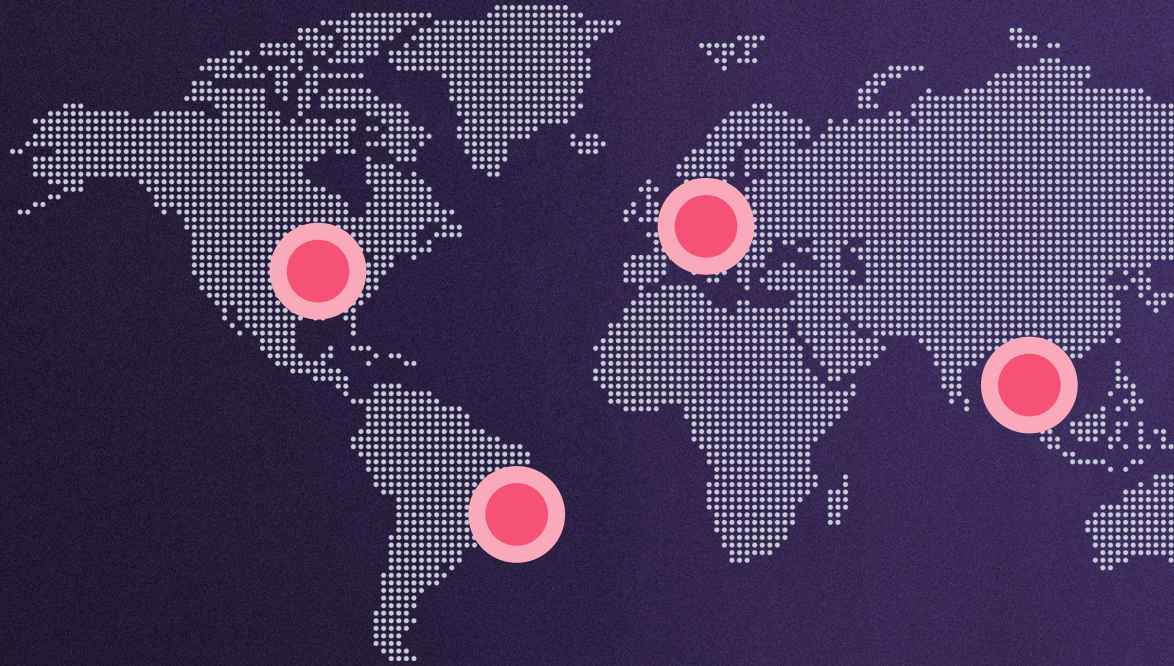




Global Call Threat Report

Insights into today's worldwide spam problem

Q1 2025



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

2004

[Q4](#) | [Q3](#) | [1H](#)

2003

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

2002

[Q4](#)

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Phone spam is a global problem

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Section one

Phone spam is a global problem

OVERVIEW

New quarter, new phone scams

Q1 was a busy time for scammers. Unwanted phone calls — both illegal fraud calls and annoying nuisance calls — rose from 11.3 billion in Q4 2024 to 12.5 billion in Q1 2025.

There was a noticeable change in the phone spam makeup moving from Q4 2024 to Q1 2025. As the new year began, holiday related scams, such as [Amazon](#) and [package delivery scams](#), began to recede. In fact, Amazon scams dropped from their #1 spot in Canada for the first time in years.

Q1 brings with it colder temperatures in the Northern Hemisphere, so we saw an increase in [energy and electricity-provider scams](#) in North America and Europe. Fraudsters devised a variety of schemes to snare consumers desperately trying to save money on their winter heating and electricity bills.

Emerging scams and long-time favorites

We also saw the emergence of a new scam that's growing in several countries. It's an employment scam that begins with a robocall from a supposed human resources agent with a job offer. The HR rep asks to connect on WhatsApp for more details about the job, allowing the scam to continue in the private messaging app. This scam was #1 in Spain, #3 in the UK, and #4 in France.

12.5

Billion

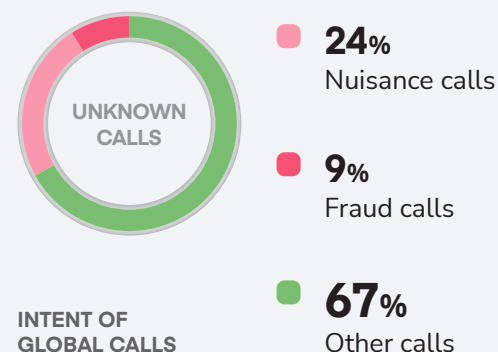
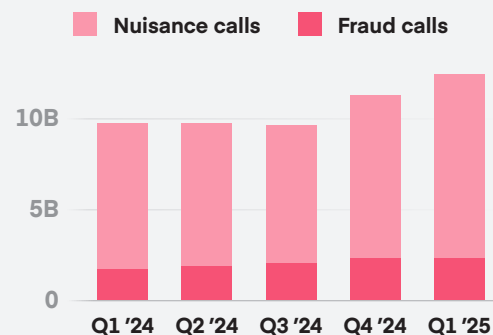
Global calls flagged as suspected spam in Q1 2025

137

Million

Calls flagged as suspected spam per day

Unwanted calls rise in Q1 2025



OVERVIEW

New quarter, new phone scams

That's not to say that most scams in Q1 were brand new. In the US, [Medicare scams](#) remained the #1 scam in the country, and in the UK, [HMRC tax scams](#) continued to be the top scam. In Germany, [sweepstakes scams](#) were still #1, and in Brazil nearly all the top fraud calls [impersonate banks](#) or financial institutions.

1 in 4 calls contain AI-generated audio

This report also includes, for the first time ever, results of Hiya's analysis of AI-generated calls. Using recorded calls from the Hiya honeypot (thousands of Hiya-owned phone numbers) Hiya's AI Voice Detection team found that 1 in 4 contained AI-generated audio. And the content of those AI calls were much more likely to be malicious, with 55% of them identified as fraud. Read more in our [Special Section](#).

Read on to discover the top phone scams in seven key countries. And 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.

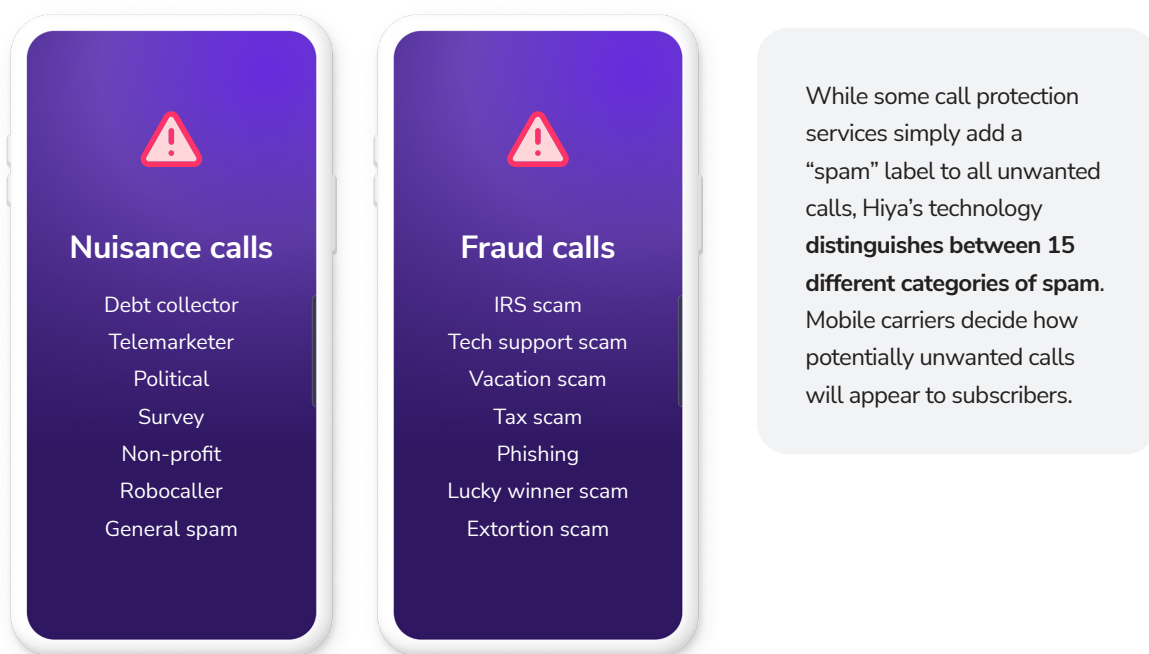
METHODOLOGY

How Hiya measures phone spam

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 more than 40 countries. This report is based on a representative sample of calls observed during the first quarter of 2025 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 rate in this report represents calls that Hiya has identified and flagged as either “potential fraud” or “suspected spam.” The spam rate measures the number of unwanted calls from non-contacts, which are calls placed from numbers that are not in an individual’s address book.

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



SPECIAL FEATURE

1 in 4 calls in Hiya honeypots contain AI-generated audio

One of the biggest emerging threats for voice calls is the rising use of AI-generated audio.

While AI-generated audio can be used for legitimate purposes — such as appointment reminders or emergency alerts — it's increasingly being exploited by criminals to power deepfake voice scams. Scammers are now using AI to:

- Automate tasks, such as creating specific scripts based on the call recipient's location.
- Remove foreign accents in scam calls.
- Create voice clones of real people to make scams more convincing. (See examples below.)

How common are AI-assisted scams?

Hiya has a powerful tool for tracking scam and nuisance call trends: [the Hiya honeypot](#). This system consists of more than 100,000 Hiya-owned phone numbers specifically designed to analyze unwanted calls.

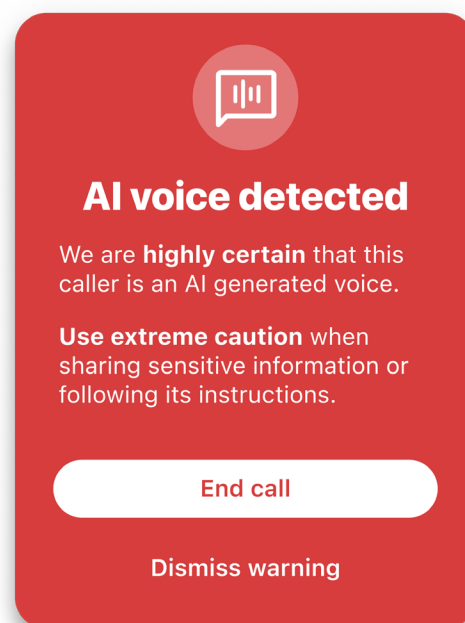
In Q1 2025, between January 10 and March 20, Hiya's audio intelligence team used [Hiya's AI Voice Detection](#) product to run thousands of honeypot calls through its audio deepfake detector. They ultimately captured 8,455 calls with sufficient speech for analysis. The result:

- 25% of calls in the honeypot contained AI-generated audio.

Using a subset of the AI-generated calls, the team conducted a deeper analysis to identify the intent behind each one, finding:

- Of the calls that were AI-generated, 55% were identified as fraud — scams that used audio deepfakes to deceive recipients — while 35% were classified as nuisance, annoying perhaps, but legal and relatively harmless. The intent of the remainder could not be determined or were mistaken calls to wrong numbers.

The data reveals a troubling new trend: the rise of deepfake scams. Calls using AI-generated voices are significantly more likely to be fraudulent, with bad actors leveraging synthetic audio



SPECIAL FEATURE

1 in 4 calls in Hiya honeypots contain AI-generated audio

to deceive and exploit people. While AI tools are accessible to both good and bad actors, we're now seeing AI-generated voices in many fraud and nuisance calls.

This marks the first Global Call Threat Report in which Hiya has tracked the presence of AI in our U.S.-based honeypots — an important step as we monitor whether the use of deepfake scams is increasing or stabilizing over time.

Here are just a few examples of AI-generated scam calls captured in the Hiya honeypot in Q1:

- [Google business listing scam](#)
- [Cable TV discount scam](#)
- [Debt management scam](#)
- [Tax relief scam](#)

Examples of deepfake voice-clone scams

The most sinister of AI-generated calls are [deepfake voice-clone scams](#). That's where a fraudster takes a sampling of a real person's voice — often pulled from social media — and manipulates the audio using AI technology to pull off a scam. Here are a few recent examples:

- [How con artists are using AI voice cloning to upgrade the grandparent scam](#)
| Canadian Broadcasting Corporation
- [Hong Kongers lose 870 million baht to scams in a week, AI voice-cloning used](#)
| Bangkok Post
- [Cloned customer voice beats bank security checks](#)
| BBC
- [I'm a security expert, and I almost fell for a North Korea-style deepfake job applicant ...twice](#)
| The Register
- [Wichita mother nearly duped by AI voice cloning scam](#)
| KWCH-TV

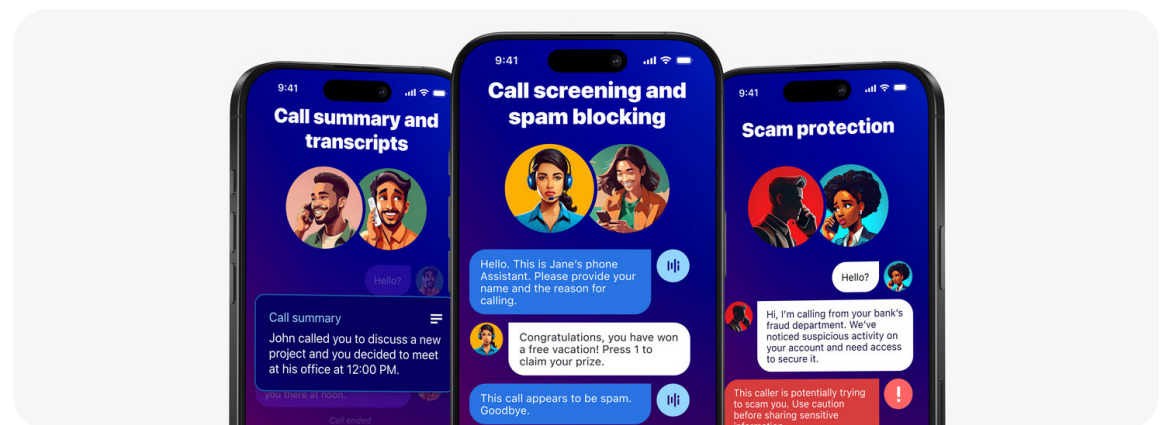
SPECIAL FEATURE

1 in 4 calls in Hiya honeypots contain AI-generated audio

How to fight back against deepfakes and identify AI-generated audio

How can carriers protect their subscribers, businesses protect their employees, and individuals protect themselves from deepfakes? The [Hiya AI Phone](#) mobile app, introduced earlier this year, is the first AI call assistant that stops deepfake scams in real time. Key features include:

- **AI Voice and Deepfake Detection** – The app detects AI-generated voices — live and recorded — by analyzing subtle audio patterns and notifies users when an AI voice is detected.
- **Real-Time Scam Protection** – The app continuously analyzes call audio to detect scam language and suspicious patterns.
- **Intelligent Call Screening** – An AI assistant answers unknown calls, asking callers to state their name and reason for the call, and blocks scam and spam calls while connecting legitimate ones.
- **Call Summaries & Transcription** – Conversations are transcribed and summarized using AI models tuned by Hiya. Data is encrypted and remains accessible only to the user on their device.



With the rise of deepfake voice scams and BYOD policies, it's more critical than ever for businesses to secure employee communication. The Hiya AI Phone app helps safeguard employees from voice-based fraud and social engineering attacks — while boosting productivity through smart call screening and prioritization.

Even better: the technology behind the Hiya AI Phone is available to Hiya partners to integrate into their own apps, devices, or network-based services — ensuring flexible, scalable protection across any environment. [Click here](#) to learn more about the Hiya AI Phone app and to download a free two-week trial.

KEY FINDINGS

Spam trends in 7 key countries

**Spam volumes vary by country**

The amount of phone spam you're likely to receive depends on which country you live in. In Q1, Germans received an average of 3 spam calls per person each month, while residents of Brazil averaged 28.

**Medicare scams target Americans**

Medicare scams were the most common scam call in the US in Q1. Americans receive relatively high volumes of unwanted calls (17/month) but most fraud calls are blocked by carriers before they reach subscribers.

**HMRC scams #1 in the UK**

HMRC tax scams continue to be the most prevalent scam in the UK, as they have been for the past 2 years. Still, Brits receive only 4 spam calls per person each month, one of the lowest rates in Europe.

**Bank & credit card scams dominate Canada**

With 6 spam calls per month, Canadians average more spam calls than UK residents, but fewer than half what Americans receive. This quarter, bank/credit card scams overtook Amazon scams as the most common phone fraud in Canada.

**Spain gets second-most spam calls in Europe**

This quarter, Spain came in second for the most spam calls in Europe, behind France. However, Spain's fraud rate is four times higher than France's.

**France tops Europe with most spam calls**

Residents of France receive the most spam calls in Europe: an average of 18 per person each month. Calls from energy/electricity suppliers are the most common unwanted call, followed by solar panel offers.

**Germans average just 3 spam calls per month**

Of the seven countries with detailed analysis in this report, Germany gets the fewest spam calls: just 3 per month. Sweepstakes, PayPal and tech support scams are popular in Germany.

**Brazilians receive 28 spam calls/month**

Of the 40+ countries in this report, Brazil gets the most spam calls: 28 per person per month. That's about one every single day. Bank scams are by far the most prevalent scams in Brazil.

United States

POPULATION

324 Million

REGULATOR

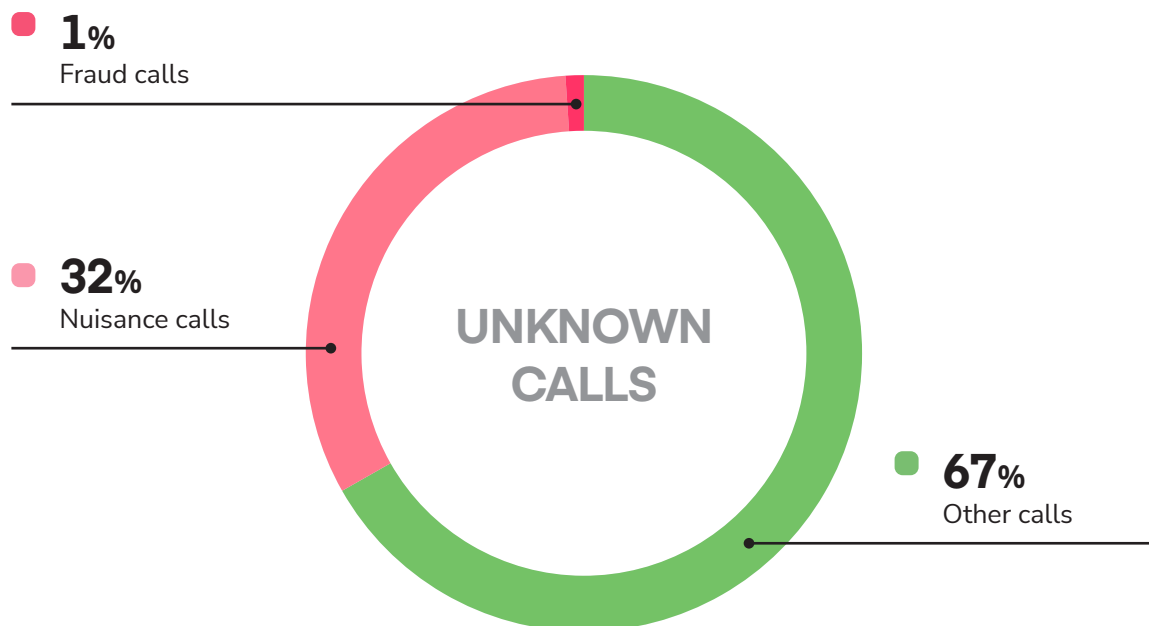
Federal
Communications
Commission
(FCC) [▶](#)

Average spam calls per person

17
Calls/Month

Spam flag rate

33%



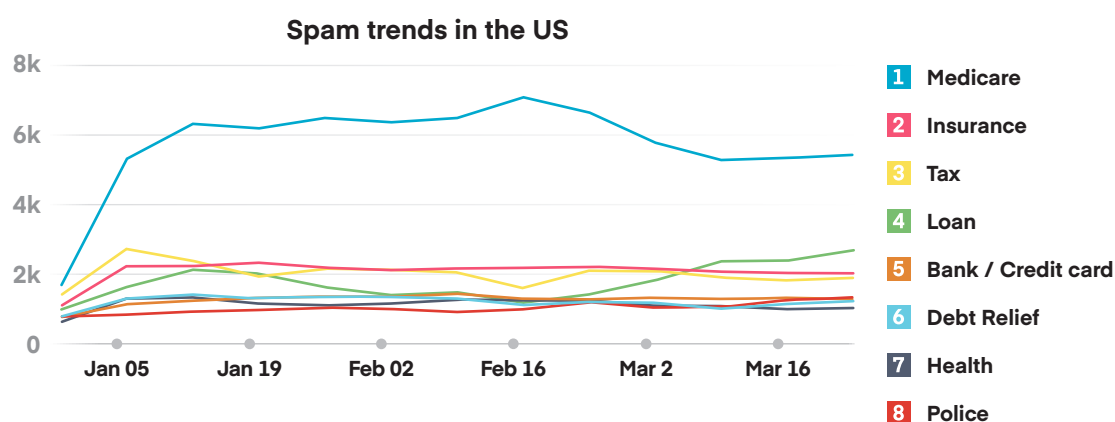
Medicare scams continue to dominate in the US

In Q1, citizens of the United States received an average of 17 spam calls per person each month. That was up from 14 calls per person reported in Q1 of last year. Despite the US's high volume of unwanted calls compared to Canada and Europe, the percentage of unwanted calls that are fraud is very low: just 1%. That's because carriers in the US block fraud calls at the network level, so they never reach the recipient's phone.

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

United States

The single biggest driver of scam calls in the US seems to be health insurance and Medicare (which is health insurance for older Americans). In Q1, [Medicare scams](#) remained the #1 phone scam in the US. These scams peaked in Q4 2024 during the first week of December — which, uncoincidentally, marked the end of the fall [open enrollment](#) period. After a brief lull during the holidays, Medicare scams bounced back up in Q1. Rather than steal money directly, these scams seek to obtain a person's Medicare number, so they can falsely bill the US government for healthcare services.



[Insurance scams](#) came in #2. There were calls about auto, home and life insurance, but there were also many calls about medical insurance. On a similar note, health related scams were #7, as users reported unwanted calls offering affordable healthcare options.

Q1 begins a new tax year, and we saw an abundance of [tax scams](#), making these the third most common scam in the quarter. We expect tax scams to increase as we approach the April 15 tax filing deadline, but the reality is these scams are common year round.

[Loan scams](#) were #4. These included unsolicited calls offering a variety of loans, as well as fraudsters hoping to steal personal information by claiming they needed more information to complete the loan in progress.

Coming in #5 were [bank and credit card scams](#), with fraudsters pretending to be well-known banks and credit card companies. After the holiday spending season, scammers went into action pushing bogus [debt relief](#) programs, making these #6.

Rounding out the top scams were [police scams](#). Rather than the typical police imposter scam, most Hiya users reported [fundraising calls from charities](#) claiming to support police associations or police political action committees.

United Kingdom

POPULATION

65 Million

REGULATOR

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

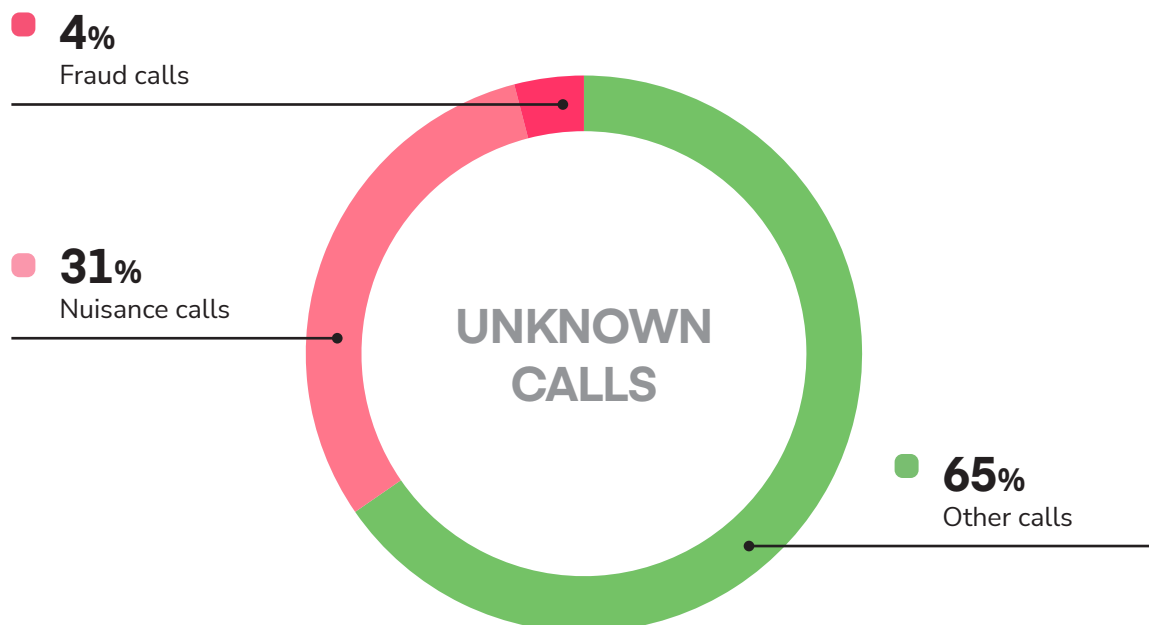
Information
Commissioner's
Office (ICO) [➔](#)

Average spam calls per person

4
Calls/Month

Spam flag rate

35%



HMRC scams remain #1 in the UK

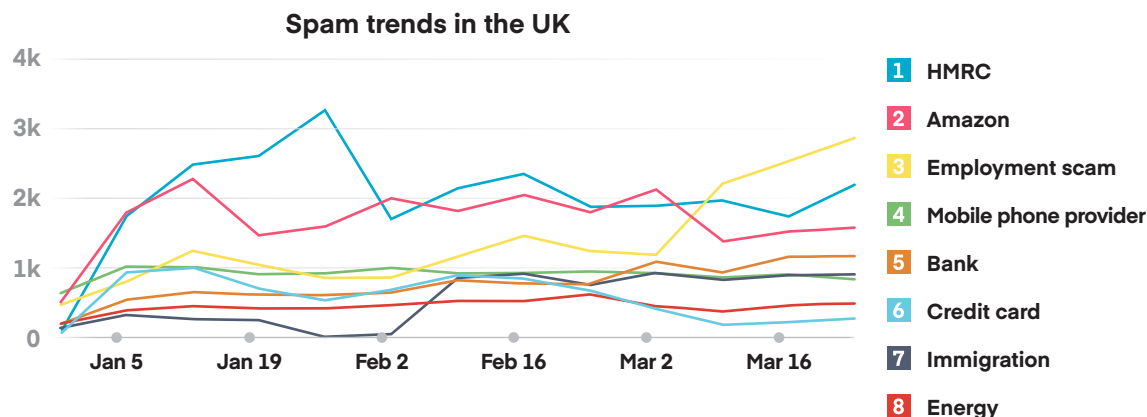
Residents of the UK receive only 4 spam calls per person each month, one of the lowest rates in Europe. The proportion of unknown calls that are fraud, 4%, is also low compared to other European countries.

Tax scams impersonating [Her Majesty's Revenue and Customs](#) (HMRC) continue to be the most common phone scams in the UK, and they hit their 12-month peak in late January.

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

United Kingdom

Users reported both live and prerecorded robocalls threatening legal action for unpaid taxes. Although the busy holiday package delivery season had passed, **Amazon scams** remained #2 in Q1, just as they were in Q4.



The up-and-coming scam in the UK appears to be the **employment scam**. This involves a robocall from a supposed human resources agent with a job offer. The agent requests that the recipient connect on WhatsApp, where they will find more details about the job. It appears to be the same scam Hiya identified in Spain last quarter. It's a high-volume scam, and has not previously been seen in the top 10 in the UK.

The fourth most commonly reported unwanted call in Q4 came from **mobile phone providers**, usually offering some type of discount. Most Hiya users reported these as fraud calls, while some reported them as telemarketing sales calls.

Next came **bank scams**, #5, and **credit card scams**, #6. These both use similar tactics. Fraudsters pretend to represent a well-known bank or credit card company, usually claiming there has been suspicious activity on the card and they need account information to clear up the matter.

Immigration scams, #7, were also plentiful in Q1. These don't appear to be targeted calls, as many Hiya users reported being lifelong citizens of the UK and receiving these calls. The imposter often claims to be from "the immigration bureau," which does not exist in the UK. While lifelong citizens shrug off the calls, they can be quite frightening to actual immigrants who might engage with the caller.

Rounding out the top scams were **energy scams**, which typically increase during the cold winter months and hot summer months. These scams shot up in early December and remained high throughout Q1.

Canada

POPULATION

36 Million

REGULATOR

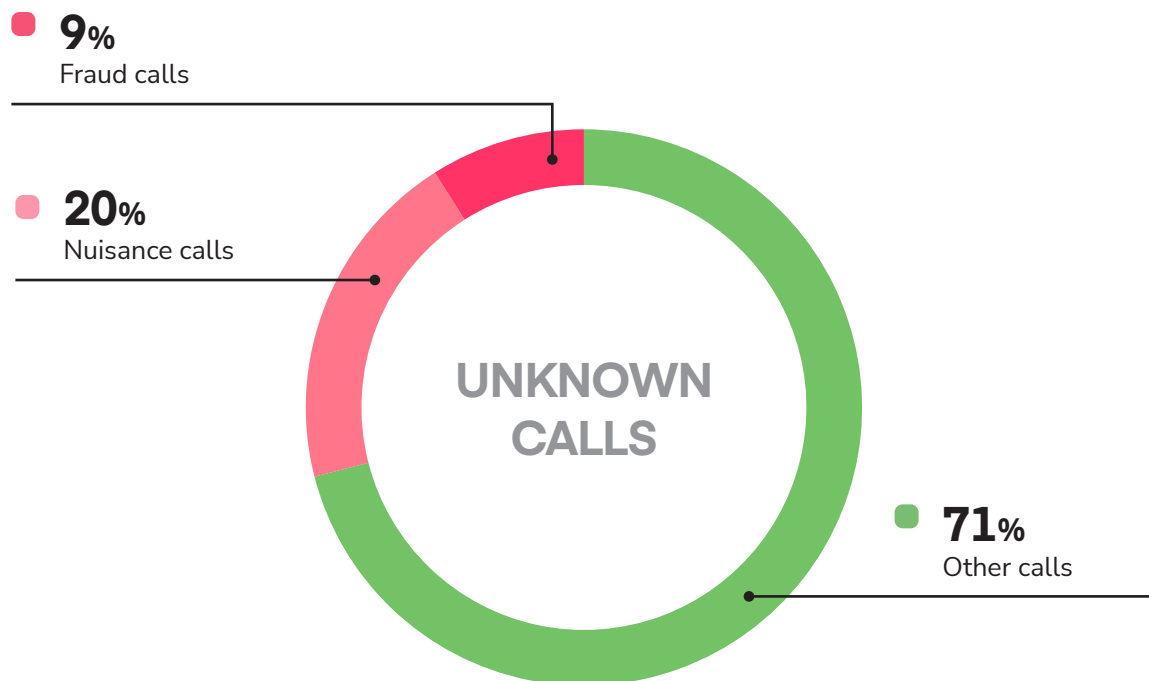
Canadian
Radio-television and
telecommunications
Commission
(CRTC) [➔](#)

Average spam calls per person

6
Calls/Month

Spam flag rate

29%



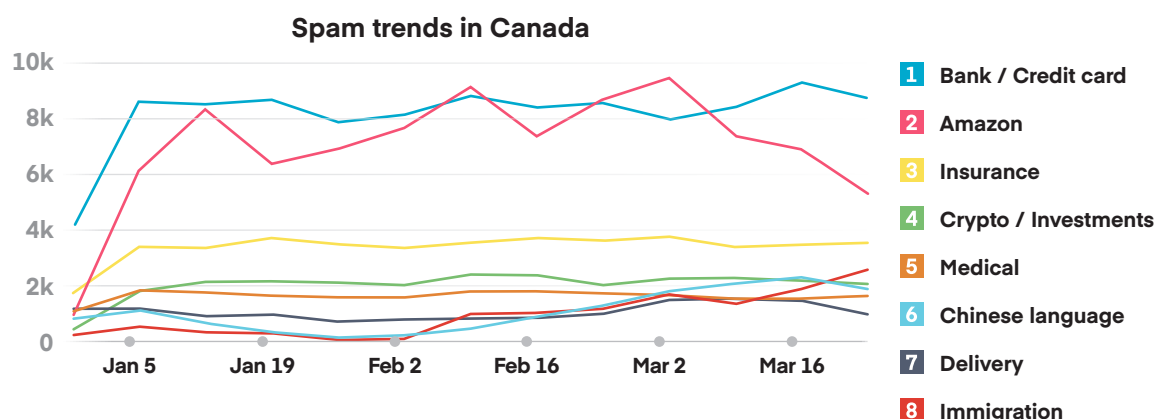
Amazon scams dip as bank and credit card scams rise

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

With an average of 6 spam calls per person per month, Canadians receive far fewer unwanted calls than residents of the United States, who receive 17 per month. However, Canada's proportion of fraud calls, 9%, is much higher than the US's 1%.

Canada

Amazon scams have traditionally been the top phone scams in Canada. But in Q1, **bank and credit card scams** moved up to #1. With these scams, fraudsters impersonate the largest banks and credit card companies in Canada. Commonly the caller will claim there has been a fraudulent charge, requesting account information to clear up the matter.



Amazon scams, which dropped to #2 this quarter, use similar tactics as bank and credit card scams. Often the fraud begins with a robocall that states there has been a suspicious purchase on Amazon — usually a high-end item such as an iPhone. To dispute the purchase, the recipient is asked to press a number to speak to a representative, who will ply the victim for an Amazon account number or credit card information.

While there are certainly a variety of **insurance scams** in Canada, most Hiya users reporting calls about “insurance” had to do with fraudsters trying to obtain their Social Insurance Number, which is used to access government benefits in Canada. Typically the caller states that the individual’s Social Insurance Number has been suspended and the caller needs their current Social Insurance Number to clear up the matter.

Cryptocurrency and investment scams increased in Q1 moving from #7 last quarter to #4 this quarter. These scams, when successful, often result in high dollar losses.

In the United States, most **medical scams** have to do with medical insurance. In Canada, the most commonly reported medical scam involves a robocall offering a free medical alert system.

Chinese language scams have long been popular in Canada, and in Q1 they came in #6. These scams try to get Chinese speaking Canadians to pay fees for immigration violations. Incoming robocalls are spoken in Chinese only or in English and Chinese. Casting a wider net are general **immigration scams**, #8, with fraudsters pretending to be from bogus governmental agencies to snare immigrants of all kinds.

After the busy holiday season, **package delivery scams** dropped from #3 last quarter to #7 in Q1.

Spain

POPULATION

46 Million

REGULATOR

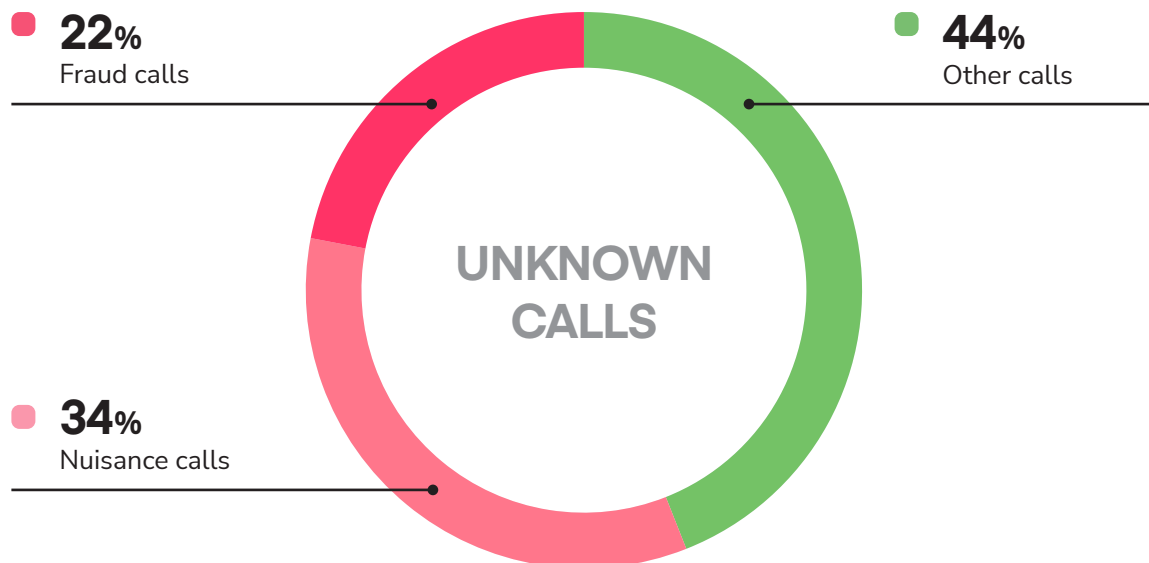
Comisión Nacional
de los Mercados
y la Competencia
(CNMC) [↗](#)

Average spam calls per person

15
Calls/Month

Spam flag rate

56%



Employment scams surge in Spain

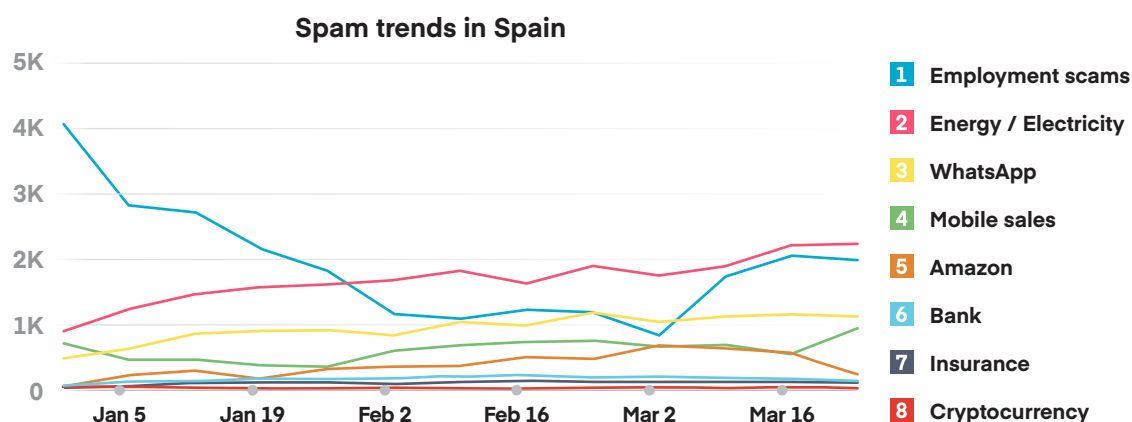
Residents of Spain receive an average of 15 unwanted calls per person each month — up from 12 one year ago. That's the second highest rate in Europe, just under France's 18. Not only do Spaniards endure a high volume of unwanted calls, but a large percentage of them are fraud: 22%. That's 4 times the fraud rate 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 address book.

In Q1, the most commonly reported type of unwanted call in Spain related to employment scams. Spaniards reported calls with fake job offers, unsolicited employment opportunities, and calls impersonating human resources personnel from the job matching website Indeed. This scam had

Spain

not previously been seen in the top 10, but this quarter and last quarter it reigned as the #1 scam in Spain. It also made its debut as the #3 scam in the UK and #4 scam in France this quarter.



The second most common unwanted call had to do with [energy and electricity](#). In Spain, residents can choose their utilities provider, so it's not uncommon to receive sales calls from utility companies competing for business. Some users reported these as telemarketing calls, but there were also many reports of utility scams.

WhatsApp scams came in #3. Many of these were related to employment scams (see #1 above), where the caller wants to connect on the private messaging app WhatsApp. There are other scams that aim to move the conversation off the phone and onto WhatsApp. Last year, more than 100 people were [arrested in Spain](#) for impersonating relatives who had lost their mobile phones and therefore wanted to communicate on WhatsApp instead.

The rest of the top scams are ones that never seem to lose their luster in Spain. They include [Amazon scams](#), [bank scams](#), [insurance scams](#) and [cryptocurrency scams](#).

France

POPULATION

67 Million

REGULATOR

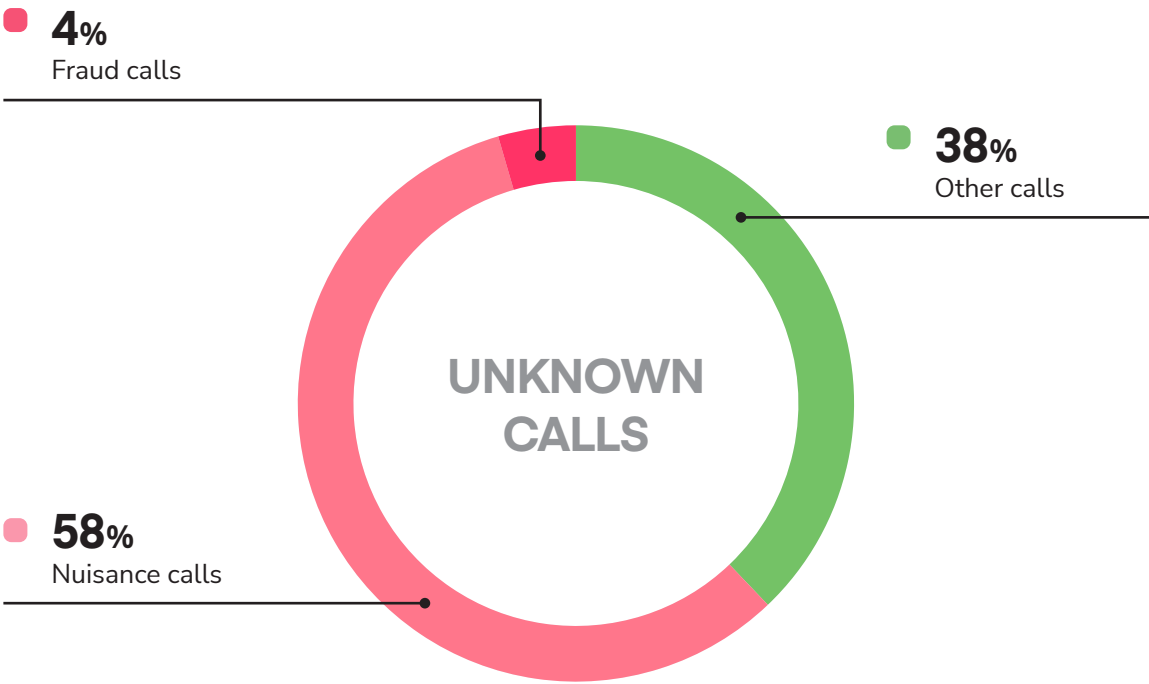
Autorité de
Régulation des
Communications
Électroniques des
Postes (ARCEP) 

Average spam calls per person

18
Calls/Month

Spam flag rate

62%



France gets the most spam in Europe: 18 calls per month

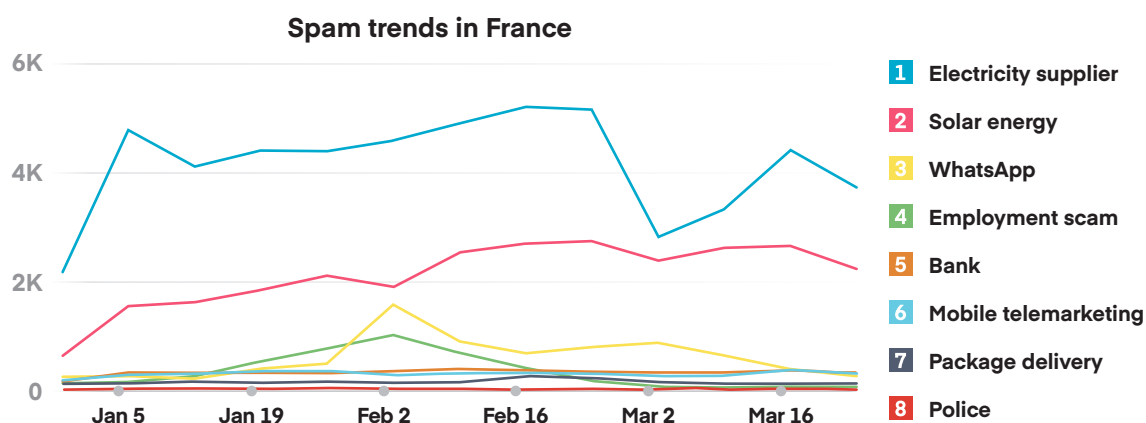
Spam ratios represent the number of unwanted calls from “non-contacts,” which are calls placed from numbers that are not in an individual’s address book.

Over the last few quarters, France and Spain have gone back and forth as the European country with the most spam calls. This quarter, France secured the distinction of receiving the most spam calls: an average of 18 per person each month. That compares with 15 per person in Spain this quarter.

France

France's 18 calls per month is a big jump from the 13 calls per month in Q1 of last year, and a notable increase from 15 calls reported just last quarter. Clearly the phone spam problem in France is getting worse.

In Q1, the most common type of unwanted call in France came from [electricity and energy providers](#). Although some Hiya users reported these as telemarketing calls, it's more likely they are illegal fraud calls, as [the Naegelen Law](#) in France specifically prohibits phone solicitations for electricity/energy contracts. The Naegelen Law also applies to the second-most-common spam call in France: solar energy.



The #3 scam, [WhatsApp](#), and the #4 scam, [employment](#), overlap a bit. Most of the requests to connect on WhatsApp this quarter were employment scams, although not exclusively. The “let’s connect on WhatsApp” ploy is used in other scams as well, whether the imposter pretends to be an employer, a relative, or a friend. Employment scams in France mirror the ones reported in Spain and the UK this quarter, where the caller purports to be from a job matching website such as Indeed or LinkedIn and wants to talk more on WhatsApp.

Coming in #5 were [banking scams](#), and #6 were calls promoting mobile phone services — reported as a mixture of fraud and telemarketing calls.

[Package delivery scams](#) dipped from #6 in the previous quarter to #7 this quarter. And finally, coming in #8, were scam calls [impersonating the police](#).

Germany

POPULATION

82 Million

REGULATOR

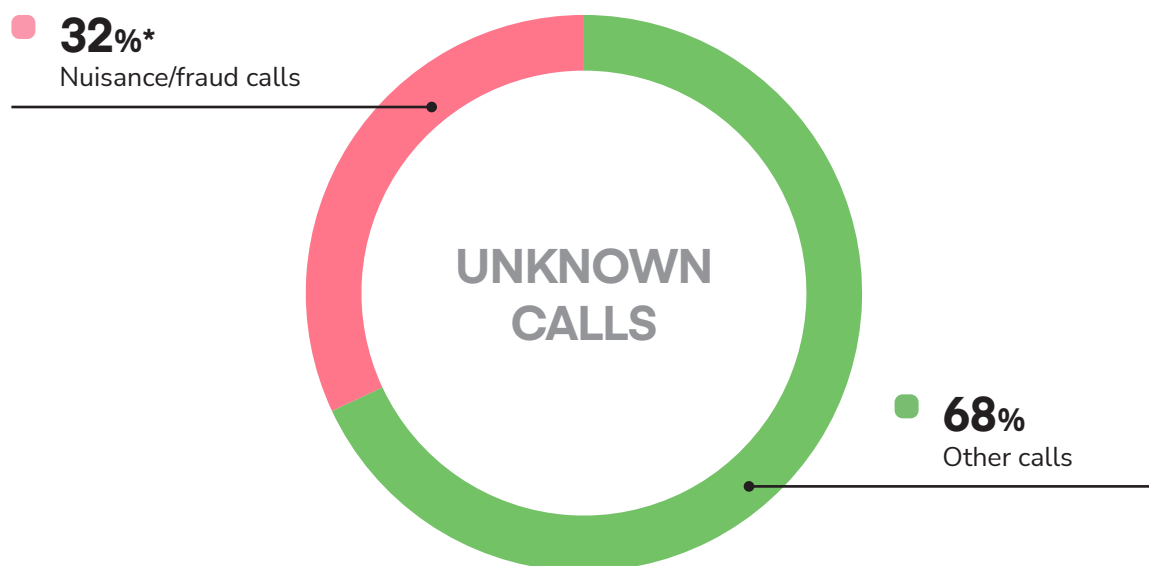
Bundesnetzagentur
(BNetzA) [↗](#)

Average spam calls per person

3
Calls/Month

Spam flag rate

32%



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

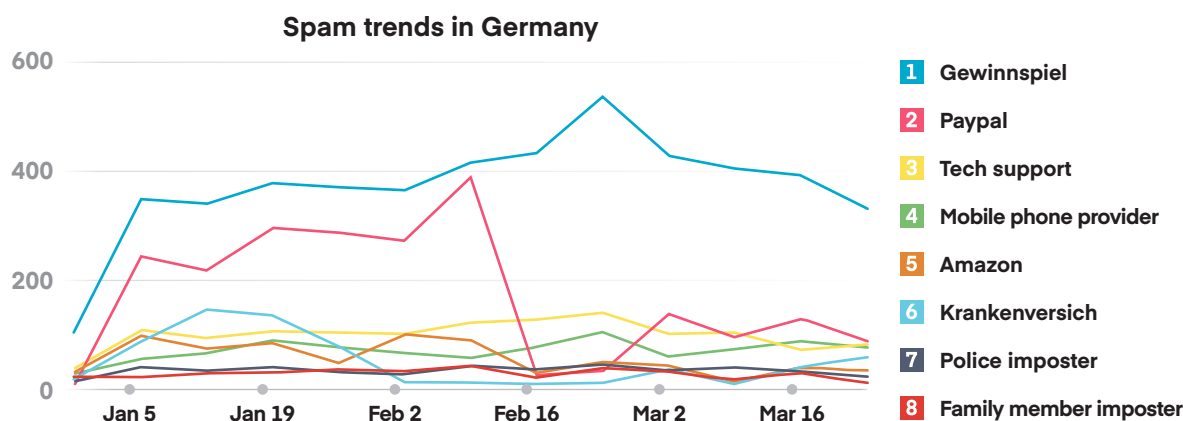
Germans average only 3 spam calls per month

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

Of the seven countries with detailed analysis in this report, Germany gets the fewest spam calls. Germans receive an average of only 3 spam calls per person per month. That number has remained constant over the past year.

Germany

There's one other thing that remains constant in Germany: the popularity of [sweepstakes scams](#) ("gewinnspiel" in German). These have been the #1 phone scam in Germany for years, and volumes are more than double compared to the next nearest scam. With these schemes, fraudsters announce that the call recipient has won a large prize — but the person must pay taxes or fees in advance in order to claim that prize.



Coming in #2 are [PayPal scams](#). Users report robocalls impersonating PayPal, saying a purchase has been made on their account and asking the call recipient to press a number to confirm or deny the transaction.

The third most common scam type in Germany, [tech support scams](#), aren't unique to Germany, but it is the only country where they show up in the top 10. With these scams, the goal is to gain access to the victim's computer.

Calls from [mobile phone providers](#) (some real, most fake) are #4. With these calls, fraudsters impersonate mobile phone companies operating in Germany with hopes to acquire either direct payment or personal information.

[Amazon scams](#) are #5, and scams offering private health insurance ("krankenversich" in German) are #6. Krankenversich scams have been on the rise in Germany, with Hiya users reporting robocalls informing them that they're paying too much for their private health insurance and encouraging them to speak to a representative who can offer them a better deal.

Rounding out the list are [police impersonation scams](#), #7, and [family member impersonation scams](#), #8. One such family member scam that is common in Germany is the "[Hallo mama](#)" scam. It begins with an SMS message saying, "Hallo mama, hallo papa. I've lost my mobile phone. Please message me on WhatsApp at this new number." If the conversation continues on WhatsApp, a request for money follows.

Brazil

POPULATION

206 Million

REGULATOR

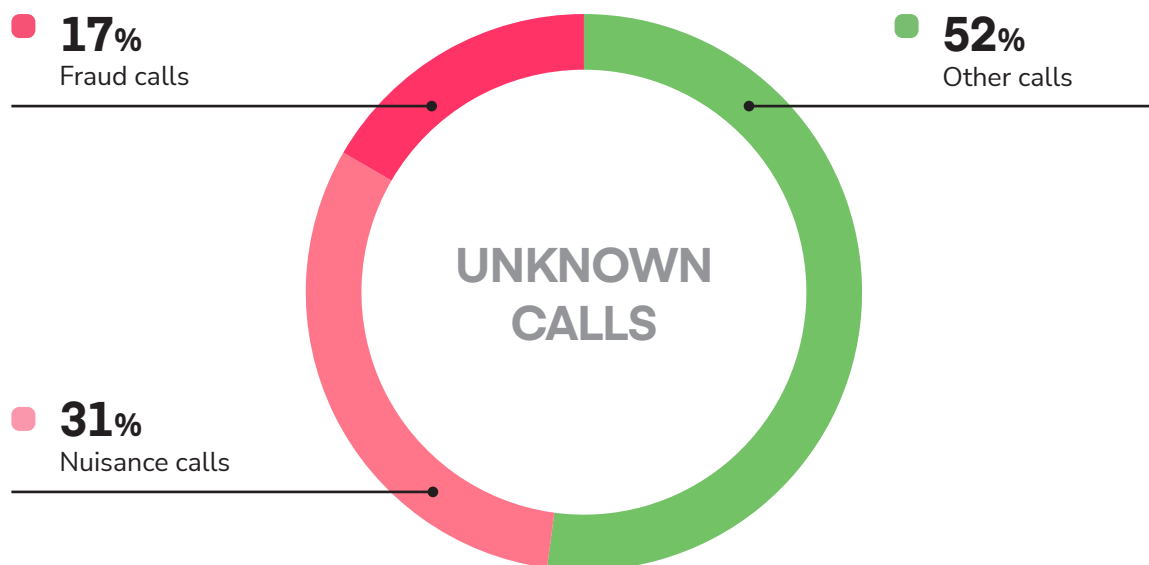
Agência
Nacional de
Telecomunicações
(Anatel) [↗](#)

Average spam calls per person

28
Calls/Month

Spam flag rate

48%



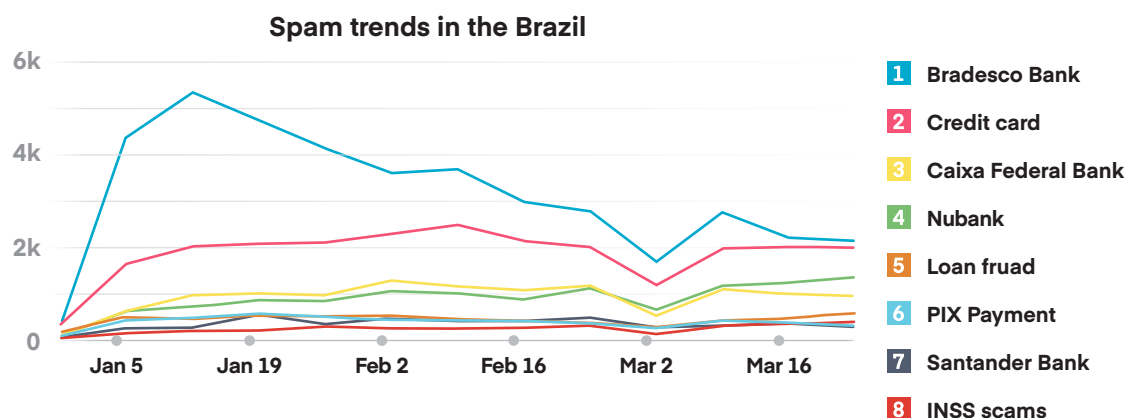
Brazilians lead the world with 28 spam calls per month

Of the 42 countries mentioned in this report, Brazil receives the most spam calls: an average of 28 per person each month. That's about one spam call every single day. Not only do Brazilians receive a high volume of unwanted calls, but nearly half (48%) of the calls they receive from unknown numbers are either fraud or nuisance calls.

In Brazil, almost all of the top scams relate to banks or financial transactions. [Bank scams](#) are not unique to Brazil, but what is unique is the absence of the variety of scams we see in other countries.

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

Brazil



The most commonly mentioned bank names include, in order, Bradesco Bank, Caixa Federal Bank, Nubank, and Santander Bank. Usually these scams involve an imposter posing as a bank representative saying 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 succeeds and gains access to the person's bank account.

The second most common type of phone scam in Brazil in Q1 was [credit card scams](#). These use the same tactic as bank scams, usually insisting there is a problem with a credit card transaction and account information is needed to resolve the matter.

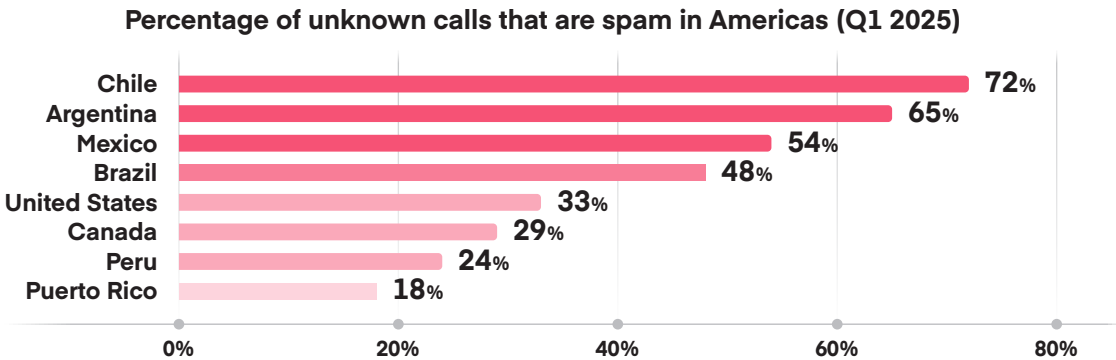
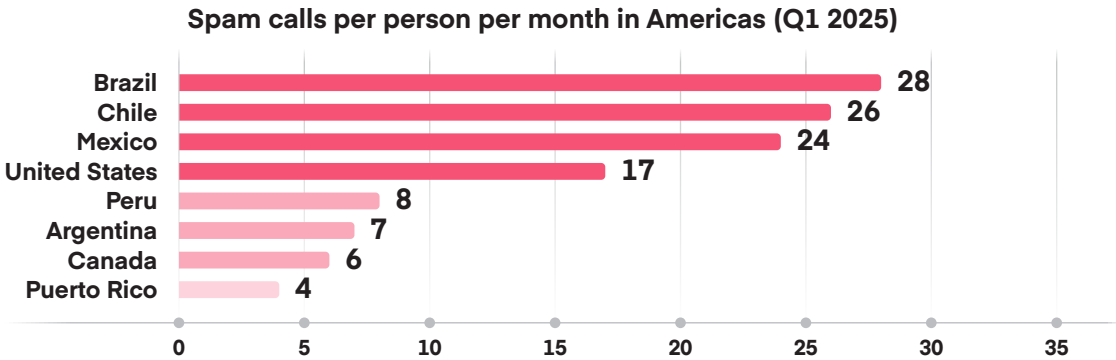
PIX payment scams are also popular in Brazil. Developed by the Central Bank of Brazil, PIX payments enable transactions to occur in less than 10 seconds, 24 hours a day, 7 days a week. The speed and availability of payment transactions makes PIX very attractive to scammers.

Brazil is also experiencing scams related to the country's social security program, INSS. INSS provides retirement pensions, healthcare, and other benefits to Brazilians. Hiya users report INSS imposters calling to obtain "proof of life," a process to verify that the beneficiary is still alive and eligible to continue receiving benefits. This is one of many excuses used by criminals to steal citizens' private INSS information.

SPAM AND FRAUD RATES BY REGION

Americas

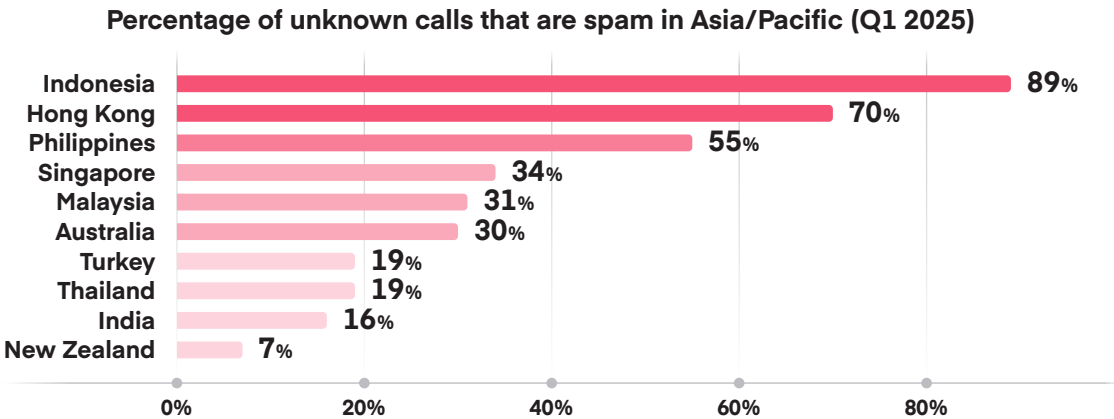
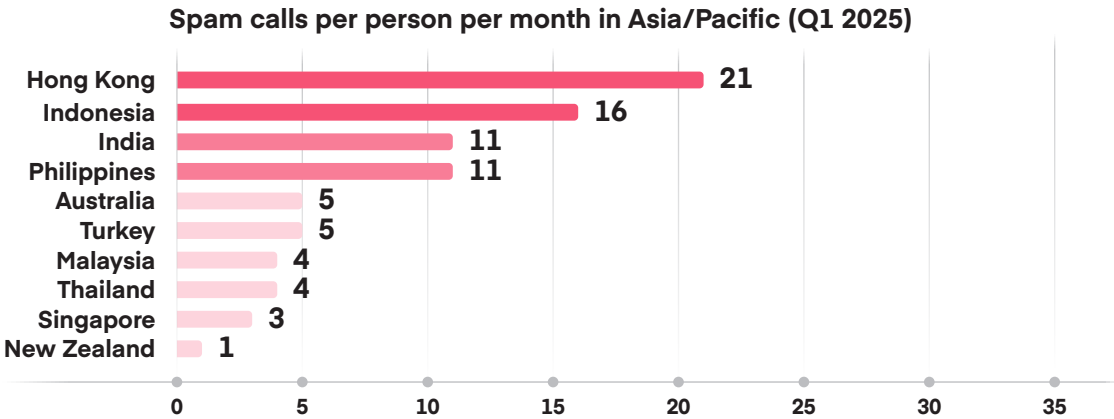
Brazil and Chile top the Americas with the most spam calls per person each month



SPAM AND FRAUD RATES BY REGION

Asia/Pacific

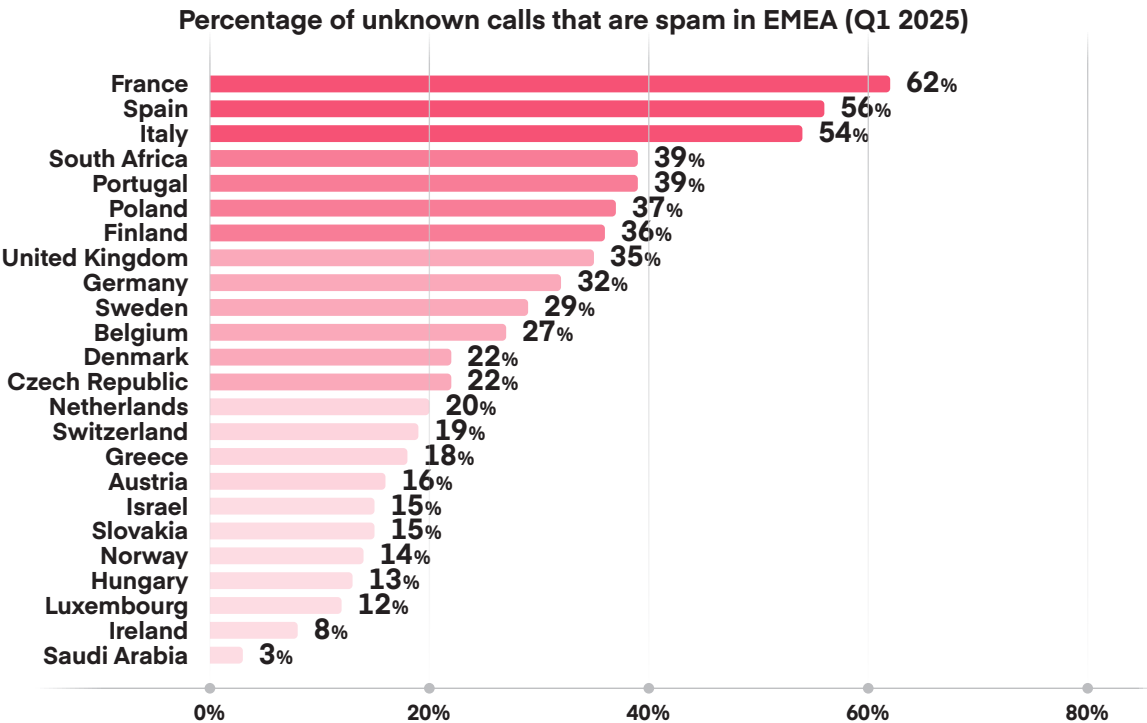
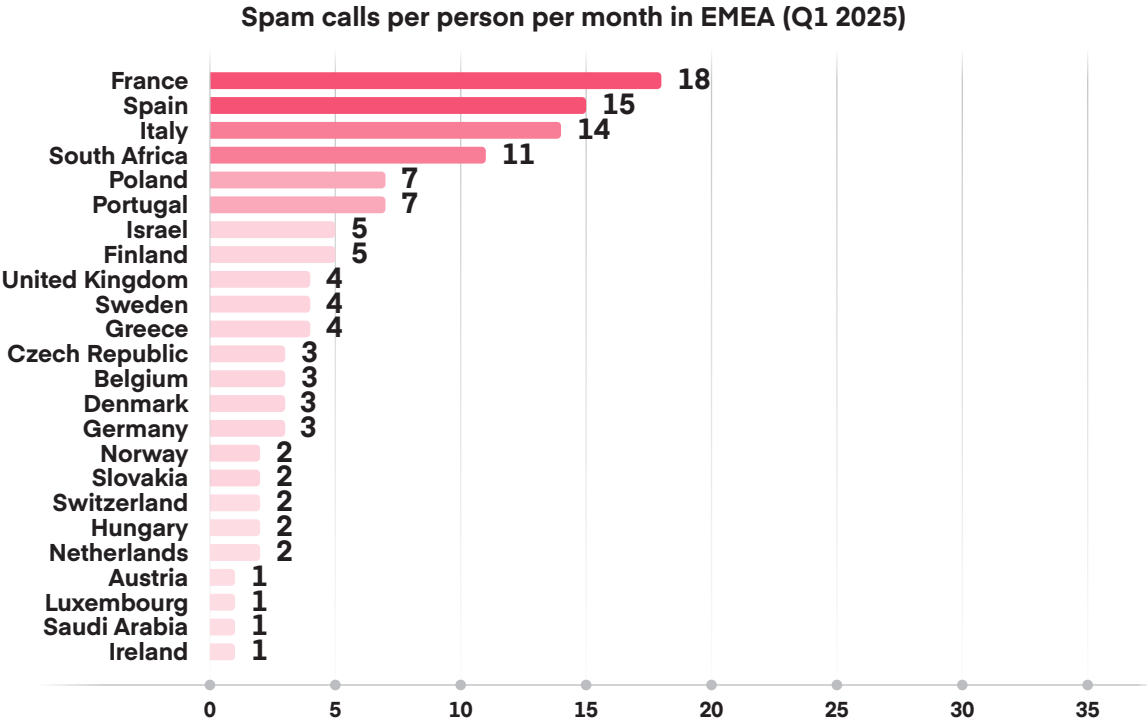
Citizens of Hong Kong receive the most spam calls in the Asia/Pacific region



SPAM AND FRAUD RATES BY REGION

Europe/Middle East/Africa

Residents of France receive the most spam calls in Europe



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

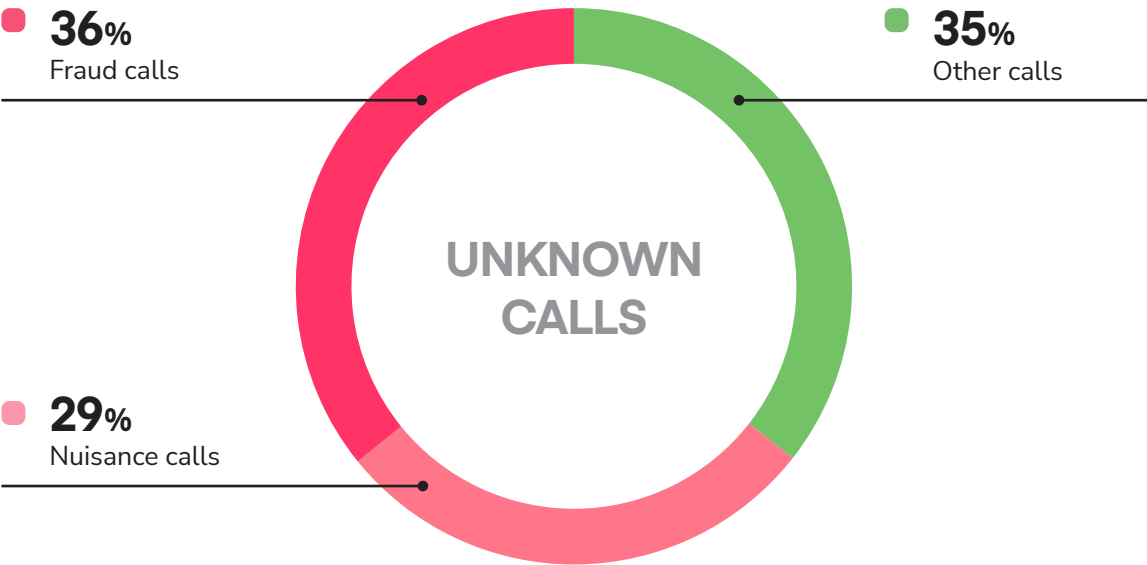
Q1
Jan 2025 - Mar 2025

Average spam calls per person

7
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 address book.

Source:
Samsung Smart Call users
in Argentina

AMERICAS

Brazil

PERIOD

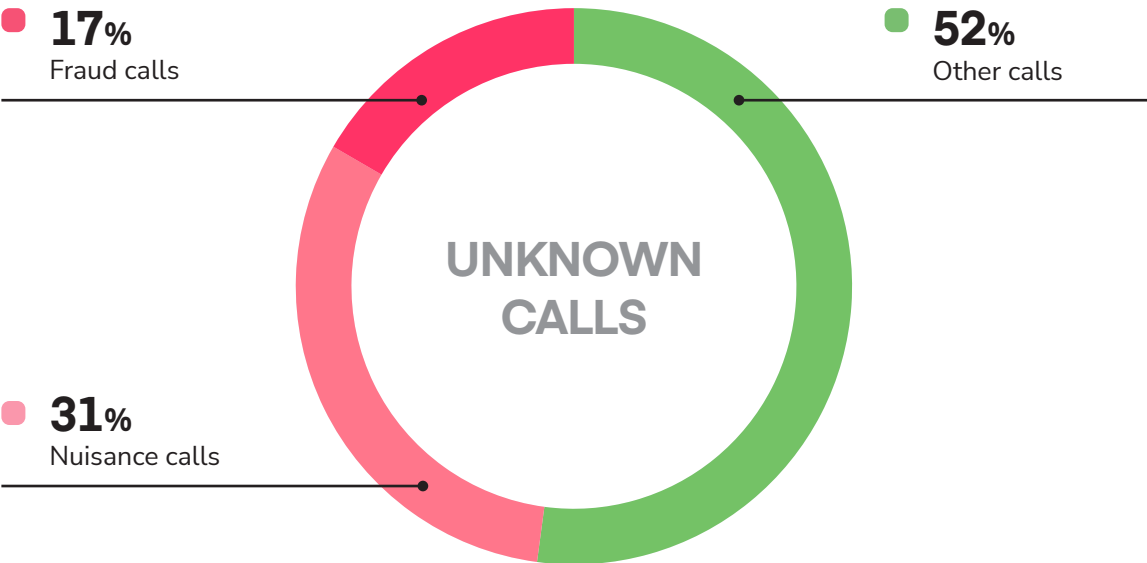
Q1
Jan 2025 - Mar 2025

Average spam calls per person

28
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 address book.

Source:
Samsung Smart Call users
in Brazil

AMERICAS

Canada

PERIOD

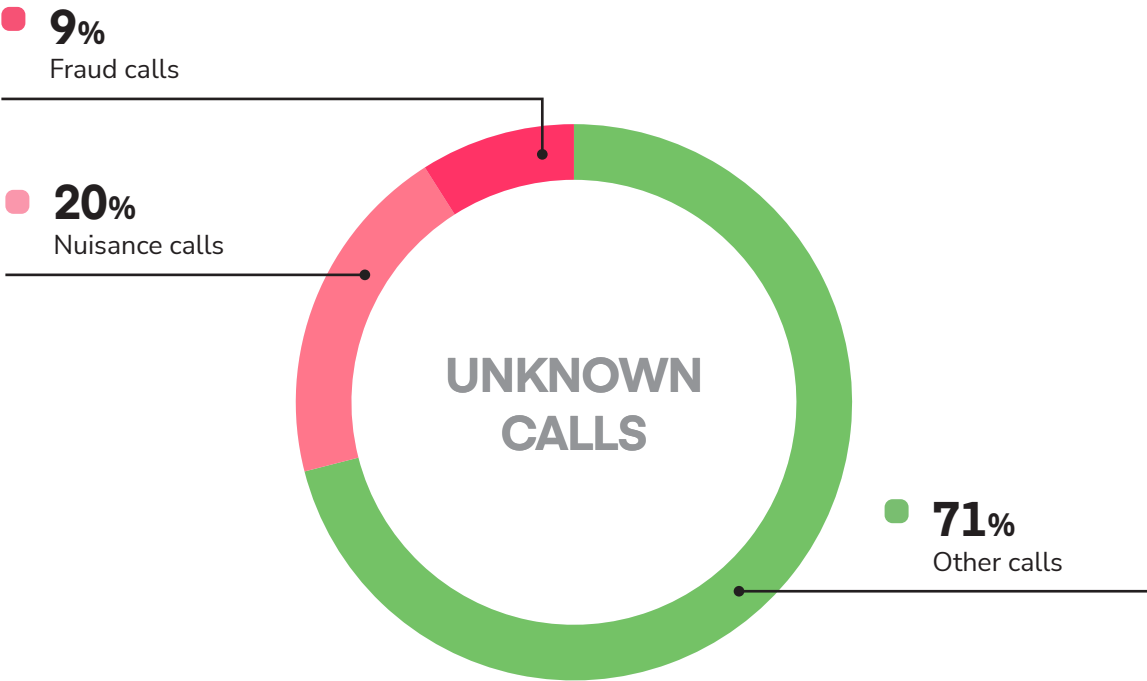
Q1
Jan 2025 - Mar 2025

Average spam calls per person

6
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 address book.

Source:
Samsung Smart Call users
in Canada

AMERICAS

Chile

PERIOD

Q1
Jan 2025 - Mar 2025

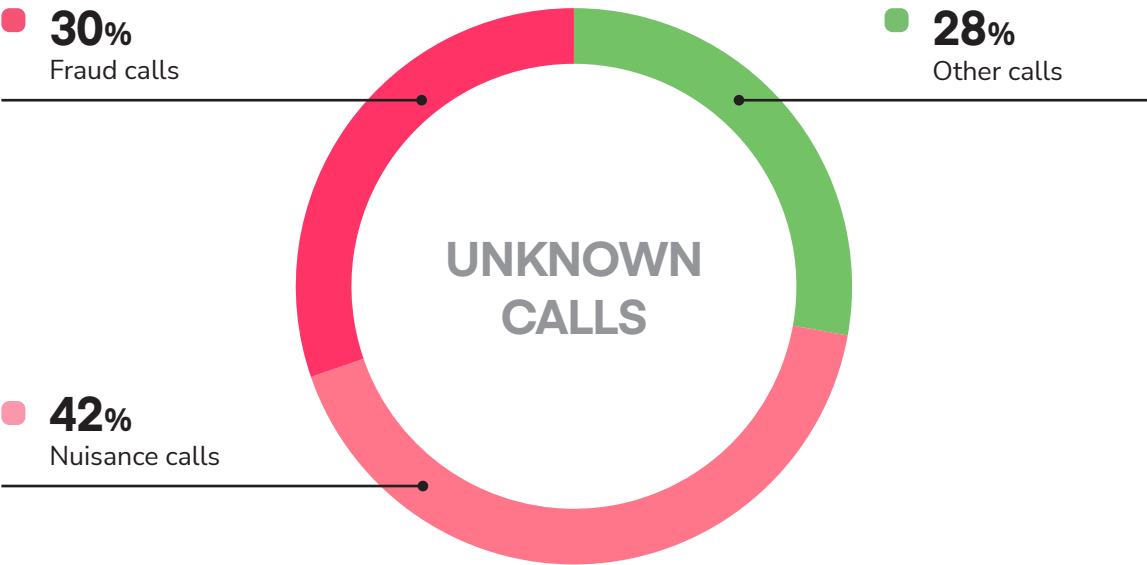
Average spam calls per person

26

Calls/Month

Spam flag rate

72%



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

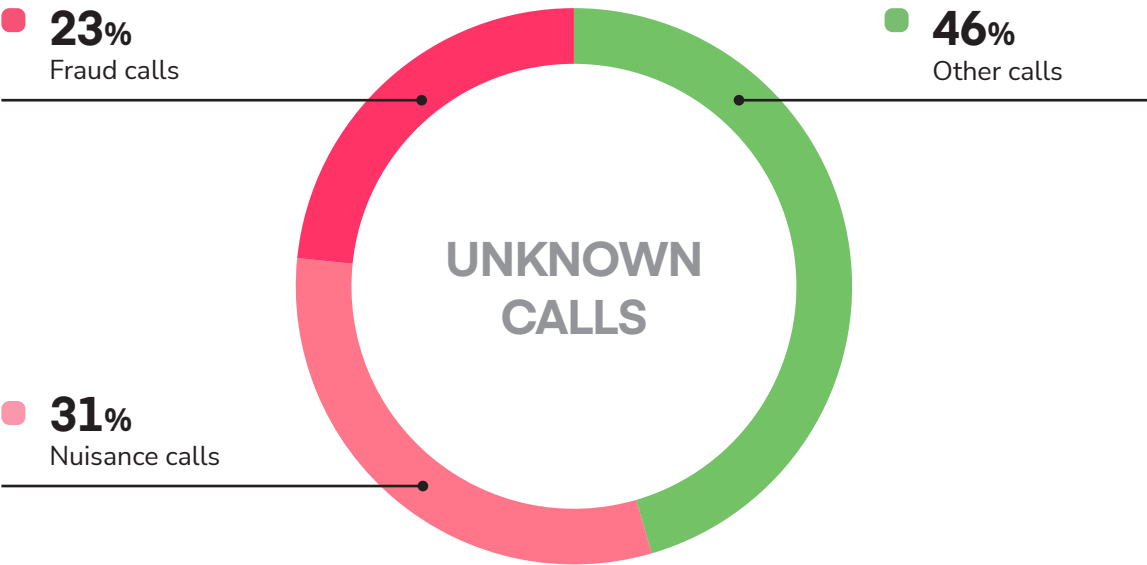
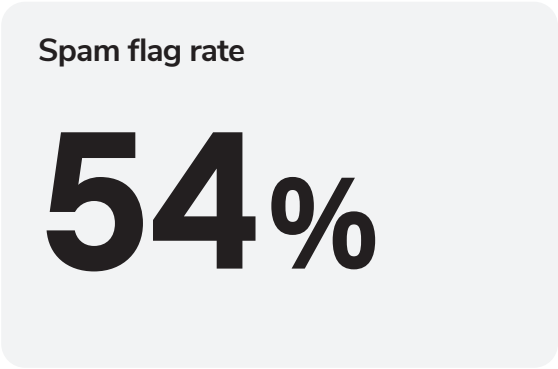
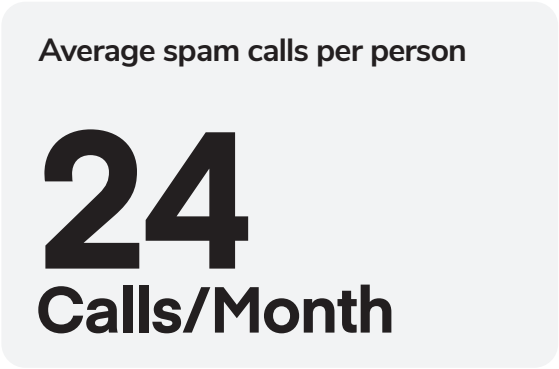
Source:
Samsung Smart Call users
in Chile

AMERICAS

Mexico

PERIOD

Q1
Jan 2025 - Mar 2025



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

Source:
Samsung Smart Call users
in Mexico

AMERICAS

Peru

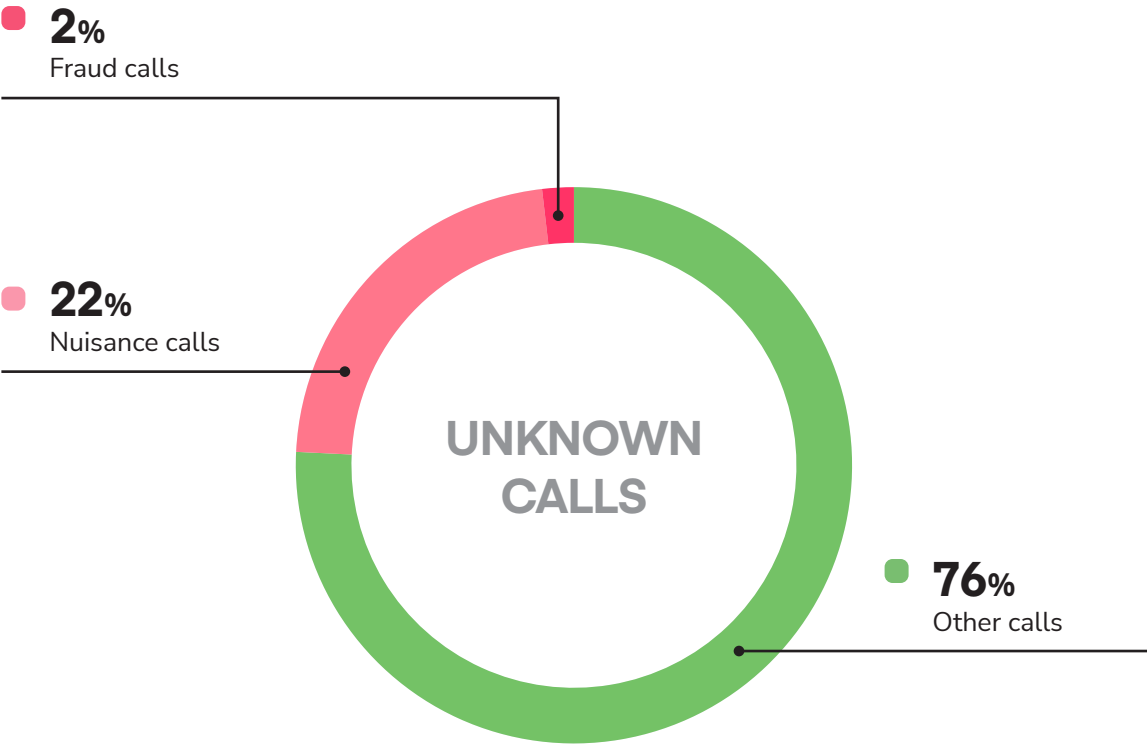
PERIOD
Q1
Jan 2025 - Mar 2025

Average spam calls per person

8
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 address book.

Source:
Samsung Smart Call users
in Peru

AMERICAS

Puerto Rico

PERIOD

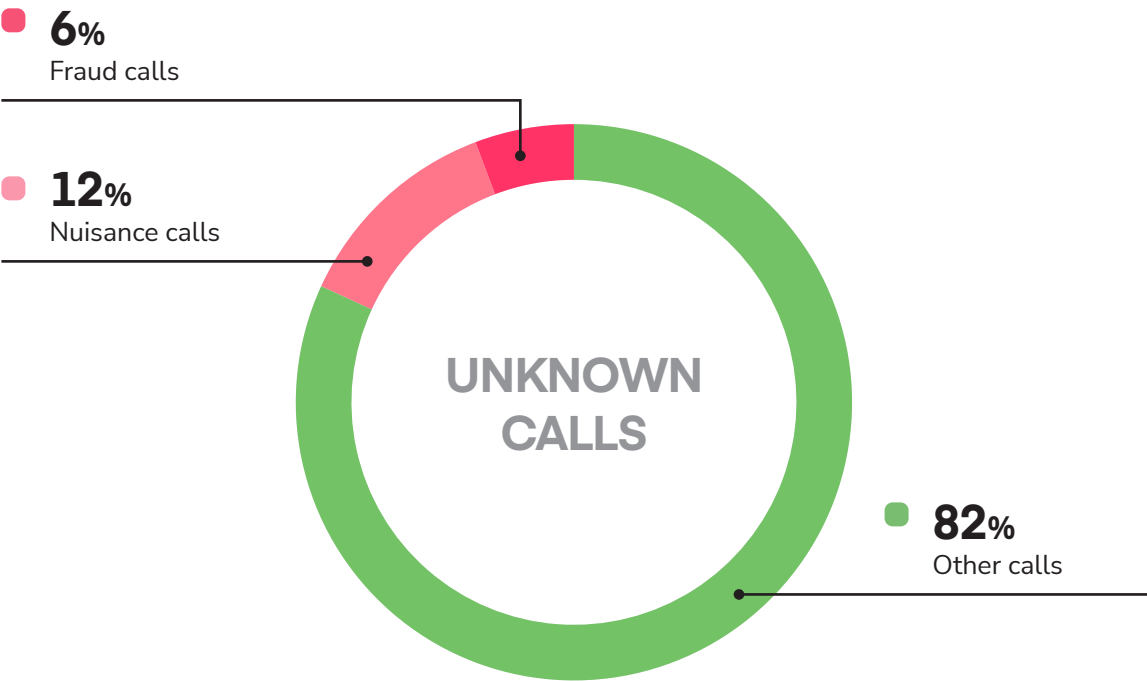
Q1
Jan 2025 - Mar 2025

Average spam calls per person

4
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 address book.

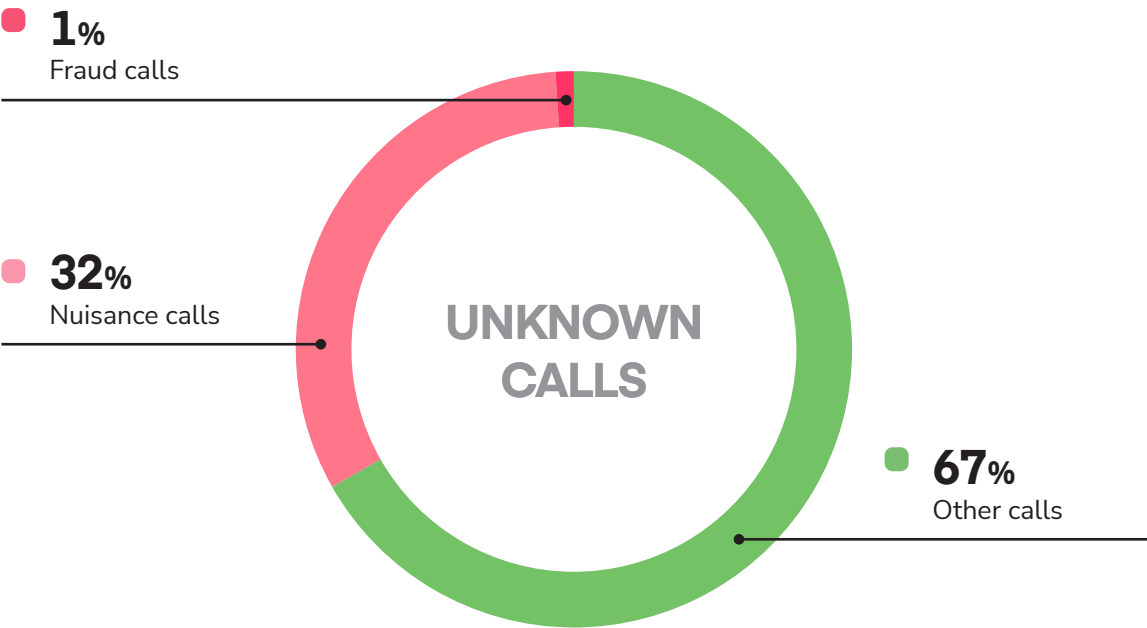
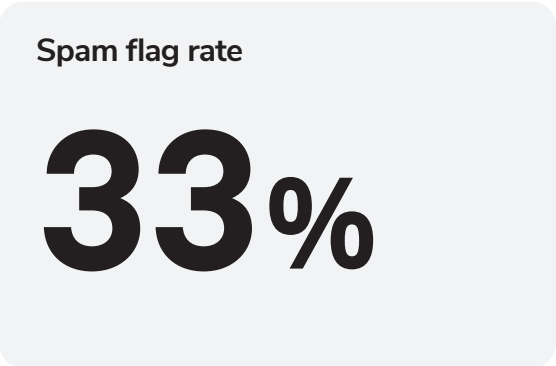
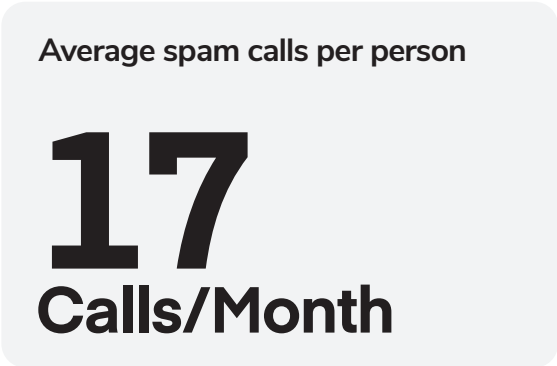
Source:
Samsung Smart Call users
in Puerto Rico

AMERICAS

United States

PERIOD

Q1
Jan 2025 - Mar 2025



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

Source:
Samsung Smart Call users
in United States

ASIA/PACIFIC

Australia

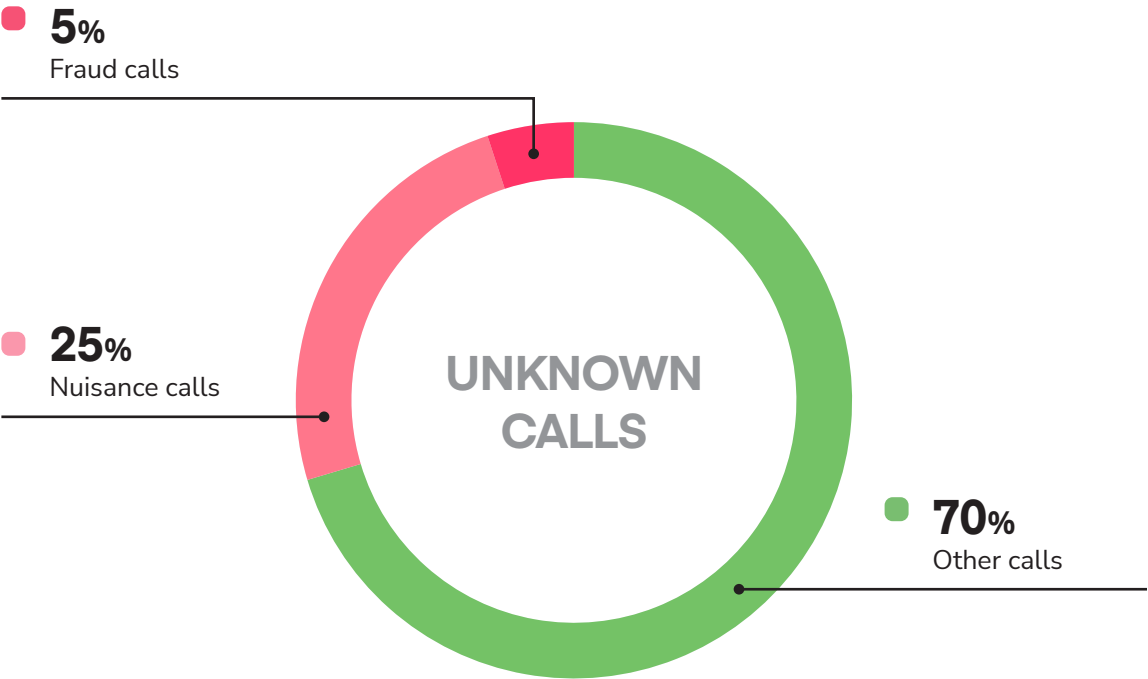
PERIOD
Q1
Jan 2025 - Mar 2025

Average spam calls per person

5
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 address book.

Source:
Samsung Smart Call users
in Australia

ASIA/PACIFIC

Hong Kong

PERIOD

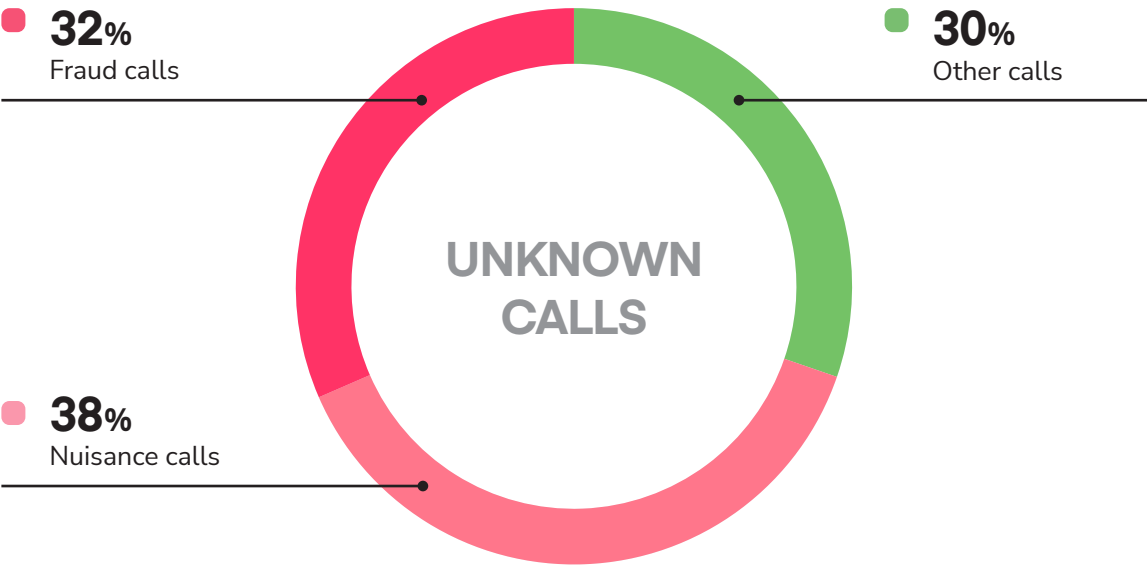
Q1
Jan 2025 - Mar 2025

Average spam calls per person

21
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 address book.

Source:
Samsung Smart Call users
in Hong Kong

ASIA/PACIFIC

India

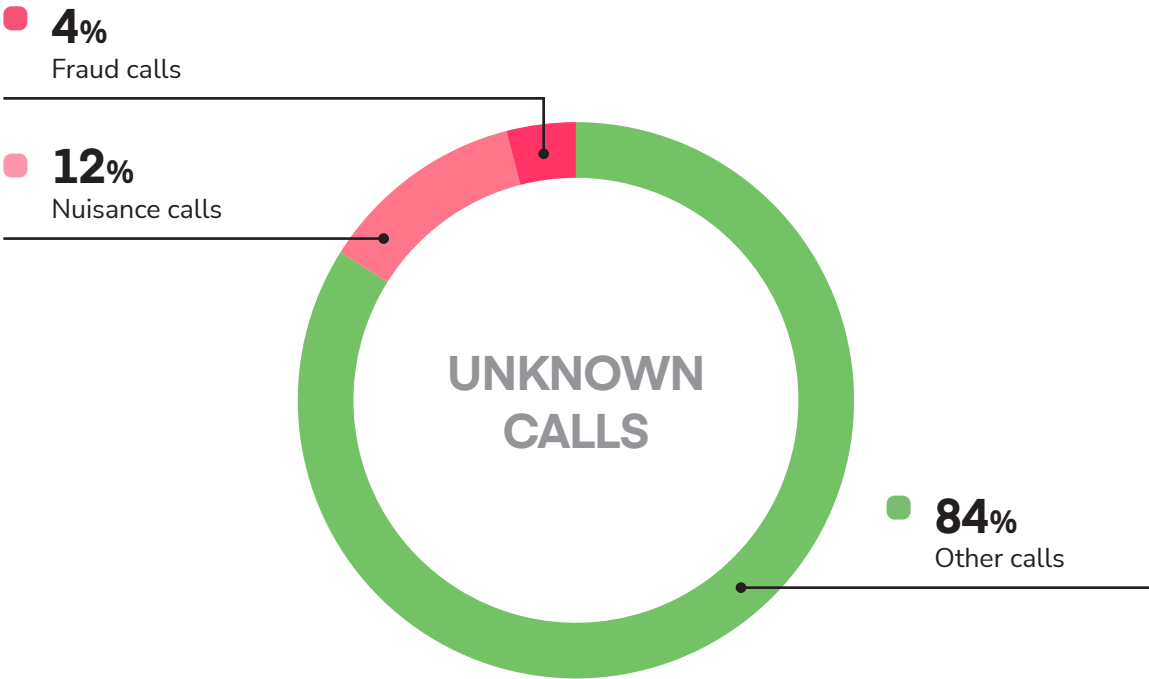
PERIOD
Q1
Jan 2025 - Mar 2025

Average spam calls per person

11
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 address book.

Source:
Samsung Smart Call users
in India

ASIA/PACIFIC

Indonesia

PERIOD

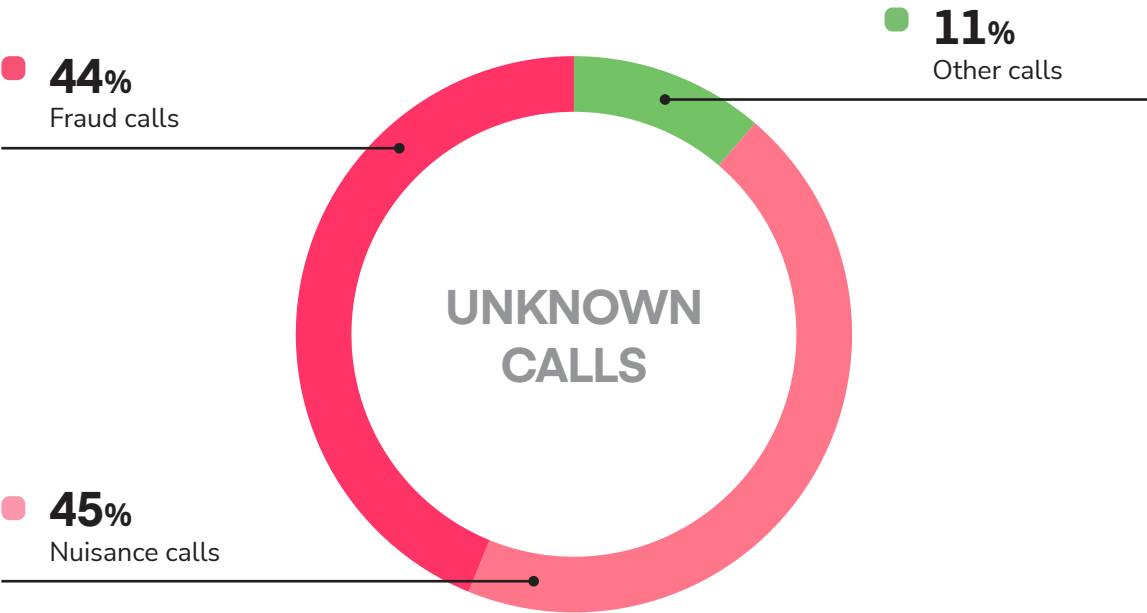
Q1
Jan 2025 - Mar 2025

Average spam calls per person

16
Calls/Month

Spam flag rate

89%



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

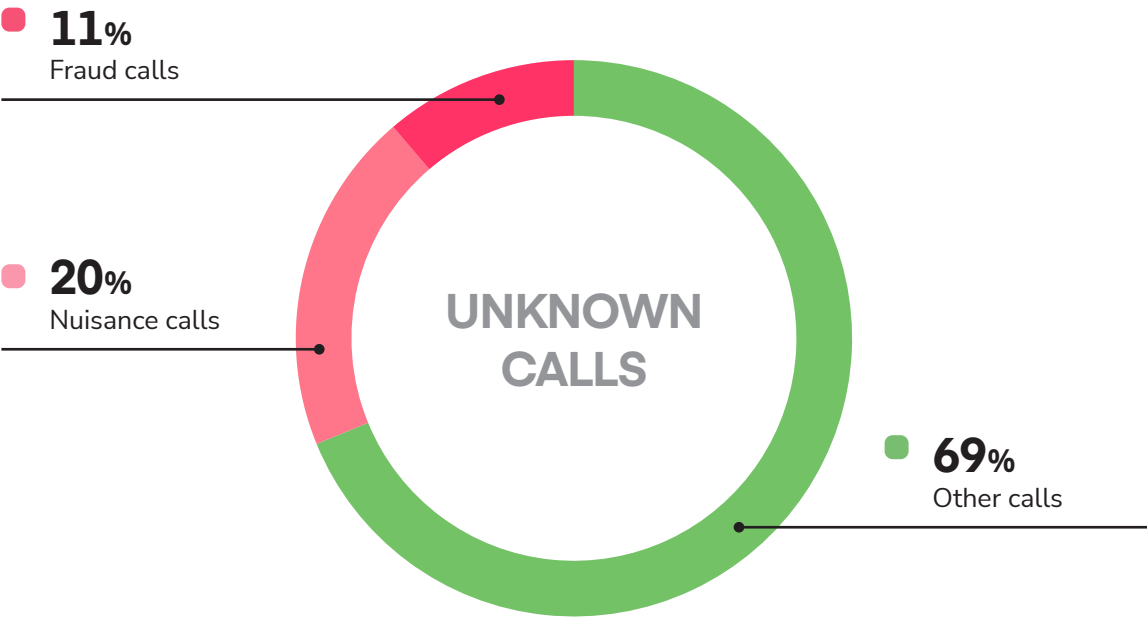
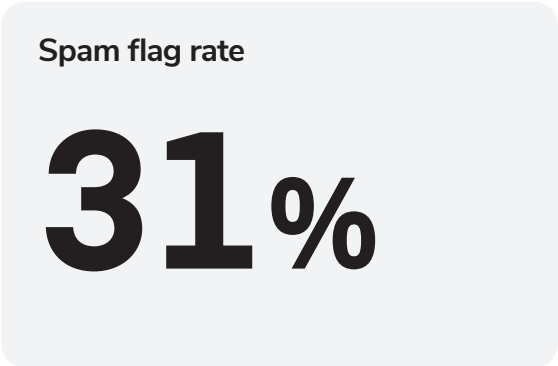
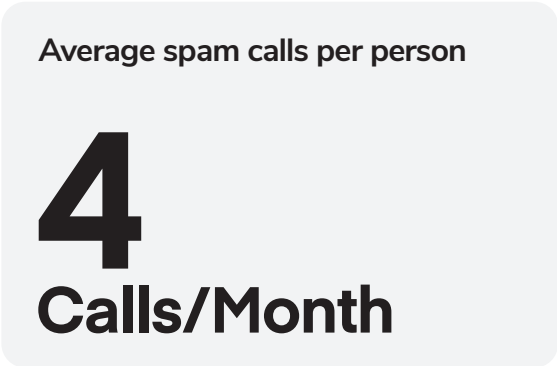
Source:
Samsung Smart Call users
in Indonesia

ASIA/PACIFIC

Malaysia

PERIOD

Q1
Jan 2025 - Mar 2025



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

Source:
Samsung Smart Call users
in Malaysia

ASIA/PACIFIC

New Zealand

PERIOD

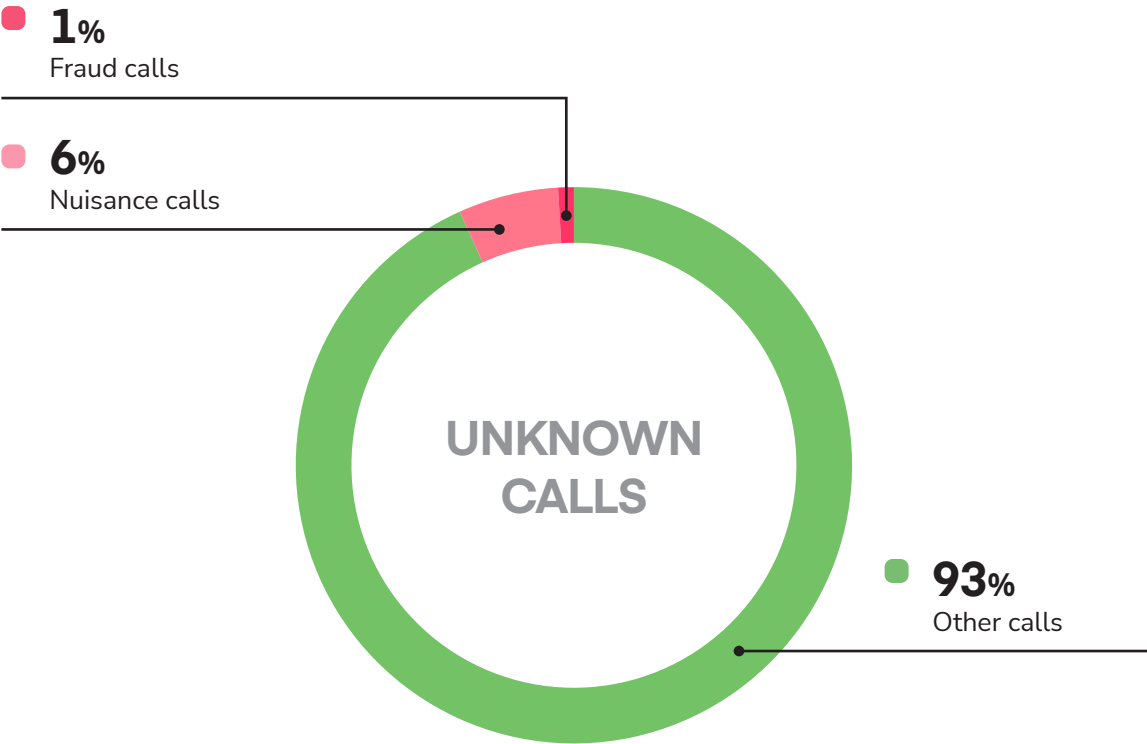
Q1
Jan 2025 - Mar 2025

Average spam calls per person

1
Calls/Month

Spam flag rate

7%



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

Source:
Samsung Smart Call users
in New Zealand

ASIA/PACIFIC

Philippines

PERIOD

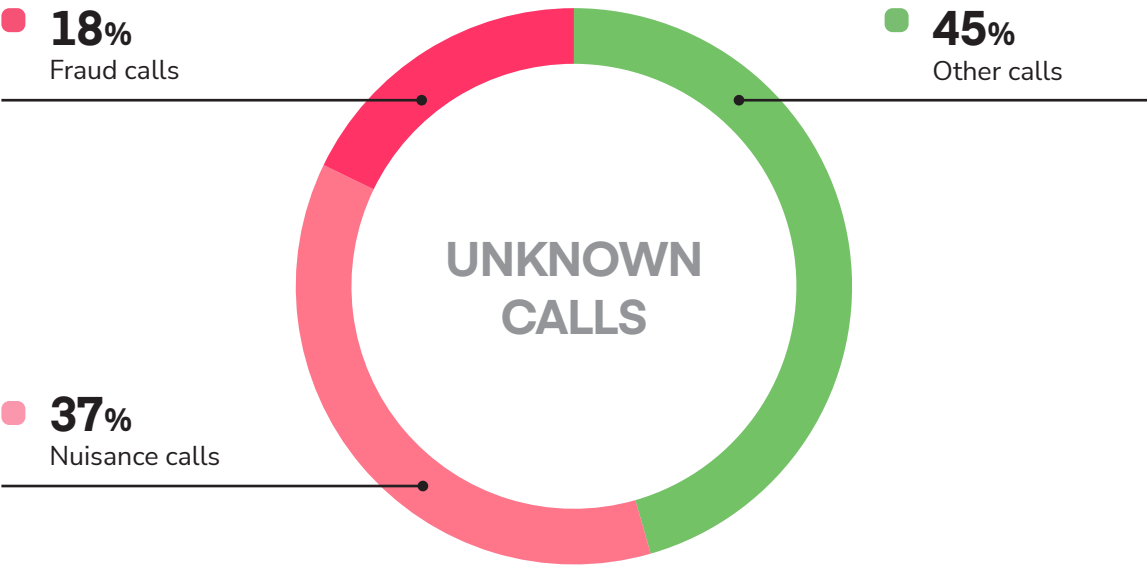
Q1
Jan 2025 - Mar 2025

Average spam calls per person

11
Calls/Month

Spam flag rate

55%



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

Source:
Samsung Smart Call users
in Philippines

ASIA/PACIFIC

Singapore

PERIOD

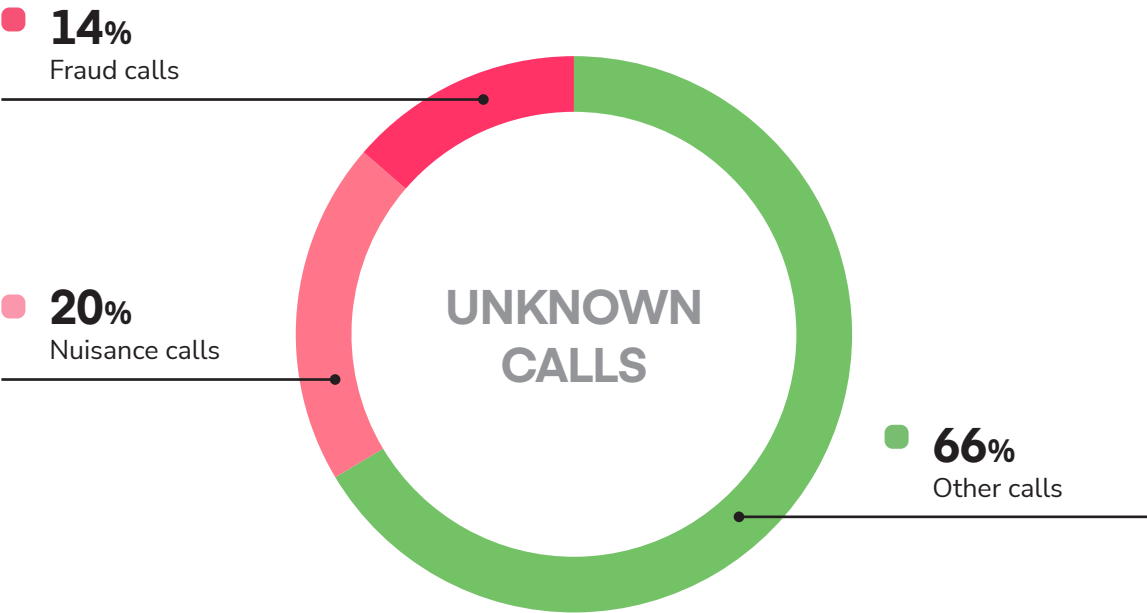
Q1
Jan 2025 - Mar 2025

Average spam calls per person

3
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 address book.

Source:
Samsung Smart Call users
in Singapore

ASIA/PACIFIC

Thailand

PERIOD

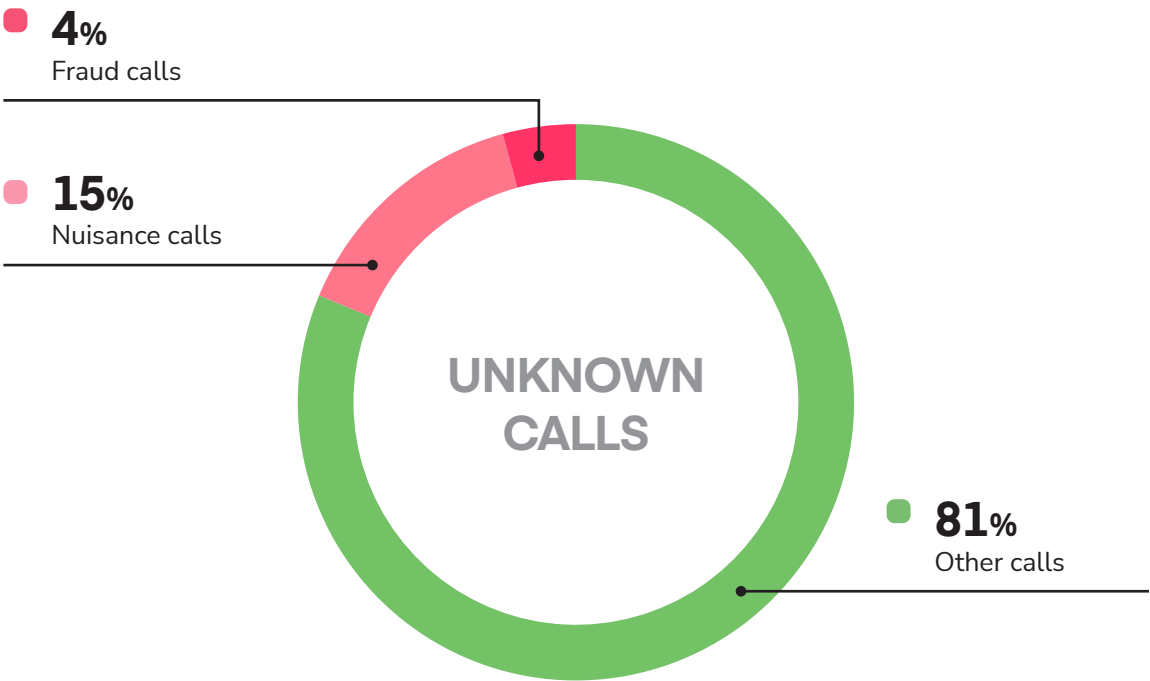
Q1
Jan 2025 - Mar 2025

Average spam calls per person

4
Calls/Month

Spam flag rate

19%



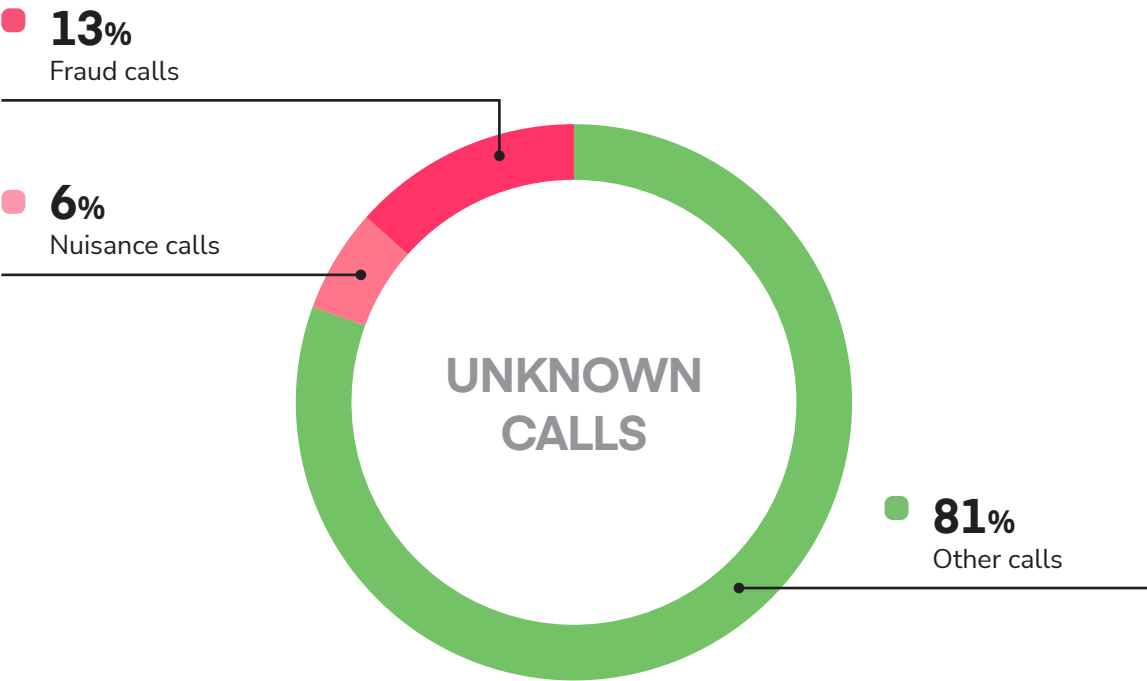
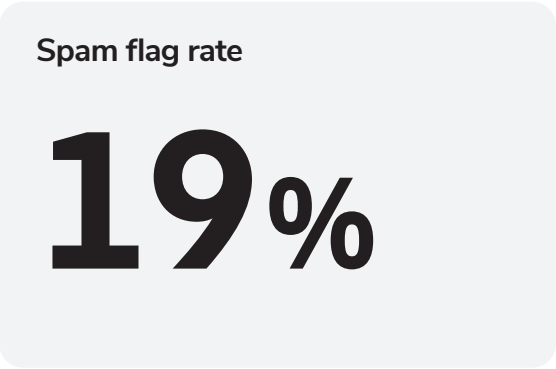
Spam ratios represent the number of unwanted calls from “non-contacts,” which are calls placed from numbers that are not in an individual’s address book.

Source:
Samsung Smart Call users
in Thailand

ASIA/PACIFIC

Turkey

PERIOD
Q1
Jan 2025 - Mar 2025



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

Source:
Samsung Smart Call users
in Turkey

EMEA

Austria

PERIOD

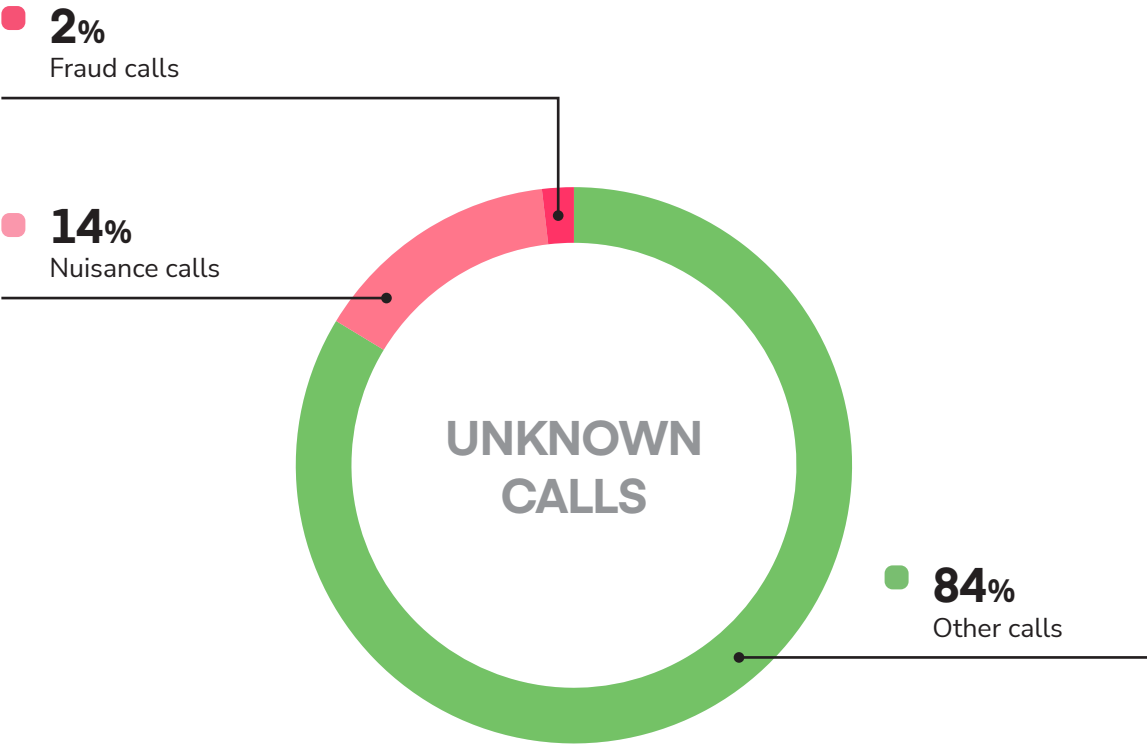
Q1
Jan 2025 - Mar 2025

Average spam calls per person

1
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 address book.

Source:
Samsung Smart Call users
in Austria

EMEA

Belgium

PERIOD

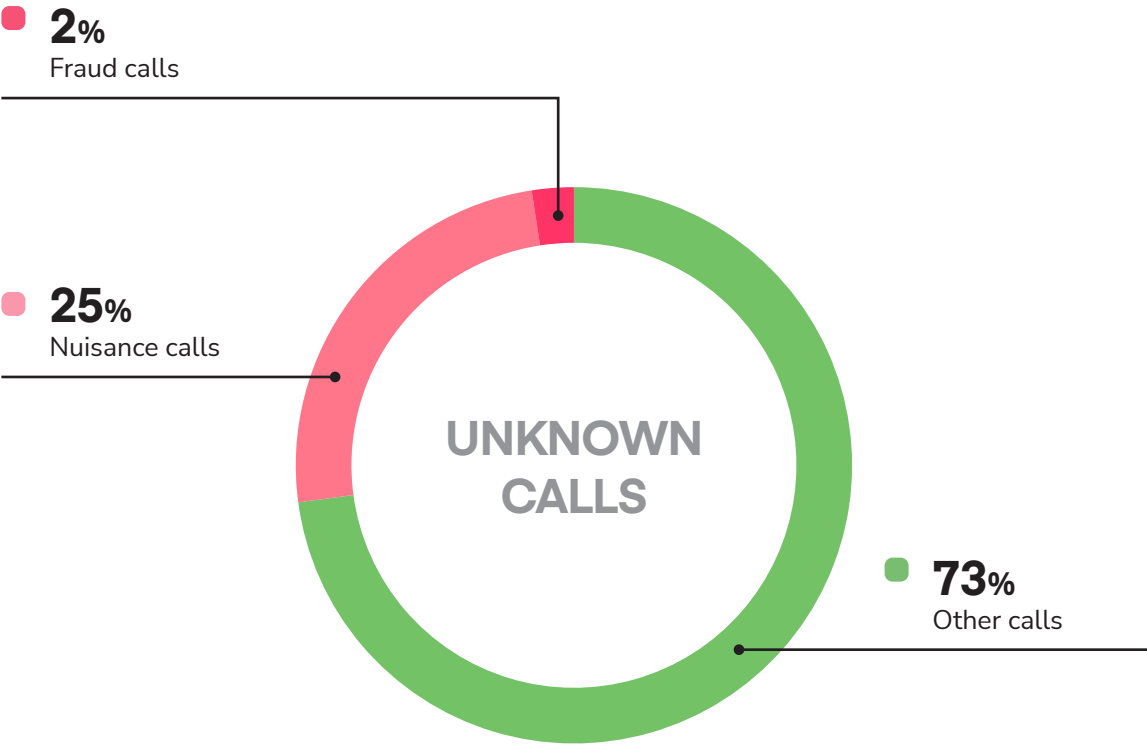
Q1
Jan 2025 - Mar 2025

Average spam calls per person

3
Calls/Month

Spam flag rate

27%



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

Source:
Samsung Smart Call users
in Belgium

EMEA

Czech Republic

PERIOD

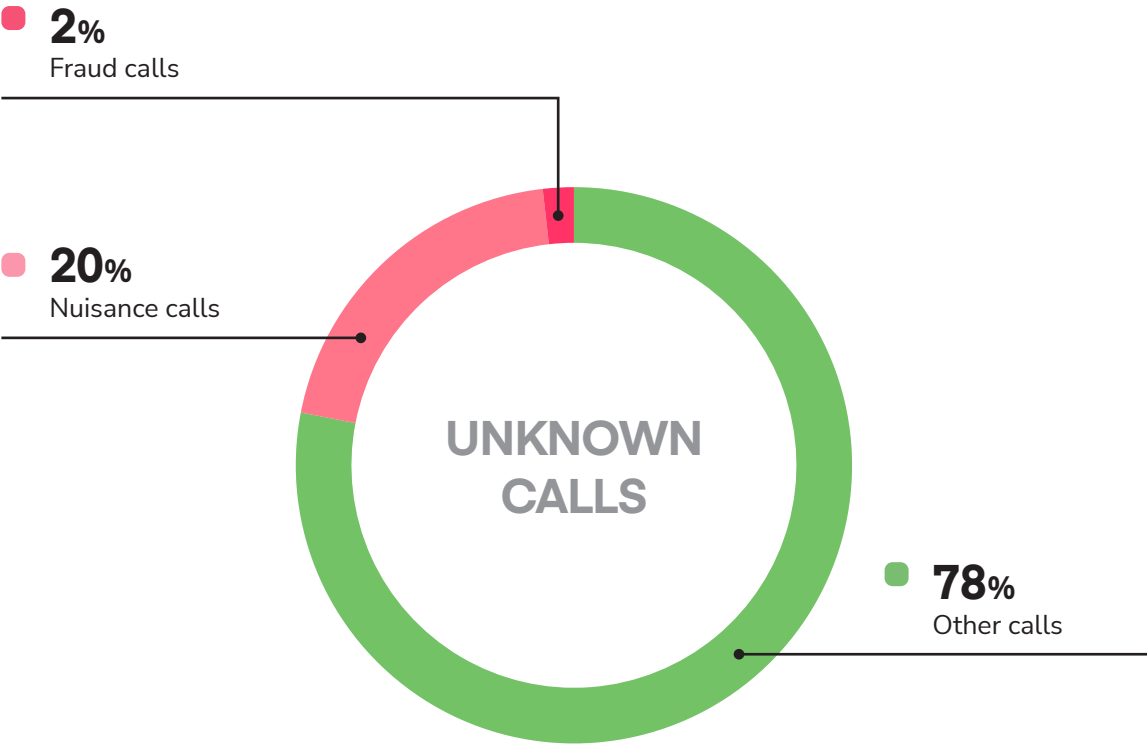
Q1
Jan 2025 - Mar 2025

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 address book.

Source:
Samsung Smart Call users
in Czech Republic

EMEA

Denmark

PERIOD

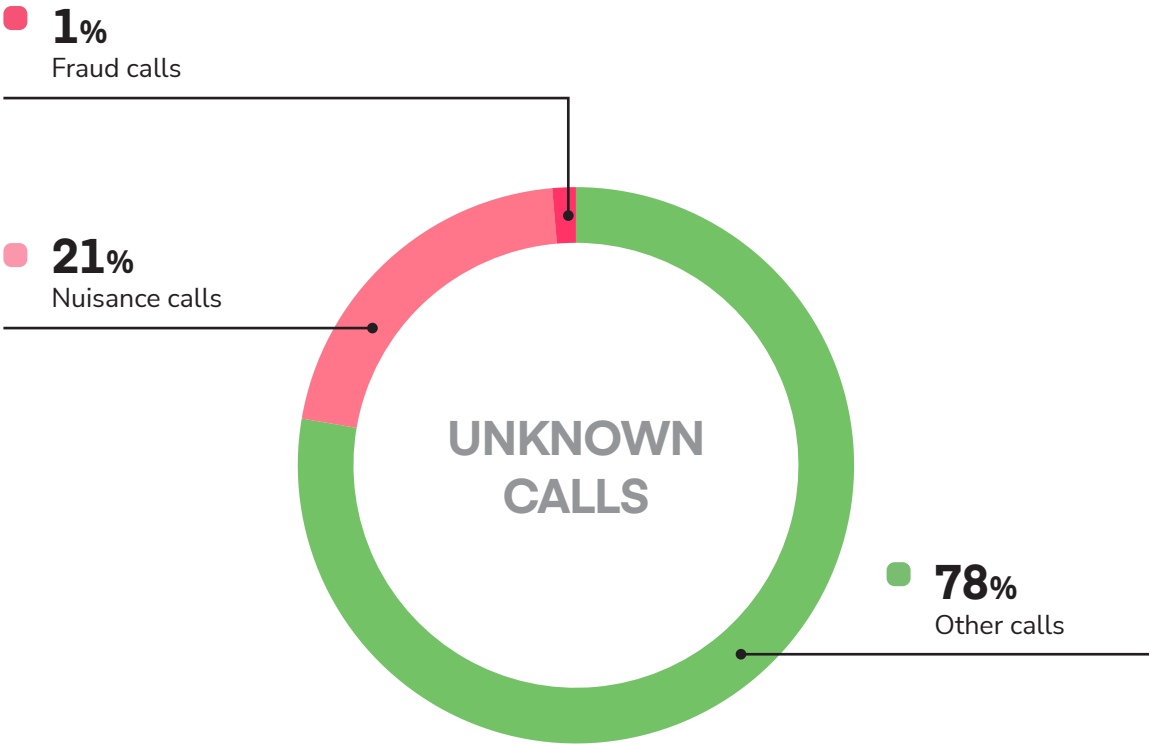
Q1
Jan 2025 - Mar 2025

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 address book.

Source:
Samsung Smart Call users
in Denmark

EMEA

Finland

PERIOD

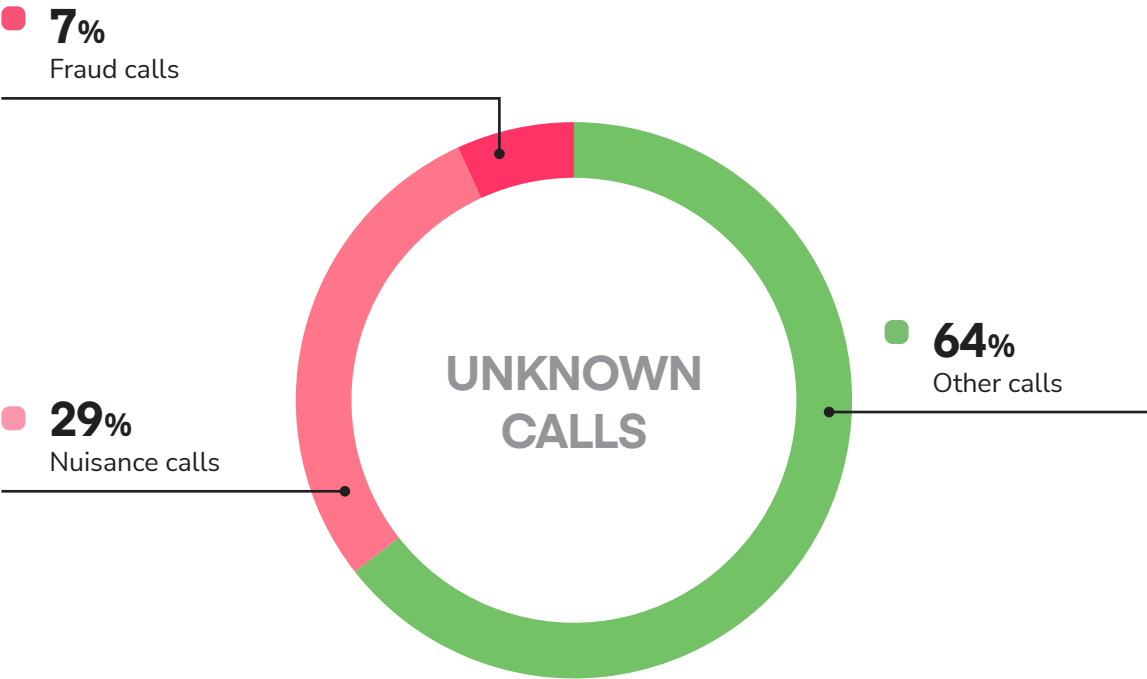
Q1
Jan 2025 - Mar 2025

Average spam calls per person

5
Calls/Month

Spam flag rate

36%



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

Source:
Samsung Smart Call users
in Finland

EMEA

France

PERIOD

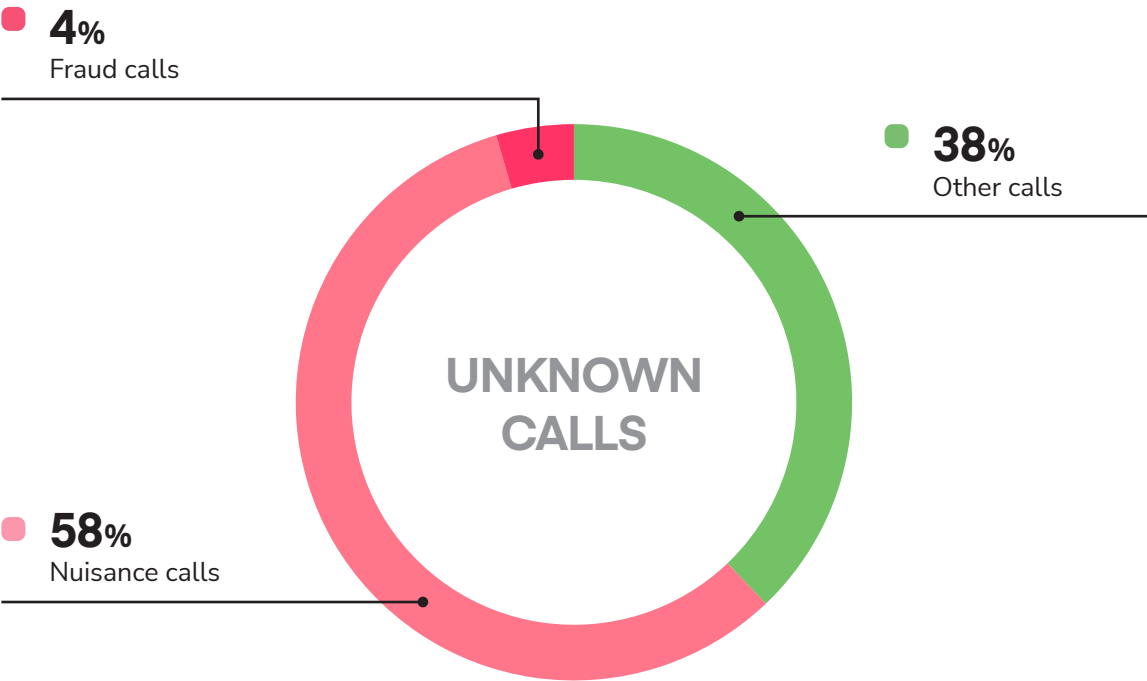
Q1
Jan 2025 - Mar 2025

Average spam calls per person

18
Calls/Month

Spam flag rate

62%



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

Source:
Samsung Smart Call users
in France

EMEA

Germany

PERIOD

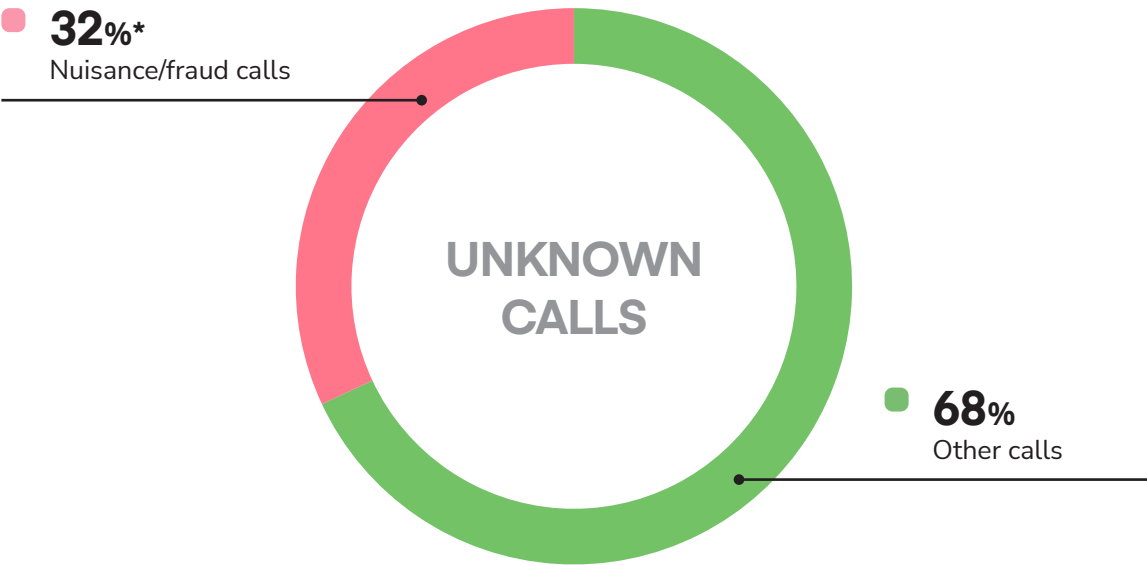
Q1
Jan 2025 - Mar 2025

Average spam calls per person

3
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 address book.

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

Source:
Samsung Smart Call users
in Germany

EMEA

Greece

PERIOD

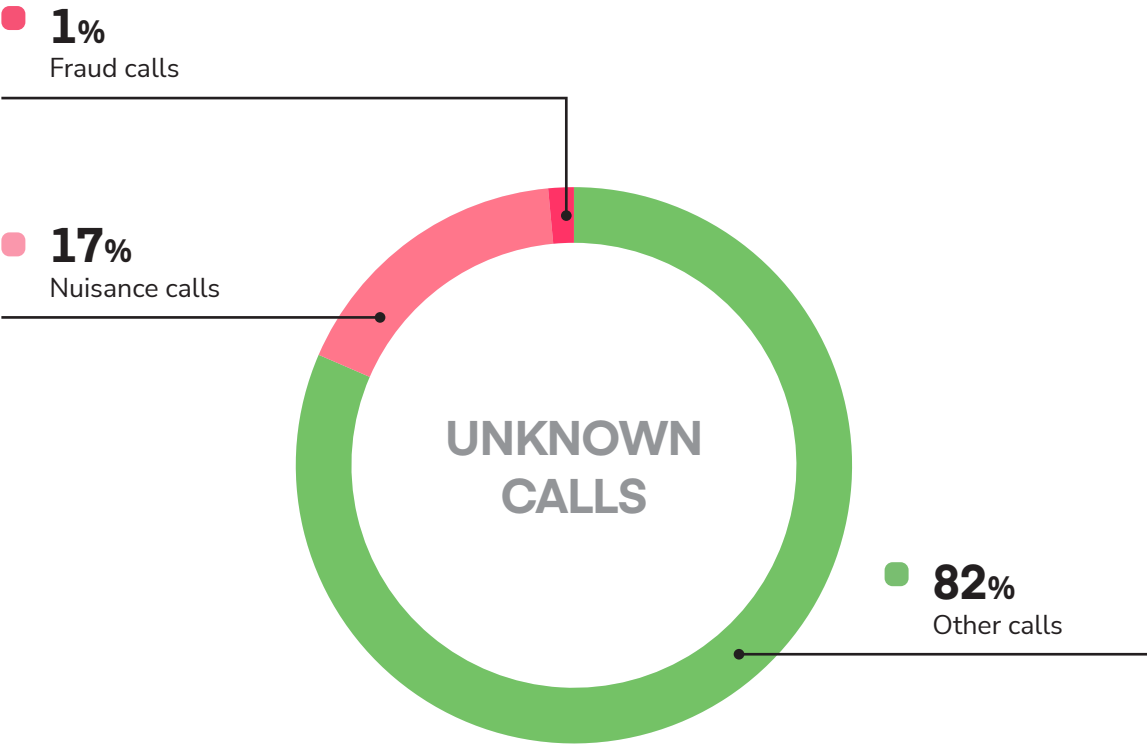
Q1
Jan 2025 - Mar 2025

Average spam calls per person

4
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 address book.

Source:
Samsung Smart Call users
in Greece

EMEA

Hungary

PERIOD

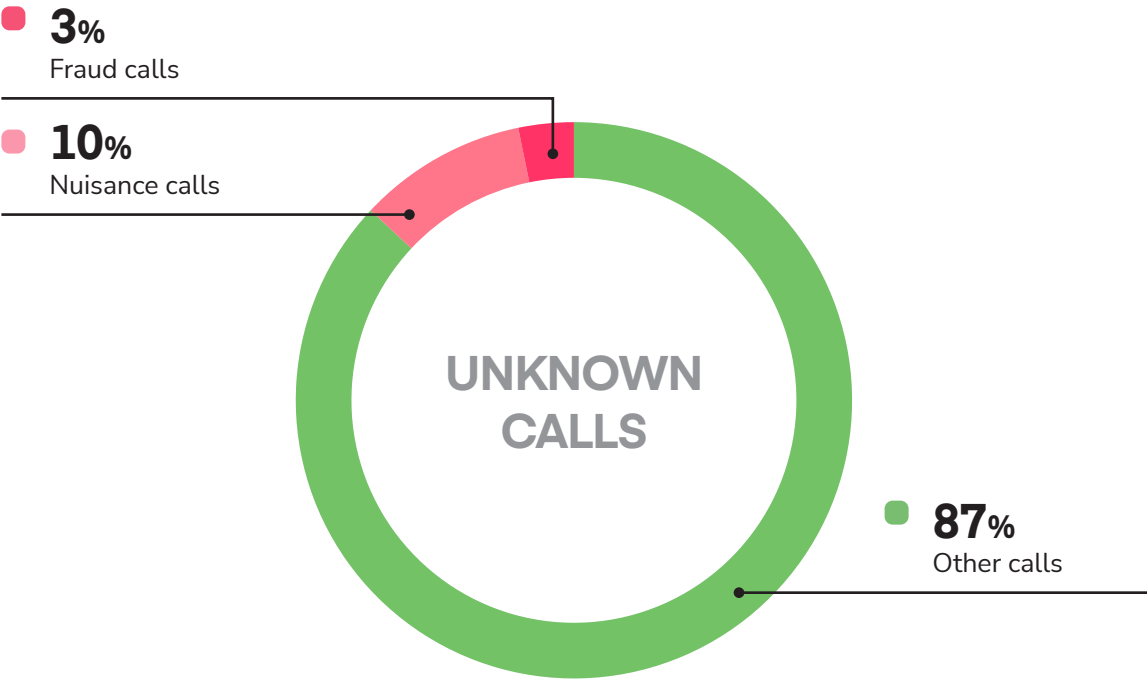
Q1
Jan 2025 - Mar 2025

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 address book.

Source:
Samsung Smart Call users
in Hungary

EMEA

Ireland

PERIOD

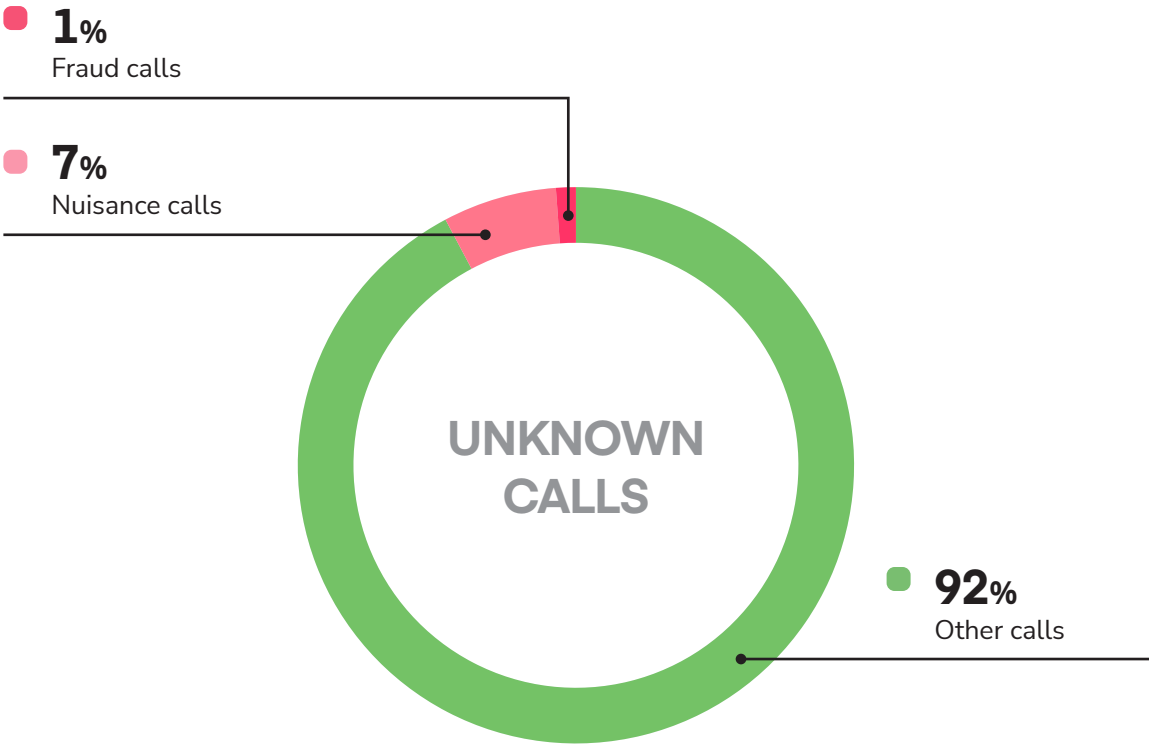
Q1
Jan 2025 - Mar 2025

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 address book.

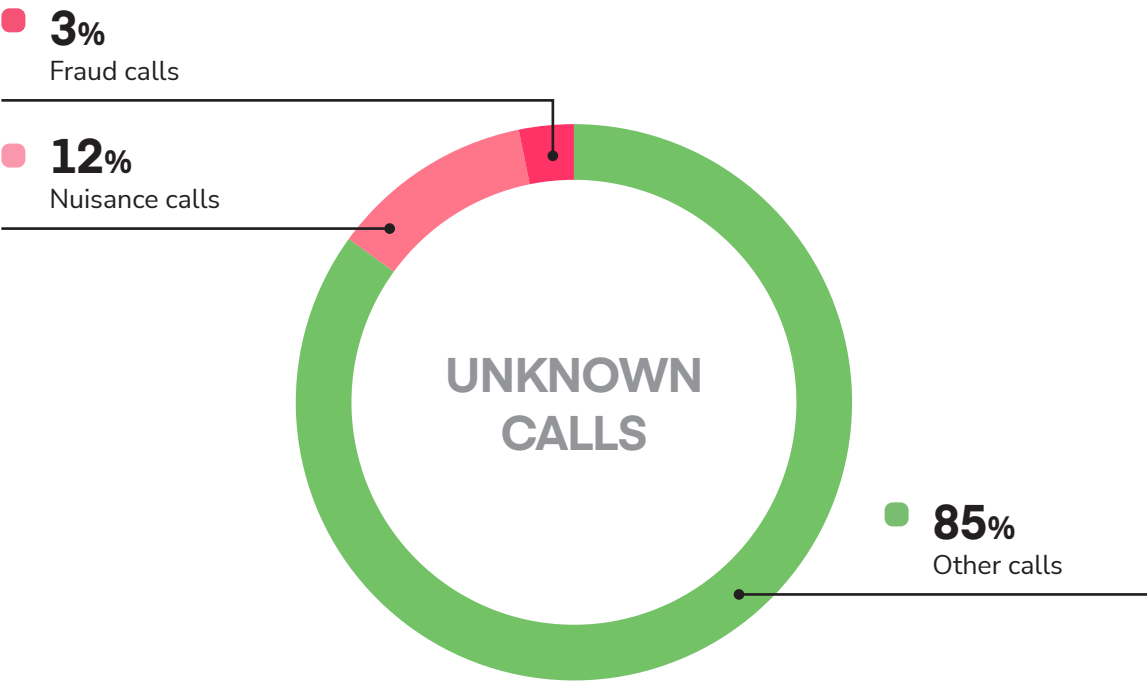
Source:
Samsung Smart Call users
in Ireland

EMEA

Israel

PERIOD

Q1
Jan 2025 - Mar 2025



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

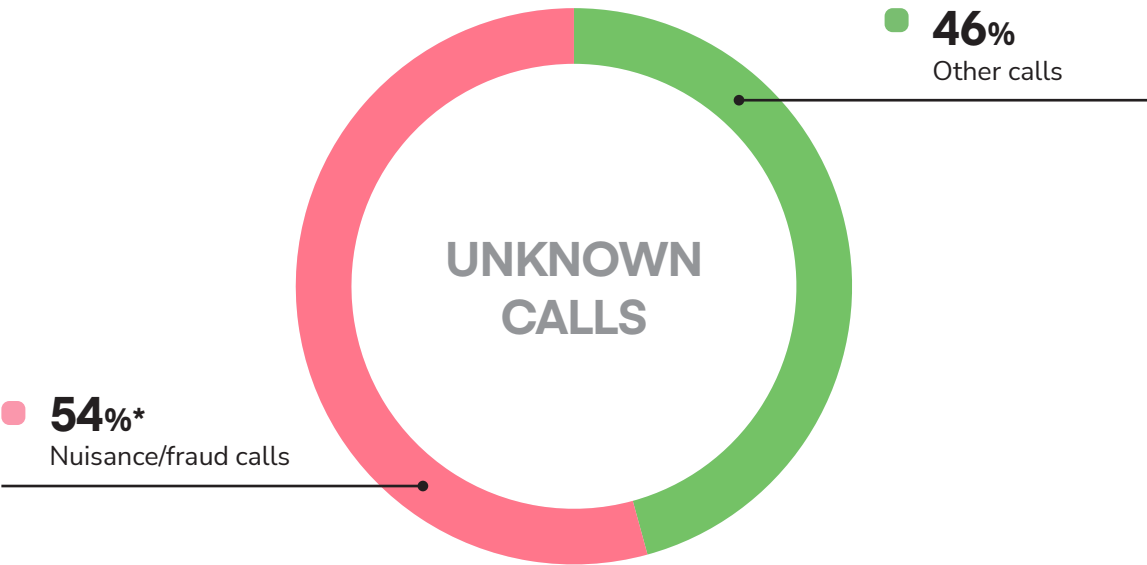
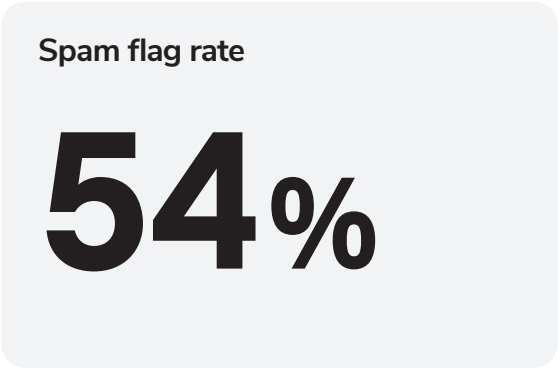
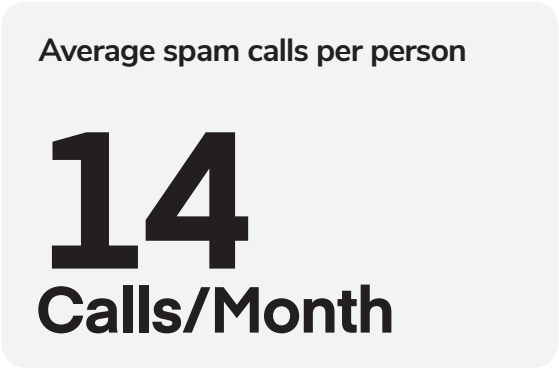
Source:
Samsung Smart Call users
in Israel

EMEA

Italy

PERIOD

Q1
Jan 2025 - Mar 2025



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

Source:
Samsung Smart Call users
in Italy

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

EMEA

Luxembourg

PERIOD

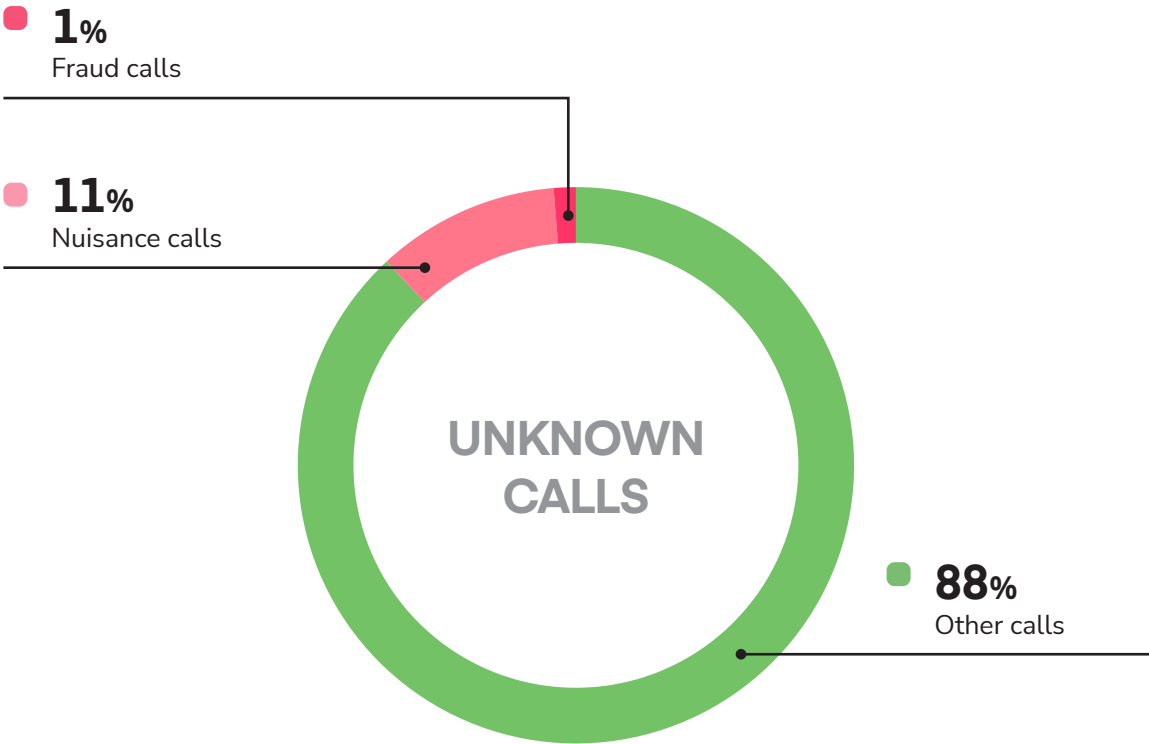
Q1
Jan 2025 - Mar 2025

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 address book.

Source:
Samsung Smart Call users
in Luxembourg

EMEA

Netherlands

PERIOD

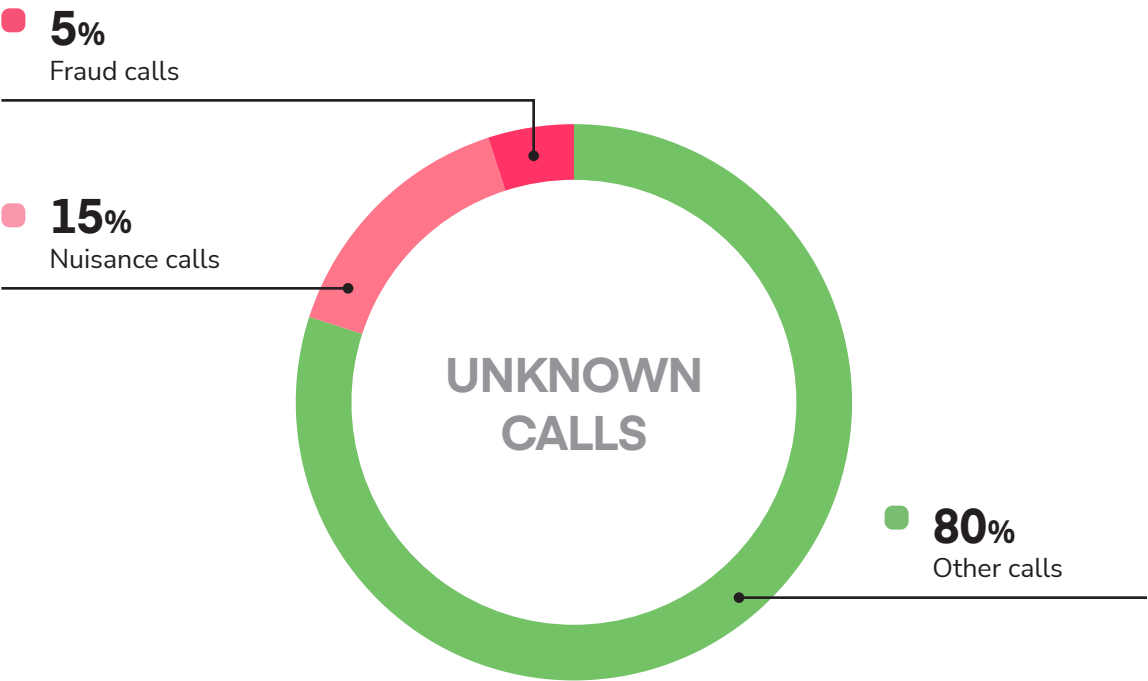
Q1
Jan 2025 - Mar 2025

Average spam calls per person

2
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 address book.

Source:
Samsung Smart Call users
in Netherlands

EMEA

Norway

PERIOD

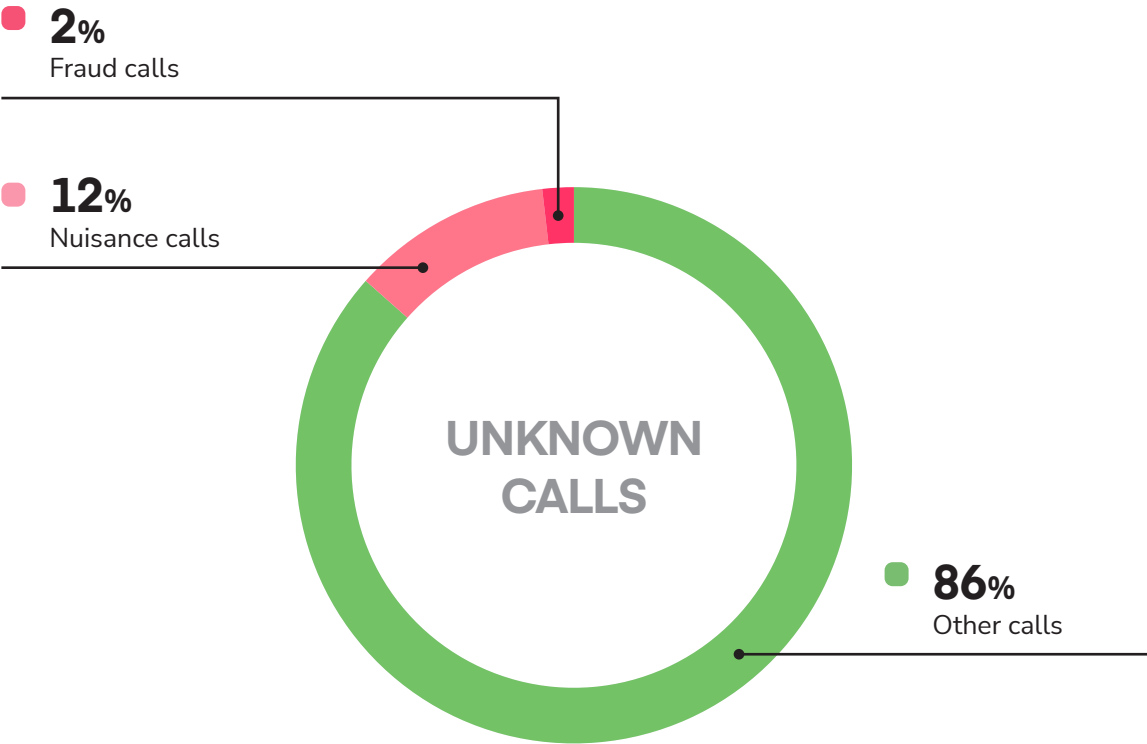
Q1
Jan 2025 - Mar 2025

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 address book.

Source:
Samsung Smart Call users
in Norway

EMEA

Poland

PERIOD

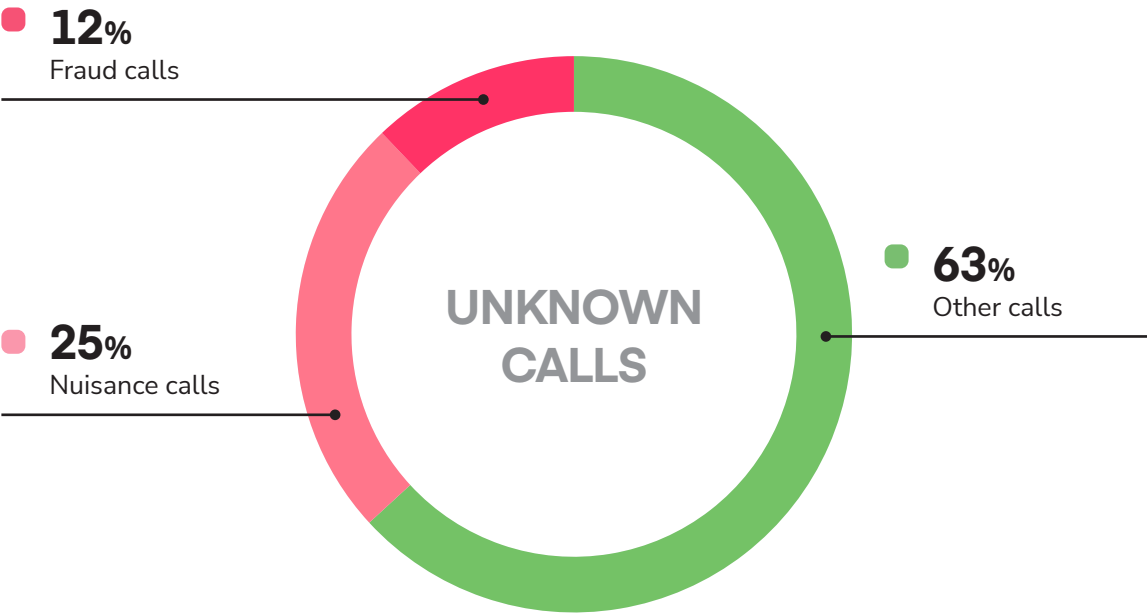
Q1
Jan 2025 - Mar 2025

Average spam calls per person

7
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 address book.

Source:
Samsung Smart Call users
in Poland

EMEA

Portugal

PERIOD

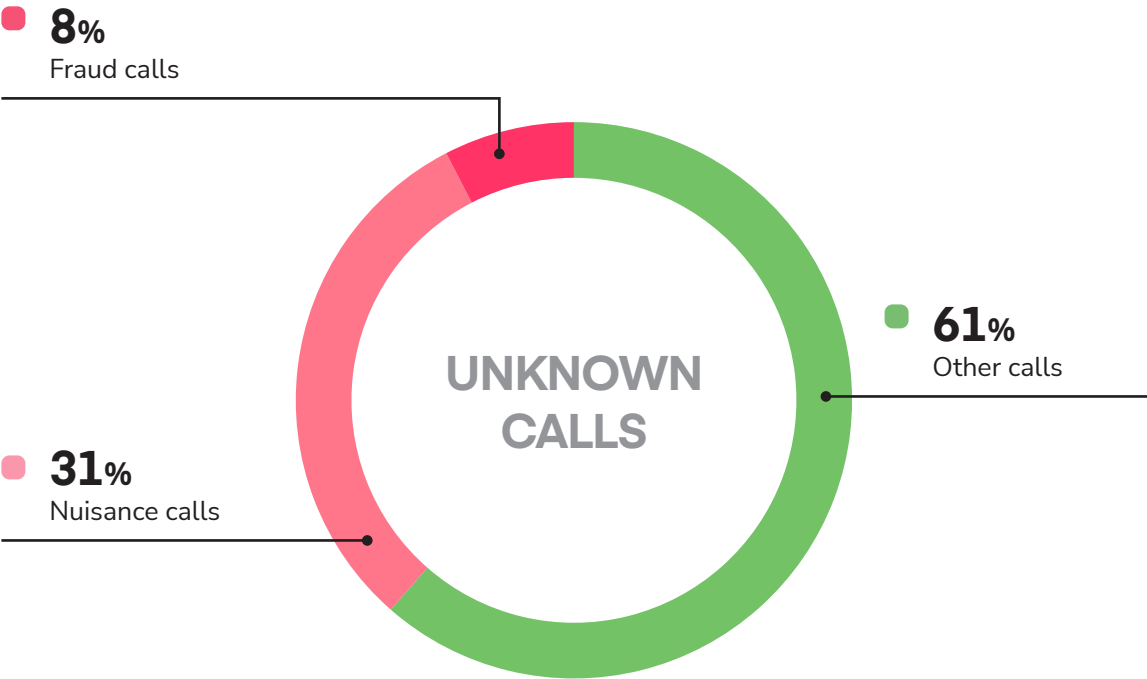
Q1
Jan 2025 - Mar 2025

Average spam calls per person

7
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 address book.

Source:
Samsung Smart Call users
in Portugal

EMEA

Saudi Arabia

PERIOD

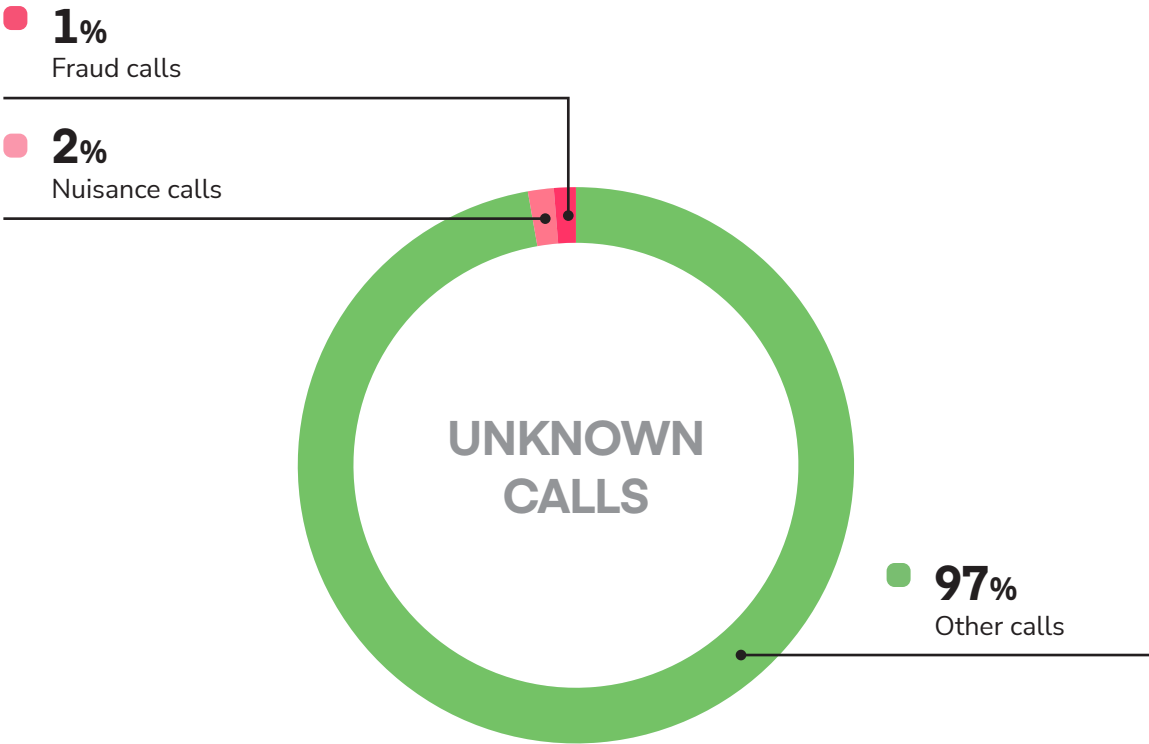
Q1
Jan 2025 - Mar 2025

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 address book.

Source:
Samsung Smart Call users
in Saudi Arabia

EMEA

Slovakia

PERIOD

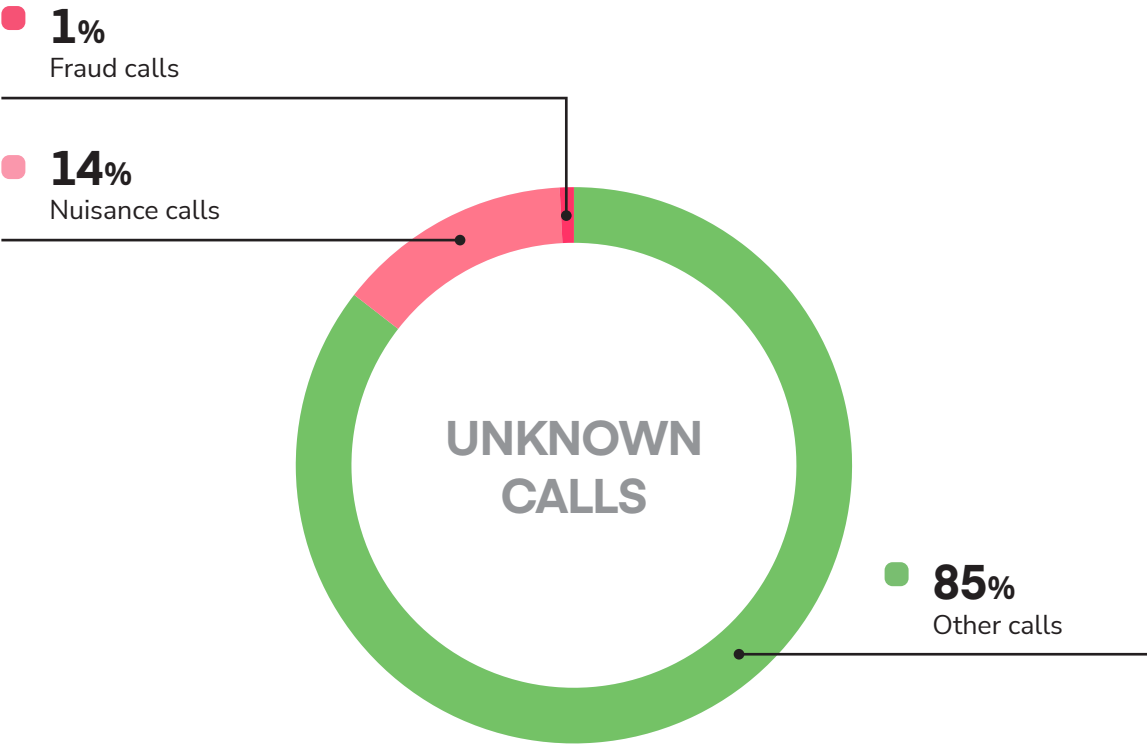
Q1
Jan 2025 - Mar 2025

Average spam calls per person

2
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 address book.

Source:
Samsung Smart Call users
in Slovakia

EMEA

South Africa

PERIOD

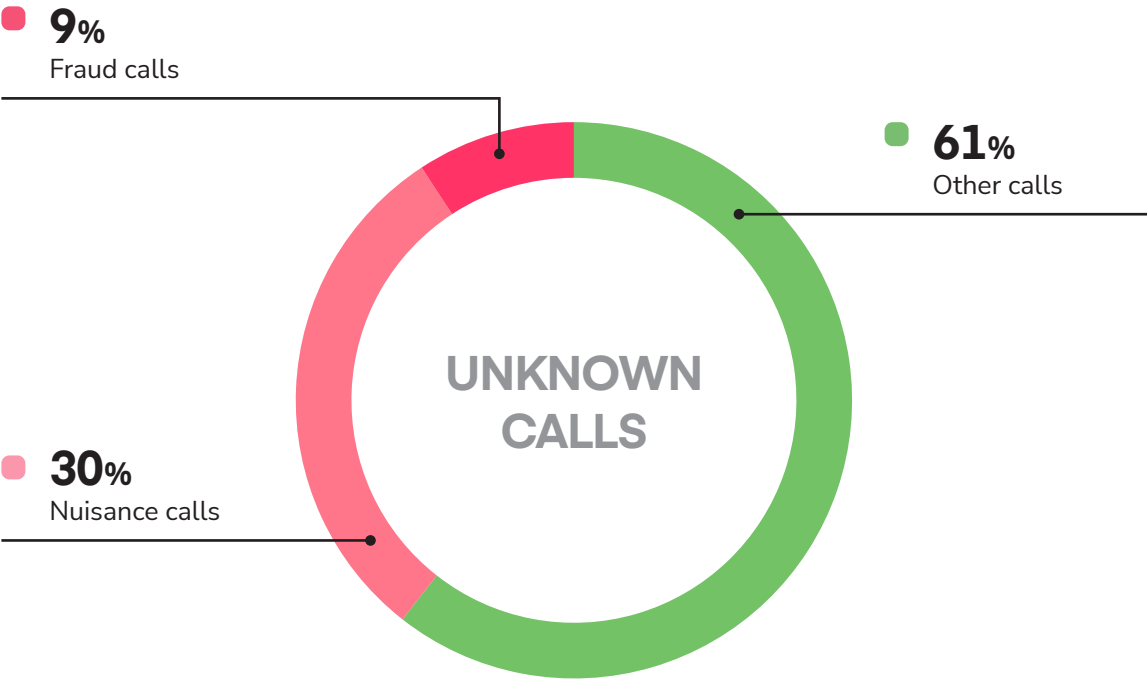
Q1
Jan 2025 - Mar 2025

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 address book.

Source:
Samsung Smart Call users
in South Africa

EMEA

Spain

PERIOD

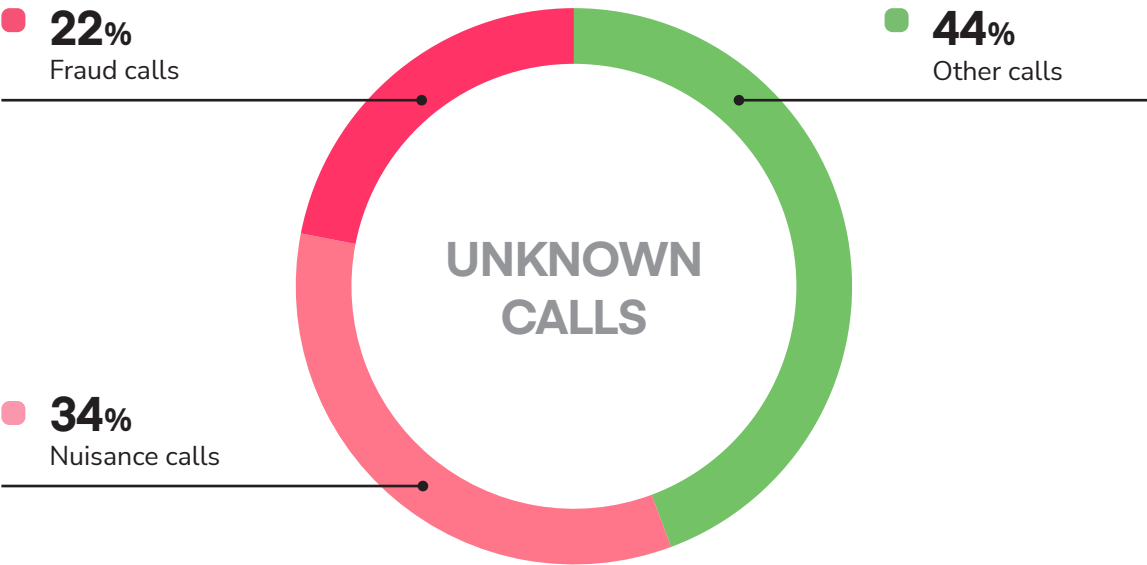
Q1
Jan 2025 - Mar 2025

Average spam calls per person

15
Calls/Month

Spam flag rate

56%



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

Source:
Samsung Smart Call users
in Spain

EMEA

Sweden

PERIOD

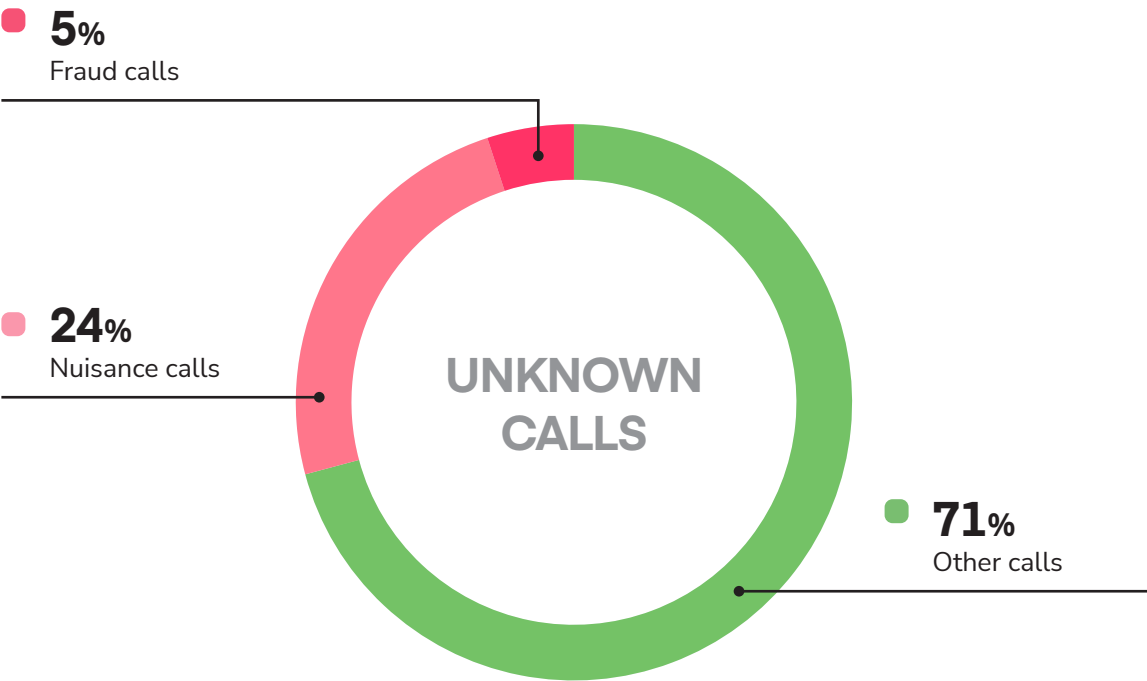
Q1
Jan 2025 - Mar 2025

Average spam calls per person

4
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 address book.

Source:
Samsung Smart Call users
in Sweden

EMEA

Switzerland

PERIOD

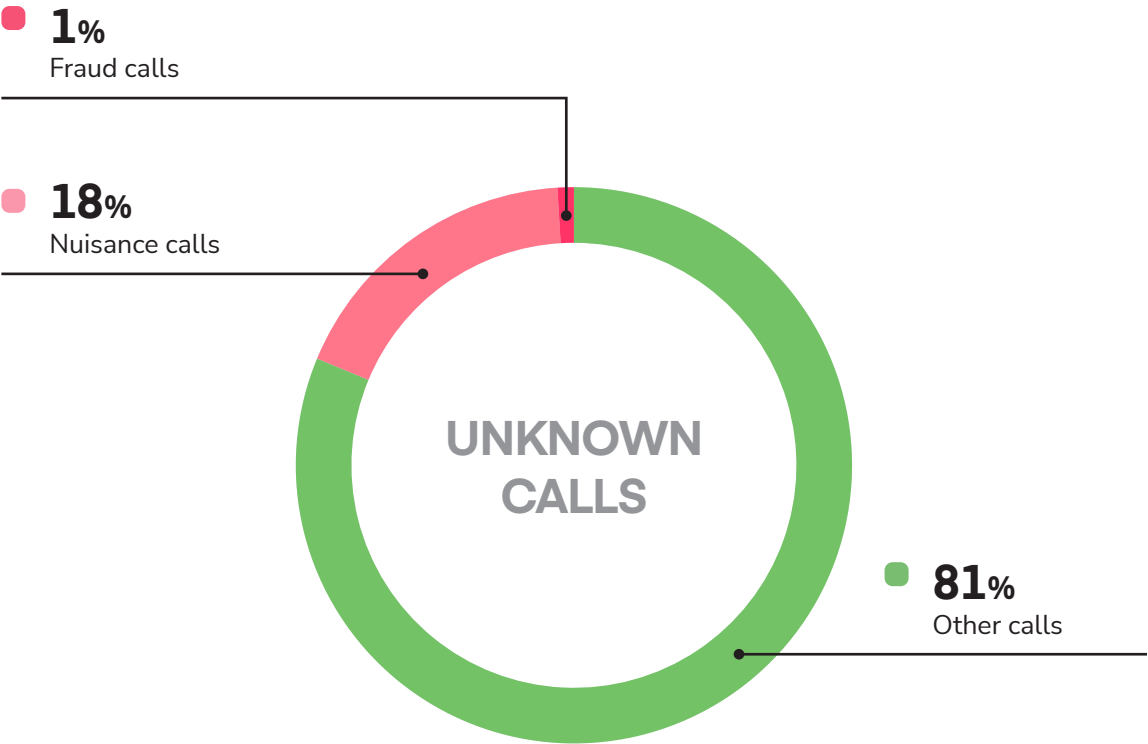
Q1
Jan 2025 - Mar 2025

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 address book.

Source:
Samsung Smart Call users
in Switzerland

EMEA

United Kingdom

PERIOD

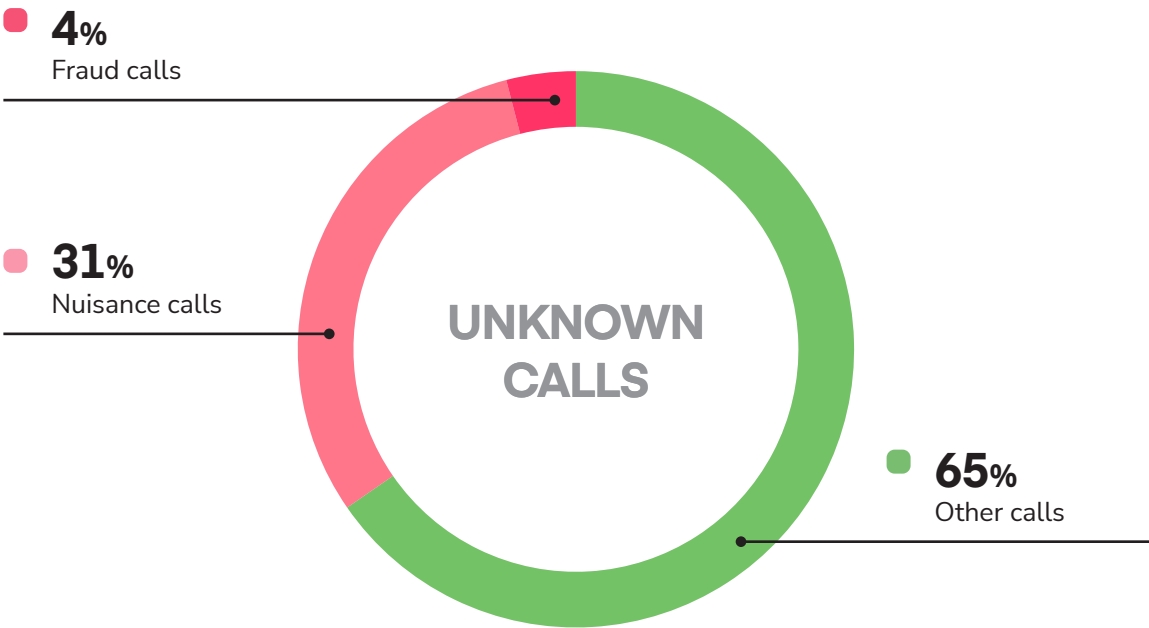
Q1
Jan 2025 - Mar 2025

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 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.