

# Nuisance Communications Interventions in Ireland

BEREC External Workshop on Combatting Fraud:  
Panel 1 "Global Regulatory Best Practices"

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An Coimisiún um  
**Rialáil Cumarsáide**

Commission for  
**Communications Regulation**



ComReg.ie

# The harms arising from scam calls and texts



## Research commissioned by ComReg in 2022

The impact of scams on Irish consumers and business showed that:

- **90%** of end-users received **scam calls**
- **84%** of end-users received **scam SMS**
- **365,000** cases of fraud. Estimated total harm of **€309 million** across Ireland
- **31 million** distressing calls – High and Hidden Emotional Toll
- **40%** of end-users have lost trust in SMS

## ComReg action – 6 mandated interventions

- [2023](#) Consultation on possible interventions
- [2024](#) Response to Consultation & Decisions
- [NCIF](#) established in June 2024

### Voice

Do-not-originate list

Protected number list

Mobile CLI Call Blocking

Fixed CLI Call Blocking

Voice Firewall

### SMS

SMS Sender ID Registry

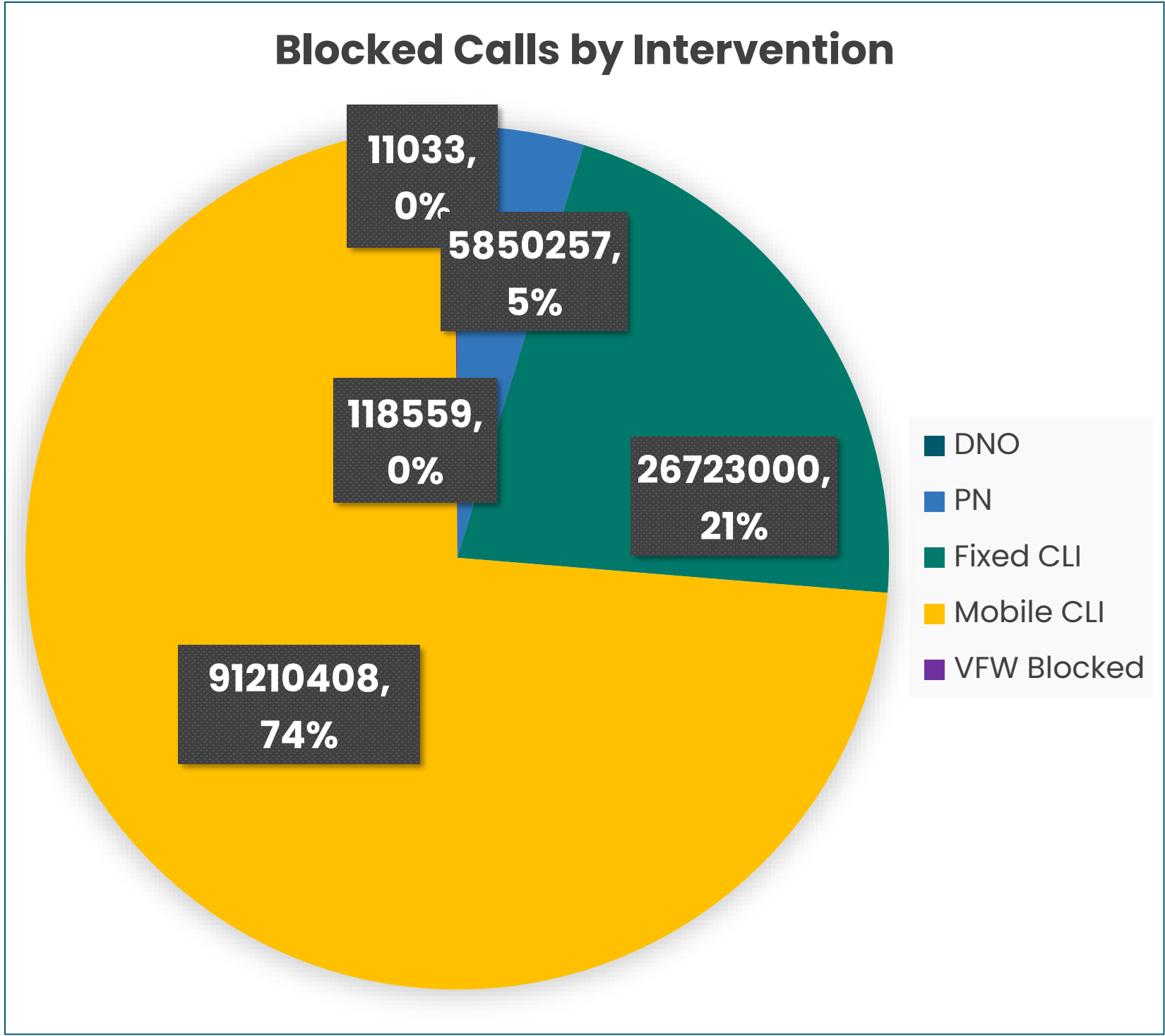
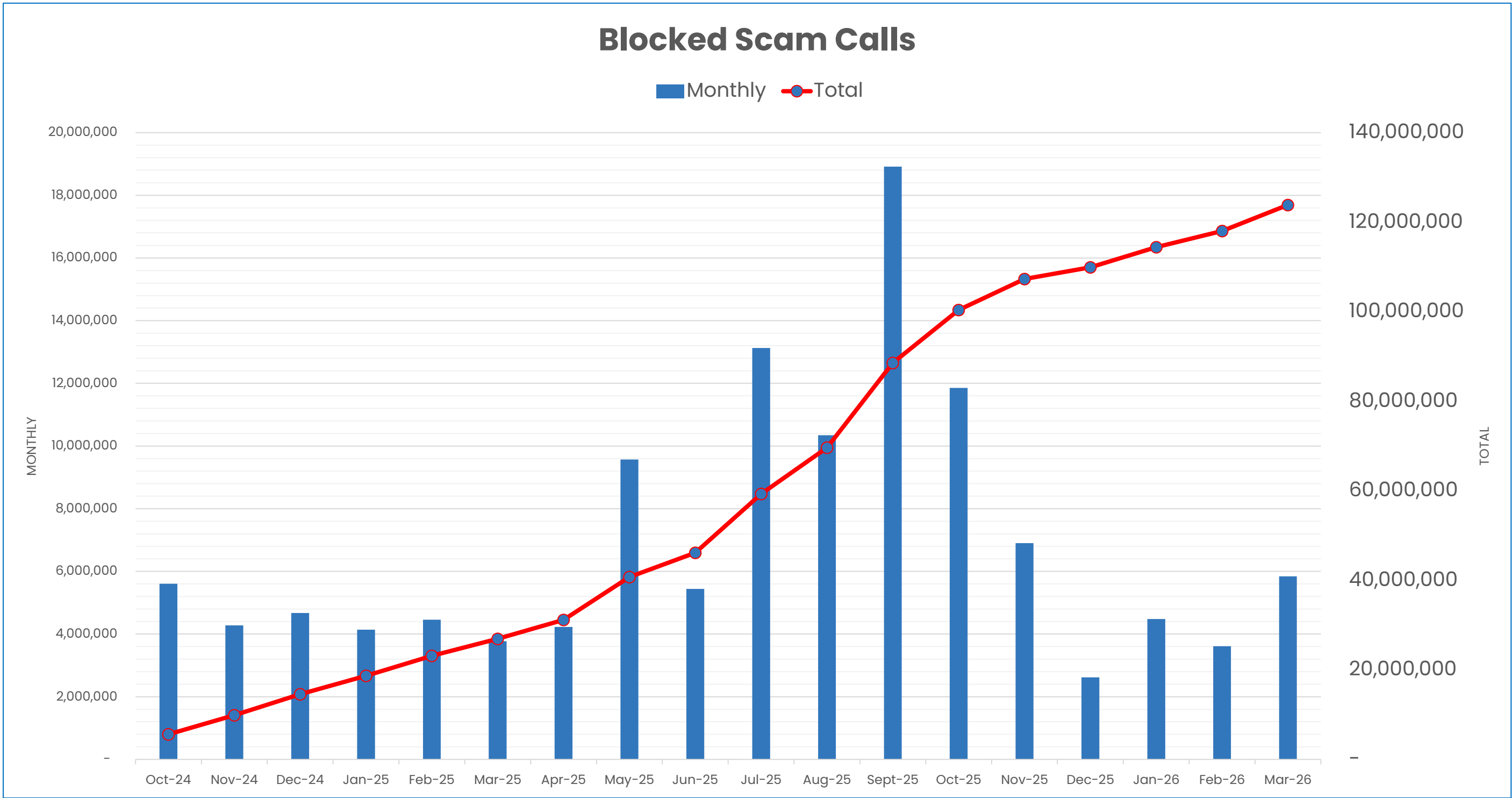
*“€55 euros in economic and social benefit for every €1 spent by operators securing their networks”*

- Legal Basis: EECC Art 97(2) (DNA Art 52(2))



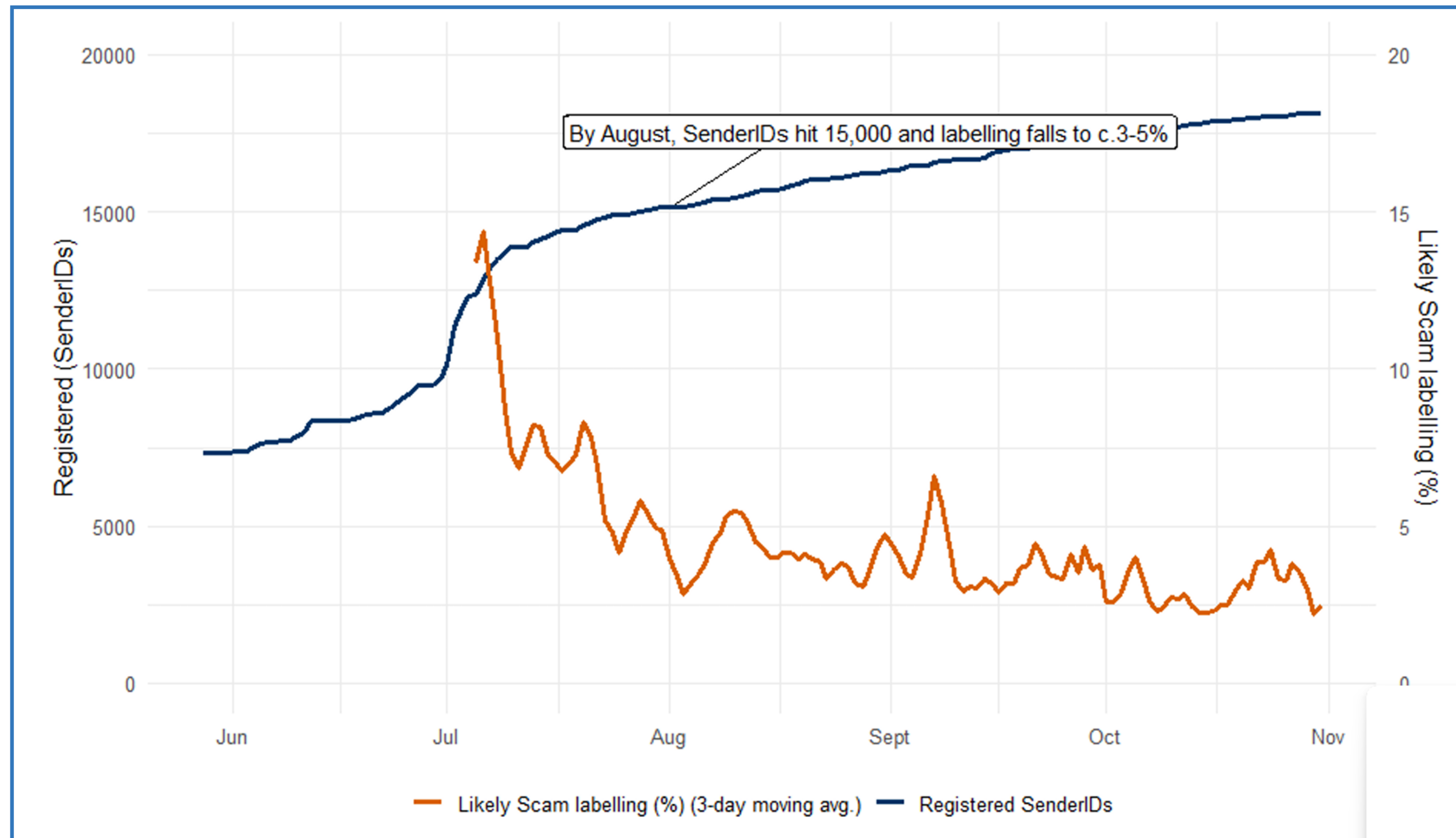
# Success of voice interventions to date

The mandated voice interventions have blocked 125 Million scam calls to date





# Success of SMS Sender ID Registry



Protecting businesses/brands on the application-to-person (A2P) SMS channel.

A2P a complex ecosystem of SMS providers

## As at 19 May 2026:

- Registered Sender IDs = **20719**
- Registered SIDOs = **15286**
- Daily Approval Rate = **18**
- Likely Scam labelling under **2.5%**

## Other issues on SMS:

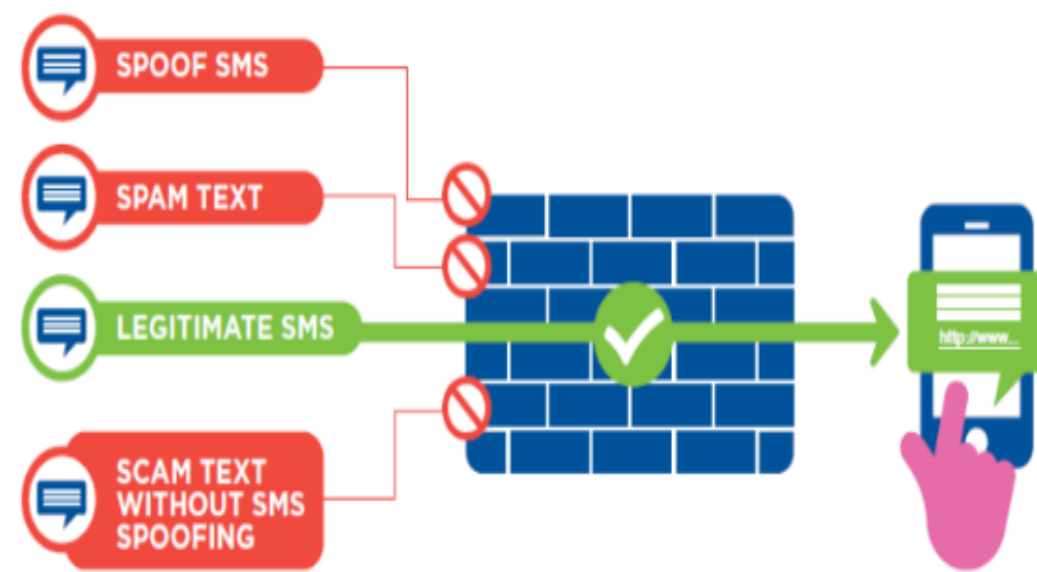
- A2P scams on 5XXXX
- SMS Gap Remains (P2P)



# SMS Gap – interventions being considered

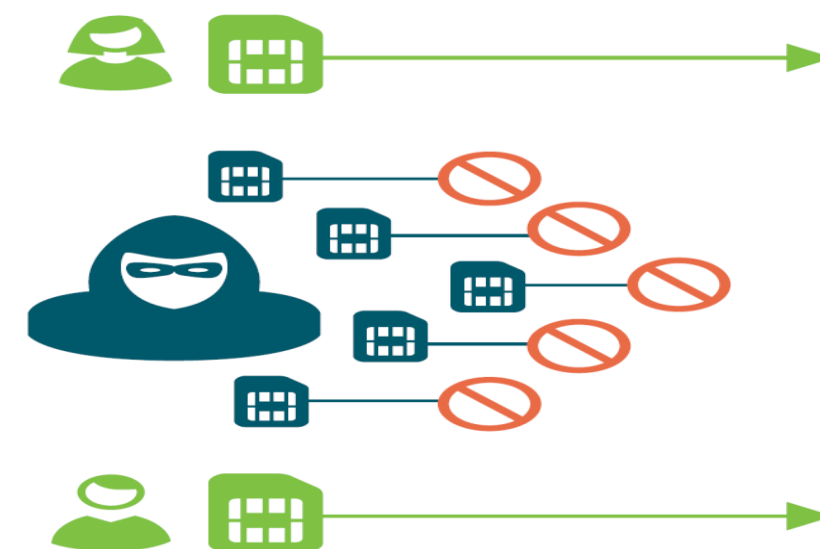


- ComReg seeking views on 4 proposed interventions as well as seeking any other proposals. ([Consultation 26/24](#))
- These interventions should help block some scam SMS, and scam URLs across channels (SMS, WhatsApp, Messenger, email)



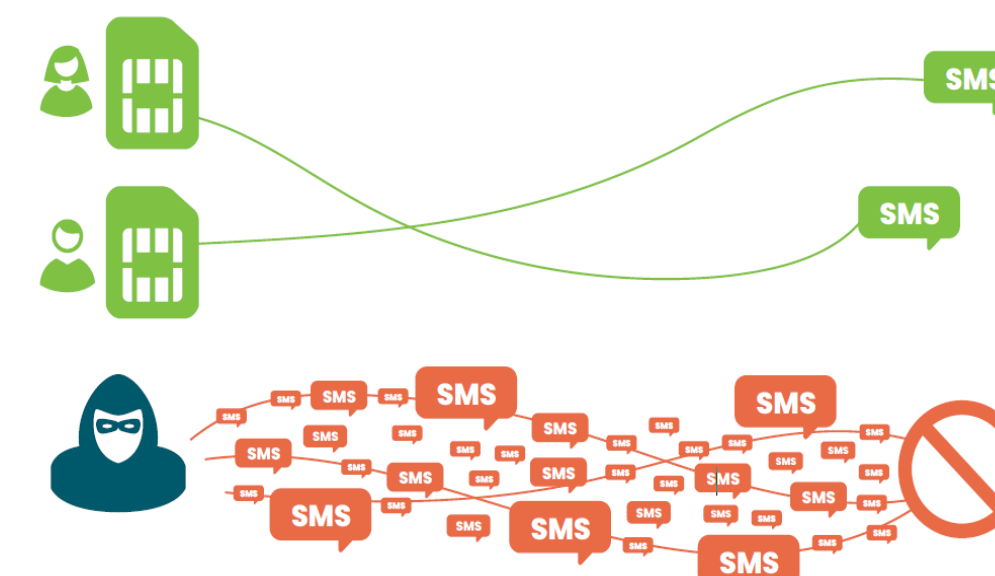
## 1. Base Layer Filter

A SMS Scam Filter without content scanning  
Assesses SMS metadata to assess the probability of an SMS being a scam



## 2. SIM Blocking

MNOs block SIMs, but this is manual and slow  
Using a Base Layer, this can be automated to block scam SIMs more quickly



## 3. Dynamic SMS Cap

Limits the number of SMS a SIM can send in a short space of time.



## 4. DNS Scam Filter

ISPs return a warning “pop-up” page for any click on a known scam URL link

# Thank You!



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