

ROBOCALL MITIGATION PLAN

NetMedia Solutions

Prepared for FCC Robocall Mitigation Database filing

Company name	NetMedia Solutions
FRN	0038187555
Business address	100 W. Main St., Suite 206, Lansdale, PA 19446
Provider role	Voice service provider / reseller of wholesale VoIP services to end customers
Underlying wholesale provider	SkySwitch

1. Company role and service description

NetMedia Solutions provides voice service to end-user customers as a reseller of wholesale VoIP services. NetMedia Solutions does not own or operate all underlying network infrastructure used to originate, route, authenticate, and complete calls; rather, it relies in part on its upstream wholesale provider, SkySwitch, for core network functionality. This robocall mitigation plan describes the specific steps NetMedia Solutions takes to prevent its services from being used to originate illegal robocalls and to respond promptly when suspicious or unlawful traffic is identified.

2. STIR/SHAKEN status

NetMedia Solutions is filing in the Robocall Mitigation Database as a voice service provider. Because NetMedia Solutions resells service and does not directly control all underlying network infrastructure necessary to implement STIR/SHAKEN across the wholesale platform, NetMedia Solutions relies on its underlying provider for network-level implementation where applicable. NetMedia Solutions does not make any claim in this plan that it has fully implemented STIR/SHAKEN on its entire network unless and until it has obtained its own SPC token and certificate and is authenticating calls consistent with FCC rules and portal instructions. For the submission form, NetMedia Solutions will identify the applicable STIR/SHAKEN certification option and, if certifying to less than complete implementation, will explain that the company lacks direct control over the underlying network infrastructure necessary to implement STIR/SHAKEN independently across the resold platform.

3. Specific reasonable steps used to mitigate illegal robocalls

A. Know-your-customer procedures: Before activating service for a new customer, NetMedia Solutions collects and reviews identifying and commercial information reasonably necessary to understand the customer, the nature of the business, the expected use of the service, and whether the requested service presents heightened robocall risk. NetMedia Solutions may request business

formation documents, tax or identity information, contact information, billing records, website information, campaign details, or other supporting materials as appropriate.

B. New and renewing customer controls: Customer agreements prohibit unlawful robocalling, spoofing, and any use of service that violates the Communications Act, Telephone Consumer Protection Act, FCC rules, or applicable state and federal law. NetMedia Solutions reserves the right to deny activation, suspend service, limit traffic, or terminate service where customer information is inaccurate, incomplete, inconsistent with stated use, or where traffic patterns or complaints indicate potential illegal robocall activity.

C. Monitoring and complaint review: NetMedia Solutions reviews customer complaints, carrier notices, traceback notices, traffic anomalies, sudden calling spikes, spoofing indicators, and other credible reports of suspicious activity. When suspicious traffic is identified, NetMedia Solutions investigates the affected customer account, seeks supporting information from the customer as needed, and takes remedial action, which may include call blocking, traffic limitation, suspension, or termination.

D. Traceback cooperation: NetMedia Solutions commits to respond fully and promptly, and in any event within 24 hours, to traceback requests from the FCC, law enforcement, and the industry traceback consortium. The company cooperates with such entities and with upstream providers to identify the source of suspicious traffic and to stop illegal robocalls.

E. Know-your-upstream provider procedures: NetMedia Solutions knows its upstream wholesale provider and maintains a direct commercial relationship with SkySwitch for the provision of the underlying VoIP platform and related network functions. NetMedia Solutions evaluates its upstream provider relationship through contract review, operational coordination, and ongoing communications regarding service integrity, traceback response, and robocall mitigation obligations.

F. Contractual controls with upstream provider: NetMedia Solutions relies on contractual and operational arrangements with its upstream provider for the delivery of voice services and associated network-level controls. Where applicable, NetMedia Solutions expects its upstream provider to maintain robocall mitigation, traffic monitoring, and compliance processes appropriate to the services provided and to cooperate in investigating suspicious or unlawful traffic.

G. Analytics and blocking tools: NetMedia Solutions may rely in part on network-level analytics, screening, or blocking tools made available by its upstream provider, SkySwitch, as well as internal review of complaints and usage patterns. NetMedia Solutions will update this plan if its use of analytics tools or supporting vendors materially changes.

H. Recordkeeping and internal escalation: NetMedia Solutions maintains records relating to onboarding review, customer contact information, service agreements, complaints, traceback requests, investigations, and enforcement actions taken on customer accounts. Potential robocall issues are escalated internally for compliance review and decision-making.

4. Ongoing compliance

NetMedia Solutions will update its Robocall Mitigation Database filing and this plan as required when information materially changes, including changes to company information, upstream

provider arrangements, ownership, or mitigation practices. NetMedia Solutions will continue to review its customer onboarding, monitoring, traceback, and enforcement procedures to ensure they can reasonably be expected to reduce the origination of illegal robocalls.

5. Important filing note

This document is intended to serve as the PDF mitigation plan upload. The FCC portal also separately requests certain information on the online form, including provider role, STIR/SHAKEN certification selection, responsible contact details, ownership information, and whether the company has been the subject of qualifying robocall-related actions or investigations. Those items should be completed directly in the filing portal unless additional narrative space is needed.

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