RCS Survey

January 2010

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Survey methodology

- Objective
  - To understand the RCS services that are key to users
  - To gain visibility of service gaps in the RCS service definition.
- The survey was performed by YouGov in the UK
  - http://www.yougov.com/frontpage/home
- Sample Size 2361 UK Residents
  - Results are then extrapolated by YouGov to represent total UK population
- RCS is not a known service or brand to the consumer hence:
  - Questions focused on which services the users found most desirable.
  - These were then compared with the current and future plans for RCS services
- Survey carried out across 18 to 55+ age range
  - Segmentation: 18 to 24, 25 to 34, 35 to 44, 45 to 54, 55+
  - Figures stated are across age range unless otherwise stated
- The attached results remain the property of Colibria and YouGov but may be used by recipients and the general RCS community provided a reference is provided to Colibria when used.

RCS Core services

- Location is key
  - Useful or very useful for 50% for `18 to 34 year olds
  - High interest across age range

- Status is desired
  - 31 % of 18 to 24 year olds and 28% of 25 to 34 year olds wanted to service

- Hyper availability popular
  - Uses questioned on whether they would use a 'shout' feature to their contact list
  - 24% of 18 to 34 year olds and 22% of 35 to 44 year olds would use

Location
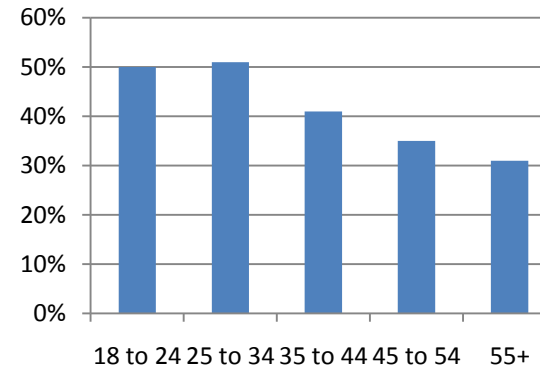
■ Respondents who would find it useful, or very useful, to see a contact's location at that moment

Status
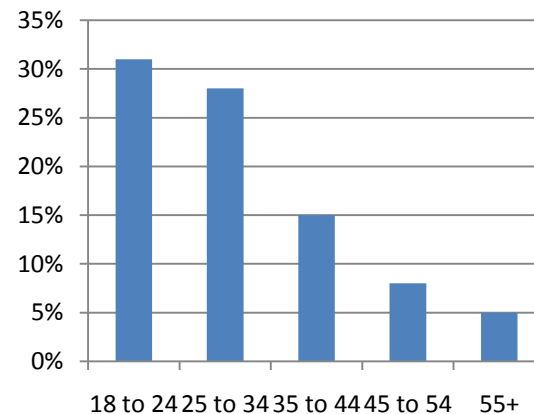
■ Respondents who would like to see their friends status from within their contact list

Social Networks

In Current work program for RCS

- Which if any of the following information would you like to update on your social network using your mobile

| All GB Mobile phone owners who use a social network	Age				
	18 to 24	25 to 34	35 to 44	45 to 54	55+
My status	39%	37%	25%	14%	5%
My basic profile information (e.g. contact information)	26%	22%	17%	14%	13%
Upload photos and video	32%	25%	17%	15%	7%
Comment on friends' status updates, photos, videos, etc.	43%	31%	19%	14%	5%
Send messages to friends	42%	38%	28%	28%	15%
Instant message friends	35%	24%	17%	12%	8%
Other	1%	2%	2%	1%	0%
Don't know	9%	11%	12%	12%	9%
Not applicable - I would not want to update my social network profile(s) on my mobile phone	27%	28%	40%	50%	65%

- Results imply broad requirement to access social networks from RCS

Note: send messages to friends refers to private messages. Instant messages , services like Facebook Chat. Percentages do not add to 100% on this question

Leveraging Social Networks

- Social network is the new portal
  - 82% of 18 to 24 year olds spend over an hour a week on them with 30% spending over 5 hours

- Users are aware of Applications in Social networks
  - 59% of all respondents use applications within social networks
  - 21% which use them daily

- Implanting the operator in Social Networks
  - 37% 25-34yr olds would like to be able to access their mobile phonebook contacts and operator services from within social networks
  - Would also allow the operator to leverage the viral nature of applications within the social network


Time spent on Social Networks

Legend: ■ Time spent on Social Networks by UK adults

Categories: 18 to 24, 25 to 34, 35 to 44, 45 to 54, 55+
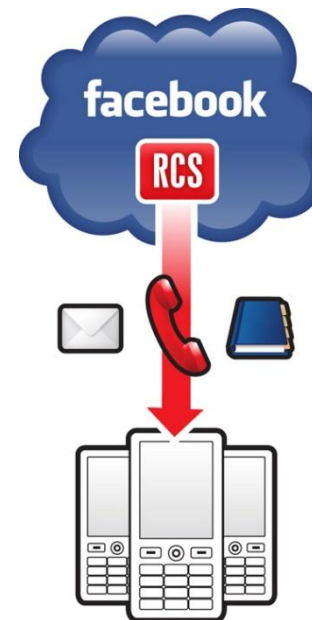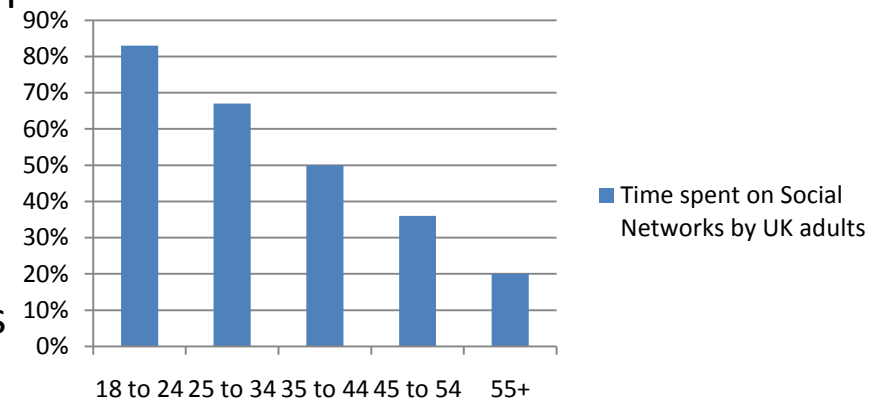
Messaging

- 48% 25-34yr olds, (44%18-24yr olds), would be useful to see their friends messaging and social network services from within their mobile phonebook, i.e. Windows Live Messenger, Facebook, GoogleTalk, Skype

- 42% 18-24yr olds want to send private messages to their social network friends from their mobile

- 35% 18-24yr olds want to IM their social network friends from their mobile

Messaging
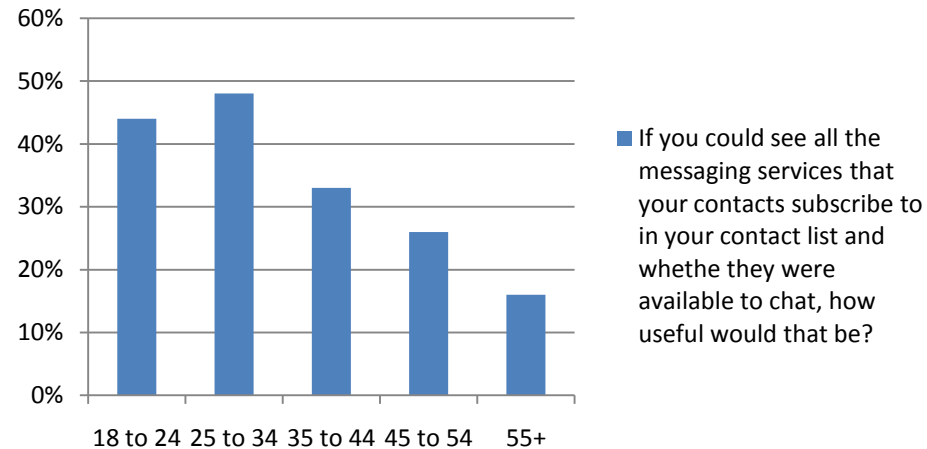
■ If you could see all the messaging services that your contacts subscribe to in your contact list and whethe they were available to chat, how useful would that be?

- Colibria comment
  - Distinction between Social networks and messaging may be blurring. They are all communities that the user interacts with
  - Implies RCS will need to provide access to social networking and messaging

- RCS core features appear popular
  - Status, location and hyper availability
- It also appears that social networking and indeed access to any established community are key features for new mobile services
- There is a broad understanding of Applications in social networks combined with high weekly usage of Social networks
  - Users seem to welcome the idea of implanting the mobile services in the social network