

# 超越连接--RCS探索之路

Surpass the Connection, The Exploration of RCS

中移互联网有限公司  
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## 1. MaaP业务发展时机成熟

The Right Moment for MaaP

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# 中国商业信息业务市场需求旺盛

Bloom demand of business message market in China

1996年，中国移动开通短信业务正式发出第一条短信息，近22年来商业信息业务持续强劲增长。

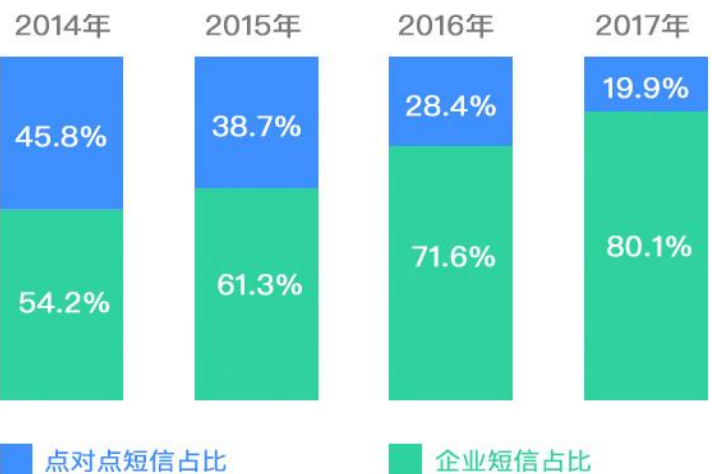
China Mobile lanched the first short message officially in 1996. And business message market has been increasing rapidly in the past 22 years.

近2年商业信息业务增长超过 **10%**

Business message increased over 10% in the past 2 years.

2017年商业信息占总信息量 **80%**

Business message market accounted for 80% of gross message market in 2017.



数据来源：根据《2017年通信业统计公报》统计  
Sources of Date: 2017 Communications Statistics Bulletin

# MaaP满足通信关系链互动需求

MaaP Meet the Interactive Demand of Communication Relationship Chain

- 社交app的推出满足了强关系社交通信的需求，但商业信息与弱关系通信互动需求始终没有被充分满足。

Social APPs meet social demand of strong ties, but business message and communication demand aren't been satisfied .

- MaaP能够补齐短信在互动方面的体验

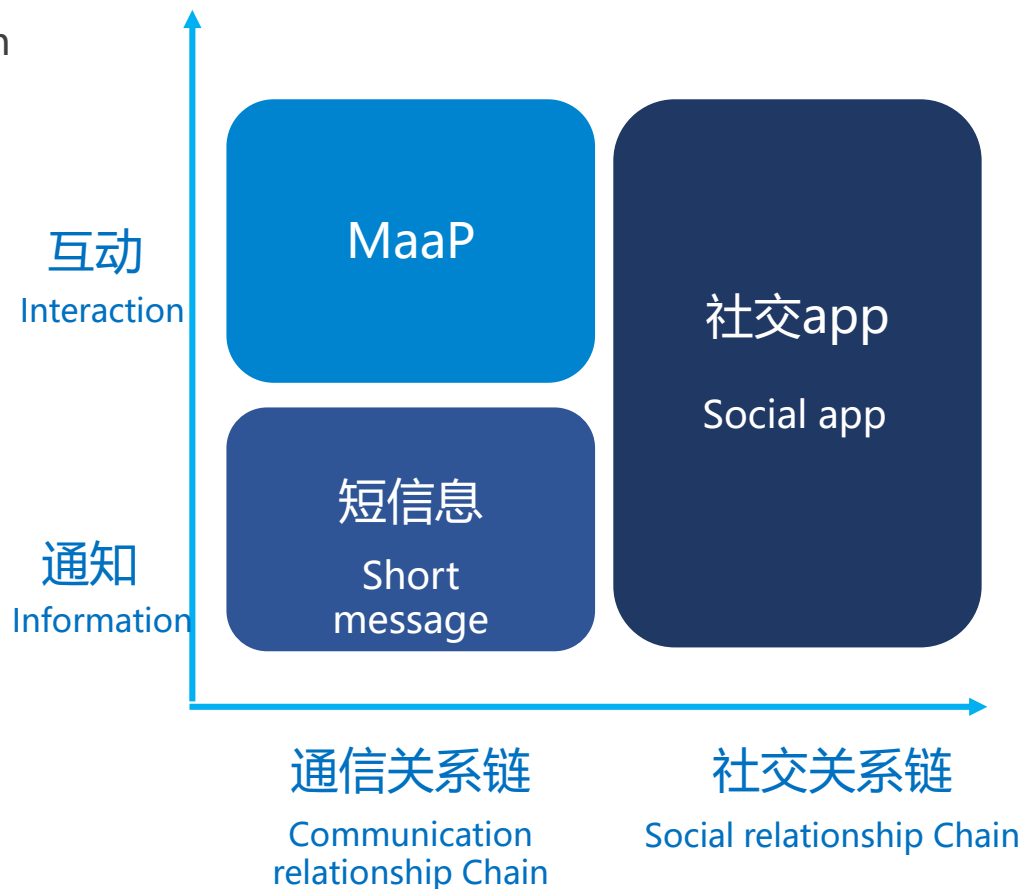
MaaP can cover the shortage of interactive experience of message.

- 中国最大的社交软件用户10亿

The most popular social application in China has 1 billion users.

- 中国手机用户数14.7亿

The mobile phone users in China is up to 1.47 billion.



数据来源：三大运营商2018年4月运营数据，腾讯2018年Q1季报

Sources of Date: Operational data of three telecom carriers in April, 2018; Report for the First Quarter 2018 of Tencent.

# RCS平台+终端已具备良好的基础

RCS platform +terminal are possessed with good conditions.

- 中国移动已建立支持Up标准的消息平台，容量能够承载4000万日活用户。

China Mobile has build a message platform which meet the Up standard and can carry 40 million daily activate users at the same time.

- 众多主流厂商支持RCS的终端已上市销售  
Many terminals manufactures which support the RCS has put on sale.

- 今年内预计有**千万+**台在用终端直接升级为RCS native终端。

It is estimated that there will be more than 10 millions using terminals upgrading to RCS in this year.



# 万事俱备，2019年将是中国MaaP元年？

Everything is ready, will 2019 be the first year of MaaP era of China?

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# 智能短信-为短信增加交互能力

Smart SMS——Strengthen interactive ability for SMS

短信端口号实名化，帮助用户更容易的识别短信来源。

The real name system of message port number helps users identify message senders easily.

短信内容模板化，帮助用户更容易的阅读短信核心内容。

The templatable message helps users get the key content of message lightly.

短信内容配置按钮，帮助用户更便捷的与企业交互

The button of message help users interact with message senders(corporations)

配置功能菜单，帮助用户更容易的向企业发起各类服务需求。

Equipping with function menu helps users interact with message senders(corporations)



- 2015年起，国内主流安卓终端厂商逐渐支持智能短信，根据用户收到短信的来源和内容提供交互能力

Android terminals of domestic mainstream manufactures gradually support Smart SMS since 2015, which means providing interactive ability according to source and content of SMS user received.

- 几乎国内所有主流安卓厂商支持

Almost all of domestic mainstream android manufactures support Smart SMS.

- 覆盖用户约 9亿；月活用户约 6亿

About 900 million overall users; 600 million monthly active users

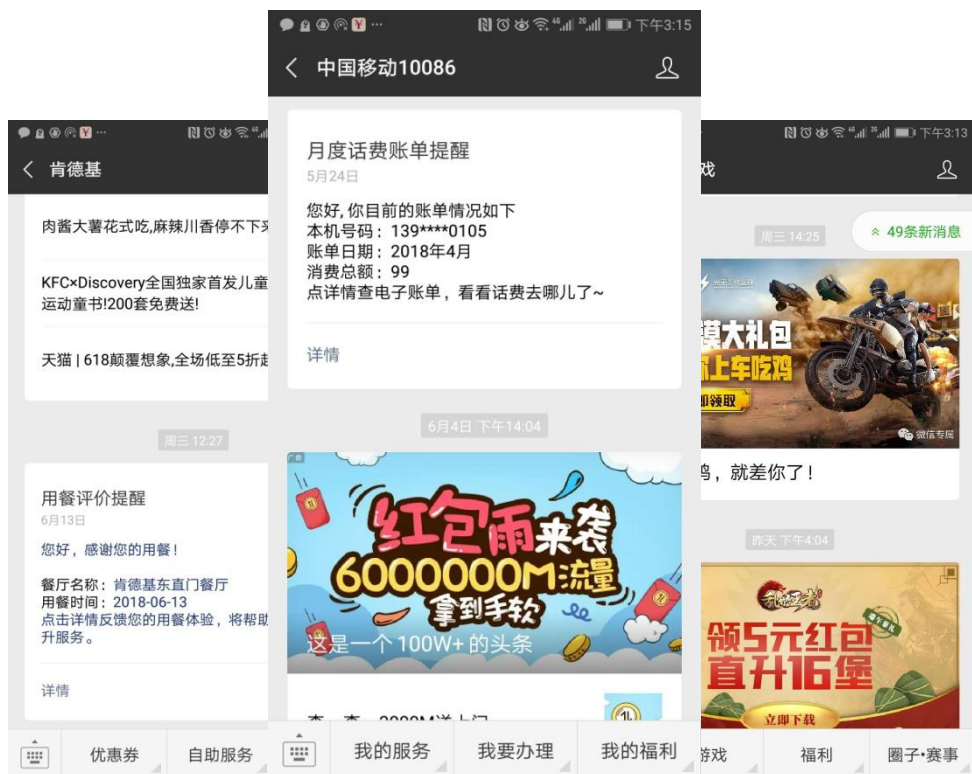
- 众多金融、航空、公共事业客户选用

Numerous corporations in finance, aerospace and public services industry use Smart Message.



# 公众账号-自媒体消息平台

Official Account—the message platform of we-media



- 公众账号实现了在app内自媒体与用户的消息交互
- The official account realizes the interaction between we-media and users in application.
- 消息免费发送
- Free message send
- 用户获得消息需要主动找到并关注公众号
- Only searching and following the public account actively can users receive the messages.
- 服务号每月可以发送4条多图文消息
- Service Official Account can send 4 multi-text messages monthly.
- 订阅号每日可以发送1条多图文消息
- Subscription Official Account can send 1 multi-text message per day.
- 总月活活跃账号>350万; 总月活活跃粉丝>7.97亿
- Number of monthly active official accounts >3.5 million;
- Number of monthly active followers >797 million

数据来源：2017微信数据报告

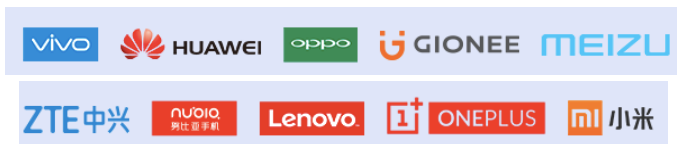
Sources of Date: 2017 data report of Wechat

# 快应用-无需下载即可运行的应用

Fast application—you can use the application without downloading



联盟厂商：Alliance vendor



- 九大手机厂商基于硬件平台共同推出的新型应用生态。

The 9 cellphone manufactures launched the new application ecosystem together based on hardware platform.

- 使用前端技术栈开发，原生渲染，同时具备H5页面和原生应用的双重优点。

Fast application use the front-end technology stack to implement native rendering, therefore it has advantages of both H5 pages and native applications.

- 用户无需下载安装，可以通过消息推送，即点即用享受原生应用的性能体验。

The users can send messages and enjoy the experience of native applications without downloading it.

- 支持生成桌面图标等留存能力。

Users can generate shortcut of fast applications in phone desktop.

- 开发者可一站式接入实现跨厂商终端运行。

Developers can inset it's applications one stop so that applications can be used across all kinds of terminals of manufactures.

# 移动认证-使用手机号码实现身份认证

Mobile Authentication——Using cellphone number as your identity authentication.

- 向广大开发者开放移动认证能力，为接入该能力的App提供一键登录的功能，极大提高应用注册/登录环节的转化率。
- Opening the mobile authentication ability to all developers, provides One Key Login function to the App by accessing the ability, which greatly improves the conversion rate of the user registration/login.
- 利用应用层无法截取的网络取号能力验证号码的真实性，取代短信验证码等中间环节，使校验更安全更便捷。
- The Network Number, which cannot be intercepted by application layer, can be used to verify the authenticity of user number, so as to replace the intermediate links such as SMS verification codes, making verification more convenient and more safe.
- 解决手机号码长时间停用会被回收引发的账号管理难题。
- Solving the account management problem caused by the long disuse of mobile phone Numbers.
- 行业主要厂商：中国移动等主要运营商
- Major manufacturers: China mobile and other major operators



### **智能短信-短信与交互分别配置，用户无法直接上行信息，难以实现灵活精准场景化**

Intelligent SMS - SMS and interaction are configured separately that users cannot directly upload information and is difficult to realize precise scene.

### **公众账号-关注门槛高，难以满足商业信息拓展新用户的需求**

Official accounts - high attention threshold, which is difficult to meet the needs of business information to expand new users

## **RCS MaaP-用户、市场、产业链的共同需要**

RCS MaaP- common needs of users, markets, and industry chains

### **快应用-应用程序属性，需要流量入口及关系链产生传播**

Fast application - application attributes that require a traffic entry and chain to generate propagation

### **移动认证-基础能力，需要应用支持及流量入口**

Mobile Authentication - basic capabilities that require application support and traffic entry

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# NATIVE与APP互补

Native is complementary with applications

- Native: 按照RCS国际标准, 让支持RCS的终端可以无需安装APP即享受RCS消息服务。已上市终端包括: 三星S8、华为P20、荣耀10、三星S9、荣耀play。
- Native: According to RCS standards , native means terminals can support RCS message service without installing any applications. The terminals in sell include: Samsung S8, Huawei P20, Honor 10, Samsung S9, Honor play.
- APP: 除了积极发展NATIVE RCS终端, 我们同时积极发展和飞信app用户, 让暂时没有用上NATIVE终端的用户同样可以享受RCS消息服务, 并于NATIVE消息互通。
- APP: In addition to the development of NATVIE RCS, we also develop applications(AndFetion) whose users can enjoy RCS message services without native terminals. APP can interwork with NATIVE.
- 2018年1月, 中国移动RCS业务平台获得GSMA RCS Universal Profile 1.0认证 ( accreditations for Operators/networks) 。
- In January 2018, China Mobile RCS business platform was certified by GSMA RCS Universal Profile 1.



App端

Android、iOS

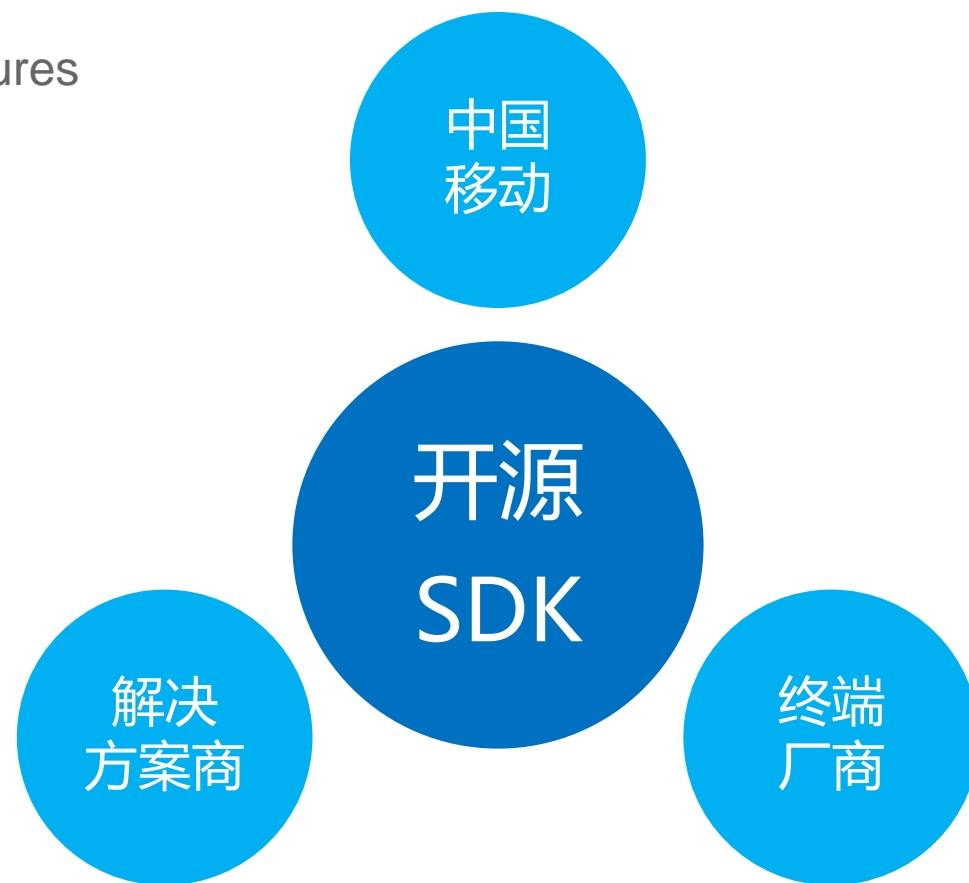




# 向终端厂商提供开源RCS SDK

Provide the open-sourcing RCS SDK to the terminal manufactures

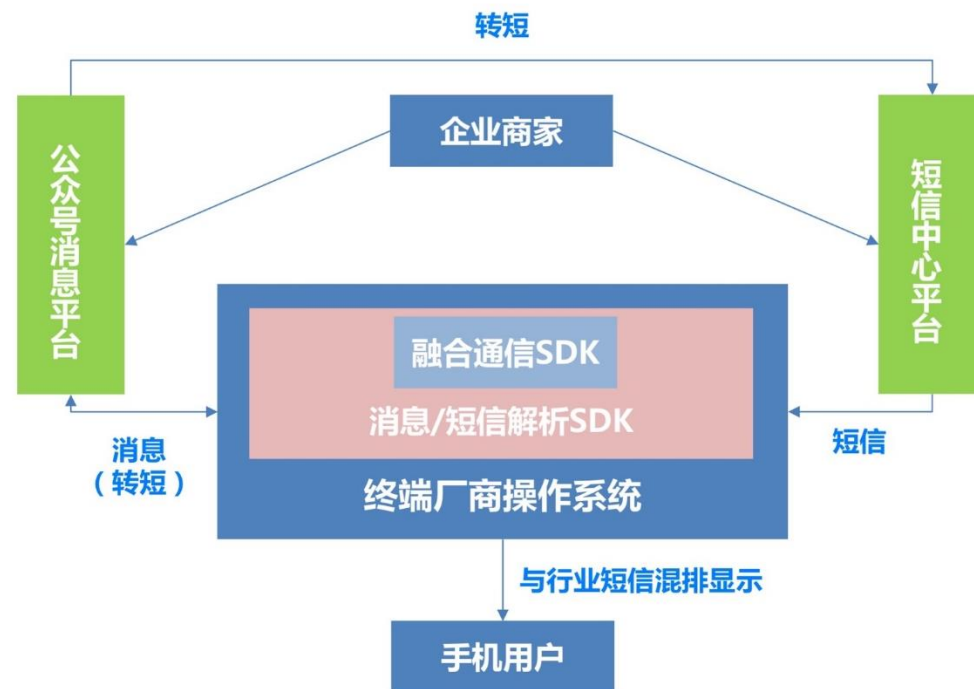
- 终端厂商为手机终端集成RCS能力需要向解决方案商支付费用，成为许多厂商支持RCS的阻力。
- The ability of terminal manufacturers to integrate RCS for mobile terminals requires payment to solution providers, which has become an obstacle for many manufactures to support RCS.
- 我们将RCS SDK免费开源提供给终端厂商，并提供集成技术支持
- We provide the open-sourcing RCS SDK free to terminal manufactures and provide support of integration support.
- 同时将建立开源联盟，与解决方案商、终端厂商一起推动RCS的发展和應用。
- At the same time, we set up the open source alliance and work for the development and application of RCS together with solution providers and terminals manufacturers.
- 已使用开源RCS SDK的终端厂商：魅族、小米、联想、金立、小辣椒，朵唯，suger，大唐等
- Terminal manufactures that have used the open-sourcing RCS SDK include: Meizu, Xiaomi, lenovo, jin li, pepper, duowei, Datang, etc



# 促进智能短信产业链向MaaP升级

Promoting the upgrading of intelligent SMS industry chain to MaaP

- 我们已与主流智能短信厂家建立深度合作关系，共同推动智能短信产业链向MaaP升级。
- We have established deep cooperation relations with main smart SMS company to jointly upgrade the intelligent SMS industry chain to MaaP.
- 建设统一的MaaP平台连接服务与终端
- Build a unified MaaP platform to connect services and terminals.
- 按照统一的SDK技术规范升级智能短信sdk
- Update the smart SMS SDK according to the unified SDK technical specifications
- 根据用户需求共同进行场景设计
- Work together to design scenarios according to user requirements
- 建立平台、终端收益共享的商业模式
- Establish the business model of revenue sharing for both platform and terminal
- 融合消息与短信为用户提供解决方案
- Provides a solution for users combining messages and SMS





# 通过移动认证打造开放平台

Building an open platform through Mobile Authentication

- 移动认证建立了应用与应用之间的连接，构建了手机上APP、H5的“互联网”。一个手机，就像一个超级的APP。  
 Mobile Authentication has set up the connection between APPs, and build the "Internet" for applications and H5 pages on mobile.  
 A cell phone can be a super application.
- 移动认证为移动互联网用户打造了统一的账号认证平台，为营销转化、数据变现提供了支撑。  
 Mobile Authentication has created the unified account authentication platform for mobile internet users, and also made supports for marketing and data commercialization.
- 已接入超过1800个应用，日均认证量达5亿次。  
 Over 1800 APPs have already accessed to Mobile Authentication, and the amount of authentication request is more than 500 billion per day.

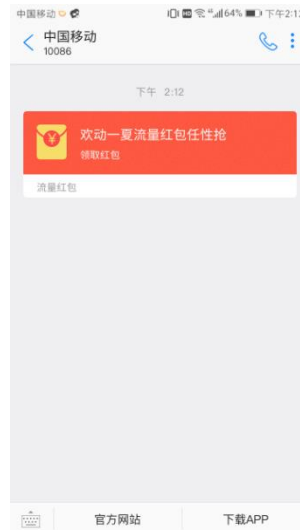


# MaaP平台建设成果

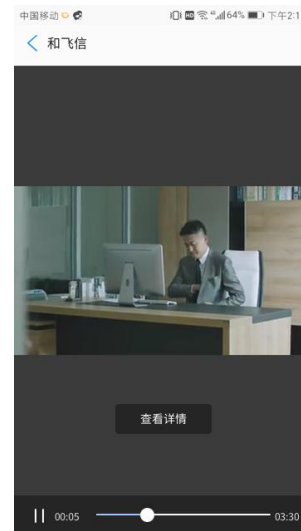
## The performance of Maap platform

- 我们已经开始进行MaaP建设:
  - We have started the construction of MaaP
- 针对一些特定场景开发了demo, 例如流量红包及视频
  - We have developed demo for some specific scenarios, such as traffic red packets and videos.
- 已经完成了消息下发测试的平台基础功能
  - We have finished the basic function of platform of message sending test.
- 基础通讯平台将于12月开始支持MaaP消息路由
  - The basic communication platform will support MaaP message routing in Dec.
- 已经与多个终端厂商达成了合作意向, 最快的今年9月底会全量推送更新SDK
  - We have reached intention of cooperation with numerous terminal manufacturers, and will update the SDK to all terminals at the end of Sep. at the soonest.

### 流量红包



### 视频



# We Are Ready!

希望未来能与产业链伙伴携手并进，与运营商  
互联互通，共同建设商业消息新时代！

Hope we can corporate with partners of industry chain  
and connect with other Telecom Operators to build a  
new era of business message!

谢谢！  
Thanks!