

# “+message” Japanese MNOs’ RCS Service

NTT docomo

KDDI

 SoftBank

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Eiko TANAKA

# Part1 : Overview



**Akiko TOBE**

# Introduction

**+message is an RCS-based new messaging service by the 3 Japanese MNOs .**

**Commercially launched in May 9<sup>th</sup> 2018.**



プラス  
**+メッセージ**

**+message**

# Our target

To provide communication services to our customers without recognizing the differences of telecom operators



NTT  
**docomo**

プラス  
**+メッセージ**  
**+message**

○ Unified Emojis

○ SMS-Interconnect



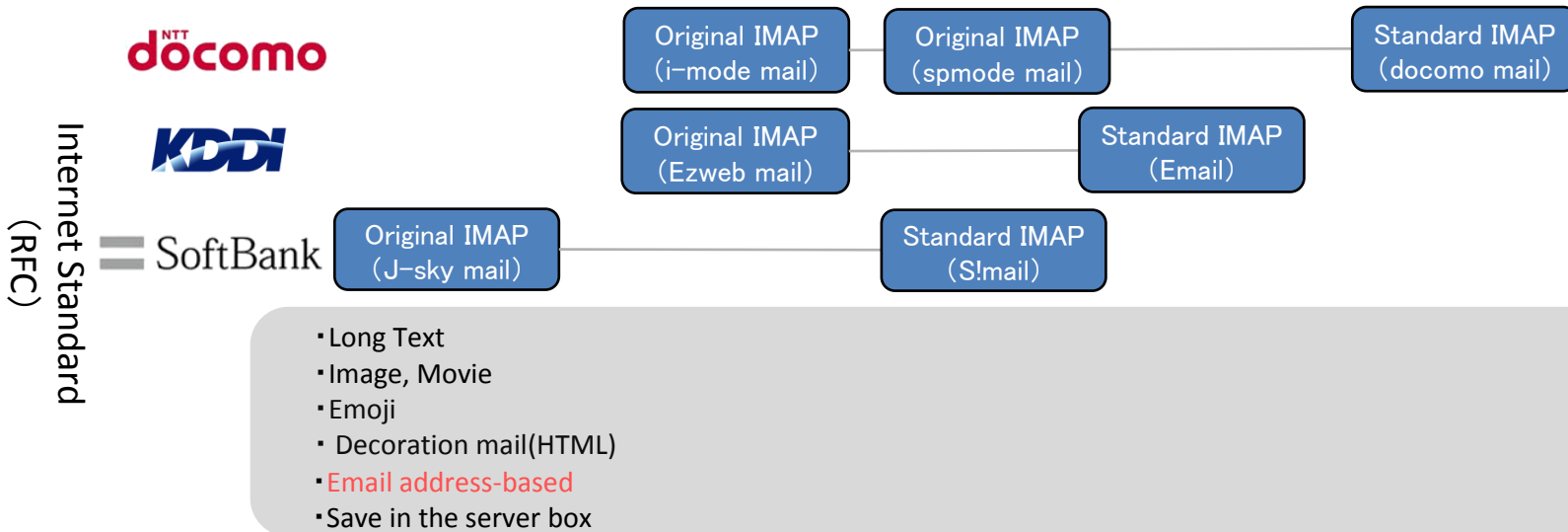
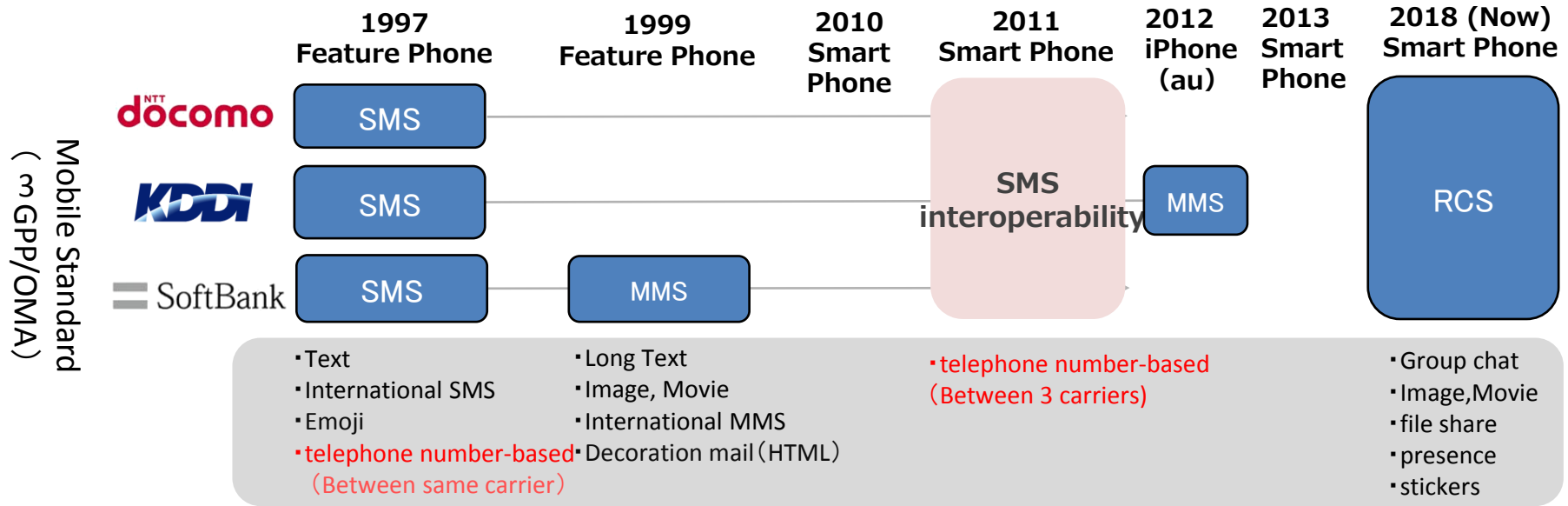
**KDDI** *au*



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# History of messaging service in Japan

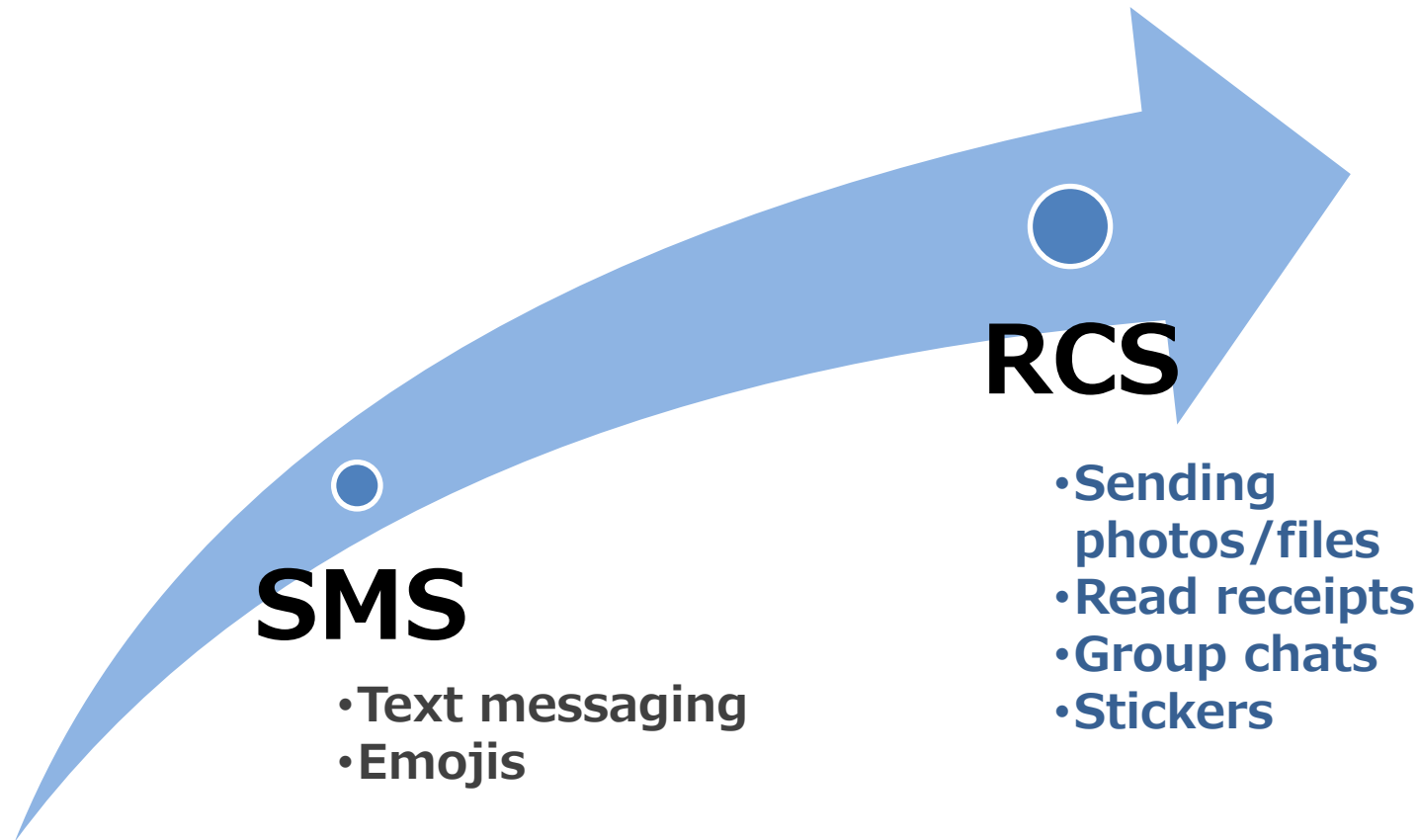
User could sent and received only email between 3 carriers until SMS interoperability in 2011.



# Messaging service evolution







**SMS is convenient to send texts  
using only phone numbers.**

**However, it is time for improvements.**



## Pre-load for new Android devices

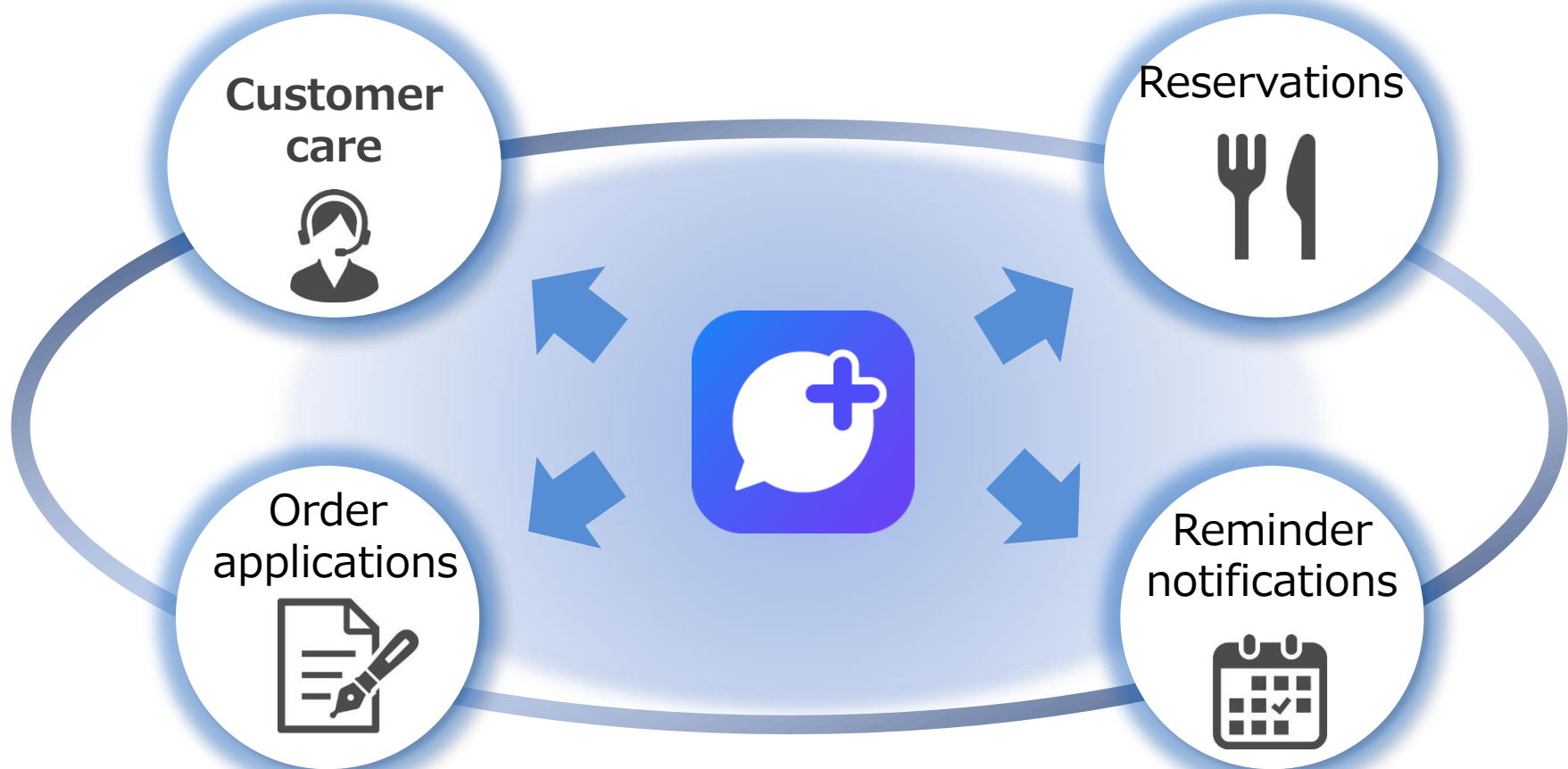
## DL-able apps for in-market Android devices & iOS

	Android		iOS
	New devices after May 2018	In-market devices before April 2018	
  	Pre-load 	DL-able app via Android's app market (Android 4.4+) 	DL-able app via App Store (iOS9+) 

# Future roadmap

## Enhance our platform to support RCS Business Messaging

Consumers engage directly with multiple  
brands from +message platform





# Part2 : Service Features

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**Eiko TANAKA**

# Service features of +message

Easy

Convenient

Fun

Need only phone number to send messages !

090-AAAA-BBBB



090-CCCC-DDDD

Sending photos, videos & locations!



Cute stickers!

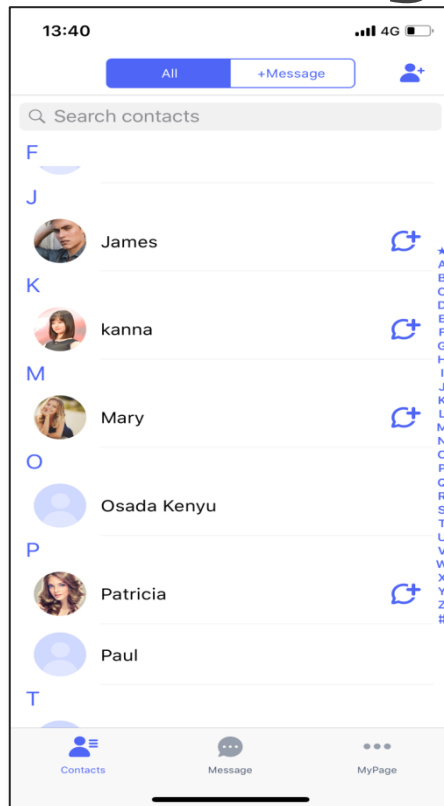


# Feature 1

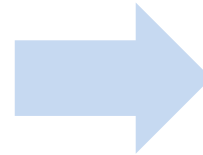
Easy

Easy to use!

No need for ID or password registrations.  
Send rich messages using phone numbers.



Contact lists

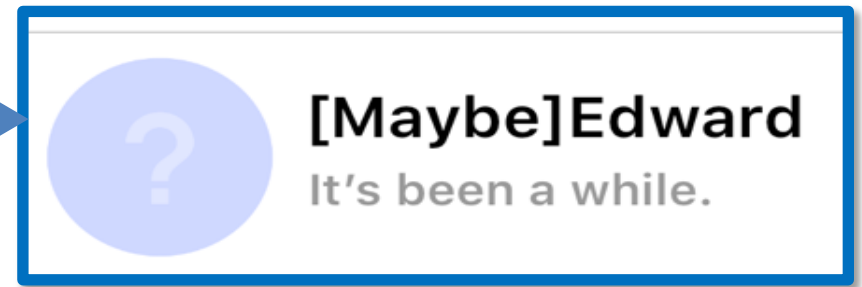
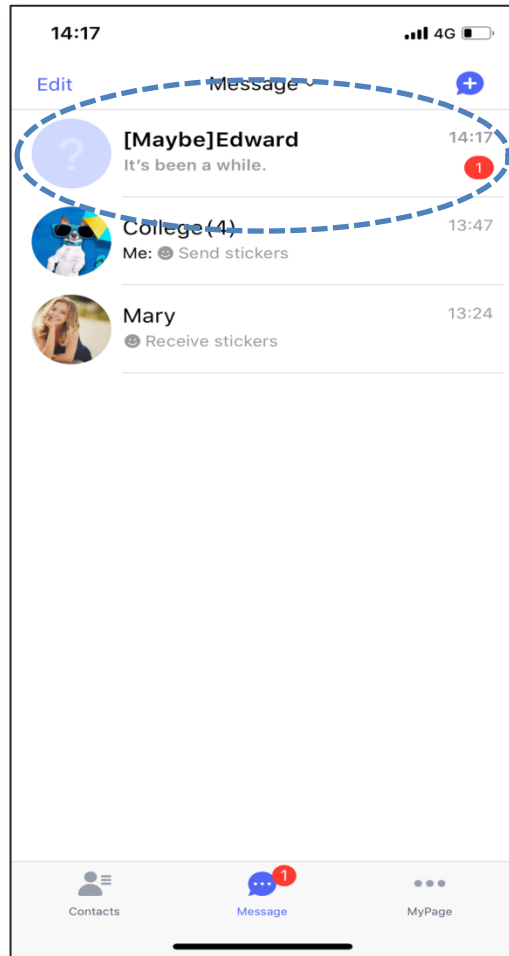


Messaging/Talk lists

# Feature 2

Easy

**Easy to notice messages from  
not-registered senders.  
Safe for kids & the elderly.**

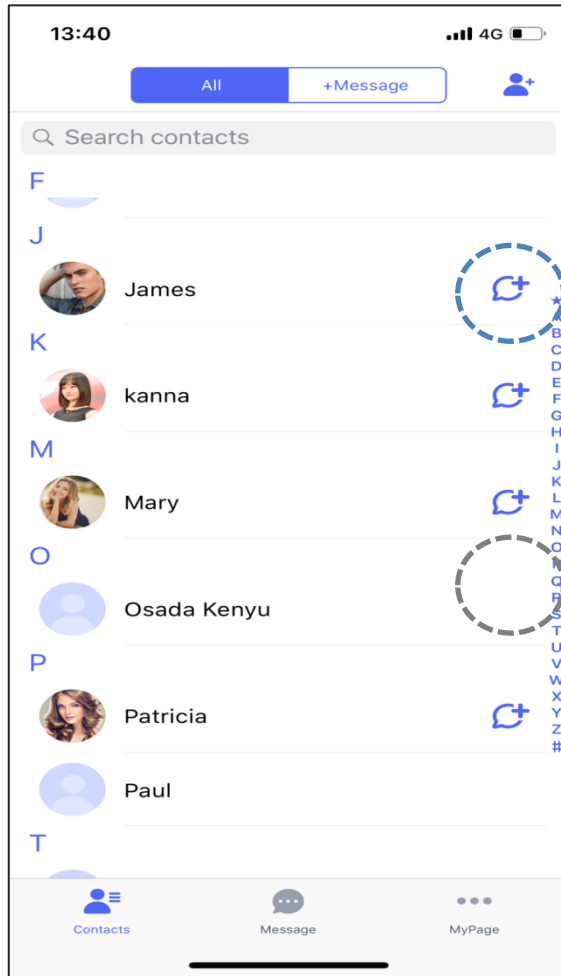


**Not-registered sender  
= not in user's  
address book**

# Feature 3

Convenient

## Capability to see if RCS or SMS before sending messages



with  
icon

**RCS capable**

without  
icon

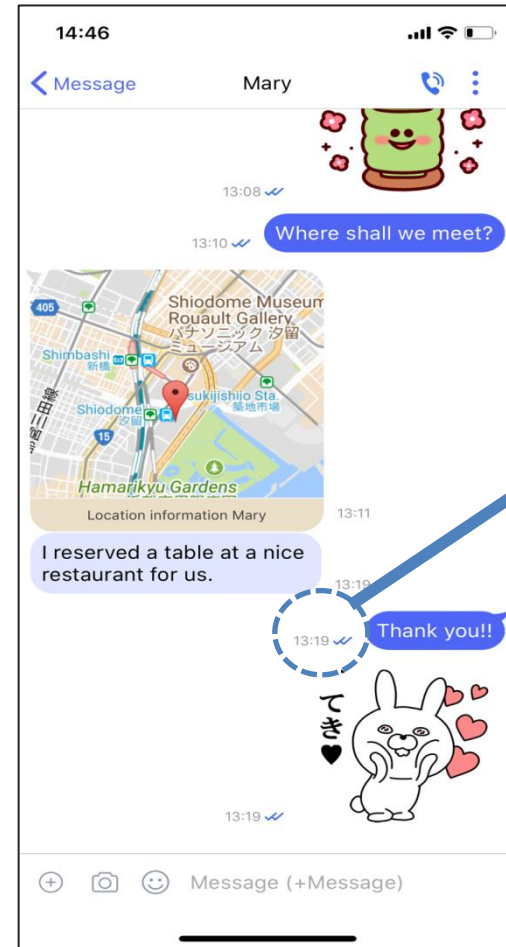
**SMS only**

# Feature 4

Convenient

## Sending photos, videos & locations. Read receipts

Rich  
messages



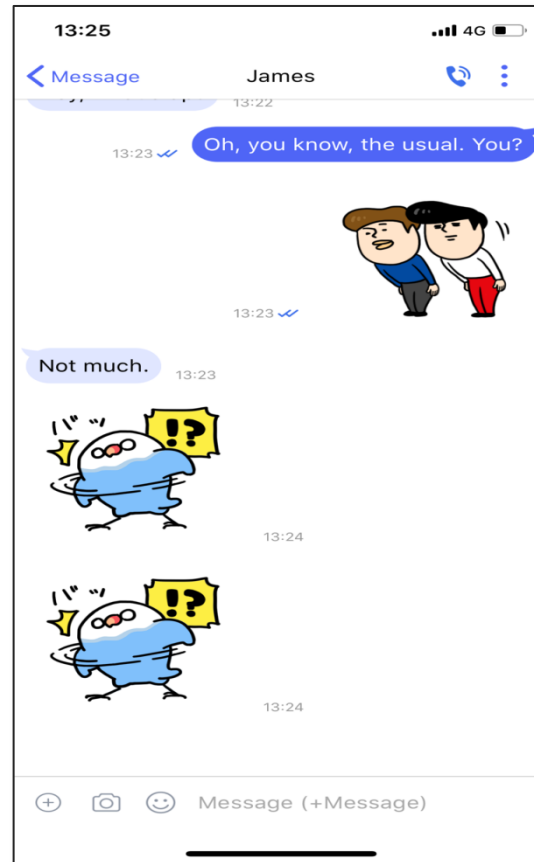
Read  
receipts

# Feature 5

Fun!

Cute stickers to express emotions!  
Over 500 stickers available for free.

New additional stickers are planned.



# **Part 3 : Collaborative Work by 3 MNOs**



**Hideyuki KOTO**



# Overview

**+message is a unified messaging service  
by 3 Japanese MNOs.**

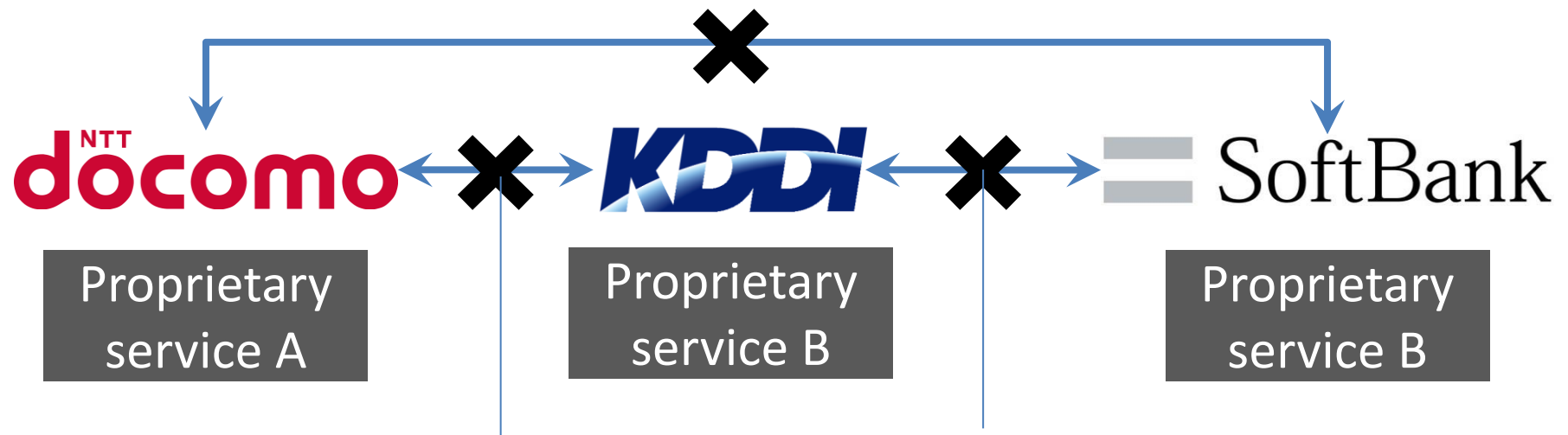
**Inter-connected from day one of  
service launch.**



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## In the past

Each MNO had experiences of either  
1) Proprietary service that were NOT  
very successful,  
or 2) Global spec. service but  
inter-connect was very SLOW.



# Collaborative approach

- 3 Japanese MNOs have own backend PFs,  
with 1) unified specifications,  
2) unified service name,  
3) unified UI/UX



# How we did it

**Intensive discussions during project period  
for the benefit of our customers.**

**1) unified specifications**

→ adoption of GSMA RCS standards

**2) unified service name**

→ simple & easy to understand for customers

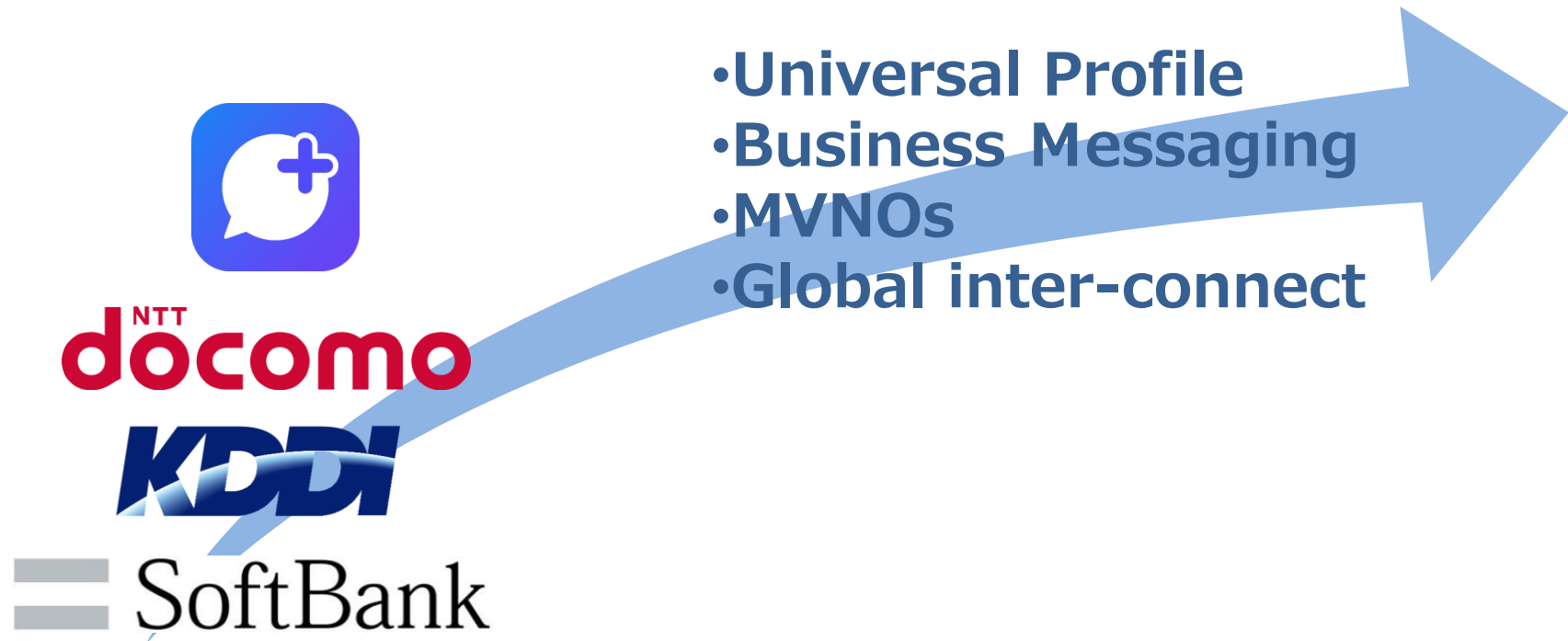
**3) unified UI/UX**

→ same RCS service features between 3 operators



# Future Roadmap

**Upgrade +message to enhance functionality  
& convenience for our customers**



**Thank you!**

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**“+message”**

**Japanese MNOs' RCS Service**



プラス  
**+メッセージ**

**+message**

# Comparison of SMS & +message

		SMS	+message
Features	Texts/Emojis	Max. 70 characters	Max. 2,730 characters
	Photo/Video	-	○ (max. 100MB)
	Stickers	-	○
	Group chats	-	○
	Voice message	-	○
	Location	-	○
Charge		Per message	Free/data usage