

The RCS opportunity, Asia



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ABOUT US

We provide definitive data and expert insight

We work with the leading mobile and tech companies across the mobile ecosystem, from regulators, mobile operators, service providers, brands, agencies, start-ups ... to understand mobile and engagement.



We do this through extensive research, deep analysis based on years of experience, and forecasting market opportunities based on actionable numbers.

Accurate data. No hype.

WHY MOBILESQUARED DATA?

North
America

Canada, Greenland, United States.

Africa

Algeria, Angola, Benin, Botswana, Burkina Faso, Burundi, Cameroon, Cape Verde, Central African Republic, Chad, Comoros, Congo (Democratic Republic), Congo (Republic), Côte d'Ivoire, Djibouti, Egypt, Equatorial Guinea, Eritrea, Ethiopia, Gabon, Gambia, Ghana, Guinea, Guinea-Bissau, Kenya, Lesotho, Liberia, Libya, Madagascar, Malawi, Mali, Mauritania, Mauritius, Morocco, Mozambique, Namibia, Niger, Nigeria, Rwanda, Sao Tome & Principe, Senegal, Seychelles, Sierra Leone, Somalia, South Africa, South Sudan, Sudan, Swaziland, Tanzania, Togo, Tunisia, Uganda, Zambia, Zimbabwe.

Oceania

Australia, Fiji, French Polynesia, New Caledonia, New Zealand, Samoa, Solomon Islands, Tonga, Vanuatu.

Asia

Afghanistan, Bangladesh, Bhutan, Brunei Darussalam, Cambodia, China, Hong Kong, China, India, Indonesia, Japan, Kazakhstan, Korea (North), Korea (South), Kyrgyzstan, Laos, Macau, China, Malaysia, Maldives, Mongolia, Myanmar, Nepal, Pakistan, Papua New Guinea, Philippines, Singapore, Sri Lanka, Taiwan, Tajikistan, Thailand, Timor-Leste, Turkmenistan, Uzbekistan, Vietnam.

Middle
East
Caribbean

Antigua & Barbuda, Aruba, Bahamas, Barbados, Bermuda, British Virgin Islands, Cayman Islands, Cuba, Dominica, Dominican Republic, Grenada, Haiti, Jamaica, Puerto Rico, St. Kitts & Nevis, St. Lucia, St. Vincent & the Grenadines, Trinidad & Tobago.

Bahrain, Iran, Iraq, Israel, Jordan, Kuwait, Lebanon, Oman, Palestine, Qatar, Saudi Arabia, Syria, Turkey, United Arab Emirates, Yemen.

Our market data & forecasts are split out by mobile operator (650 to be precise) across 200 markets

East
Europe

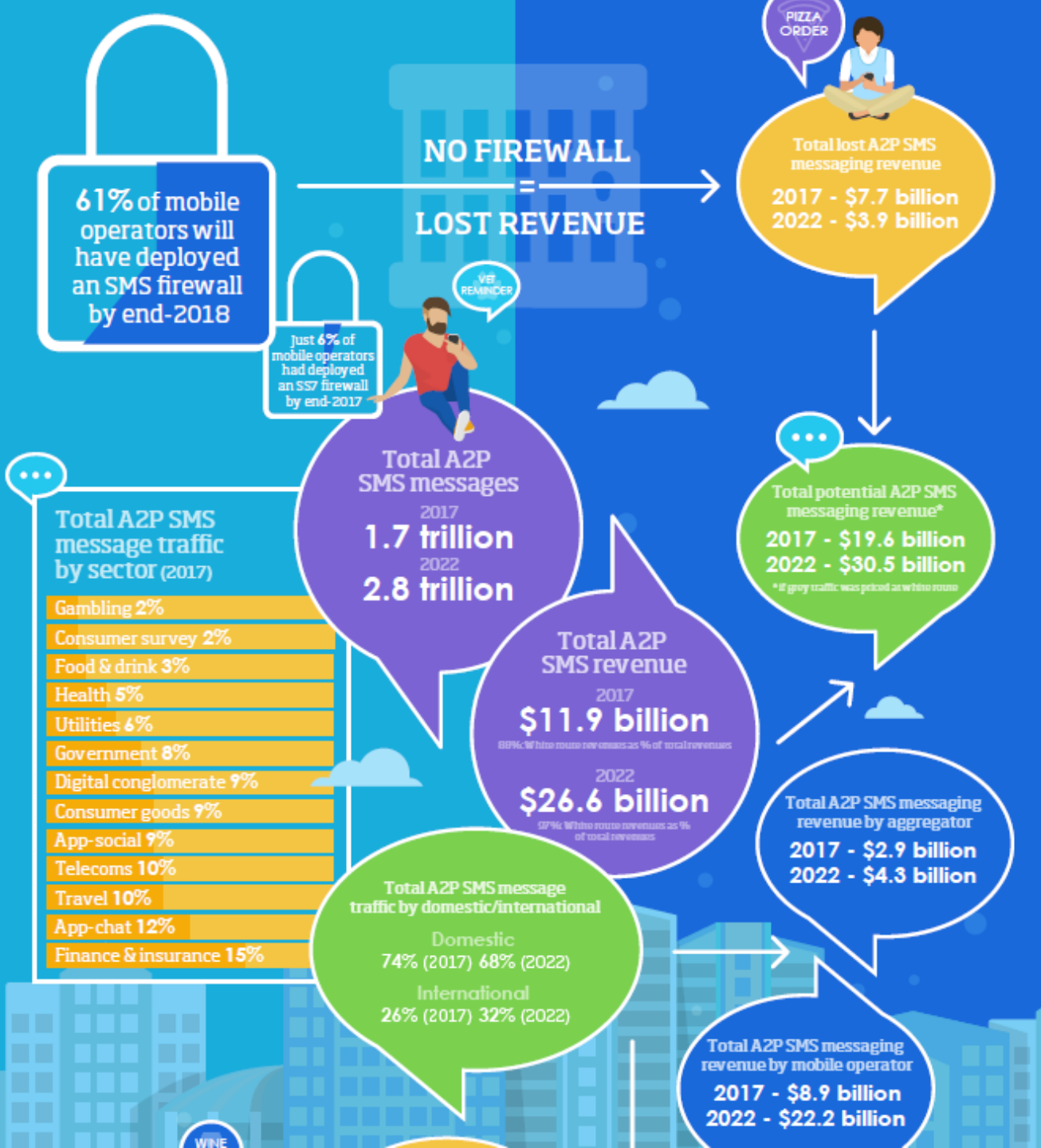
Albania, Armenia, Azerbaijan, Belarus, Bosnia & Herzegovina, Bulgaria, Croatia, Czech Republic, Estonia, Georgia, Hungary, Latvia, Lithuania, Macedonia, Moldova, Montenegro, Poland, Romania, Russia, Serbia, Slovakia, Slovenia, Ukraine.

Latin
America

Argentina, Belize, Bolivia, Brazil, Chile, Colombia, Costa Rica, Ecuador, El Salvador, Guatemala, Guyana, Honduras, Mexico, Nicaragua, Panama, Paraguay, Peru, Suriname, Uruguay, Venezuela.

West
Europe

Andorra, Austria, Belgium, Cyprus, Denmark, Faroe Islands, Finland, France, Germany, Greece, Iceland, Ireland, Italy, Liechtenstein, Luxembourg, Malta, Monaco, Netherlands, Norway, Portugal, San Marino, Spain, Sweden, Switzerland, United Kingdom.



A total of 1.67 trillion A2P SMS were sent in 2017 ... forecast to increase to 2.8 trillion by 2022

Global A2P SMS market worth US\$11.86 billion in 2017 ... increasing to US\$26.61 billion in 2022

48% of mobile operators monetising A2P SMS traffic in 2017 ... rising to 82% by 2022

Lost revenue falling from \$7.7 billion in 2017 to \$3.9 billion in 2022

Potential revenue of \$19.6 billion in 2017 ... rising to \$30.5 billion in 2022

Enterprise interest in RCS

82% / 64%
in Europe / US interested in RCS

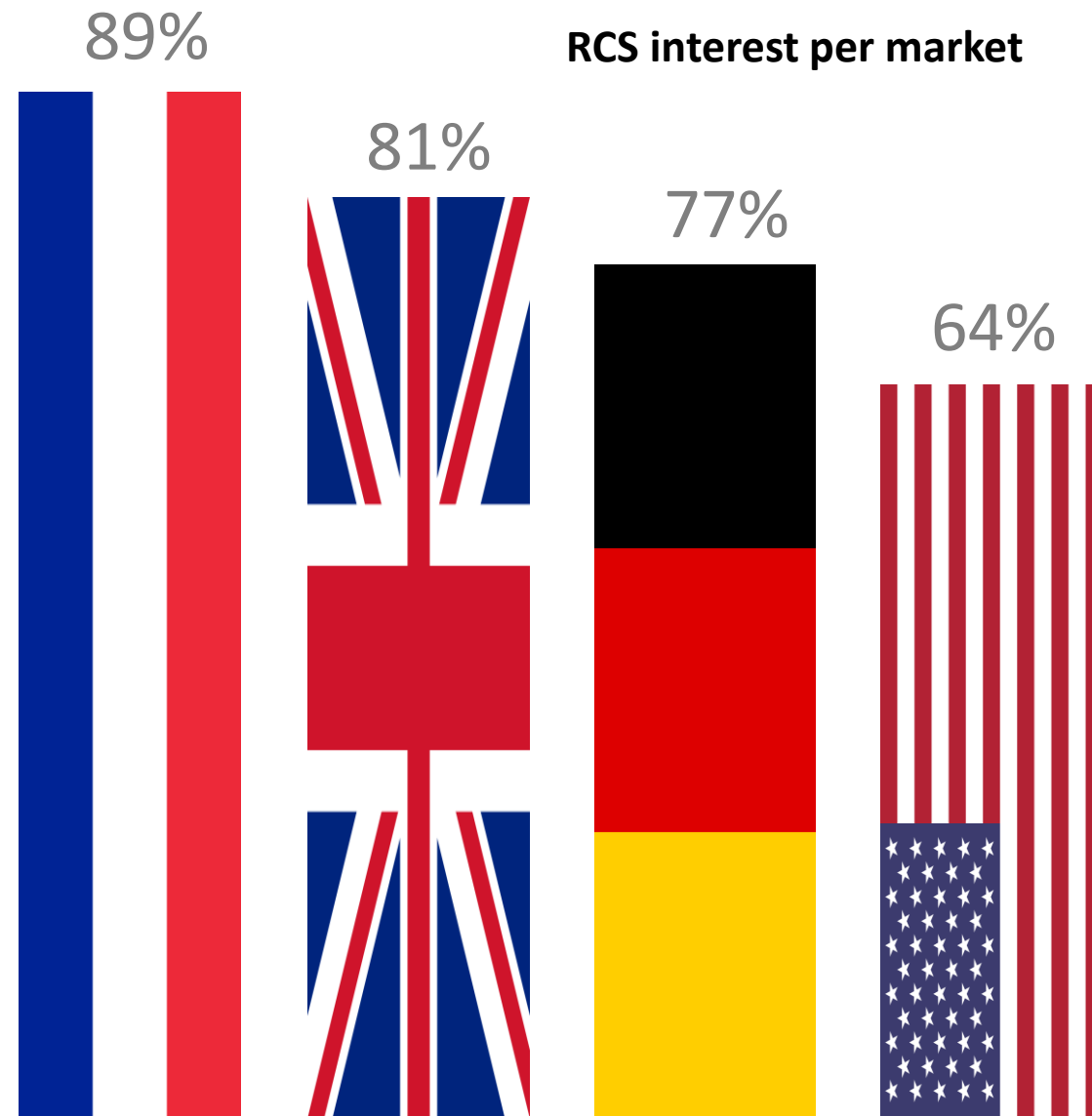
36% / 54%
in Europe / US would start using RCS within 12 months

63% / 39%
in Europe / US view RCS as natural evolution/ heading in that direction

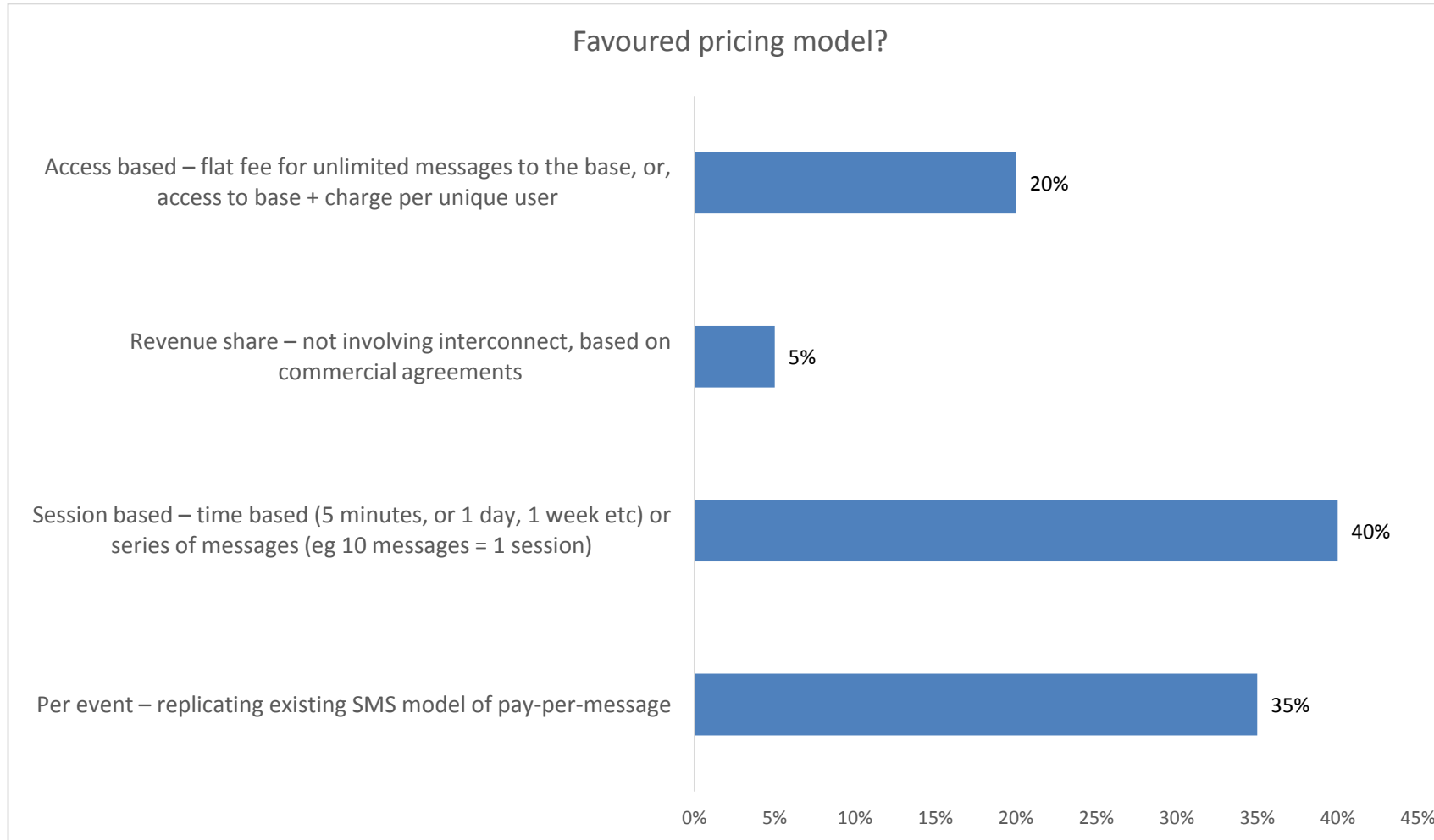
30% / 45%
in Europe / US uplift in enterprises using RCS vs SMS

30% / 36%
in Europe / US favour SMS pricing model

RCS interest per market



INDUSTRY RESEARCH

**Industry views on:****Preferred pricing model?**

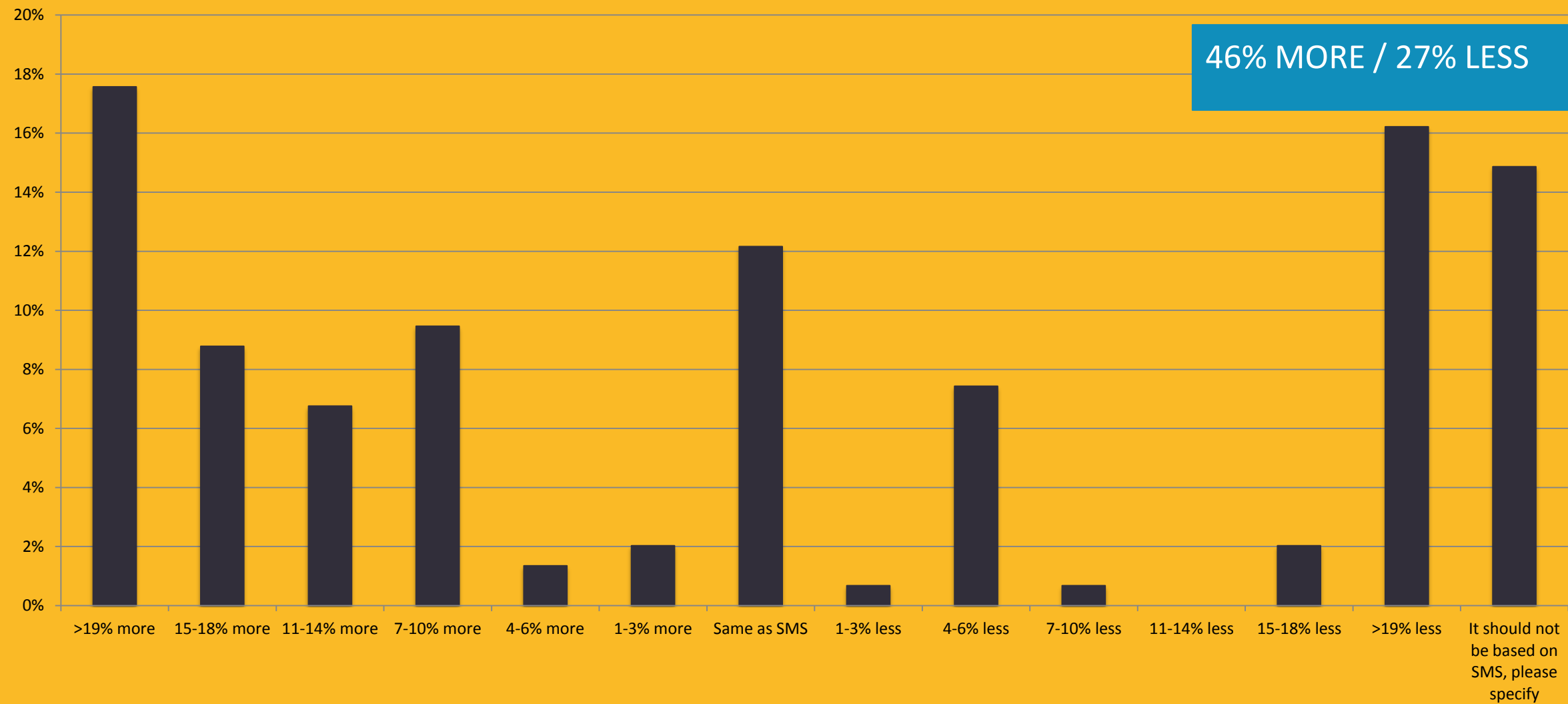
- 40% - session-based
- 35% - per event (per message)

How to bill a 10-message session?

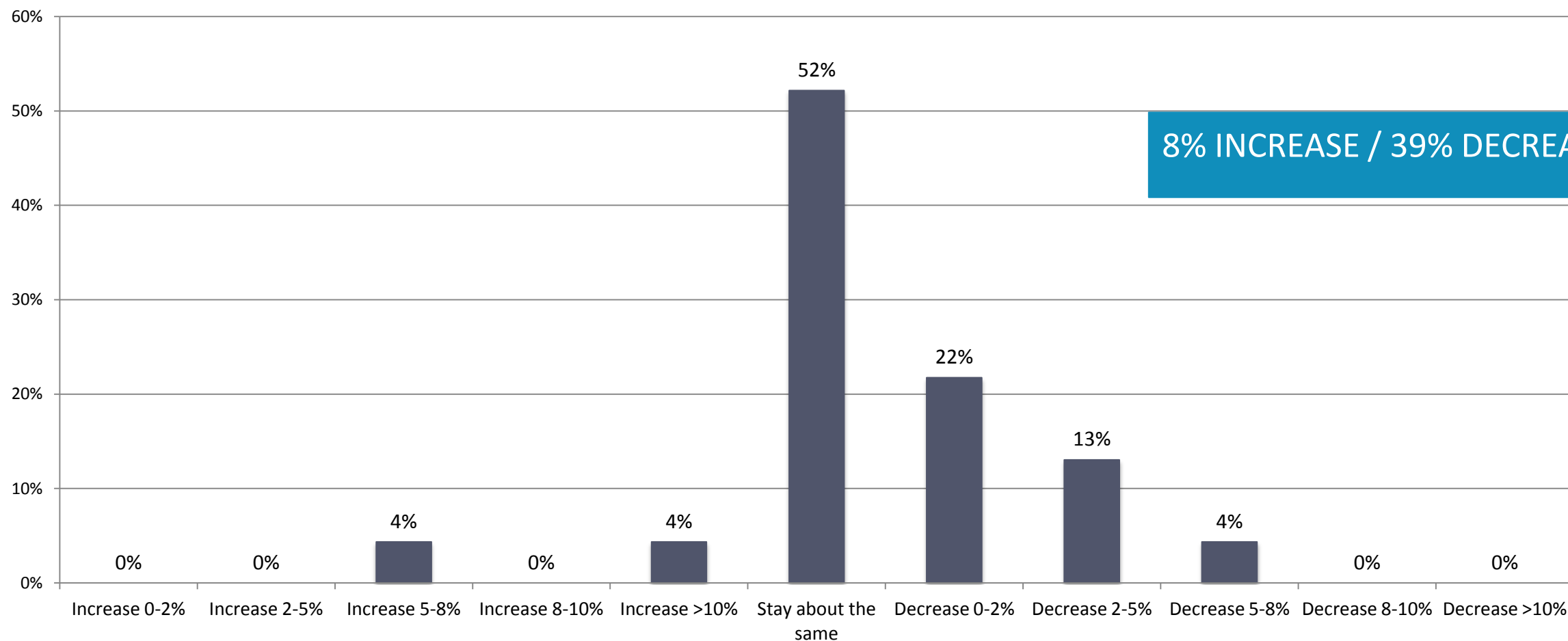
- 69% - multiples of SMS
- 31% - multiple of SMS + PREMIUM

47% of respondents expect 5-10% of total RCS users per market to complete transactions

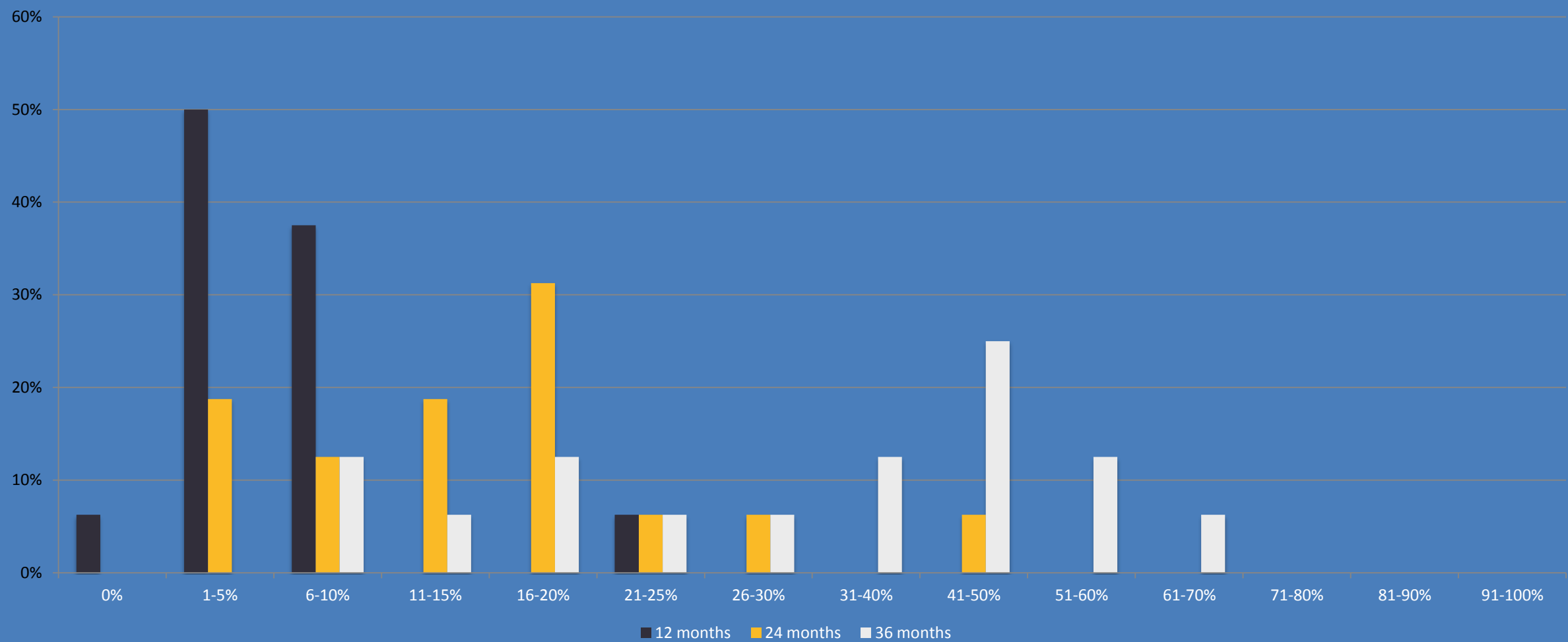
What should a single RCS message from a brand/enterprise cost in comparison to existing SMSes?



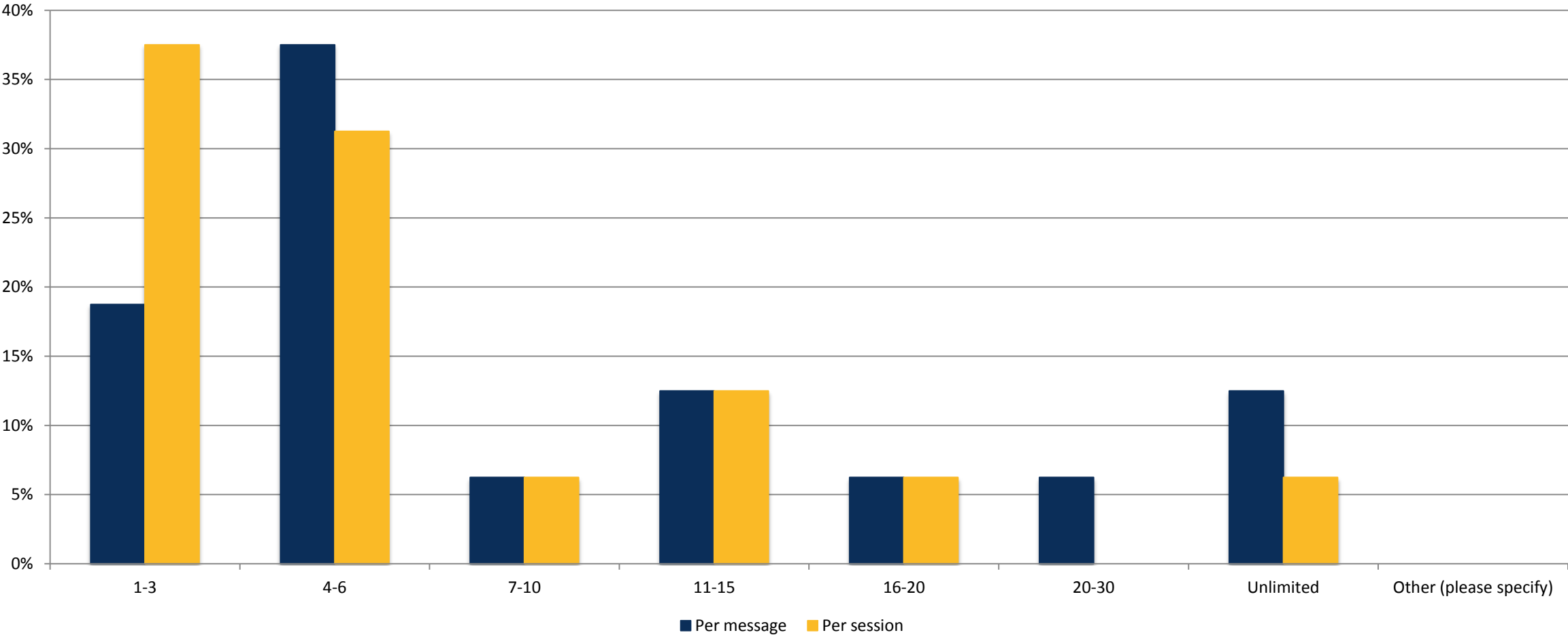
How do you expect A2P RCS wholesale rate pricing to change 12 months after commercial launch?



What percentage of enterprises do you expect to adopt RCS in 12, 24, and 36 months after commercial launch?



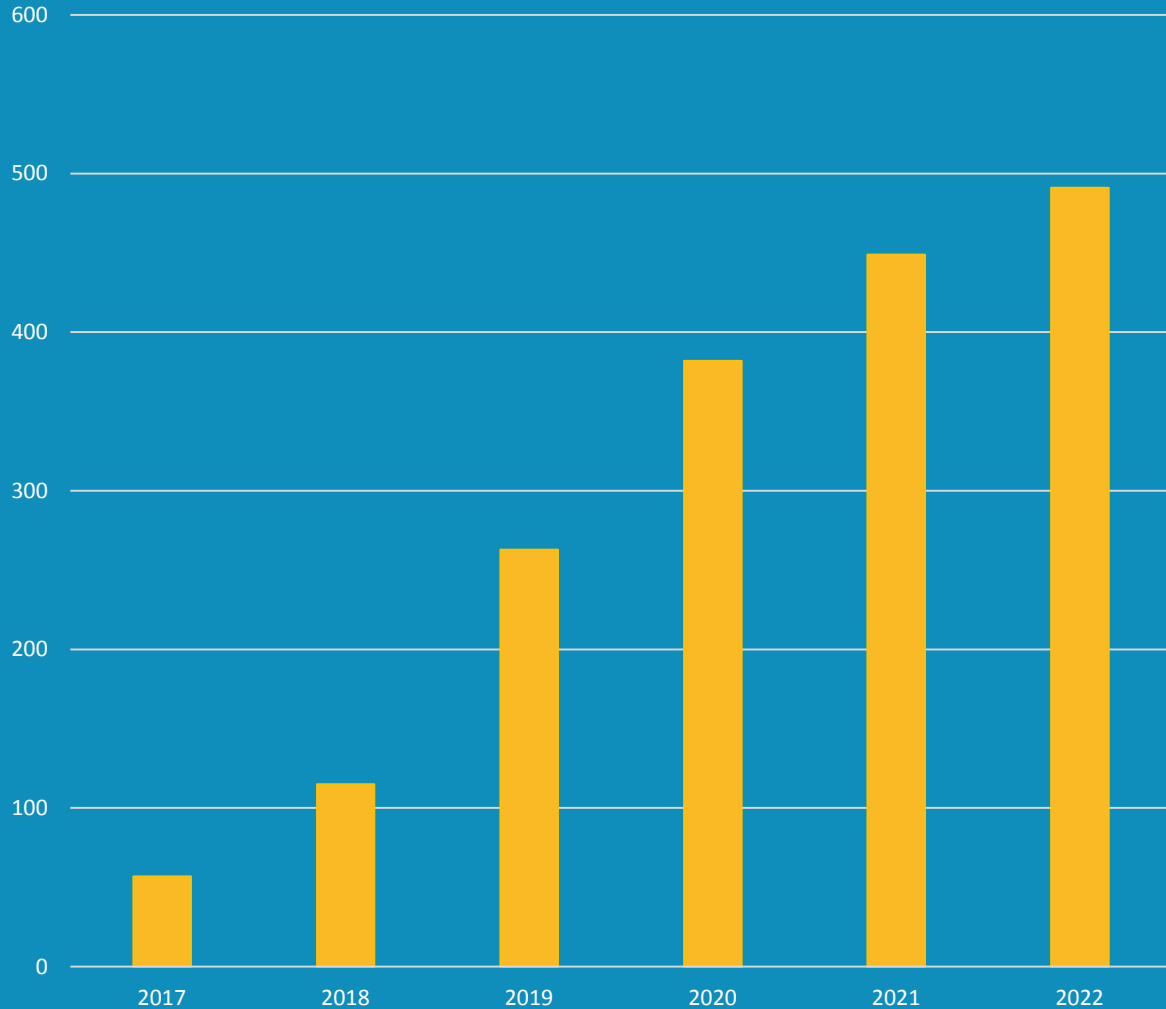
On average, how many A2P RCS messages do you expect enterprises/brands to send per month, and in addition, the no. of sessions they will enter per customer per month in the first 12 months of using RCS?



RCS FORECASTS

RCS: Commercial availability

RCS deployments



Total of 59 networks launched RCS services in 40 countries end-2017

2018 – 115 networks

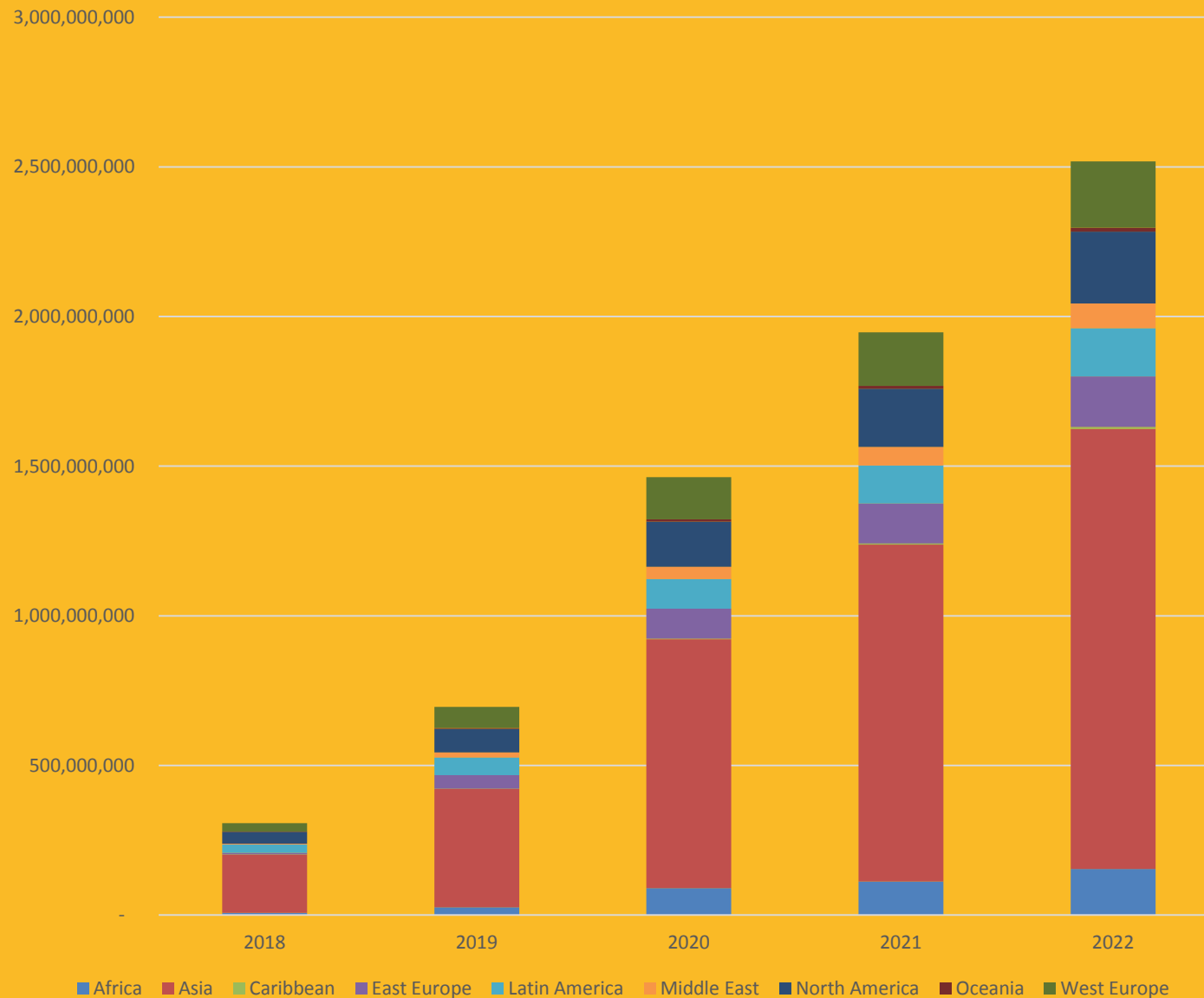
2019 – 263 networks

2020 – 382 networks

2021 – 449 networks

2022 – 491 networks

RCS: Active users



2017 – 165 mln

2018 – 307.3 mln

2019 – 695.9 mln

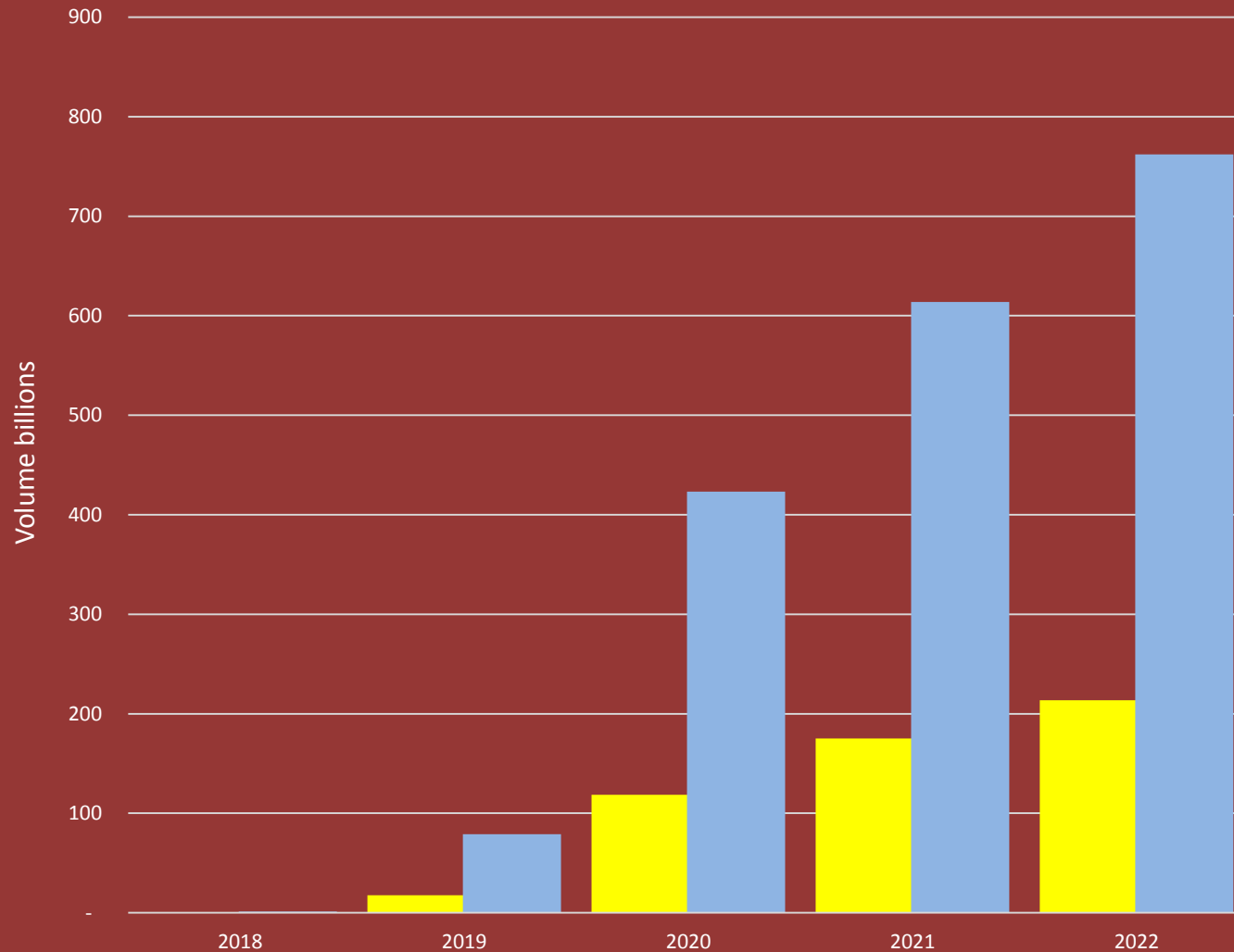
2020 – 1.463 bln

2021 – 1.947 bln

2022 – 2.518 bln

By 2022, Asia will account for
58% of RCS users

RCS opportunity: Moving from single interaction to sessions



Interest shift from One-off events to two-way conversational flow

Using AI & Chatbots

Almost 45% of users willing to 'interact' this way

Assumes 9 messages per session

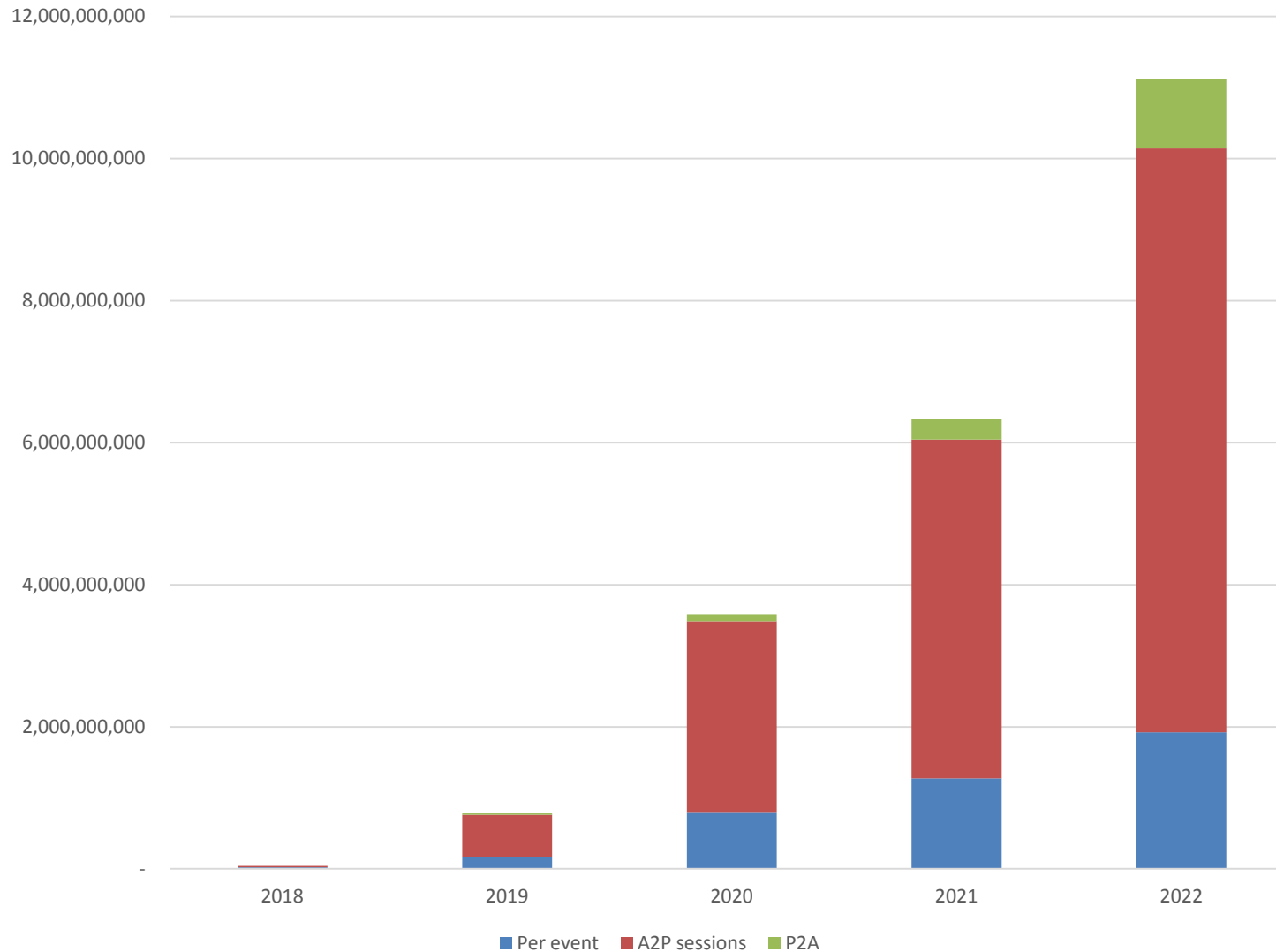
2018 + 397%

2019 + 451% / 5%

2020 + 357% / 22%

2021 + 350% / 29%

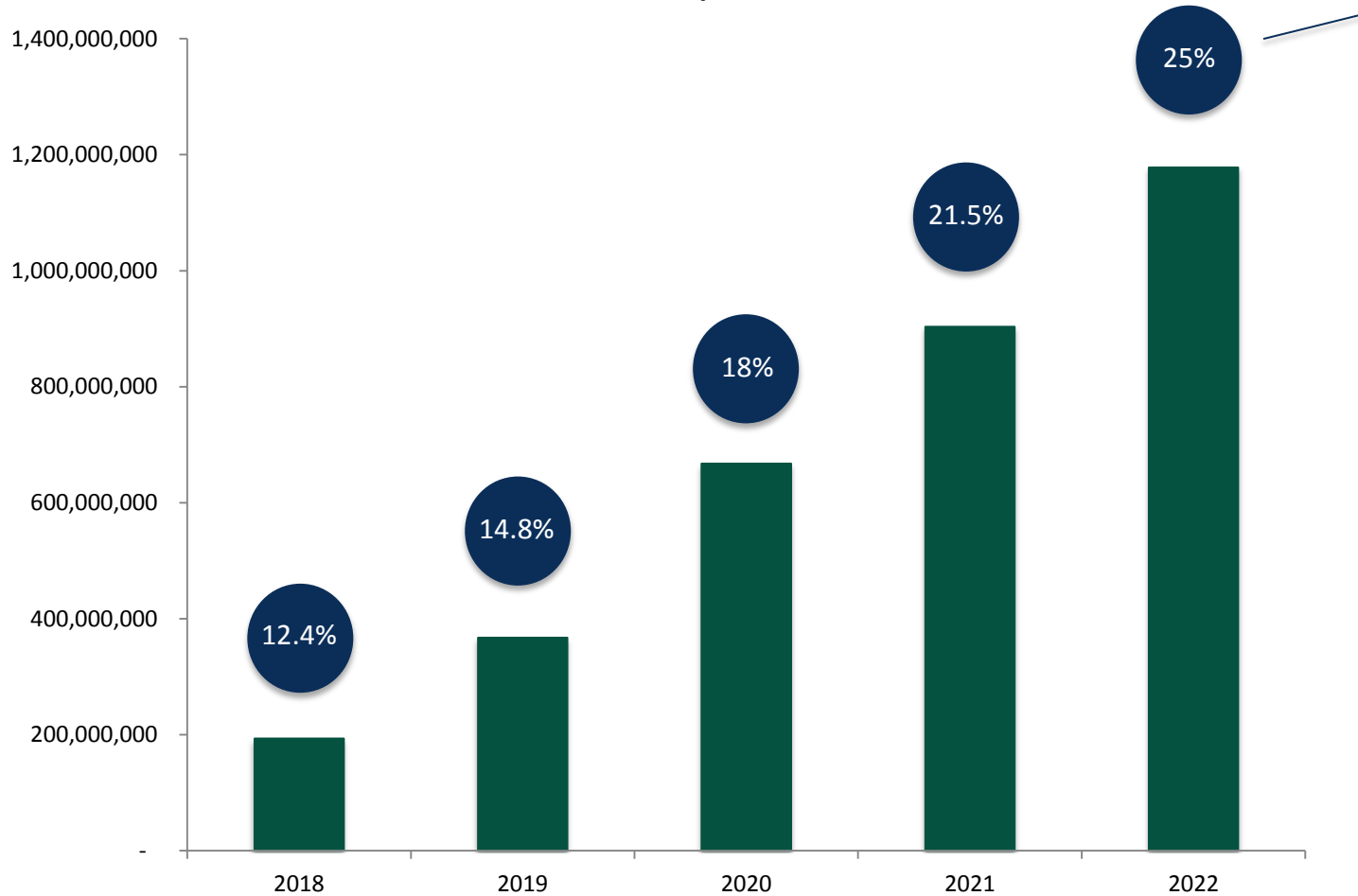
2022 + 357% / 32%



Revenues negligible in 2018, rising to \$780.1 million in 2019, and \$11.1 billion in 2022.

By 2022, per event traffic will account for 17% of total revenues, A2P sessions will account for 74% of revenues, with P2A on 9%.

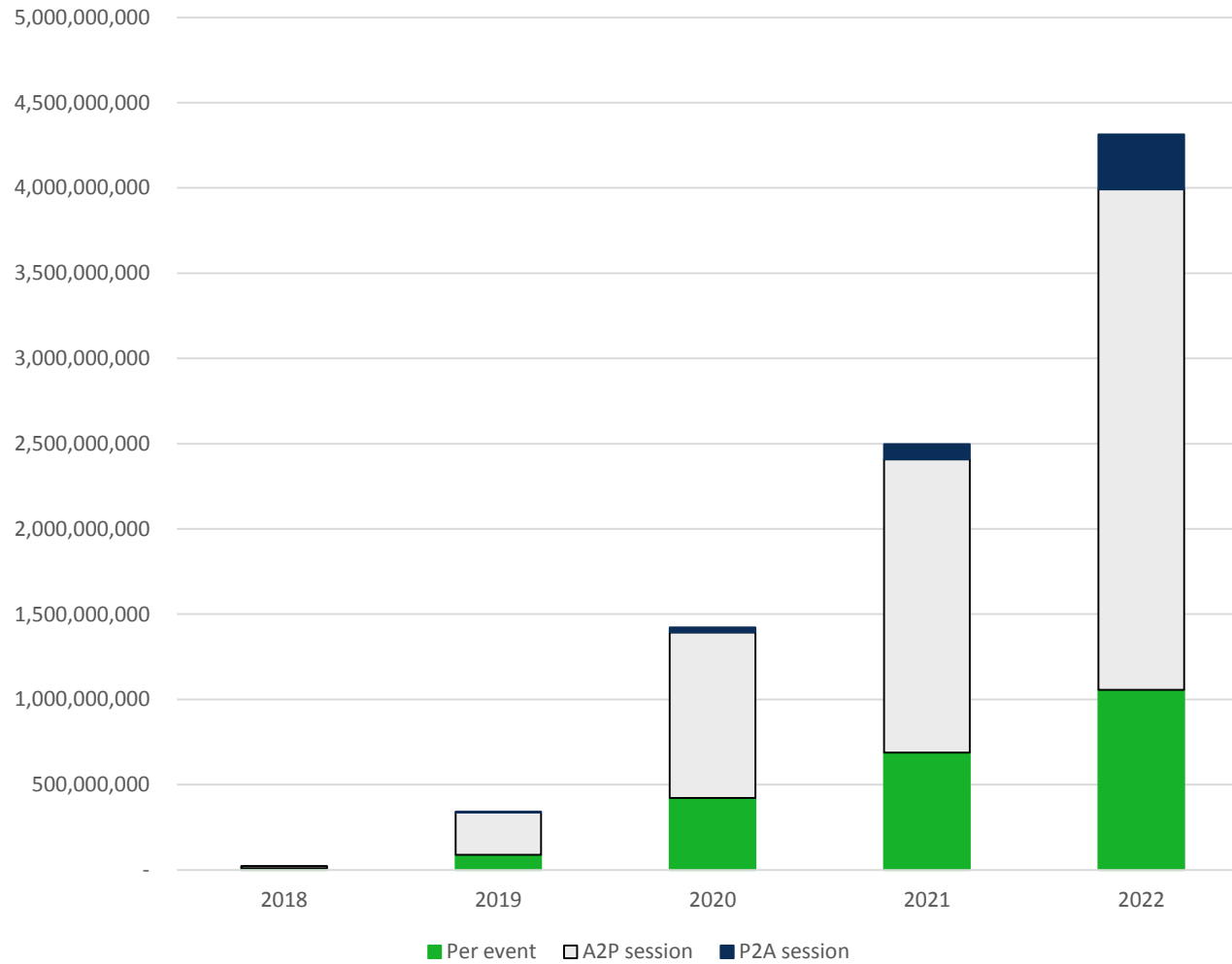
RCS users, Asia



RCS users as % of
total user base

By end of 2018 Asia will have 193.4 million RCS users, rising to 395.3 million in 2019, and 1.1 billion by 2022.

Asia will account for 63% of RCS users in 2018, dropping to 58% by 2022.



Revenues of \$22.3 million in 2018, rising to \$342.7 million in 2019, and \$4.3 billion in 2022.

By 2022, Asia will account for 39% of total global revenues.



THE ONLY REPORT TO GIVE YOU
COUNTRY-BY-COUNTRY RCS DATA

Talk to us now about our

RCS COUNTRY WORKSHOPS

+

RCS ACTUAL USER TRACKER

LAUNCHED SEPTEMBER

Covering every market based on mobile operators that have/will launch RCS during the forecast period. Data includes:

- **MNO RCS launches / launch dates**
- **RCS user forecasts**
- **RCS users by device OS/RCS spec.**
 - Android - Blackbird
 - Android - Crane
 - Android - Universal Profile
 - Apple
- **Impact of Apple on RCS**
- **The role of SMS**
 - Potential / Threat / Fall-back
- **RCS traffic**
 - Event
 - Promotion & marketing
 - Possible other (alerts, 2FA etc)
 - Session (A2P/P2A)
 - peer-to-peer
- **Pricing: Commercial Model**
 - Event / Session / Access / Revenue share
- **Revenue Projections**
- **Consumer behaviour**
- **Interaction + conversion**

Accompanying RCS report includes:

Top-level insights by region / In-depth analysis of market (industry, enterprise/brand/agency) research /

- Key Ecosystem Players + RCS value chain
- Google's role in RCS
- The Road to RCS deployment: How to deploy RCS and maximise effectiveness

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