

How RCS can scale the heights

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About Mobilesquared

Leading analysts in Business Messaging

We provide definitive data and expert insight

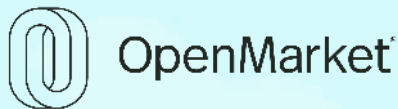
We work with the leading mobile and tech companies across the mobile ecosystem, from regulators, mobile operators, service providers, brands, agencies, start-ups ... to understand mobile and engagement.

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.



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Mobilesquared update our RCS forecasts on a quarterly basis. These are based on on-going research, discussions and interviews with the RCS ecosystem. This presentation contains our latest forecasts, published June 2019. Our next update will be September 2019.



Messaging user landscape

P2P MESSAGING APPS

OTT pressure mounting but mobile operators still have greatest reach



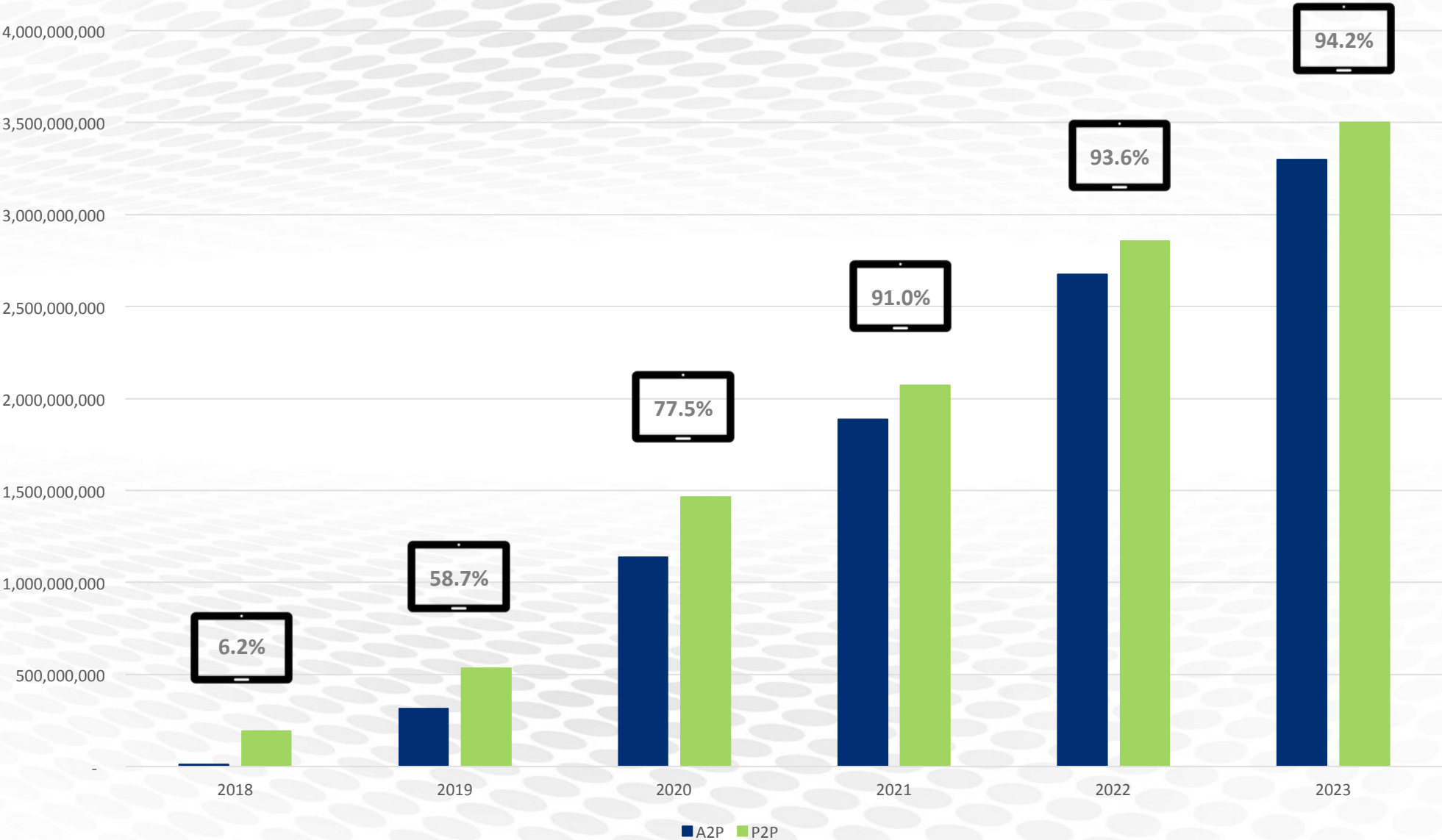
RCS to dominate rich messaging landscape, global

P2P USERS AS % OF TOTAL SMARTPHONES, 2018 – 2023, JUNE 2019



RCS to dominate rich messaging landscape, global

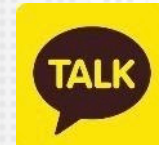
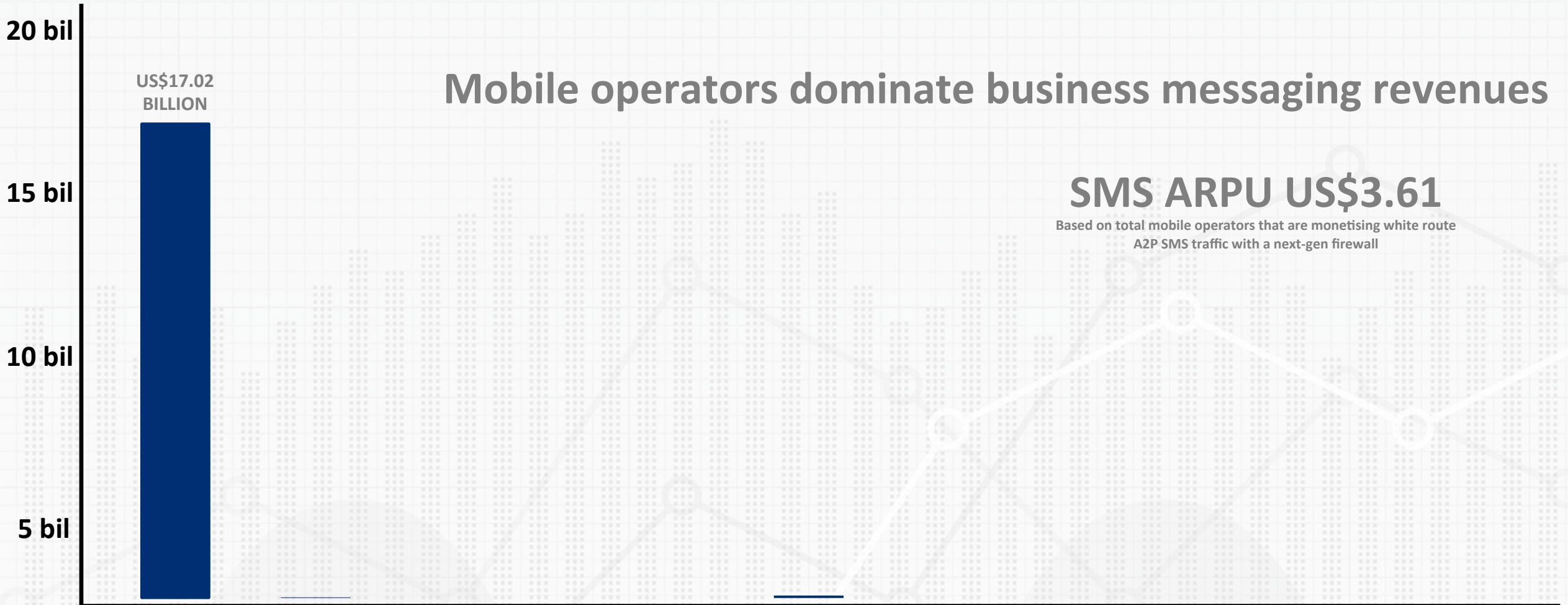
A2P USERS AS % OF TOTAL RCS USERS, 2018 - 2023



A2P users as %
of total RCS
users

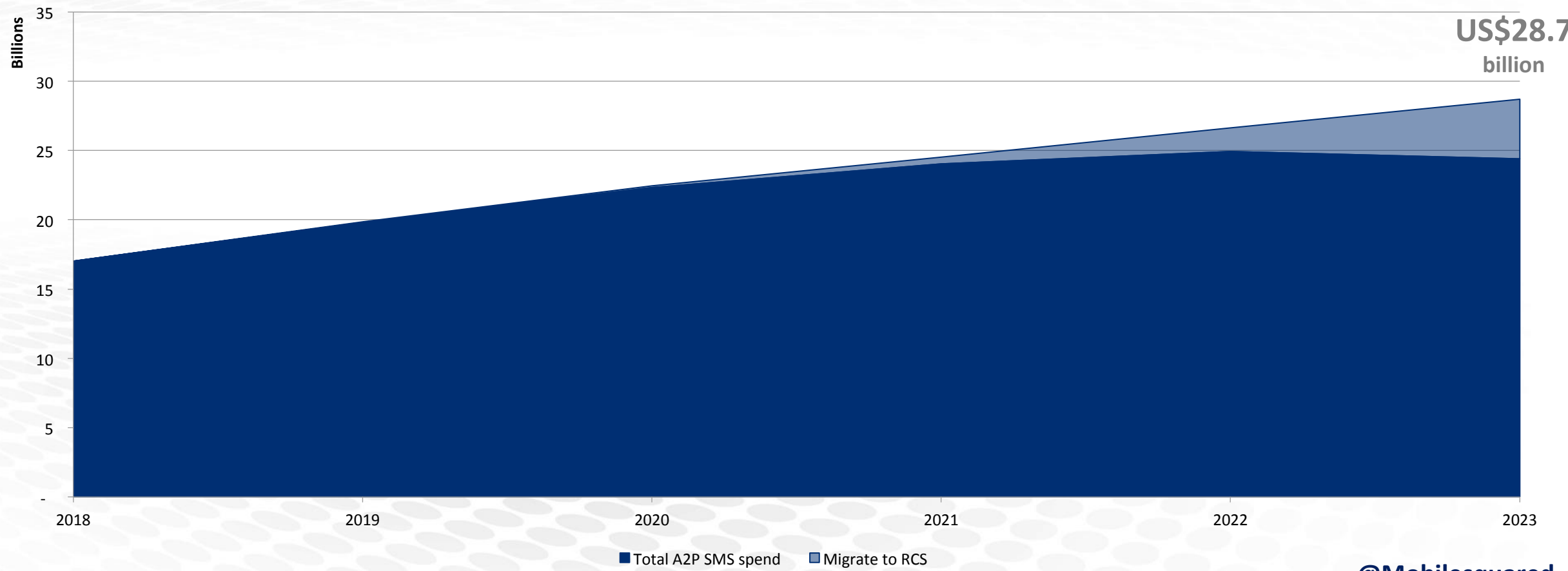
Business messaging spend (US\$)

MESSAGING APPS END 2018, ARPU



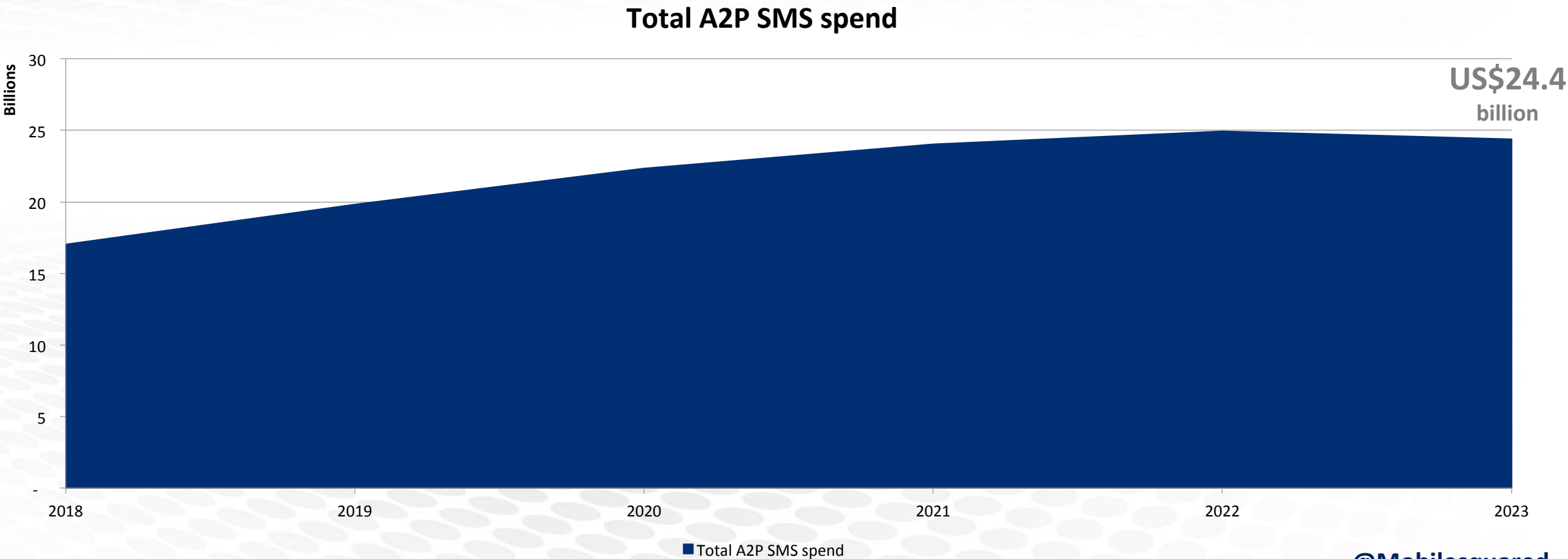
A world without RCS

Total A2P SMS SPEND (US\$)



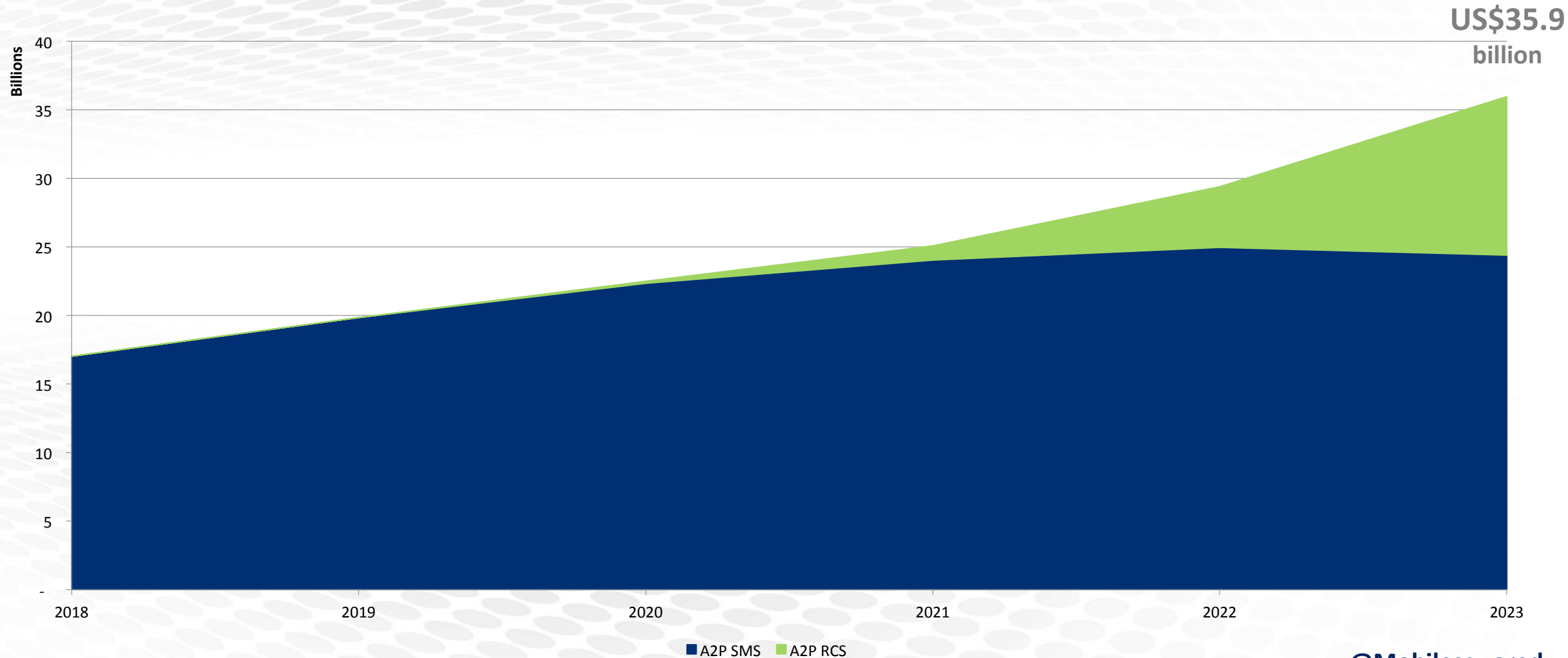
Mobile operator business messaging evolution

The SMS foundation (US\$)

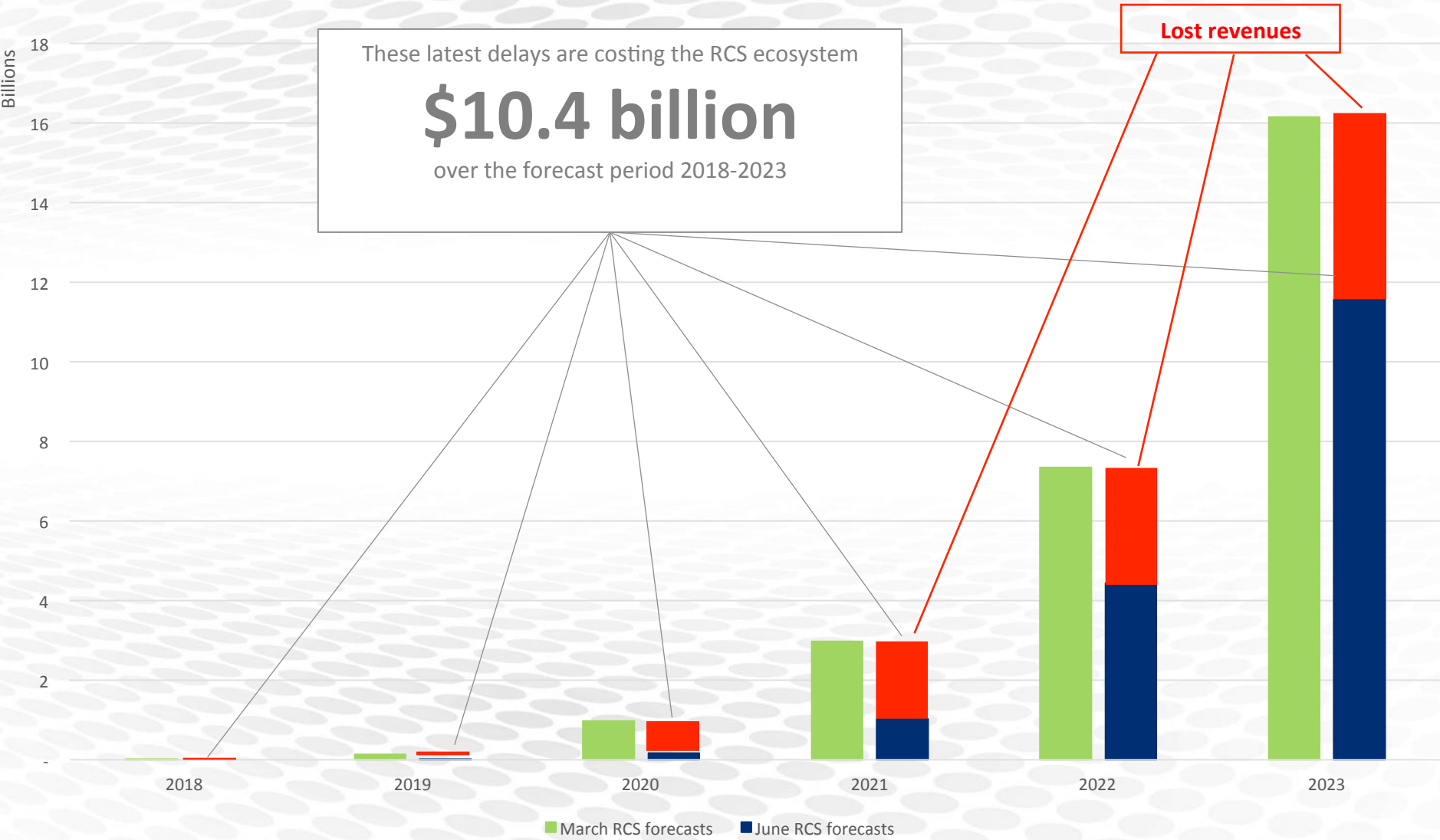


Total business messaging (SMS + RCS)

INCOME (US\$)



The impact of delaying Cumulative revenues



Mobilesquared research reveals that the launch of 44 RCS networks have been delayed/further delayed.

Delay of session-based billing from 2019 to 2020 also impacted revenues.

Momentum is growing

GOING FOR GOLD

2019

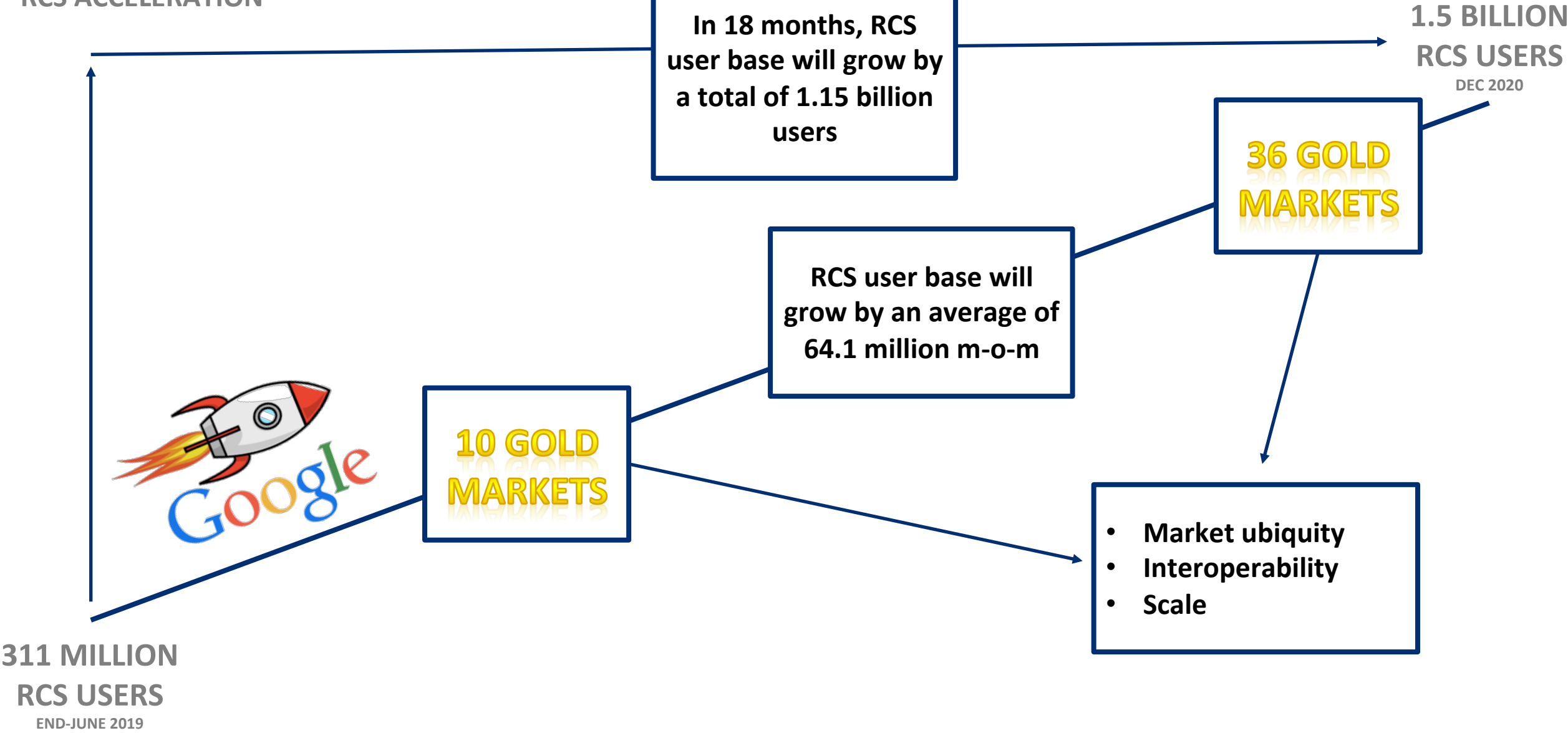
2020

10 markets

In 2020, a further **26 markets** will have achieved Gold status

2H2019 – END 2020

RCS ACCELERATION



THE PATH TO RCS SUCCESS

THE BILLION X ECONOMY

SCALE

2020



- Scale is everything in the billion X economy.
- RCS achieves scale (1.5 billion) in 2020.

BRANDS

2021



- Brands now have scale, start to ramp up their investment in RCS.
- RCS migrates from experimental channel to mainstream.

REVENUES

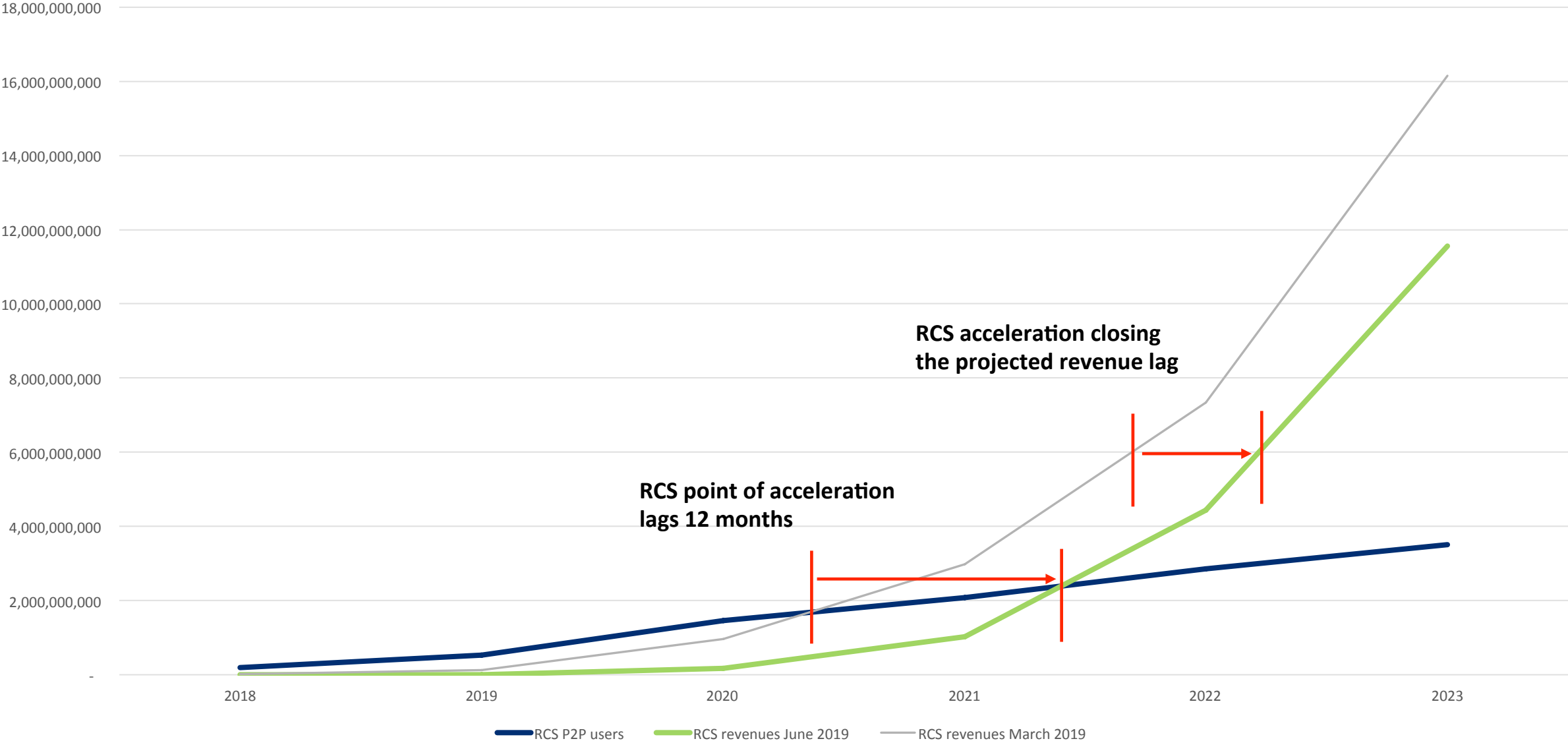
2022



- Brands increase spend.
- Exponential increase in brands using RCS.

RCS users vs spend (US\$)

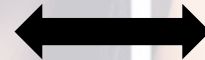
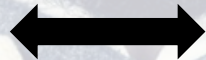
2 YEARS FROM THE HOCKEY STICK GROWTH



RCS engagement touchpoints, Global

A2P / P2A ACTIVITY 2023, PER MONTH

CONSUMERS WILL ENGAGE WITH AT LEAST ONE BRAND ONCE A DAY BY 2023 VIA RCS



The real RCS opportunity

TIME TO DELIVER

Market worth £11.6 billion in 2023

(Based on messaging & chat)

Market potentially £57.98 billion in 2023*

(Based on messaging, chat, advertising, search & customer care)



Why make Mobilesquared your business messaging partner



RCS forecasts covering P2P/A2P launches, P2P/A2P users, Traffic, Income
Split by Mobile operator, Country, Region & OS.

Databook forecasts updated quarterly

Analyst Insight Reports quarterly

RCS MAU tracker (splitting out UP 1.0/UP2.0) for every live RCS market

Upcoming RCS research on impact of digital & search models on total income

We are business messaging specialists, and this is our publishing schedule for 2019:

- A2P SMS 3.0 (May)
- WhatsApp for Business (September)
- Apple's ABC (November)

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