



#3: The Long-Term RCS Opportunity (2019-2028)

Live: Now



RCS Live
Webinar Series

Welcome





Paul Schonewald

Programme Marketing Director
GSMA

Paul joined the GSMA in January 2017 and is responsible for the delivery of Marketing activities within the Future Networks programme.

A vital programme of the GSMA's strategic focus, delivering industry scale for IP Communications and 5G while considering Network Economic challenges for the Mobile industry as it transitions to a 5G Era.

Paul has over 20 years' experience in the Mobile industry within operator and service provider environments across seven different countries, having launched many niche mobile propositions in these markets.





Amanda Flower

Membership Manager
GSMA

Amanda Flower has led the GSMA Membership in North and Latin America for the past 3.5 years in strategy, growth and engagement.

Future Networks Programme, particularly RCS Business Messaging Labs, is one of several successful member-led initiatives that have revolutionized the industry.

Amanda will provide additional key areas where members can influence the work we do in various verticals, and the global marketing opportunities that are available to GSMA Members.





Agenda

Time	Topic	Speaker
15.00	RCS Live Overview	Paul Schonewald, Programme Marketing Director, GSMA
15.10	The Long-Term RCS Opportunity (2019-2028)	Nick Lane, Chief Insight Analyst, Mobilesquared
15.45	Q&A	Mobilesquared
15:55	Closing Statement	GSMA

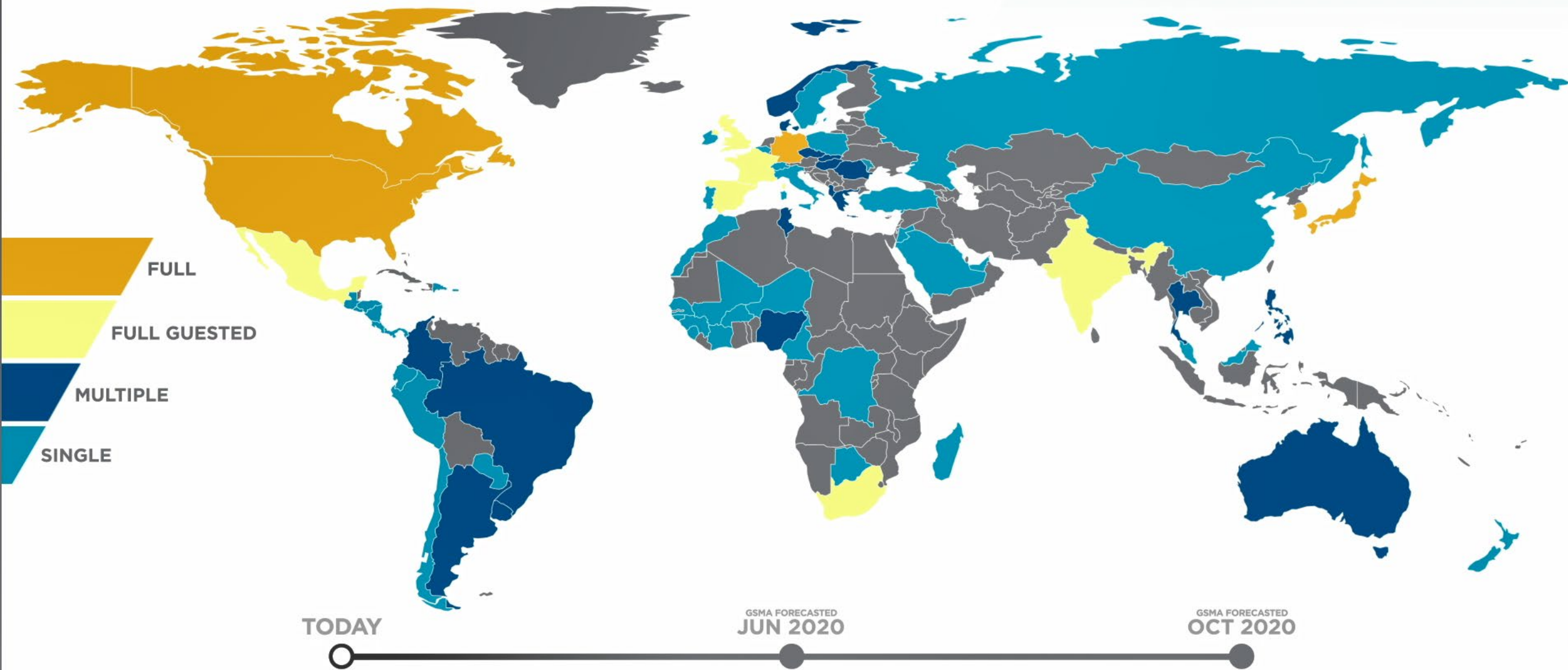


417M
GLOBAL
MAU

89
GLOBAL OPERATOR
LAUNCHES

2000M
ADDRESSABLE
MARKET

Global Stats

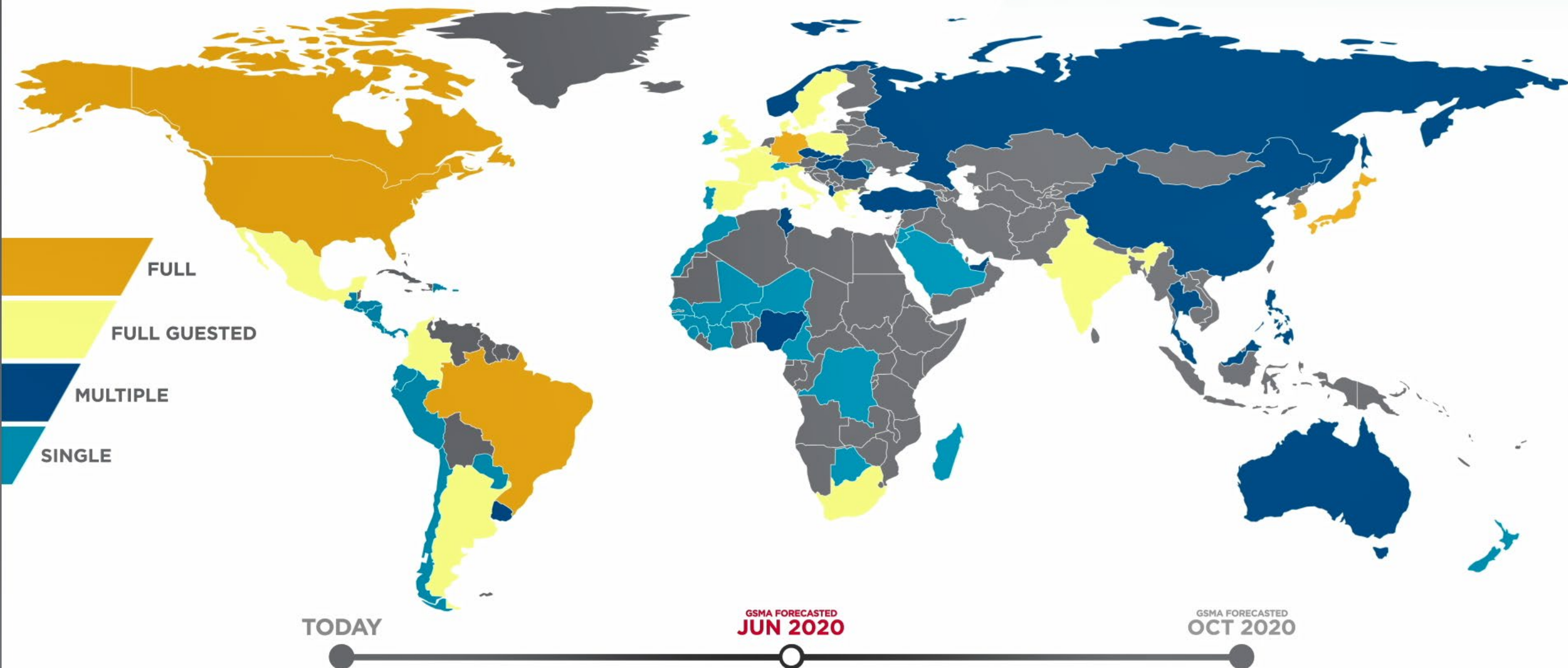


444M
GLOBAL
MAU
FORECASTED

108
GLOBAL OPERATOR
LAUNCHES
FORECASTED

2000M
ADDRESSABLE
MARKET
FORECASTED

Global Stats

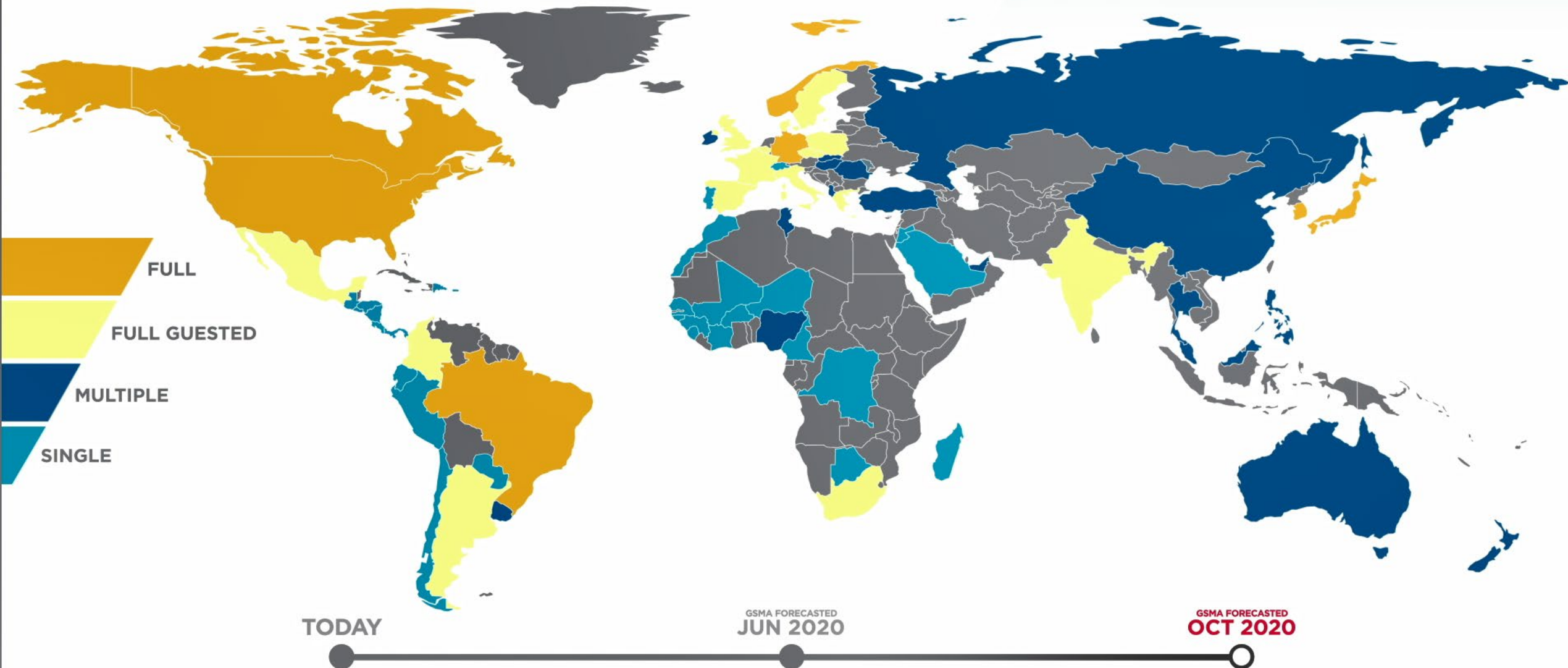


505M
GLOBAL
MAU
FORECASTED

136
GLOBAL OPERATOR
LAUNCHES
FORECASTED

2000M
ADDRESSABLE
MARKET
FORECASTED

Global Stats





Nick Lane

Chief Insight Analyst
Mobilesquared

Nick founded Mobilesquared in 2008 to deliver specialist research and consultancy across all areas of the mobile and telecommunications industries.

He has authored strategic industry reports on topics including; OTT, RCS, A2P SMS messaging, unified communications, mpayments, mobile advertising, premium rate services, apps and content, and technology.

Nick's work is extensively covered in the mobile, business, and marketing press, and he has been interviewed on mobile and tech topics by media including the BBC, Bloomberg, The Financial Times, and CNN.

He speaks at conferences around the world, and is a judge for the Global Mobile Awards, the MEFFYS and the EMMAs.





Thank you

www.gsma.com/futurenetworks

