UNLOCKING THE POWER OF RCS

HOW GLOBAL BRANDS EMBRACE RCS AS THE GAME-CHANGER
THE INDUSTRY HAS BEEN WAITING FOR

GSMA RCS Live – Webinar, May 27th 2020

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AGENDA

1. The Market

2. What is it and How It Works


4. Groundbreaking Results (Disney and McDonalds Case Studies)

5. 5 Key Success Factors

6. Key Takeaways

7. Coming soon.... The RCS Brand Report “RCS – The Game Changer the Industry has been waiting for”
1. THE MARKET
A USD 60 BILLION OPPORTUNITY

CAGR (digital spend) + 8%

Total ad spend/digital ad spend ($)

<table>
<thead>
<tr>
<th>Year</th>
<th>Total ad spend</th>
<th>Digital ad spend</th>
</tr>
</thead>
<tbody>
<tr>
<td>2021</td>
<td>727 bn</td>
<td></td>
</tr>
<tr>
<td>2023</td>
<td>357 bn</td>
<td></td>
</tr>
<tr>
<td>2025</td>
<td>452 bn</td>
<td></td>
</tr>
<tr>
<td>2028</td>
<td>760 bn</td>
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</tbody>
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CAGR + 115%

RCS spend ($) 

<table>
<thead>
<tr>
<th>Year</th>
<th>RCS spend</th>
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</thead>
<tbody>
<tr>
<td>2021</td>
<td>1.1 bn</td>
</tr>
<tr>
<td>2023</td>
<td>11.2 bn</td>
</tr>
<tr>
<td>2025</td>
<td>23 bn</td>
</tr>
<tr>
<td>2028</td>
<td>59.7 bn</td>
</tr>
</tbody>
</table>

Source: GroupM and Mobilesquared
MASSIVE SCALE – 5 BILLION USERS

RCS User Growth

By 2028: The single biggest medium in the world

Source: Mobilesquared
RCS SET TO BECOME A TOP 3 COMMUNICATION CHANNEL FOR BRANDS

Source: Mobilesquared
2. WHAT IT IS AND HOW IT WORKS
RCS stands for Rich Communication Services

and is the new standard of messaging owned by the mobile operators in the world

providing a native, trusted environment that turns messaging into an interactive, actionable, feature-rich experience, including

rich media, high-resolution images, videos, chatbots, file transfer, payment, location sharing and much more.

RCS brings the rich functionality of messaging apps like iMessage, Facebook Messenger and WhatsApp directly to the native messaging app built into your phone.
HOW IT WORKS – THE RCS ECOSYSTEM

To get the right message to the right person at the right time

Deterministic Data: Behavioral, Location, Demographic, Contextual, CRM and Meta Data

RCS

Technology
Ad Operations
Ad Sales

SME

BRANDS & AGENCIES

Wants to receive info he/she cares about.

OPT-IN & USER DATA

RCS

McDonald’s

vodafone

orange

O2

Deutsche Telekom

P&G

McDonald’s

Mobucks™

RCS

OutThere media

Technology
Ad Operations
Ad Sales

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3. KEY BENEFITS - WHY BRANDS LOVE RCS
THE KEY BENEFITS OF RCS

Customized Branding
Name, logo, colour

Verified Sender
Senders are verified. Added encryption in motion for message delivery over IP

Rich, Dynamic Content
Dynamic fields for personalized approach

True Metrics
Client based DLRs, read receipt for brands

Ubiquity
Use RCS everywhere in the world, as long as your phone has coverage

Suggested Interactions
URL, maps, calendar dialler, customized reply buttons

Real Conversations
between you and your customers

Rich Media
Videos, Maps, GIFs any colour

Message Themes
Customize the chats colour theme along with your brand guidelines

100% Brand Safety
RCS provides for 100% brand safety within the trusted environment of the mobile operator
4. GROUNDBREAKING RESULTS

Case Studies with

Disney and McDonald’s via Vodafone and Vodacom
DISNEY “THE LION KING” RCS CAMPAIGN CASE VIDEO
by Out There Media and Vodafone
The new Lion King movie is finally here! WATCH the new trailer FREE of data charge NOW!

Disney's The Lion King opens in theatres TODAY July 19!

You are about to visit: https://disney.co.za/the-lion-king-2019
From this point on standard data charges may apply

“Book Now” CTR: 2.5%

Read Rate (RR): 72%
Ticket Page Engagement Rate: 82%

DISNEY “THE LION KING” CAMPAIGN CASE VIDEO
McDONALD’S “REWARDS” RCS CAMPAIGN

You are about to visit: https://www.mcdeliverysa.co.za/za/home.html
From this point on standard data charges may apply.

Hungry?
Upsize your meal to receive a guaranteed reward! Watch the video now to find out how!

You are about to visit: https://www.mcdeliverysa.co.za/za/home.html

"Order Now" CTR: 2.5%
Read Rate (RR): 73.2%
Engagement Rate: 44%
5. THE 5 KEY SUCCESS FACTORS
THE 5 KEY SUCCESS FACTORS

1. Be relevant! Targeting!

2. Transparency and metrics - trusted operator environment with reliable data / reports and 100% brand safety

3. Add value via rich experiences: mobile payment, chatbots, video, maps etc

4. Use it, don’t abuse it! Opt-ins, no spam!

5. **For operators that do not have RCS enabled yet:** Enable RCS by end of 2020 and become a substantial player in the digital advertising space!
6. KEY TAKEAWAYS
KEY TAKEAWAYS: RCS – THE GAME CHANGER THE INDUSTRY HAS BEEN WAITING FOR

1. Massive revenue opportunity for RCS:
   - To reach US$60 billion in advertising spend by 2028, equalling approximately 20% of total digital ad spend today

2. Outstanding results:
   - 730x better performance than digital ad industry comparables.
   - Case Studies show: 73% read rate, 82% engagement rate

3. Combines the best of two worlds:
   - Reach and targeting with richness and interactivity

4. Scale:
   - Potential to convert 5 billion messaging users globally to RCS over the next years – this will make RCS the single biggest medium in the world

5. Brand Safety:
   - Advertising within a 100% secure and trusted environment

6. Great potential for mobile operators:
   - New, significant revenue streams from advertising and the unique opportunity to become a substantial player in the digital ad space

7. The way forward for brands and agencies:
   - The way forward to enter into a one-on-one dialogue with your audience at scale – combining the universality of messaging with personalization and interactivity in a rich media environment
7. THE RCS BRAND REPORT

“RCS – THE GAME CHANGER THE INDUSTRY HAS BEEN WAITING FOR”

BY MOBILESQUARED & OUT THERE MEDIA

Coming soon! On June 17th
CONTACT US:

RCS@OUT-THERE-MEDIA.COM