



RCS ecosystem update and business case

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GSMA



Market Development

Causing – Collaboration
Facilitating – Interoperability
Enabling – University

Market Development Method

Strategic market engagement
Multi operator meetings (round tables)
Interoperability workstreams

LIVE IN

Spain
Germany
USA
Korea
Mexico



NOW!

69 Operators

Launched or
committed
to launch

Over 30 devices from 8 OEMs

Offering native RCS devices

Network (all leading) Vendors

Providing mature capabilities

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Offering amazing user experiences!

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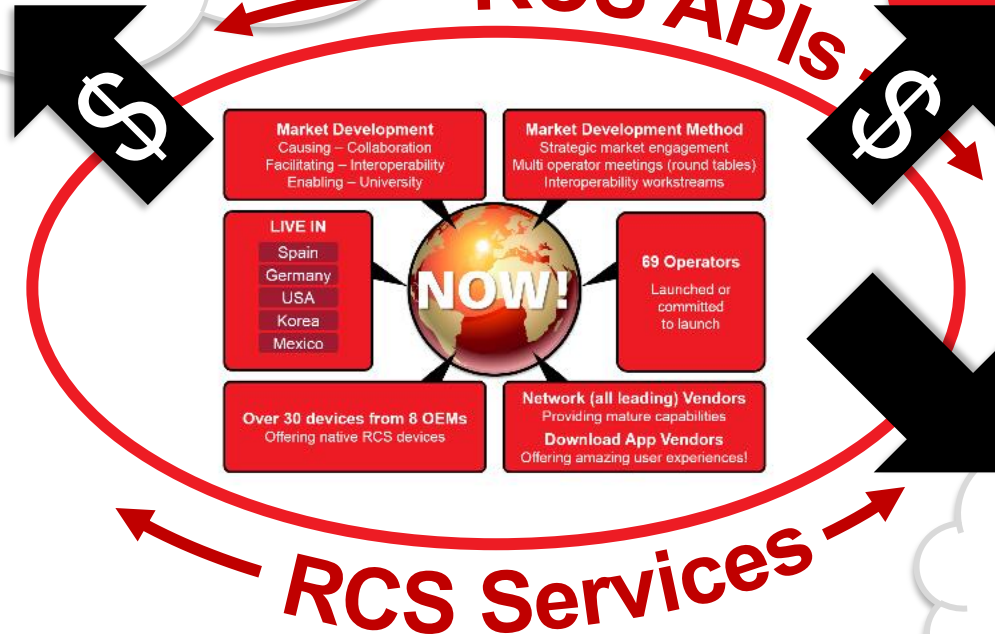
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App Developers



Brands
Enterprise
Adjacent Industries

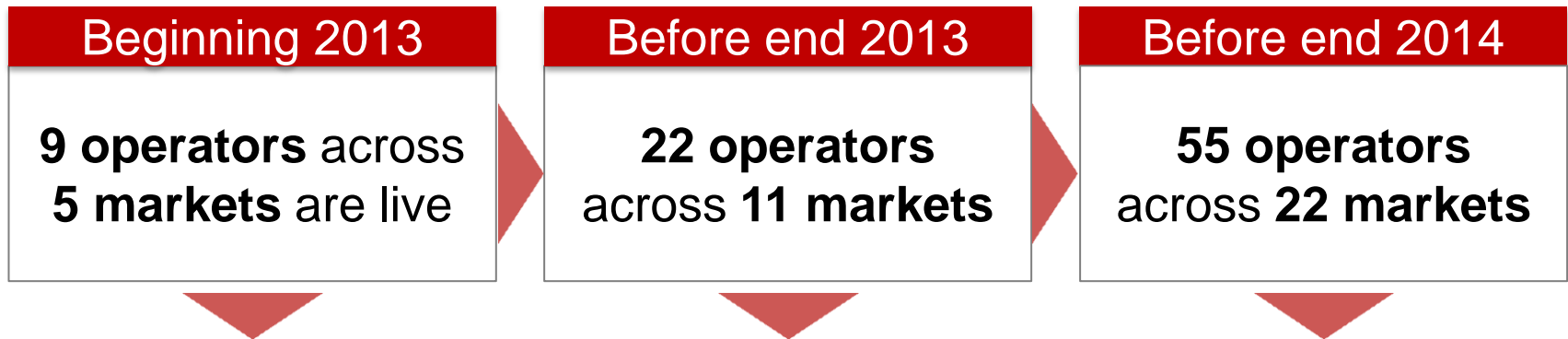
RCS APIs



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Based on these markets launching...

