



# RCS ecosystem update and business case

**Attilio Zani**  
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

## Download App Vendors

Offering amazing user experiences!

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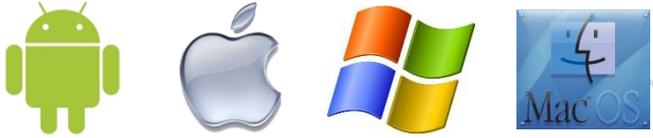
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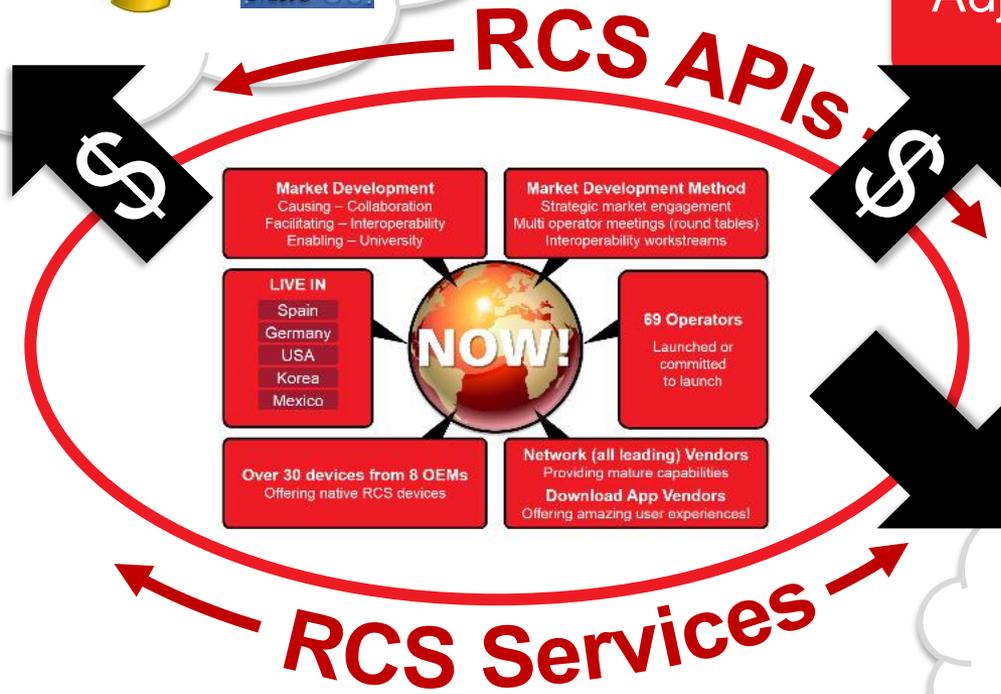
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# App Developers



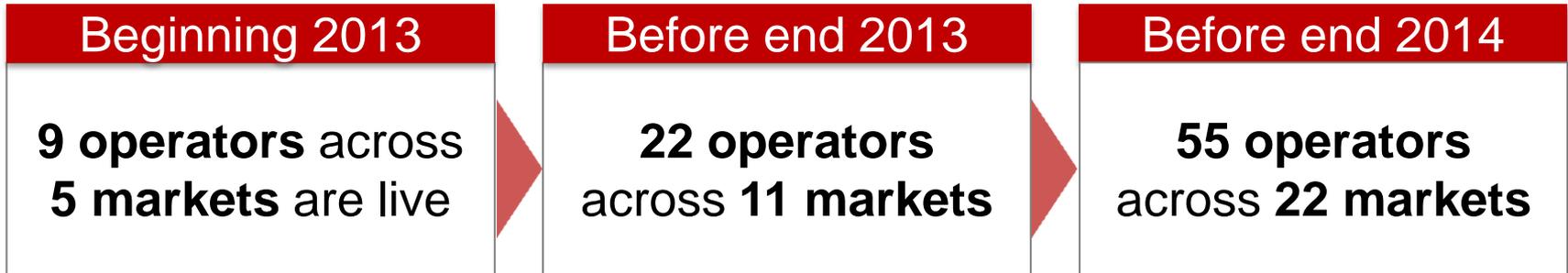
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Enterprise  
Adjacent Industries



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Based on these markets launching...

