



RCS – GLOBAL POSITION & Q&A

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FUTURE NETWORKS PROJECT
MANAGER

GSMA



GSMA Antitrust Policy

- Anti-trust law prohibits
 - agreements (written or implicit) between competitors which may negatively impact consumers or competitors, and
 - sharing of confidential information
- All GSMA participants **must** abide by the following rules:
 - ✓ **DO** clearly identify the positive purpose of each project and follow it
 - ✓ **DO** consult with legal in areas where you are unsure
 - **DON'T** enter into agreements that restrict other parties' actions or creates barriers to market entry
 - **DON'T** discuss or exchange information on pricing, business plans, or any other confidential or commercially sensitive data

WHAT IS RCS BUSINESS MESSAGING?

RCS is an upgrade to SMS

Single Global standard -
Universal Profile

Compelling and engaging
messaging experiences

Especially attractive for
Business Messaging

Rich Media

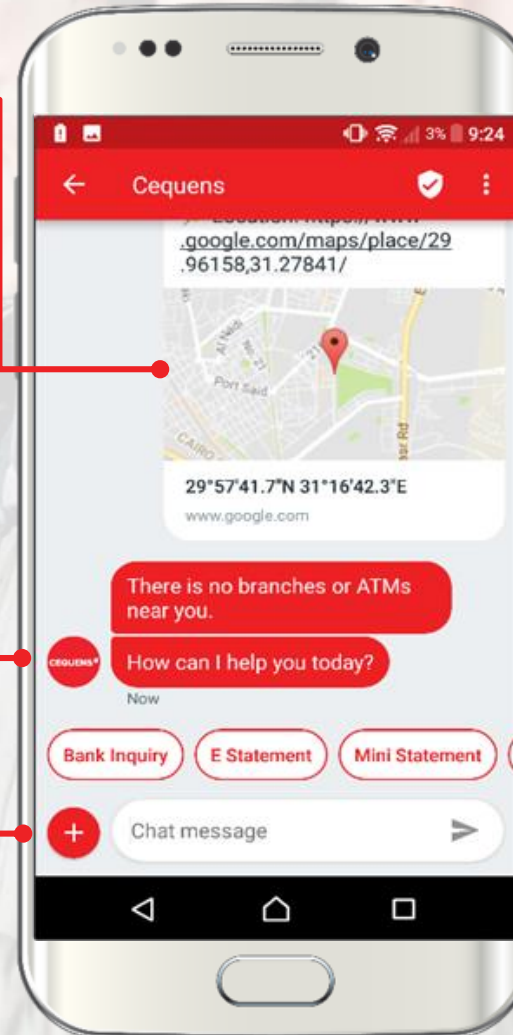
Images, videos, files, location,
rich cards, carousels

Branding

Logo, Colors and
Brand Identity

Message Status

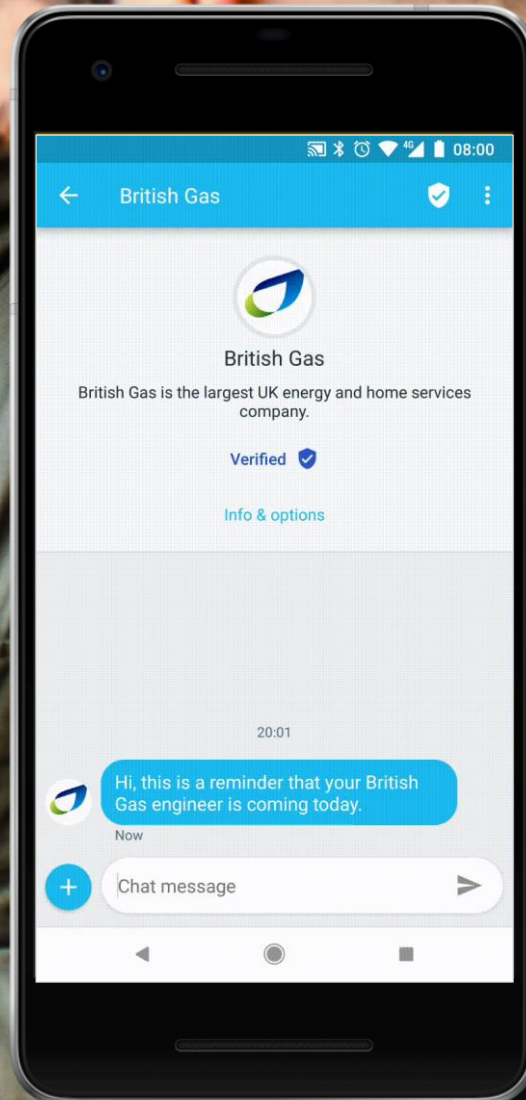
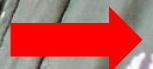
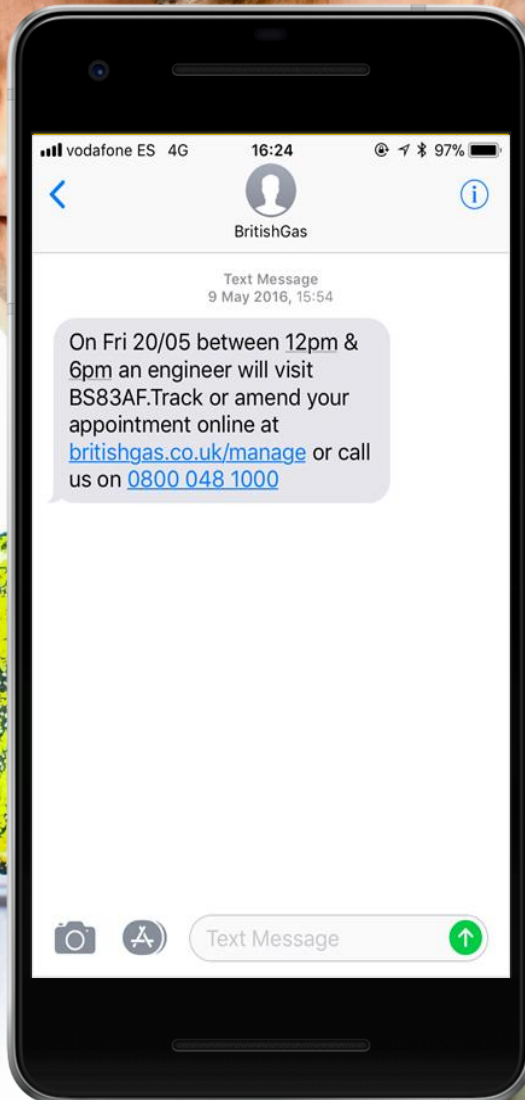
Read Receipt, Is Typing
and Last Seen Online



Verified Sender
Secure, Trusted

Actions
Reply Buttons, Suggested
Responses and Call-to-Actions

WHAT IS RCS BUSINESS MESSAGING?



GSMA UNIVERSAL PROFILE (UP)

A single, industry-agreed set of features and technical enablers developed to simplify the product development and global operator deployment of RCS

Key benefits

- **Simplicity**
Common feature set and configuration
- **Consistency**
One common experience across all devices and operators worldwide
- **GSMA Accreditation**
Ensures interoperability between RCS clients, network and ecosystem

Universal Profile 1.0

October 2016

Rich features comparable with OTT Messaging

Universal Profile 2.0

June 2017

Features for chatbots and RCS Business Messaging

Universal Profile 2.2

June 2018

Improved chatbot features

RCS INDUSTRY MOMENTUM

L
A
U
N
C
H

RCS CURRENT NETWORKS

64

Launched RCS networks



RCS PREDICTED NETWORKS

40

Predicted RCS networks



Launched Networks by end of 2018/19 FY

104

Launched RCS networks

U
S
E
R
S

RCS SUBSCRIBERS

172m

Monthly Active users



RCS PREDICTED SUBSCRIBERS

170m

MAU added by end of FY



Monthly Active Users by end of 2018/19 FY

342m

D
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ANDROID DEVICES RCS Potential

1.4bn

RCS GLOBAL LAUNCHES



64 RCS Launches

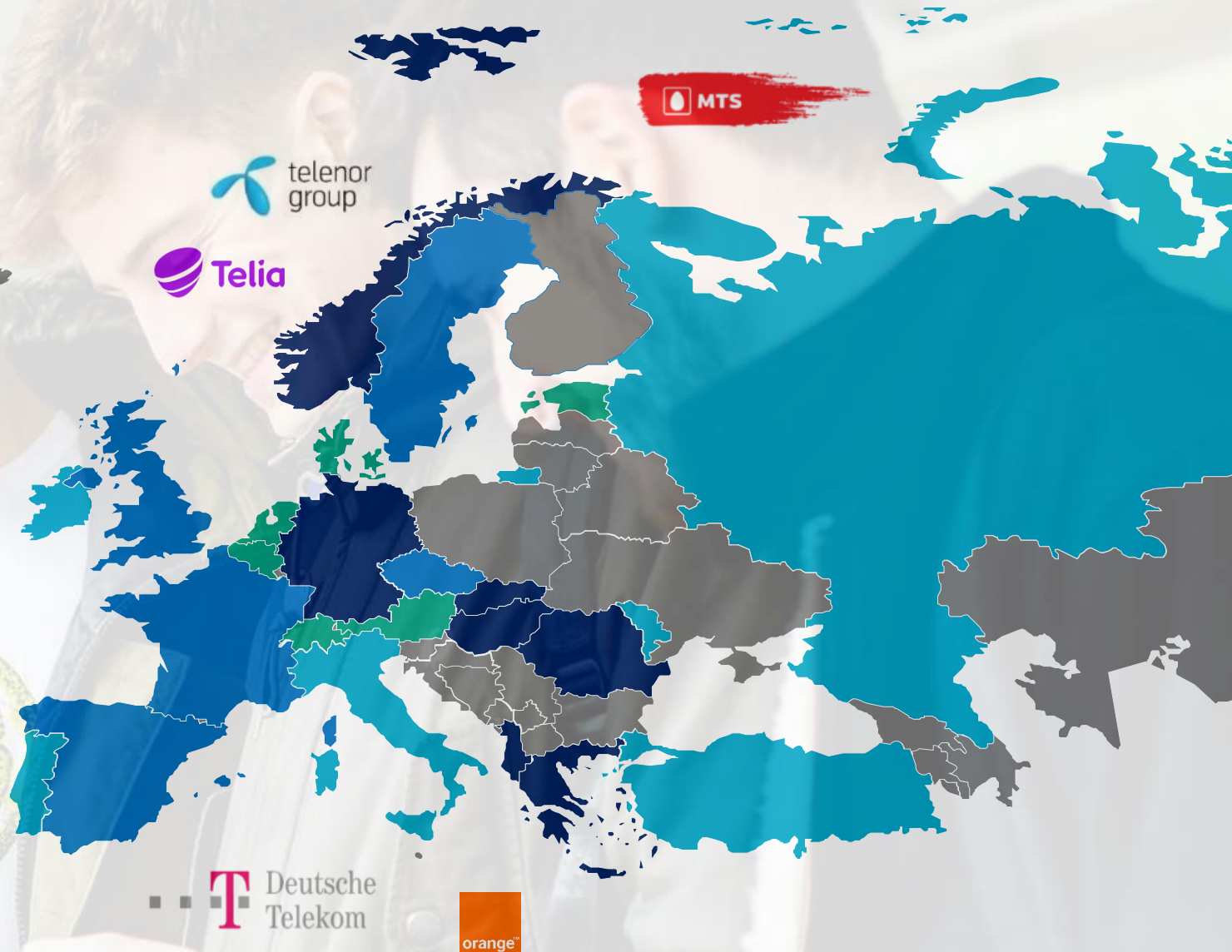
- 100% launched
- Multiple RCS launches
- Forecast to go from one to multiple launches in 2018
- RCS launched
- RCS launch forecast for 2018

RCS EUROPEAN LAUNCHES

4 major EU markets with 100% network coverage in 2019

28 RCS Launches

- Multiple RCS launches
- Forecast to go from one to multiple launches in 2018
- RCS launched
- RCS launch forecast for 2018



HANDSET ADOPTION

- Most Android handset manufacturers are providing RCS as a native application
- The GSMA is working with the remaining manufacturers to migrate towards RCS



SAMSUNG

SONY



ZTE

NOKIA

Lenovo

GENERAL MOBILE




alcatel

APPLE'S DEPLOYMENT OF RCS

- Apple Inc. represents under 15% of handset sales globally but up to 50% in some markets
- Recently, Apple has engaged in discussions with the GSMA and Operators about including RCS in iOS to:
 - Improve the Apple-to-non-Apple messaging experience for its customers
 - Meet the needs of Operators in high-Apple-concentration markets deploying RCS
 - Prepare for the post-2G, post-SMS future
- Operators are putting pressure on Apple to launch RCS



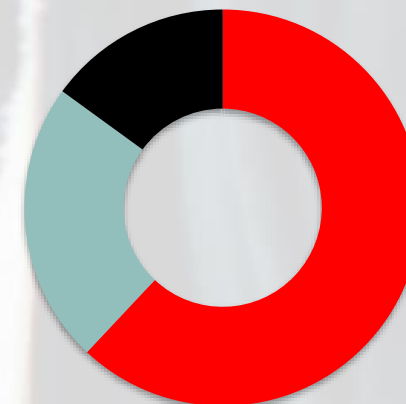
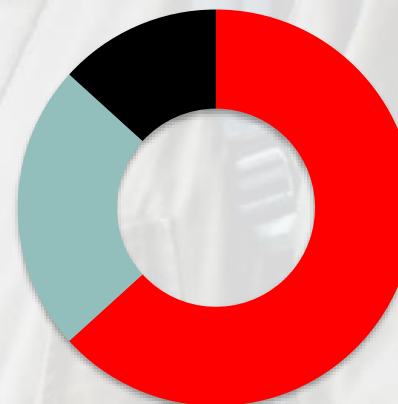
SMS CONTINUES TO OUT-PERFORM ALL OTHER COMMUNICATIONS FOR CUSTOMER INTERACTION

		
98% Open Rate	20% Open Rate	26% used only once
90 second response time	2% Response Rate	25% never used

Consumer message checking habits

I regularly check my phone for new SMS or instant messages throughout the day

I often open an SMS or instant message as soon as it has been delivered to me



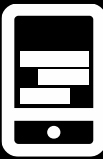
68% Agree
19% Neutral
13% Disagree

62% Agree
23% Neutral
15% Disagree

Base: 2015

RCS BUSINESS MESSAGING OPPORTUNITY

>\$60bn




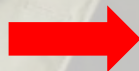
SMS Business Messaging
Today

Existing Revenue Opportunity

>\$90bn



RCS Business Messaging
2021 Potential



Apps Replacement Potential

\$100bn*



Chatbot Search Potential

\$50bn



Unified Comms Potential

Future Revenue Potential as Platform Evolves



Artificial Intelligence

Applications in:

- Business
- Government
- Health
- Transport
- Enabling Internet of things

* Estimated annual value of paid search 2017

COMMERCIAL RCS BUSINESS
MESSAGING CAMPAIGNS

act:onaid



elements
massage

overstock

WOTV

ADP

FarmJournal
MOBILE



Virgin
trains

Booking.com

EXPRESS

redbox

Walgreens



CANCER
RESEARCH
UK



FAI

FONDO
AMBIENTE
ITALIANO



zerorez
the right way to clean

citibank



SUBWAY



ChiTransitBot

macy's



unicef

RCS BUSINESS MESSAGING TAKEAWAYS

- Next generation upgrade to SMS
- Live today from leading operators & brands
- Will be mainstream in UK within 12-18 months
- Get involved, trial, learn, then scale





Thank you

