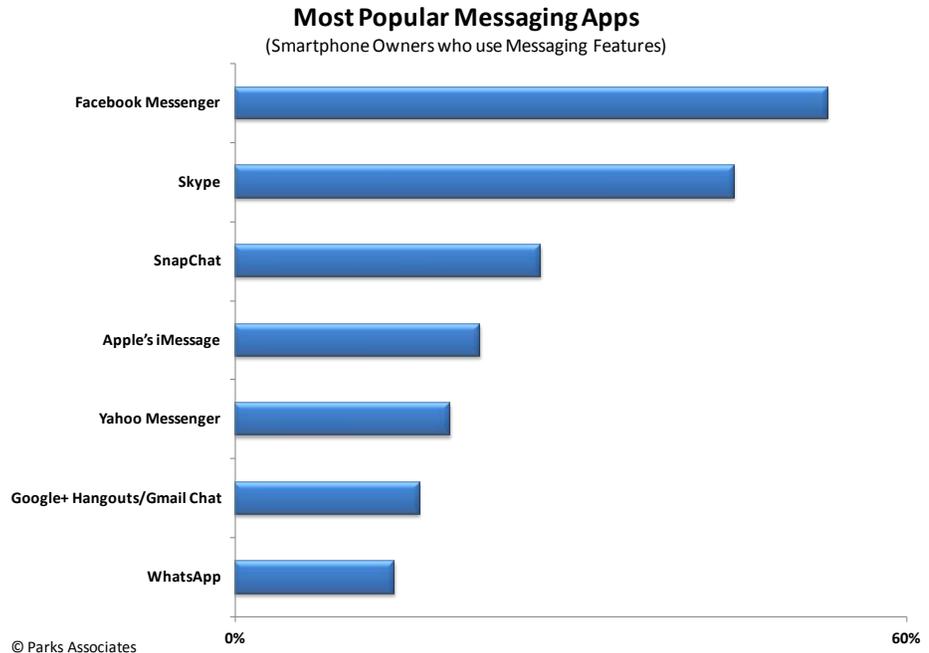


**Synopsis**

Personal communications is increasingly mobile and social; traditional SMS service is now overtaken by new OTT mobile messaging services such as Whatsapp, WeChat, Line, and KakaoTalk. This report examines such messaging apps' versatile business models, their impact on mobile carriers' messaging business, and the prospects of Rich Communications Suites (RCS). This report provides forecasts of global carriers' messaging service revenue and OTT messaging app revenues from 2014-2019.

**Publish Date:** 2Q 14

**Top Messaging Apps**



"Mobile communications is undergoing a rapid transition," said Tejas Mehta, Research Analyst, Parks Associates. "OTT messaging apps have experienced strong growth over the past few years, driven by overpricing of SMS messaging by mobile operators, rising smartphone penetration, cross-platform reach, and features such as group messaging, image/video sharing, and stickers that have succeeded in building user engagement."

**Contents**

**Data Points**

**The Bottom Line**

**1.0 Report Summary**

- 1.1 Purpose of Report
- 1.2 Scope of Report
- 1.3 Research Approach

**2.0 Trends in Mobile Messaging**

- 2.1 Growth of Messaging Apps
  - 2.1.1 Messaging App Landscape
  - 2.1.2 Drivers of Messaging Apps
  - 2.1.3 Messaging Apps Features and Functions
    - 2.1.3.1 Niche Messaging App Features
    - 2.1.3.2 Messaging Apps as Platforms
    - 2.1.3.3 Messaging Apps for Enterprises
  - 2.1.4 Messaging Apps: Consumer Perspectives
- 2.2 SMS and Messaging Apps: Challenges and Opportunities

- 2.2.1 Enterprise and Application to Person (A2P) SMS
- 2.2.2 Mobile Messaging Convergence
- 2.3 Mobile Operators' Messaging Apps Strategy and Initiatives
  - 2.3.1 RCSe/Joyn
  - 2.3.2 Mobile Carriers' Messaging Apps
  - 2.3.3 Mobile Carrier and Messaging Apps Partnerships
- 3.0 Monetization of Mobile Messaging**
  - 3.1 Messaging Apps Business Models and Monetization Strategies
  - 3.2 Monetization Strategies for SMS
- 4.0 Market Forecasts**
  - 4.1 Market Drivers and Barriers
  - 4.2 Forecast Methodology
  - 4.3 Sources of Information
  - 4.4 Messaging Users and Revenue Forecasts
- 5.0 Market Implications and Recommendations**
- 6.0 Appendix**
  - Company Index

**Figures**

- Companies Researched or Briefed for the Report
- Messaging App Categories
- Messaging App Details
- Messaging Apps Share in the U.S.
- North America and Western Europe International SMS and MMS Pricing Examples
- Smartphone Penetration among Broadband Households in the U.S.
- Monthly Use of Instant/Video Messaging App Functions
- Messaging Apps' Paths to Differentiation
- Smartphone App Usage
- Tablet App Usage
- Daily Use of Messaging Apps
- SMS Use Cases
- SMS Aggregators
  - Paths to WWW-Mobile Messaging Convergence
- Mobile Operators' Response to OTT Apps
- Examples of OTT Call and Messaging Apps Launched by MNOs
- Approaches to Messaging App Monetization
- SMS Users, Volume, and Revenue Methodology
- OTT Messaging Users and Volume Forecast Methodology
- Text Messaging Users by Region
- Text Messaging Volume by Region
- Text Messaging Revenue by Region
- OTT Messaging App Users by Region
- OTT Messaging Volume by Region
- Messaging Volume by Type

**Attributes**

**Parks Associates**  
15950 N. Dallas Pkwy  
Suite 575  
Dallas, TX 75248  
  
800.727.5711 toll free  
972.490.1113 phone  
972.490.1133 fax  
  
parksassociates.com  
sales@  
parksassociates.com

Authored by Tejas Mehta  
Executive Editor: Tricia Parks  
Published by Parks Associates

© June 2014 Parks Associates  
Dallas, Texas 75230

All rights reserved. No part of this book may be reproduced, in any form or by any means, without permission in writing from the publisher.

Printed in the United States of America.

Disclaimer  
Parks Associates has made every reasonable effort to ensure that all information in this report is correct. We assume no responsibility for any inadvertent errors.