

Application-to-Person (A2P) SMS and API Market - Global Outlook and Forecast 2022-2028

<https://marketpublishers.com/r/A2B8576E79D2EN.html>

Date: January 2022

Pages: 69

Price: US\$ 3,250.00 (Single User License)

ID: A2B8576E79D2EN

Abstracts

A2P SMS messaging (also called enterprise or professional SMS) is the process of sending mobile messages from an application to a mobile user.

This report contains market size and forecasts of Application-to-Person (A2P) SMS and API in Global, including the following market information:

Global Application-to-Person (A2P) SMS and API Market Revenue, 2017-2022, 2023-2028, (\$ millions)

Global top five companies in 2021 (%)

The global Application-to-Person (A2P) SMS and API market was valued at 170.7 million in 2021 and is projected to reach US\$ 198.8 million by 2028, at a CAGR of 2.2% during the forecast period.

The U.S. Market is Estimated at \$ Million in 2021, While China is Forecast to Reach \$ Million by 2028.

Cloud API Segment to Reach \$ Million by 2028, with a % CAGR in next six years.

The global key manufacturers of Application-to-Person (A2P) SMS and API include Twilio, Syniverse Technologies, Nexmo, OpenMarket, Tyntec, Ogangi Corporation, CLX Communications, FortyTwo Telecom AB and Beepsend AB. etc. In 2021, the global top five players have a share approximately % in terms of revenue.

MARKET MONITOR GLOBAL, INC (MMG) has surveyed the Application-to-Person

(A2P) SMS and API companies, and industry experts on this industry, involving the revenue, demand, product type, recent developments and plans, industry trends, drivers, challenges, obstacles, and potential risks.

Total Market by Segment:

Global Application-to-Person (A2P) SMS and API Market, by Type, 2017-2022, 2023-2028 (\$ millions)

Global Application-to-Person (A2P) SMS and API Market Segment Percentages, by Type, 2021 (%)

Cloud API

Traditional API

Global Application-to-Person (A2P) SMS and API Market, by Application, 2017-2022, 2023-2028 (\$ millions)

Global Application-to-Person (A2P) SMS and API Market Segment Percentages, by Application, 2021 (%)

SMS Aggregators

Bulk SMS Providers

Marketers/Resellers

Telecom Operators

Global Application-to-Person (A2P) SMS and API Market, By Region and Country, 2017-2022, 2023-2028 (\$ Millions)

Global Application-to-Person (A2P) SMS and API Market Segment Percentages, By Region and Country, 2021 (%)

North America

US

Canada

Mexico

Europe

Germany

France

U.K.

Italy

Russia

Nordic Countries

Benelux

Rest of Europe

Asia

China

Japan

South Korea

Southeast Asia

India

Rest of Asia

South America

Brazil

Argentina

Rest of South America

Middle East & Africa

Turkey

Israel

Saudi Arabia

UAE

Rest of Middle East & Africa

Competitor Analysis

The report also provides analysis of leading market participants including:

Key companies Application-to-Person (A2P) SMS and API revenues in global market, 2017-2022 (estimated), (\$ millions)

Key companies Application-to-Person (A2P) SMS and API revenues share in global market, 2021 (%)

Further, the report presents profiles of competitors in the market, key players include:

Twilio

Syniverse Technologies

Nexmo

OpenMarket

Tyntec

Ogangi Corporation

CLX Communications

FortyTwo Telecom AB

Beepsend AB

Contents

1 INTRODUCTION TO RESEARCH & ANALYSIS REPORTS

- 1.1 Application-to-Person (A2P) SMS and API Market Definition
- 1.2 Market Segments
 - 1.2.1 Market by Type
 - 1.2.2 Market by Application
- 1.3 Global Application-to-Person (A2P) SMS and API Market Overview
- 1.4 Features & Benefits of This Report
- 1.5 Methodology & Sources of Information
 - 1.5.1 Research Methodology
 - 1.5.2 Research Process
 - 1.5.3 Base Year
 - 1.5.4 Report Assumptions & Caveats

2 GLOBAL APPLICATION-TO-PERSON (A2P) SMS AND API OVERALL MARKET SIZE

- 2.1 Global Application-to-Person (A2P) SMS and API Market Size: 2021 VS 2028
- 2.2 Global Application-to-Person (A2P) SMS and API Market Size, Prospects & Forecasts: 2017-2028
- 2.3 Key Market Trends, Opportunity, Drivers and Restraints
 - 2.3.1 Market Opportunities & Trends
 - 2.3.2 Market Drivers
 - 2.3.3 Market Restraints

3 COMPANY LANDSCAPE

- 3.1 Top Application-to-Person (A2P) SMS and API Players in Global Market
- 3.2 Top Global Application-to-Person (A2P) SMS and API Companies Ranked by Revenue
- 3.3 Global Application-to-Person (A2P) SMS and API Revenue by Companies
- 3.4 Top 3 and Top 5 Application-to-Person (A2P) SMS and API Companies in Global Market, by Revenue in 2021
- 3.5 Global Companies Application-to-Person (A2P) SMS and API Product Type
- 3.6 Tier 1, Tier 2 and Tier 3 Application-to-Person (A2P) SMS and API Players in Global Market
 - 3.6.1 List of Global Tier 1 Application-to-Person (A2P) SMS and API Companies

3.6.2 List of Global Tier 2 and Tier 3 Application-to-Person (A2P) SMS and API Companies

4 MARKET SIGHTS BY PRODUCT

4.1 Overview

4.1.1 by Type - Global Application-to-Person (A2P) SMS and API Market Size Markets, 2021 & 2028

4.1.2 Cloud API

4.1.3 Traditional API

4.2 By Type - Global Application-to-Person (A2P) SMS and API Revenue & Forecasts

4.2.1 By Type - Global Application-to-Person (A2P) SMS and API Revenue, 2017-2022

4.2.2 By Type - Global Application-to-Person (A2P) SMS and API Revenue, 2023-2028

4.2.3 By Type - Global Application-to-Person (A2P) SMS and API Revenue Market Share, 2017-2028

5 SIGHTS BY APPLICATION

5.1 Overview

5.1.1 By Application - Global Application-to-Person (A2P) SMS and API Market Size, 2021 & 2028

5.1.2 SMS Aggregators

5.1.3 Bulk SMS Providers

5.1.4 Marketers/Resellers

5.1.5 Telecom Operators

5.2 By Application - Global Application-to-Person (A2P) SMS and API Revenue & Forecasts

5.2.1 By Application - Global Application-to-Person (A2P) SMS and API Revenue, 2017-2022

5.2.2 By Application - Global Application-to-Person (A2P) SMS and API Revenue, 2023-2028

5.2.3 By Application - Global Application-to-Person (A2P) SMS and API Revenue Market Share, 2017-2028

6 SIGHTS BY REGION

6.1 By Region - Global Application-to-Person (A2P) SMS and API Market Size, 2021 &

2028

6.2 By Region - Global Application-to-Person (A2P) SMS and API Revenue & Forecasts

6.2.1 By Region - Global Application-to-Person (A2P) SMS and API Revenue,
2017-2022

6.2.2 By Region - Global Application-to-Person (A2P) SMS and API Revenue,
2023-2028

6.2.3 By Region - Global Application-to-Person (A2P) SMS and API Revenue Market
Share, 2017-2028

6.3 North America

6.3.1 By Country - North America Application-to-Person (A2P) SMS and API Revenue,
2017-2028

6.3.2 US Application-to-Person (A2P) SMS and API Market Size, 2017-2028

6.3.3 Canada Application-to-Person (A2P) SMS and API Market Size, 2017-2028

6.3.4 Mexico Application-to-Person (A2P) SMS and API Market Size, 2017-2028

6.4 Europe

6.4.1 By Country - Europe Application-to-Person (A2P) SMS and API Revenue,
2017-2028

6.4.2 Germany Application-to-Person (A2P) SMS and API Market Size, 2017-2028

6.4.3 France Application-to-Person (A2P) SMS and API Market Size, 2017-2028

6.4.4 U.K. Application-to-Person (A2P) SMS and API Market Size, 2017-2028

6.4.5 Italy Application-to-Person (A2P) SMS and API Market Size, 2017-2028

6.4.6 Russia Application-to-Person (A2P) SMS and API Market Size, 2017-2028

6.4.7 Nordic Countries Application-to-Person (A2P) SMS and API Market Size,
2017-2028

6.4.8 Benelux Application-to-Person (A2P) SMS and API Market Size, 2017-2028

6.5 Asia

6.5.1 By Region - Asia Application-to-Person (A2P) SMS and API Revenue,
2017-2028

6.5.2 China Application-to-Person (A2P) SMS and API Market Size, 2017-2028

6.5.3 Japan Application-to-Person (A2P) SMS and API Market Size, 2017-2028

6.5.4 South Korea Application-to-Person (A2P) SMS and API Market Size, 2017-2028

6.5.5 Southeast Asia Application-to-Person (A2P) SMS and API Market Size,
2017-2028

6.5.6 India Application-to-Person (A2P) SMS and API Market Size, 2017-2028

6.6 South America

6.6.1 By Country - South America Application-to-Person (A2P) SMS and API Revenue,
2017-2028

6.6.2 Brazil Application-to-Person (A2P) SMS and API Market Size, 2017-2028

6.6.3 Argentina Application-to-Person (A2P) SMS and API Market Size, 2017-2028

6.7 Middle East & Africa

6.7.1 By Country - Middle East & Africa Application-to-Person (A2P) SMS and API Revenue, 2017-2028

6.7.2 Turkey Application-to-Person (A2P) SMS and API Market Size, 2017-2028

6.7.3 Israel Application-to-Person (A2P) SMS and API Market Size, 2017-2028

6.7.4 Saudi Arabia Application-to-Person (A2P) SMS and API Market Size, 2017-2028

6.7.5 UAE Application-to-Person (A2P) SMS and API Market Size, 2017-2028

7 PLAYERS PROFILES

7.1 Twilio

7.1.1 Twilio Corporate Summary

7.1.2 Twilio Business Overview

7.1.3 Twilio Application-to-Person (A2P) SMS and API Major Product Offerings

7.1.4 Twilio Application-to-Person (A2P) SMS and API Revenue in Global Market (2017-2022)

7.1.5 Twilio Key News

7.2 Syniverse Technologies

7.2.1 Syniverse Technologies Corporate Summary

7.2.2 Syniverse Technologies Business Overview

7.2.3 Syniverse Technologies Application-to-Person (A2P) SMS and API Major Product Offerings

7.2.4 Syniverse Technologies Application-to-Person (A2P) SMS and API Revenue in Global Market (2017-2022)

7.2.5 Syniverse Technologies Key News

7.3 Nexmo

7.3.1 Nexmo Corporate Summary

7.3.2 Nexmo Business Overview

7.3.3 Nexmo Application-to-Person (A2P) SMS and API Major Product Offerings

7.3.4 Nexmo Application-to-Person (A2P) SMS and API Revenue in Global Market (2017-2022)

7.3.5 Nexmo Key News

7.4 OpenMarket

7.4.1 OpenMarket Corporate Summary

7.4.2 OpenMarket Business Overview

7.4.3 OpenMarket Application-to-Person (A2P) SMS and API Major Product Offerings

7.4.4 OpenMarket Application-to-Person (A2P) SMS and API Revenue in Global Market (2017-2022)

7.4.5 OpenMarket Key News

7.5 Tyntec

7.5.1 Tyntec Corporate Summary

7.5.2 Tyntec Business Overview

7.5.3 Tyntec Application-to-Person (A2P) SMS and API Major Product Offerings

7.5.4 Tyntec Application-to-Person (A2P) SMS and API Revenue in Global Market (2017-2022)

7.5.5 Tyntec Key News

7.6 Ogangi Corporation

7.6.1 Ogangi Corporation Corporate Summary

7.6.2 Ogangi Corporation Business Overview

7.6.3 Ogangi Corporation Application-to-Person (A2P) SMS and API Major Product Offerings

7.6.4 Ogangi Corporation Application-to-Person (A2P) SMS and API Revenue in Global Market (2017-2022)

7.6.5 Ogangi Corporation Key News

7.7 CLX Communications

7.7.1 CLX Communications Corporate Summary

7.7.2 CLX Communications Business Overview

7.7.3 CLX Communications Application-to-Person (A2P) SMS and API Major Product Offerings

7.7.4 CLX Communications Application-to-Person (A2P) SMS and API Revenue in Global Market (2017-2022)

7.7.5 CLX Communications Key News

7.8 FortyTwo Telecom AB

7.8.1 FortyTwo Telecom AB Corporate Summary

7.8.2 FortyTwo Telecom AB Business Overview

7.8.3 FortyTwo Telecom AB Application-to-Person (A2P) SMS and API Major Product Offerings

7.8.4 FortyTwo Telecom AB Application-to-Person (A2P) SMS and API Revenue in Global Market (2017-2022)

7.8.5 FortyTwo Telecom AB Key News

7.9 Beepsend AB

7.9.1 Beepsend AB Corporate Summary

7.9.2 Beepsend AB Business Overview

7.9.3 Beepsend AB Application-to-Person (A2P) SMS and API Major Product Offerings

7.9.4 Beepsend AB Application-to-Person (A2P) SMS and API Revenue in Global Market (2017-2022)

7.9.5 Beepsend AB Key News

8 CONCLUSION

9 APPENDIX

9.1 Note

9.2 Examples of Clients

9.3 Disclaimer

List Of Tables

LIST OF TABLES

Table 1. Application-to-Person (A2P) SMS and API Market Opportunities & Trends in Global Market

Table 2. Application-to-Person (A2P) SMS and API Market Drivers in Global Market

Table 3. Application-to-Person (A2P) SMS and API Market Restraints in Global Market

Table 4. Key Players of Application-to-Person (A2P) SMS and API in Global Market

Table 5. Top Application-to-Person (A2P) SMS and API Players in Global Market, Ranking by Revenue (2021)

Table 6. Global Application-to-Person (A2P) SMS and API Revenue by Companies, (US\$, Mn), 2017-2022

Table 7. Global Application-to-Person (A2P) SMS and API Revenue Share by Companies, 2017-2022

Table 8. Global Companies Application-to-Person (A2P) SMS and API Product Type

Table 9. List of Global Tier 1 Application-to-Person (A2P) SMS and API Companies, Revenue (US\$, Mn) in 2021 and Market Share

Table 10. List of Global Tier 2 and Tier 3 Application-to-Person (A2P) SMS and API Companies, Revenue (US\$, Mn) in 2021 and Market Share

Table 11. By Type – Global Application-to-Person (A2P) SMS and API Revenue, (US\$, Mn), 2021 & 2028

Table 12. By Type - Application-to-Person (A2P) SMS and API Revenue in Global (US\$, Mn), 2017-2022

Table 13. By Type - Application-to-Person (A2P) SMS and API Revenue in Global (US\$, Mn), 2023-2028

Table 14. By Application – Global Application-to-Person (A2P) SMS and API Revenue, (US\$, Mn), 2021 & 2028

Table 15. By Application - Application-to-Person (A2P) SMS and API Revenue in Global (US\$, Mn), 2017-2022

Table 16. By Application - Application-to-Person (A2P) SMS and API Revenue in Global (US\$, Mn), 2023-2028

Table 17. By Region – Global Application-to-Person (A2P) SMS and API Revenue, (US\$, Mn), 2021 & 2028

Table 18. By Region - Global Application-to-Person (A2P) SMS and API Revenue (US\$, Mn), 2017-2022

Table 19. By Region - Global Application-to-Person (A2P) SMS and API Revenue (US\$, Mn), 2023-2028

Table 20. By Country - North America Application-to-Person (A2P) SMS and API

Revenue, (US\$, Mn), 2017-2022

Table 21. By Country - North America Application-to-Person (A2P) SMS and API

Revenue, (US\$, Mn), 2023-2028

Table 22. By Country - Europe Application-to-Person (A2P) SMS and API Revenue, (US\$, Mn), 2017-2022

Table 23. By Country - Europe Application-to-Person (A2P) SMS and API Revenue, (US\$, Mn), 2023-2028

Table 24. By Region - Asia Application-to-Person (A2P) SMS and API Revenue, (US\$, Mn), 2017-2022

Table 25. By Region - Asia Application-to-Person (A2P) SMS and API Revenue, (US\$, Mn), 2023-2028

Table 26. By Country - South America Application-to-Person (A2P) SMS and API Revenue, (US\$, Mn), 2017-2022

Table 27. By Country - South America Application-to-Person (A2P) SMS and API Revenue, (US\$, Mn), 2023-2028

Table 28. By Country - Middle East & Africa Application-to-Person (A2P) SMS and API Revenue, (US\$, Mn), 2017-2022

Table 29. By Country - Middle East & Africa Application-to-Person (A2P) SMS and API Revenue, (US\$, Mn), 2023-2028

Table 30. Twilio Corporate Summary

Table 31. Twilio Application-to-Person (A2P) SMS and API Product Offerings

Table 32. Twilio Application-to-Person (A2P) SMS and API Revenue (US\$, Mn), (2017-2022)

Table 33. Syniverse Technologies Corporate Summary

Table 34. Syniverse Technologies Application-to-Person (A2P) SMS and API Product Offerings

Table 35. Syniverse Technologies Application-to-Person (A2P) SMS and API Revenue (US\$, Mn), (2017-2022)

Table 36. Nexmo Corporate Summary

Table 37. Nexmo Application-to-Person (A2P) SMS and API Product Offerings

Table 38. Nexmo Application-to-Person (A2P) SMS and API Revenue (US\$, Mn), (2017-2022)

Table 39. OpenMarket Corporate Summary

Table 40. OpenMarket Application-to-Person (A2P) SMS and API Product Offerings

Table 41. OpenMarket Application-to-Person (A2P) SMS and API Revenue (US\$, Mn), (2017-2022)

Table 42. Tyntec Corporate Summary

Table 43. Tyntec Application-to-Person (A2P) SMS and API Product Offerings

Table 44. Tyntec Application-to-Person (A2P) SMS and API Revenue (US\$, Mn),

(2017-2022)

Table 45. Ogangi Corporation Corporate Summary

Table 46. Ogangi Corporation Application-to-Person (A2P) SMS and API Product Offerings

Table 47. Ogangi Corporation Application-to-Person (A2P) SMS and API Revenue (US\$, Mn), (2017-2022)

Table 48. CLX Communications Corporate Summary

Table 49. CLX Communications Application-to-Person (A2P) SMS and API Product Offerings

Table 50. CLX Communications Application-to-Person (A2P) SMS and API Revenue (US\$, Mn), (2017-2022)

Table 51. FortyTwo Telecom AB Corporate Summary

Table 52. FortyTwo Telecom AB Application-to-Person (A2P) SMS and API Product Offerings

Table 53. FortyTwo Telecom AB Application-to-Person (A2P) SMS and API Revenue (US\$, Mn), (2017-2022)

Table 54. Beepsend AB Corporate Summary

Table 55. Beepsend AB Application-to-Person (A2P) SMS and API Product Offerings

Table 56. Beepsend AB Application-to-Person (A2P) SMS and API Revenue (US\$, Mn), (2017-2022)

List Of Figures

LIST OF FIGURES

Figure 1. Application-to-Person (A2P) SMS and API Segment by Type in 2021

Figure 2. Application-to-Person (A2P) SMS and API Segment by Application in 2021

Figure 3. Global Application-to-Person (A2P) SMS and API Market Overview: 2020

Figure 4. Key Caveats

Figure 5. Global Application-to-Person (A2P) SMS and API Market Size: 2021 VS 2028 (US\$, Mn)

Figure 6. Global Application-to-Person (A2P) SMS and API Revenue, 2017-2028 (US\$, Mn)

Figure 7. The Top 3 and 5 Players Market Share by Application-to-Person (A2P) SMS and API Revenue in 2021

Figure 8. By Type - Global Application-to-Person (A2P) SMS and API Revenue Market Share, 2017-2028

Figure 9. By Application - Global Application-to-Person (A2P) SMS and API Revenue Market Share, 2017-2028

Figure 10. By Region - Global Application-to-Person (A2P) SMS and API Revenue Market Share, 2017-2028

Figure 11. By Country - North America Application-to-Person (A2P) SMS and API Revenue Market Share, 2017-2028

Figure 12. US Application-to-Person (A2P) SMS and API Revenue, (US\$, Mn), 2017-2028

Figure 13. Canada Application-to-Person (A2P) SMS and API Revenue, (US\$, Mn), 2017-2028

Figure 14. Mexico Application-to-Person (A2P) SMS and API Revenue, (US\$, Mn), 2017-2028

Figure 15. By Country - Europe Application-to-Person (A2P) SMS and API Revenue Market Share, 2017-2028

Figure 16. Germany Application-to-Person (A2P) SMS and API Revenue, (US\$, Mn), 2017-2028

Figure 17. France Application-to-Person (A2P) SMS and API Revenue, (US\$, Mn), 2017-2028

Figure 18. U.K. Application-to-Person (A2P) SMS and API Revenue, (US\$, Mn), 2017-2028

Figure 19. Italy Application-to-Person (A2P) SMS and API Revenue, (US\$, Mn), 2017-2028

Figure 20. Russia Application-to-Person (A2P) SMS and API Revenue, (US\$, Mn),

2017-2028

Figure 21. Nordic Countries Application-to-Person (A2P) SMS and API Revenue, (US\$, Mn), 2017-2028

Figure 22. Benelux Application-to-Person (A2P) SMS and API Revenue, (US\$, Mn), 2017-2028

Figure 23. By Region - Asia Application-to-Person (A2P) SMS and API Revenue Market Share, 2017-2028

Figure 24. China Application-to-Person (A2P) SMS and API Revenue, (US\$, Mn), 2017-2028

Figure 25. Japan Application-to-Person (A2P) SMS and API Revenue, (US\$, Mn), 2017-2028

Figure 26. South Korea Application-to-Person (A2P) SMS and API Revenue, (US\$, Mn), 2017-2028

Figure 27. Southeast Asia Application-to-Person (A2P) SMS and API Revenue, (US\$, Mn), 2017-2028

Figure 28. India Application-to-Person (A2P) SMS and API Revenue, (US\$, Mn), 2017-2028

Figure 29. By Country - South America Application-to-Person (A2P) SMS and API Revenue Market Share, 2017-2028

Figure 30. Brazil Application-to-Person (A2P) SMS and API Revenue, (US\$, Mn), 2017-2028

Figure 31. Argentina Application-to-Person (A2P) SMS and API Revenue, (US\$, Mn), 2017-2028

Figure 32. By Country - Middle East & Africa Application-to-Person (A2P) SMS and API Revenue Market Share, 2017-2028

Figure 33. Turkey Application-to-Person (A2P) SMS and API Revenue, (US\$, Mn), 2017-2028

Figure 34. Israel Application-to-Person (A2P) SMS and API Revenue, (US\$, Mn), 2017-2028

Figure 35. Saudi Arabia Application-to-Person (A2P) SMS and API Revenue, (US\$, Mn), 2017-2028

Figure 36. UAE Application-to-Person (A2P) SMS and API Revenue, (US\$, Mn), 2017-2028

Figure 37. Twilio Application-to-Person (A2P) SMS and API Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 38. Syniverse Technologies Application-to-Person (A2P) SMS and API Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 39. Nexmo Application-to-Person (A2P) SMS and API Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 40. OpenMarket Application-to-Person (A2P) SMS and API Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 41. Tyntec Application-to-Person (A2P) SMS and API Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 42. Ogangi Corporation Application-to-Person (A2P) SMS and API Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 43. CLX Communications Application-to-Person (A2P) SMS and API Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 44. FortyTwo Telecom AB Application-to-Person (A2P) SMS and API Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 45. Beepsend AB Application-to-Person (A2P) SMS and API Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

I would like to order

Product name: Application-to-Person (A2P) SMS and API Market - Global Outlook and Forecast 2022-2028

Product link: <https://marketpublishers.com/r/A2B8576E79D2EN.html>

Price: US\$ 3,250.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/A2B8576E79D2EN.html>