

The Post-SMS War for Mobile Communications: Messaging Apps

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Abstracts

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.

Report Topics

Key trends driving growth in mobile messaging

Consumer perspectives on preference and usage of messaging apps for smartphones and tablets

Impact of messaging apps on mobile carriers' messaging business

Monetization strategies & business models for MNOs & MVNOs to increase revenues

Market implications and recommendations for mobile network operators and OTT app developers

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