

Tariff Trends SnapShot No 10 - 20 years of SMS messaging and future prospects

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Abstracts

About the Tariff Trend SnapShot Service It is a Research & Analysis Service published by Tariff Consultancy Ltd (TCL) providing a brief snapshot analysis of a new pricing trend for mobile or fixed line services seen by TCL analysts. It is published approximately every fortnight (for 20 issues a year).

The service can be purchased as a 1-year subscription or as individual SnapShots.

The TCL Tariff Trends SnapShot #10 assesses 20 years of MNO messaging – and consider the future of messaging. Messaging continues to grow overall, but is in long term decline in markets.

Coverage: – 20 years of SMS messaging – and future prospects

Introduction - Twenty years of SMS messaging – 1992 – 2012

Current prospects for Messaging

Messaging and OTT applications

SMS pricing around the world – variations

Conclusions – 20 years of SMS messaging

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