Global RCS Business Messaging Forecasts

by Mobile Operator, Country, Region & OS
(2018-2023)

The **Global RCS Business Messaging Forecasts 2018-2023** represents the largest piece of research on the RCS market to date, encompassing consumer, enterprise and industry insight, to provide a clear and detailed view of the real RCS opportunity at a mobile operator, national and regional level, for up to 200 global markets and 650 mobile operators.

Most accurate RCS data on the market

As the only analysts invited to present our RCS forecasts at every major international business messaging event over the past two years, we have become the go-to partner for accurate intelligence on the RCS business messaging market. We have unrivalled direct access to the decision makers shaping the RCS messaging market, meaning our forecasts contain the very latest data and insight not available elsewhere.

This research encompasses:

- Mobile operator RCS launch dates
- RCS user forecasts
- RCS users by smartphone OS
- RCS user penetration % of total smartphones
- Impact of Apple on RCS
- The role of SMS
- RCS traffic forecasts, pricing and commercial models
- RCS spend and income forecasts, consumer behaviour, and interaction and conversion.

Staying up to date in an ever-evolving market

But as the RCS messaging market evolves, and, mobile operators roll out RCS for example, our forecasts need to be continually updated to stay relevant. RCS is a changing landscape, with around 80 launches expected in 2019 alone. But these dates keep shifting, which is why we are committed to providing updates to our **Global RCS Business Messaging Forecasts** on a quarterly basis. Future iterations of our forecasts will include:

- Updated mobile operator RCS launches
- Upcoming mobile operator RCS proposed launches
- Updated RCS user forecasts
- Updated RCS users by smartphone OS
- Updated RCS user penetration % of total smartphones
- Updated RCS traffic, spend, and income forecasts.

As we uncover more information, and garner more data from commercial campaigns and activity, we will expand our forecasts to reflect updated pricing, pricing models, consumer behaviour and interaction, and conversion.
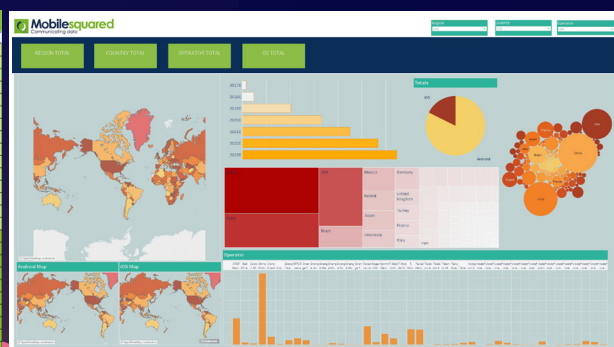
Global RCS Business Messaging Forecasts available split either by Country, or by Country & Mobile Operator

Global RCS Business Messaging Forecasts is available split either by Country (in Excel format) or split by Country and Mobile operator (as an interactive Online dashboard, with ability to configure and download hundreds of bespoke data views).

Excel format

Interactive Online Dashboard

Global RCS Business Messaging Forecast Databook 2018-2023 by Country, Region & OS (Excel)

Includes the below topics covering country totals for up to **200 global markets**:

Users

- RCS users by smartphone OS and total
- RCS users as % of relevant smartphone OS and total

Traffic

- RBM A2P event traffic by smartphone OS and total
- RBM A2P session traffic by smartphone OS and total
- Underlying A2P SMS traffic by smartphone OS and total
- Uplift in RBM traffic from underlying A2P SMS by smartphone OS and total
- RBM P2A session traffic by smartphone OS and total
- Total RBM traffic by smartphone OS and total
- Average RMB messages per user by smartphone OS and total
- Total RBM sessions by smartphone OS and total

Spend

- RBM A2P event spend by smartphone OS, MNO, aggregator and total
- RBM A2P session spend by smartphone OS, MNO, aggregator and total
- Underlying A2P SMS spend by smartphone OS, MNO, aggregator and total
- Uplift in RBM spend from underlying A2P SMS by smartphone OS, MNO, aggregator and total
- RBM P2A session spend by smartphone OS, MNO, aggregator and total
- Total RBM spend by smartphone OS, MNO, aggregator and total
- Average RBM spend per user by smartphone OS and total

Global RCS Business Messaging Forecast Databook 2018-2023 by Mobile Operator, Country, Region & OS (Online)

Includes the above topics covering country and operator totals for up to **200 global markets & 650 mobile operators**:

Inclusive of all of the above, plus:

Users

- Broken out by individual mobile operator

Traffic

- Broken out by individual mobile operator

Spend

- Broken out by individual mobile operator

Forecasts available in three RCS Databook product solutions to deliver different levels of support

We offer three RCS Databook product solutions (all available either split by Country or by Operator data) across the various mobile categories we research, delivering different levels of data and analyst support. From our flagship off-the-shelf RCS Databook product, which includes our 5-year market forecasts with accompanying executive summary insight report, to our fully supported RCS Databook*Prime* option which offers ongoing forecast updates and dedicated consultancy over 12 months, for companies looking to make substantial investment in, and revenues from RCS business messaging. These products breakdown as:

RCS Databook
RCS Databook*Plus*
RCS Databook*Prime*

RCS Databook

The Global RCS Business Messaging Forecast Databook 2018-2023 by Country, Region & OS. The latest version of our 5-year forecast data covering 200 markets, split either by Country or by Mobile Operator, plus accompanying executive summary report. This is a single-purchase version, with no updates included (although updates can be purchased at a later stage if required).

RCS Databook*Plus*

The **RCS Databook*Plus*** product delivers:

• Latest version of the Global RCS Business Messaging Forecast Databook 2018-2023 by Country, Region & OS, including 5-year forecast data covering 200 markets, split either by Country or by Mobile Operator, plus accompanying executive summary report

• A further four quarterly data updates across 12 months, with latest user & revenue forecasts for RCS

• Updated accompanying executive summary report

RCS Databook*Prime*

We have put together a fully supported RCS Databook*Prime* messaging subscription service for companies who need accurate and up-to-the-minute intelligence on an ongoing basis - not just as a one-off report.

The RCS Databook*Prime* service delivers:

• Latest version of the Global RCS Business Messaging Forecast Databook 2018-2023 by Country, Region & OS, including 5-year forecast data covering 200 markets, split either by Country or by Mobile Operator, plus accompanying executive summary report

• A further four quarterly data updates across 12 months, with latest user & revenue forecasts for RCS including accompanying update report.

• Quarterly Analyst Insight reports on the RCS Messaging Market - exclusive reports delivering our analysts' view on latest market developments, insight and analysis from key business messaging events (such as Mobile World Congress, SMS and Messaging World, ITW), and market intelligence from our on-going business messaging research. All wrapped up in a market impact quarterly report.

• 2 days (16 hours) of dedicated analyst support, which can be used to understand in detail how to apply our business messaging market intelligence to your business model to drive results, or to answer your specific RCS business messaging enquiries.

RCS Business Messaging Product Breakdown

Included	Databook & Report on RCS	4 x quarterly RCS Updates	4 x Analyst Insight Reports on Business Messaging Market	2 x days dedicated Analyst Support
RCS Databook	✓			
RCS Databook*Plus*	✓	✓		
RCS Databook*Prime*	✓	✓	✓	✓

The RCS Databook*Prime* subscription service runs for 12 months.

Contact Us

Please contact us at jo@mobilesquared.co.uk or info@mobilesquared.co.uk for more details or to purchase.

The RCS Databook can also be purchased directly at **www.mobilesquared.co.uk**

About Mobilesquared

Mobilesquared is a trusted research partner to some of the biggest companies in mobile, working with organisations including; Three UK, O2, Tesco Mobile, Nokia, Qualcomm, Mitel, Textlocal, OpenMarket, Nestle, Xerox, MEF and the Phone-paid Services Authority (PSA). We produce reports that create a buzz, and forecasts which shape the mobile industry, and are the company behind the most quoted stat in mobile marketing, "90% of SMSs are read within 3 minutes". The Mobilesquared team have been analysing the mobile industry since 1997, covering all areas of mobile including; mobile advertising, marketing, A2P messaging, OTT, RCS, LTE, broadband, 5G, unified communications, mobile payments, premium rate services and mobile technology. Mobilesquared Chief Analyst and Founder, Nick Lane, speaks regularly at international mobile conferences and is recognised as one of the leading analysts in the messaging space.

Find out more about Mobilesquared at www.mobilesquared.co.uk

Mobilesquared
Communicating data