Mobile Messaging - The Next-generation Global Social Networks

Description: In-depth analysis of companies, strategies and markets

Smartphone owners worldwide are rapidly taking up an innovative form of mobile communications and social networking: mobile messaging apps.

Hundreds of millions are downloading the apps – from KakaoTalk, Line, WeChat, WhatsApp and others – to access free chat messaging, voice and video communications, mobile entertainment and commerce.

This presents a huge opportunity to create international digital businesses. And a major threat to Facebook and Twitter.

The companies behind the apps have global ambitions
- Line, from Japan, is targeting half a billion users this year
- WeChat is spending $200 million per year on international marketing to become China's first worldwide tech brand
- US leader WhatsApp processes 50 billion messages per day
- South Korea's KakaoTalk is installed on 93% of the country's smartphones

Comprehensive analysis of the fast-moving mobile messaging market
- Understand the mobile messaging business and the leading companies
- How they are creating next-generation mobile social networks
- Their global battle to reach every one of 5.6 billion smartphones worldwide by 2019
- Competing business models, major markets and strategies for international expansion
- The impact on mobile games, entertainment content and online-to-offline (O2O) commerce
- Opportunities for mobile brand marketing
- Facebook's and Twitter's strategies to fight the threat posed by messaging apps

In-depth company profiles and SWOT analysis of the major messaging providers
- KakaoTalk – South Korea
- Kik Messenger – Canada
- Laiwang – China
- Line – Japan
- Nimbuzz – India
- Tango – USA
- Viber – Cyprus
- WeChat – China
- WhatsApp – USA

Company profiles cover
- Overview of the messaging app and its innovative features
- Funding and business model
- Revenues
- Company timeline
EXECUTIVE SUMMARY: THE GLOBAL BOOM IN MOBILE MESSAGING APPS

- The huge worldwide opportunity for messaging apps
- Messaging apps – a revolution in mobile communication
- The target – reaching 5.6bn smartphones in 2019
- International leaders in mobile messaging: from KakaoTalk to WhatsApp
- Messaging apps are expanding globally out of Asia
- KakaoTalk – dominating South Korea
- Line – targeting half a billion worldwide registered users in 2014
- WeChat – China’s first global tech giant?
- WhatsApp – the US leader, processing 50bn messages per day
- Messaging apps are a strategic threat to Twitter and Facebook
- The apps are next-generation social networks
- Key features of messaging apps
- Challenging incumbent social networks – Twitter and Facebook
- Hundreds of millions already embrace messaging apps
- Apps integrate entertainment, games, marketing, e-commerce and more
- Developing the apps into entertainment and utility platforms
- Driving the mobile entertainment and games markets
- Enabling opt-in marketing for major brands
- Creating markets for digital content and services
- Messaging apps beyond smartphones – TV sets and smartwatches
- Disruption for mobile operators
- Apps undermine carriers’ SMS revenues
- How are carriers responding?

1. KEY DRIVERS FOR EXPLOSIVE GROWTH

1.1. The boom in mobile Internet access and smartphones
1.2. Global smartphone adoption and data growth soar
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1.4. Mobile owners embrace messaging apps as the “free” alternative to SMS
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   - Major markets, user numbers and growth
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