The Post-SMS War for Mobile Communications: Messaging Apps (2Q 2014)

Description: 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.

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