Whatsapp, Weixin, Snapchat, LINE: The Growing Power of Messaging Apps

Description: Communications has entered the messaging era. In nearly every part of the world, the primary means of human communication is shifting from voice to mobile messaging-based communication.

The report estimates that 59% of the world population between the age of 14-65, more than 2.8 billion people, use mobile messaging communications regularly. The number of regular messaging users as well as the volume of traffic for personal and business communications will continue to grow.

This historic shift is causing a sea change across a vast range of businesses. While mobile operator SMS and MMS was the initial driver of the messaging era, it is the new broadband-based mobile messaging platforms that are radically transforming messaging communications into our personalized connectivity conduit.

There is a white-hot battle at macro and micro-market levels for mobile messaging platforms, who are becoming centralized hubs and distributors of personal communications, two-way business and marketing communications, and digital media. Like social media platforms, messaging platforms promote viral and two-way communications, but unlike social media platforms, messaging platforms enable broader and more nuanced communications options and consumers are showing a growing interest in small group and one-to-one interactions, as opposed to the broadcast communications of social media.

These collective advantages are shaking the foundations of a wide range of other established business ecosystems. Media publishers are starting to shift strategies to deal with mobile messaging as distribution channels, brands, for marketing and customer service, are being disrupted because of mobile messaging, enterprise communications are completely evolving because of mobile messaging. The stakes are high and the market is in a state of extreme flux, and will remain so for the next 2-3 years.

This report:

- Identifies and details six key trends that are driving the messaging ecosystem market
- Profiles 39 companies, both new and established, that are driving market change
- Outlines current and future messaging platform business strategies and revenue models
- Analyzes the key messaging platforms current and projected market and business strategies
- Delivers three-year forecasts for messaging platform Monthly Active Users (MAUs), messaging platform net revenues

Contents:

1. Introduction

2. Executive Summary & Conclusions

3. Trends
   Trend: Messaging Is Becoming The First Choice For Communication
   Reasons For The Shift - Efficiency
   Reasons For The Shift - Smartphones Allow Mimicry Of In Person Communications
   Emotion, Mood, Meaning
   Privacy - Ephemeral
   Privacy - Secure
   Privacy - Anonymous
   Trend: Messaging Pie Is Getting Bigger, More Diverse
   Korea: A Case Study In Messaging Diversity
   Media Is Moving To Messaging Apps
   Social Is Moving To Messaging Apps
   Gaming Has Moved To Messaging Apps
   Trend: Major Messaging Platforms Emerging, Driven By Diverse Strategies
   Trend: Enterprise Messaging Platforms
   Trend: Mobile Operator Strategies/Shifting Use Cases For Sms, Mms
P2P Sms Diminished, But Not Dead
Bets On A2P
A2P Game Changer: Rest Api
Messaging App & Notification To Sms Conversion
Sms As Universal Notification
Sms As Authentication
Messaging App Giants In A2P?
Mobile Operator’S Roadmap For Rcs

4. Business Strategies, Revenue Models
Acquisition
Advertising
Kik
Customer Contact - Path
Payments

Why Payments Are An Engagement Play And Not A Revenue Generator
Media Channels
Paid
Music Streaming
Games
International Expansion - Difficult To Lead With Games?
Loss Leader

5. Key Messaging Platforms - Competitive Landscape
Facebook
Could Facebook Messaging Challenge Sms Ubiquity?
Weixin/Wechat
Line
Kakao Talk
Rakuten’S Viber
Tango
Google
Apple
Blackberry Bbm
Snapchat
Telegram
Myriad Msngr

6. Forecasts
Methodology
Messaging Platform Maus, 2014-2017:
Net Revenues For Non Sms Messaging Platforms, 2014-2017:
Messaging Platform Maus, 2014-2017
Sms Maus
Messaging Platform Maus, 2014
Messaging Platform Maus, 2015
Messaging Platform Maus, 2016
Messaging Platform Maus, 2017
Net Revenues For Non Sms Messaging Platforms
Advertising
Paid, Non-Enterprise
Music Streaming
Games
Notifications
Enterprise
Stickers

7. Index Of Featured Companies/Products

8. Other Mentioned Companies/Products
Ordering:

Order Online - http://www.researchandmarkets.com/reports/3066599/

Order by Fax - using the form below

Order by Post - print the order form below and send to

Research and Markets,
Guinness Centre,
Taylors Lane,
Dublin 8,
Ireland.
Fax Order Form
To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit http://www.researchandmarkets.com/contact/

Order Information
Please verify that the product information is correct.

Product Name: Whatsapp, Weixin, Snapchat, LINE: The Growing Power of Messaging Apps
Web Address: http://www.researchandmarkets.com/reports/3066599/
Office Code: SCH3186F

Product Format
Please select the product format and quantity you require:

Quantity
Electronic (PDF) - Single User: USD 900

Contact Information
Please enter all the information below in BLOCK CAPITALS

Title: [Mr, Mrs, Dr, Miss, Ms, Prof]
First Name: __________________________ Last Name: __________________________
Email Address: * __________________________
Job Title: __________________________
Organisation: __________________________
Address: __________________________
City: __________________________
Postal / Zip Code: __________________________
Country: __________________________
Phone Number: __________________________
Fax Number: __________________________

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)
Payment Information

Please indicate the payment method you would like to use by selecting the appropriate box.

☐ Pay by credit card: You will receive an email with a link to a secure webpage to enter your credit card details.

☐ Pay by check: Please post the check, accompanied by this form, to:
Research and Markets,
Guinness Center,
Taylors Lane,
Dublin 8,
Ireland.

☐ Pay by wire transfer: Please transfer funds to:
Account number 833 130 83
Sort code 98-53-30
Swift code ULSBIE2D
IBAN number IE78ULSB98533083313083
Bank Address Ulster Bank,
27-35 Main Street,
Blackrock,
Co. Dublin,
Ireland.

If you have a Marketing Code please enter it below:

Marketing Code: ____________________________

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at http://www.researchandmarkets.com/info/terms.asp

Please fax this form to:
(646) 607-1907 or (646) 964-6609 - From USA
+353-1-481-1716 or +353-1-653-1571 - From Rest of World