Social Media Messaging: Market Shares, Strategies, and Forecasts, Worldwide, 2016 to 2022

Description: The complete report provides a comprehensive analysis including user numbers for those generating revenue, and counting separately, the much larger number of users not generating revenue.

Segment analysis looks at texting, games, video, and e-commerce revenue, providing users, market value, forecasts, as well as a detailed competitive market shares and analysis of major players' success, challenges, and strategies in each segment and sub-segment. The reports cover markets for social media texting platform specialties and sub-specialties.

Worldwide Social Media Messaging markets are poised to revolutionize communications by evolving a lifestyle support platform that has broad capabilities to connect people.

Social messaging platforms leverage smart phones to deliver an increasingly broad set of lifestyle functions. Social media platforms that have been adept at moving to embrace the mobile revolution in user adoption. The smart phone can do everything. Messaging is the preferred medium of the smart phone.

Social messaging usage is dependent on opening and engaging with the app. Message platforms are the most used apps globally. Social media messaging has transcended simple communication and become a platform for gaming, commerce and payment, media, taxi services and beyond. As these trends play out globally, mobile messaging leaders are evolving into central communication hubs.

Social messaging platforms leverage smart phones to deliver an increasingly broad set of lifestyle functions. Tencent (TCEHY) in China owns WeChat. This dominates the messaging market. Chat apps are widely used for shopping in China. They make consumer goods more available. In the U.S, Americans have access to brick-and-mortar shopping options.

Contents:

1. Social Messaging Description and Market Dynamics
   1.1 Addition of Text Messaging To The Social Media Platform
   1.1.1 Mobile Is Key Driver of Social Messaging
   1.1.2 Seventy-Eight Percent Of People In The U.S. Say Their Phone Is Always With Them
   1.1.3 Facebook Battery Drain
   1.2 Mobile-Feed Based Environment Information Absorption
   1.2.1 People Watch And Absorb Information Differently In A Mobile Environment
   1.2.2 Fast Content Retention
   1.3 Social Network Texting On Mobile Phones
   1.3.1 Studies Supporting Ubiquity of Messaging
   1.4 Social Messaging Sales and Operations
   1.4.1 Social Messaging Marketing
   1.5 Cloud Computing Model
   1.5.1 Open Systems
   1.5.2 SOA Foundation
   1.6 Digital Messaging E-commerce Products
   1.7 Getting Ready to Support E-Commerce Social Media Messaging With Mission Critical Systems
   1.7.1 Mission Critical Messaging As A Base For Services Oriented Architecture (SOA)
   1.7.2 Messaging E-Commerce Communication
   1.8 Message Trends
   1.9 Mission Critical Messaging Market Dynamics
   1.10 SOA Governance Lifecycle

2. Social Messaging Market Shares and Forecasts
   2.1 Social Messaging Market Forces
   2.1.1 Social Media Messaging Market Driving Forces
   2.1.2 Social Media Messaging Vendor E-Commerce Development
   2.1.3 Social Message Features
2.2 Social Messaging Market Shares
2.2.1 Facebook Whatsapp
2.2.2 Facebook: WhatsApp
2.2.3 Tencent Holdings / WeChat
2.2.4 Twitter
2.2.5 Alphabet’s (GOOGL) Google
2.2.6 Google
2.2.7 Baidu Inc ADR
2.2.8 Rakuten
2.2.9 Rakuten / Viper
2.2.10 Twitter Seen Trying Social Commerce
2.2.11 Tango
2.2.12 Line
2.2.13 Kik App Identified As Digital Platform Abused By Criminals, Drug Dealers, Terrorists
2.2.14 Tawkers
2.2.15 KakaoTalk
2.2.16 IBM Social Messaging
2.2.17 Amazon Messaging
2.2.18 Chinese Social Messaging
2.3 Social Messaging Market Forecasts
2.3.1 Social Media Messaging Text Forecasts
2.3.2 Social Media Messaging Video Forecasts
2.3.3 Social Media Messaging Game Forecasts
2.3.4 Social Platform Games Using Virtual Reality
2.3.5 Social Media Messaging E-Commerce Forecasts
2.3.6 Assistive Collaboration And Productivity Messaging E-Commerce Tools
2.3.7 Communication Tools Morph Into E-Commerce Platforms
2.3.8 Twitter Seen Trying Social Media Platform e-Commerce
2.4 Mission Critical Decoupled Messaging is the Base for E-Commerce
2.5 Mission Critical Messaging Market Shares
2.5.1 IBM WebSphere MQ
2.5.2 Tibco Transport Layer
2.5.3 .NET MSMQ from Microsoft
2.6 Mission Critical Messaging Market Forecasts
2.7 Social Messaging Revenue and Valuation per User
2.8 Social Messaging Regional Analysis
2.8.1 United States
2.8.2 Europe
2.8.3 China
2.8.4 Japan
2.8.5 Korea
2.8.6 India
2.8.7 Tailand
2.8.8 LINE Monthly Active User (MAU) Market Share (Japan, Taiwan, Thailand and Indonesia
2.8.9 Facebook Regional Positioning
2.8.10 Facebook WhatsApp Regional Issues
2.8.11 Facebook Geographical Information

3. Social Messaging Product Description
3.1 Facebook Messaging
3.1.1 Facebook Messenger
3.1.2 Video Calling in Facebook Messenger
3.1.3 Facebook Whatsapp
3.1.4 Facebook Core App WhatsApp
3.1.5 Facebook WhatsApp Target Markets
3.1.6 Facebook WhatsApp Advertising Positioning
3.1.7 WhatsApp View of Advertising
3.1.8 WhatsApp User Base for Android
3.1.9 WhatsApp User Base for iPhone
3.1.10 Facebook Oculus Virtual Reality Technology
3.1.11 Oculus Rift Experience of Immersion
3.1.12 Facebook Instagram
3.1.13 Facebook Instagram Boomerang
3.1.14 Post to Facebook and Windows Live
3.2 Tencent / WeChat
  3.2.1 Tencent WeChat Translation
  3.2.2 Tencent Free Messaging & Calling App
  3.2.3 Tencent / WeChat
3.3 Twitter Chat
  3.3.1 Twitter Eliminates 140-Character Message Limit
  3.3.2 Twitter / Vine
3.4 Viper
3.5 Google
  3.5.1 Google Building A New Mobile Messaging App
  3.5.2 Google Hangouts Mobile
  3.5.3 Google Hangouts Gmail
  3.5.4 Google Virtual Reality
3.6 Microsoft Skype
  3.6.1 Skype Translator
  3.6.2 Skype for Business
  3.6.3 Skype Messaging App GroupMe
3.7 Baidu
3.8 Rakuten / Viper
3.9 Yahoo / Tumblr
  3.9.1 Yahoo / Tumblr / Mobile / Integrated Instant Messaging
  3.9.2 Yahoo Messenger
3.10 Kik
  3.10.1 Kik Offers Teenagers, and Predators, Anonymity
  3.10.2 Kik App Identified As Digital Platform Abused By Criminals, Drug Dealers, Terrorists
3.11 Line
  3.11.1 LINE real-time voice and video calls
  3.11.2 Line Out
  3.11.3 Line Pay
  3.12 KakaoTalk
  3.12.1 KakaoTalk Messaging App K-Minute
  3.12.2 KakaoTalk Promotion
  3.12.3 KakaoTalk TV
3.13 Nimbuzz
3.14 Tawkers
  3.14.1 Tawkers Share Text Messaging on iPhone
3.15 NetDirect App
3.16 Slack
  3.16.1 Slack and Hipchat
3.17 Kore
3.18 Yik Yak
3.19 Snapchat
3.20 iMessage
3.21 Confide
  3.21.1 Confide Transport Layer Security
  3.21.2 Confide Ephemeral and Encrypted
3.22 Wickr
3.23 Tango
  3.23.1 Tango Teams with Wal-Mart, Alibaba for M-Commerce
3.24 Blackberry Messenger
3.25 IBM Social Messaging
  3.25.1 IBM offers SOA Platform Messaging Technology
  3.25.2 IBM Messaging Foundation For SOA Connectivity
  3.25.3 IBM WebSphere Open Systems Foundation for Cloud Computing
  3.25.4 IBM SOA As Mechanism For Defining Business Services
3.26 Tibco Middleware Messaging
  3.26.1 Tibco Messaging
  3.26.2 Tibco Mission Critical Messaging Solutions
  3.26.3 Tibco Messaging Backbone
3.27 FioranoMQ
  3.27.1 Fiorano SOA Platform
  3.27.2 Fiorano Enterprise Services Bus (Fiorano ESB™)
3.27.3 Fiorano Pre-Built Services
3.28 Software AG webMethods Broker

4. Social Media Messaging Technology and Research
4.1 Facebook Messaging Technology
4.1.1 Facebook Android Integration
4.2 Gmail Best All-Round Email Product
4.3 Microsoft Office: Workhorse of the Software
4.4 Television: Dethroned
4.5 Mission Critical Messaging Communication Protocols
4.6 Mission Critical Messaging Middleware Transport Layer
4.6.1 IBM WebSphere MQ Read Ahead On Client Connections
4.7 Mission Critical Messaging As A Base For Services Oriented Architecture (SOA)
4.8 Streams For Messaging and Data Access
4.9 Message Queuing
4.9.1 Database Message Queuing
4.9.2 Data and Message Transformation
4.10 Componentization
4.11 Speed, Flexibility, and Scalability
4.12 Mission Critical Message Throughput
4.12.1 Message Persistence
4.12.2 Message Size
4.12.3 Data Format
4.12.4 Message Flow Complexity
4.13 Message Input To Output Ratio
4.14 Required Message Rate
4.15 Parallel Message Processing
4.15.1 Serial Message Processing
4.15.2 Recovery Requirements
4.16 Typical Message Patterns
4.17 Processors Manage Specified Message Flows
4.18 Messaging Technology Issues
4.18.1 Report Messages Functions
4.18.2 Real-Time Technology Issues
4.18.3 MCA Exit Chaining
4.18.4 Remove Channel Process Definition
4.18.5 Improved Stop Channel Command
4.18.6 AMI Objects From LDAP
4.19 Secure Sockets Layer (SSL)
4.20 Dynamic Systems
4.21 Robust, Enterprise-quality Fault Tolerance
4.21.1 Cache / Queue
4.22 Multicast
4.23 Performance Optimization
4.23.1 Fault Tolerance
4.23.2 Gateways
4.23.3 Cloud Model For Consuming And Delivering Business And IT Services
4.23.4 Microsoft Cloud Business Model: Private Cloud – Unlimited Virtualization Rights
4.24 PRC Government Regulates The Internet Industry
4.25 Web Search Technology

5 Social Media Messaging Company Descriptions
5.6 Apple
5.6.1 Apple Business Strategy
5.6.2 Apple Product Introductions
5.6.3 Apple Second Quarter 2015 Revenue
5.6.4 Apple iPhone
5.6.5 Apple HomeKit
5.6.6 Apple Message Hack
5.7 Baidu
5.7.1 Baidu.com Website Distributors Used to Help Identify SMEs
5.7.2 Baidu Web Search
5.7.3 Baidu Personalized Homepage
5.22 Owler
5.23 Rakuten
5.23.1 Rakuten / Viper
5.24 Snapchat
5.24.1 Snapchat Viacom Partnership
5.25 Software AG
5.26 Tango
5.27 Tawkers
5.28 Tencent
5.28.1 TenCent Revenue
5.28.2 Tencent Revenues
5.28.3 Tencent Holdings Has a Partnership With Glu
5.28.4 Tencent WeChat
5.29 Tibco FTL Messaging Middleware
5.29.1 Tibco Lightning-Fast Messaging Transport with Extreme Low Latency
5.29.2 Tibco Reliable, High Throughput and Persistent Messaging
5.29.3 Seamless Integration
5.30 Twitter
5.30.1 Bringing Tweets To More People Around The World
5.31 Yahoo
5.31.1 Yahoo Revenue
5.31.2 Yahoo Mavens Revenue
5.31.3 Yahoo Tumblr
5.31.4 Yahoo Tumblr Sponsored Posts
5.31.5 Yahoo Tumblr Sponsored Day
5.31.6 Yahoo Tumblr Use Case
5.31.7 Yahoo Display Revenue
5.31.8 Yahoo Display Metrics
5.31.9 Yahoo / Microsoft
5.31.10 Yahoo / Google
5.31.11 Yahoo / Tumblr
5.32 Yik Yak
5.33 Yolodata
5.33.1 Yolodata REST API and Developer SDK's
5.34 Weather Messaging
5.34.1 Weather Message Operation
5.34.2 Weather Message Components
5.34.3 Weather Message Licensing
5.34.4 Weather Message Evaluation

Tables & Figures

Table ES-1 Social Messaging Mapping
Table ES-2 Social Media Messaging Market Driving Forces
Table ES-3 Social Messaging Age Group Driving Forces
Table ES-4 Social Messaging Advantages Derived from Communication Offset from Real Time
Table ES-5 Media Platforms For Marketers
Table ES-6 Social Media Messaging Media Platform Features
Table ES-7 Social Media Messaging Media Platform Development Functions
Figure ES-8 Social Media Messaging Market Shares, Shipments, Dollars, Worldwide 2015
Figure ES-9 Social Media Messaging Forecasts, Dollars, Worldwide, 2016-2022
Table 1-1 Cloud Computing Model Positioning for Social Media Messaging
Figure 1-2 IBM SOA Foundation Business, Infrastructure, and Data Information Architecture
Table 1-3 Mission Critical Messaging As A Base For SOA Software Used to Implement Process Flexibility
Table 1-4 Messaging Middleware Messaging Trends
Table 1-5 Mission Critical Messaging Market Dynamics
Figure 1-6 IBM SOA Governance Lifecycle
Figure 1-7 Private Cloud Attributes
Table 1-8 Private Cloud Computing Model Characteristics
Table 2-1 Social Messaging Mapping
Table 2-2 Social Media Messaging Market Driving Forces
Table 2-3 Social Messaging Age Group Driving Forces
Table 2-4 Social Messaging Advantages Derived from Communication Offset from Real Time
Table 2-5 Media Platforms For Marketers
Table 2-6 Social Media Messaging Media Platform Features
Table 2-7 Social Media Messaging Media Platform Development Functions
Figure 2-8 Social Media Messaging Market Shares, Shipments, Dollars, Worldwide 2015
Table 2-9 Social Media Messaging Direct and Advertising Revenue Market Shares, Dollars, Worldwide, 2015
Table 2-10 Social Media Messaging Market Shares, Units and Dollars, Worldwide, 2015
Table 2-11 Social Messaging Users Per Month Market Shares, Users, Worldwide, 2016
Table 2-12 Social Media Messaging Regional Competitors
Table 2-13 Facebook Social Messaging Markets and Systems Shares, Number of People, Worldwide, 2016
Table 2-14 Facebook Social Media Use Statistics
Figure 2-15 Social Media Messaging Forecasts, Dollars, Worldwide, 2016-2022
Table 2-16 Social Media Messaging Market Systems Including Text, Video, Games, and E-Commerce Transactions Dollars, Worldwide, 2016-2022
Figure 2-17 Social Media Messaging Market Forecasts, Revenue Generating Users, Worldwide, 2016-2022
Table 2-18 Social Messaging Users Per Month Market Shares, Users and Dollars, Worldwide, 2016
Table 2-19 Social Media Messaging Market Systems Revenue and Nonrevenue Users, Worldwide, 2016-2022
Figure 2-20 Social Media Messaging Text Forecasts, Dollars, Worldwide, 2016-2022
Figure 2-21 Social Media Text Messaging Market Forecasts, Revenue Generating Users, Worldwide, 2016-2022
Table 2-22 Social Media Messaging Market Systems by Segment, Text, Forecasts, Dollars and Users, Worldwide, 2016-2022
Figure 2-23 Social Media Messaging Video Forecasts, Dollars, Worldwide, 2016-2022
Figure 2-24 Social Media Video Messaging Market Forecasts, Revenue Generating Users, Worldwide, 2016-2022
Table 2-25 Social Media Messaging Market Systems by Segment, Video, Forecasts, Dollars and Users, Worldwide, 2016-2022
Figure 2-26 Social Media Messaging Games Forecasts, Dollars, Worldwide, 2016-2022
Figure 2-27 Social Media Messaging Games Market Forecasts, Revenue Generating Users, Worldwide, 2016-2022
Table 2-28 Social Media Messaging Market Systems by Segment, Games, Forecasts, Dollars and Users, Worldwide, 2016-2022
Figure 2-29 Social Media Messaging E-Commerce Forecasts, Dollars, Worldwide, 2016-2022
Figure 2-30 Social Media Messaging E-Commerce Market Forecasts, Revenue Generating Users, Worldwide, 2016-2022
Table 2-31 Social Media Messaging Market Systems by Segment, E-Commerce Transactions Forecasts, Dollars and Users, Worldwide, 2016-2022
Table 2-32 Messaging Middleware Market Driving Forces
Table 2-33 Middleware Messaging Market Factors
Figure 2-34 Social Media Messaging Regional Market Segments, Dollars, 2015
Table 2-35 Social Media Messaging Regional Market Segments, Dollars, 2015
Figure 2-36 Social Media Messaging Regional Market Segments, Users, 2015
Table 2-37 Social Media Messaging Regional Market Segments, Users, 2015
Figure 3-1 Facebook Messenger
Figure 3-2 Video Face to Face Conversations in Facebook Messenger
Figure 3-3 Video Calling in Facebook Messenger
Figure 3-4 Instagram Images
Figure 3-5 Instagram Distributors
Figure 3-6 Facebook Instagram Boomerang Creative Photography
Figure 3-7 Facebook Instagram Boomerang Video Can Be Viewed On The Smartphone
Figure 3-8 Tencent WeChat Broadcast Messages
Figure 3-9 Tencent WeChat Broadcast Message Contact Selections
Table 3-10 Tencent WeChat Broadcast Message Platforms Supported
Table 3-11 Tencent WeChat Regional Locations
Table 3-12 Tencent / WeChat Functions
Table 3-13 Google Products with One-Billion Monthly Active Users
Figure 3-14 Google Hangouts
Figure 3-15 Skype for Business Functions
Figure 3-16 Kik Privacy for Teens, Terrorists, and Gangsters
Table 3-17 Law Enforcement Cases Involving Kik in 10 Days
Figure 3-18 Kik Anonymity
Figure 3-19 Line Chat
Table 3-20 LINE Stickers Functions
Table 3-21 LINE Pay PCI DSS and ISO/IEC 27001 Standards Compliance
Figure 3-22 KakaoTalk Messaging App
Table 3-23 Tawkers Messaging App Features
Table 3-24 Slack Messaging Modalities
Figure 3-25 Snapchat Images
Figure 3-26 Wickr Tower of Encryption Protection
Figure 3-27 Wickr Encryption Scrambler and Security Layer
Figure 3-28 Wickr Encryption Secondary Scrambler
Figure 3-29 Wickr Hardware Binding and Transport Layer Security
Figure 3-30 Wickr Unique Message Key Message Security
Table 3-31 Wickr Multiple Layers Of Messaging Encryption
Table 3-32 Wickr Layers Of Messaging Security
Figure 3-33 WICKR For Business Functions
Table 3-34 Tango Video Technology Features
Table 3-35 Tango Video Technology Groups Target Markets
Table 3-36 IBM Defined Key SOA Entry Points
Figure 3-37 IBM SOA Foundation Business, Infrastructure, and Data Information Architecture
Table 3-38 Tibco ActiveMatrix Functions
Table 3-39 Tibco FTL Industry-Leading Technology Design Features
Table 3-40 Tibco FTL Industry-Leading Technology Key Features
Table 3-41 Tibco FTL Industry-Leading Technology Transport Features
Figure 3-42 Fiorano MQ Server Components
Figure 3-43 Fiorano SOA Platform Components
Table 4-1 Facebook Long-Term Research Initiatives
Table 4-2 IBM WebSphere MQ Layered Architecture Objectives:
Table 4-3 Mission Critical Messaging As A Base For SOA Software Used to Implement Process Flexibility
Table 4-4 Aspects Of Data Streaming Management
Table 4-5 Mission Critical Message Throughput Variables
Table 4-6 Typical Message Flow Characteristics
Table 4-7 Messaging Technology Issues
Table 4-7 (Continued) Middleware Messaging Technology Issues
Table 4-8 Automatic Detection And Recovery From Network And System Failure
Table 4-8 (Continued) Automatic Detection And Recovery From Network And System Failure
Table 4-10 Fault Tolerance Features
Table 4-10 (Continued) Fault Tolerance Features
Table 5-1 Baidu.com Website Types Of Online Participants:
Table 5-2 Baidu Web Search Features
Table 5-3 Baidu Open Cloud Modules
Table 5-4 Baidu.com Branding
Table 5-5 Fujitsu Facts
Figure 5-6 Fujitsu Positioning for IoT
Figure 5-7 Five CEO Mateusz Mach
Figure 5-8 Google / Nest Learning Thermostat
Table 5-9 Microsoft Productivity and Business Processes Segment
Table 5-10 Microsoft Intelligent Cloud Segment
Figure 5-11 Microsoft / Skype / GroupMe Free Group Messaging
Table 5-12 Microsoft Service Orientated Architecture SOA Functions
Table 5-13 Snapchat Communication Functions
Table 5-14 Weather Messaging Features

Ordering:

Order Online - http://www.researchandmarkets.com/reports/3624703/

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 and select the format(s) you require.

Product Name: Social Media Messaging: Market Shares, Strategies, and Forecasts, Worldwide, 2016 to 2022
Web Address: http://www.researchandmarkets.com/reports/3624703/
Office Code: SCH3186N

Product Formats
Please select the product formats and quantity you require:

<table>
<thead>
<tr>
<th>Format</th>
<th>Quantity</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronic (PDF) - Single User</td>
<td></td>
<td>USD 4100</td>
</tr>
<tr>
<td>Electronic (PDF) - Enterprisewide</td>
<td></td>
<td>USD 6200</td>
</tr>
</tbody>
</table>

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