RCS vs. OTT Messaging - Best Practice for MNOs

Description: Google's recent actions in providing network and device support for RCS has generated interest in the service and raised hopes among mobile operators that by taking advantage of the dominant installed base of Android OS handsets it may yet become a success.

MNOs’ efforts to date to use RCS to compete with OTT services such as WhatsApp, Messenger, iMessage and others have failed. This has been due to the expense, complexity and time required to roll out a network based service combined with the fragmented approach taken to marketing the service.

By agreeing on a common version, Universal Profile, and making use of Google’s support, mobile operators hope to succeed in re-establishing their position as the default provider of a comprehensive set of messaging and voice services.

However, the OTT services are well established, with billions of users worldwide, and converting a user base of that size is not a trivial task.

Operators must therefore decide whether to make significant investments in systems and marketing which may prove in vain, or wait and see how the market develops before making any serious commitment. They could decide that OTT messaging systems are now so well established that it is better to focus their resources on other areas which will take them towards Telco 2.0.

This report looks at the state of the market for messaging services, considers the issues facing MNOs that wish to move forward with RCS and examines the approaches taken in the past. Using the insights gained, it determines best practice and recommends the optimum approach for MNOs.

Contents:

1 Overview
2 Introduction
   2.1 Background to the Report
   2.2 Report Content
   2.3 Currency and Conversions
   2.4 Further Questions and Feedback
3 RCS: Development and Provision
   3.1 Background and Services
   3.2 RCS Universal Profile
   3.3 Network & System Requirement
   3.4 Google, Android & Jibe
   3.5 Other Vendors & Services
4 The Messaging Market
   4.1 Market Size & Structure
   4.2 Maturity of Market
   4.3 The Opportunity - The Android Market
   4.4 Factors That Drive Uptake
   4.5 Tariffing, Revenues and Business Case
5 MNOs’ Promotion of RCS
   5.1 Experiences of Initial Launch of RCS
      5.1.1 Coordinated Launches in Germany, South Korea and Spain
         5.1.1.1 South Korea
         5.1.1.2 Germany
         5.1.1.3 Spain
      5.1.2 France: Orange and SFR
      5.2 Other Operator Experiences
5.2.1 Sprint
5.2.2 T-Mobile (US)
5.2.3 AT&T
5.2.4 Rogers Wireless
5.2.5 America Movil (Claro & Telcel),
5.2.6 Vodafone
5.3 MNOs Supporting and Offering RCS Services
5.4 Branding & Service Information

6 Key Findings and Conclusions
6.1 Issues for MNOs to Consider
6.2 Cost and Ease of Deployment
6.3 Compatibility - Handsets and Reach
6.4 Marketing
6.5 Short or Long-term Uptake
6.6 Conclusions

7 Recommendations


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: RCS vs. OTT Messaging - Best Practice for MNOs
Web Address: http://www.researchandmarkets.com/reports/4090862/
Office Code: SC2GZ1QQ

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

<table>
<thead>
<tr>
<th>Quantity</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronic (PDF) -</td>
<td>USD 2786</td>
</tr>
<tr>
<td>Single User:</td>
<td></td>
</tr>
</tbody>
</table>

* The price quoted above is only valid for 30 days. Please submit your order within that time frame to avail of this price as all prices are subject to change.

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