

HOW TO MAKE

# MESSAGING

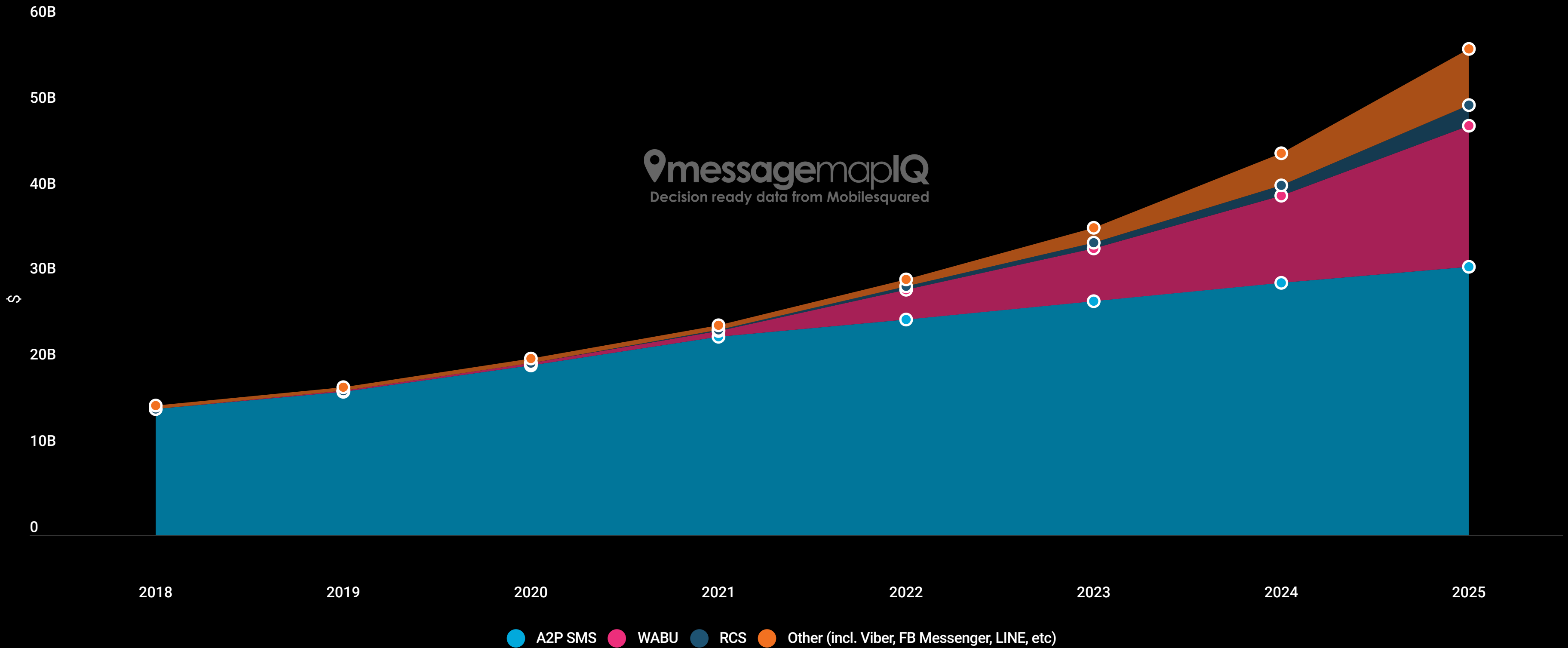
A TRILLION \$

# INDUSTRY

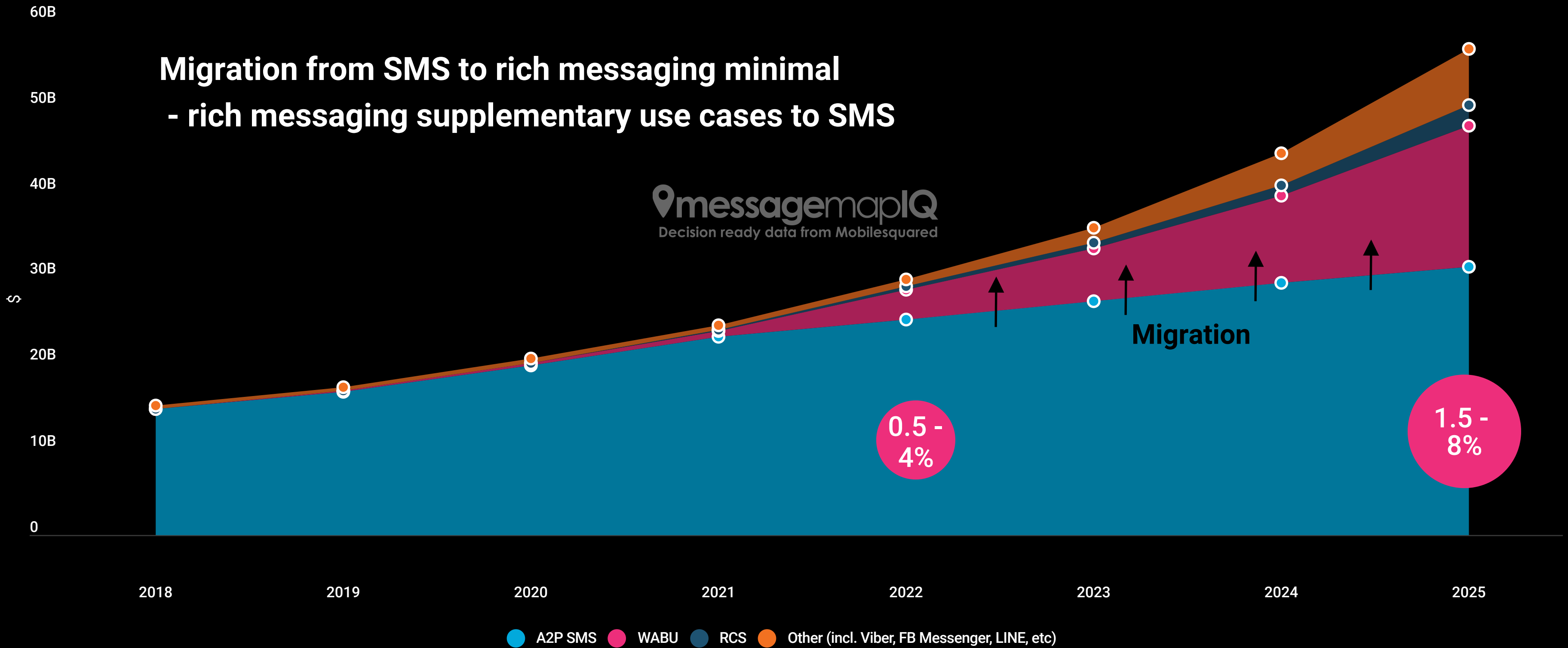
NICK LANE



# The messaging world we know

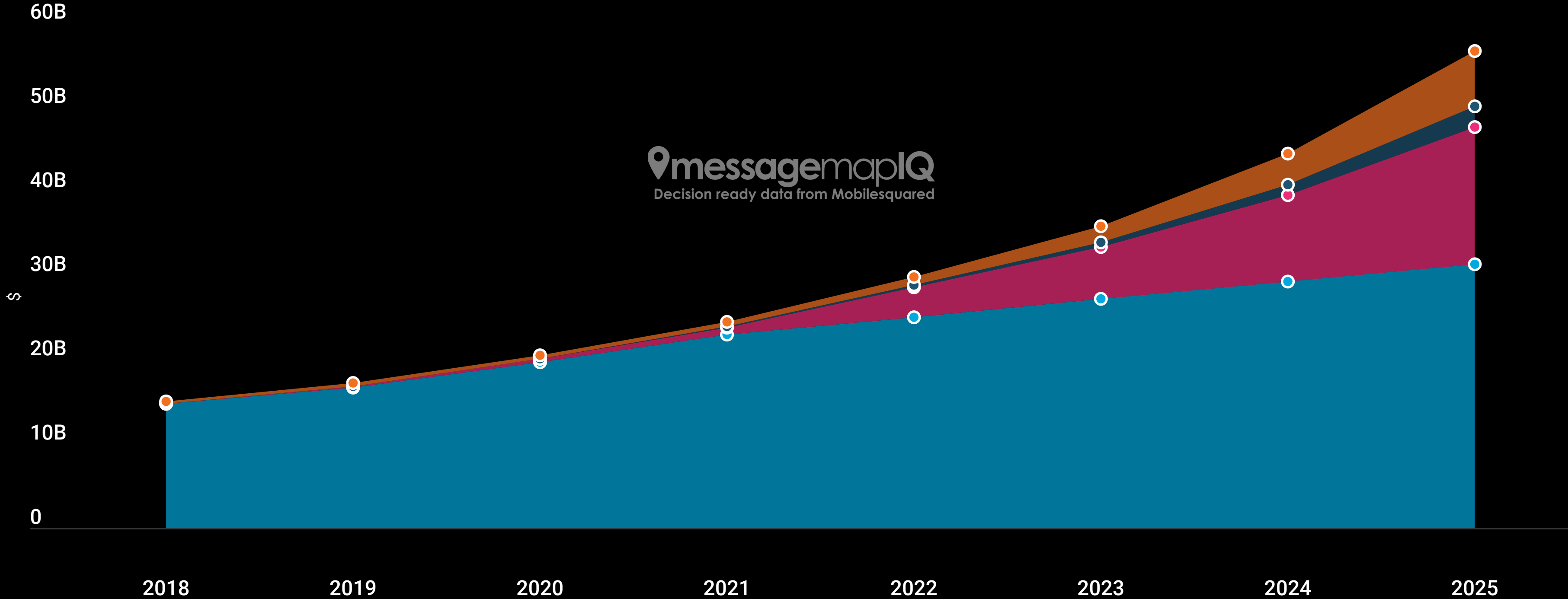


# The messaging world we know



# The messaging world we know - ARPU

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ARPU

\$3.10

\$3.42

\$3.10

\$4.55

\$5.39

\$6.29

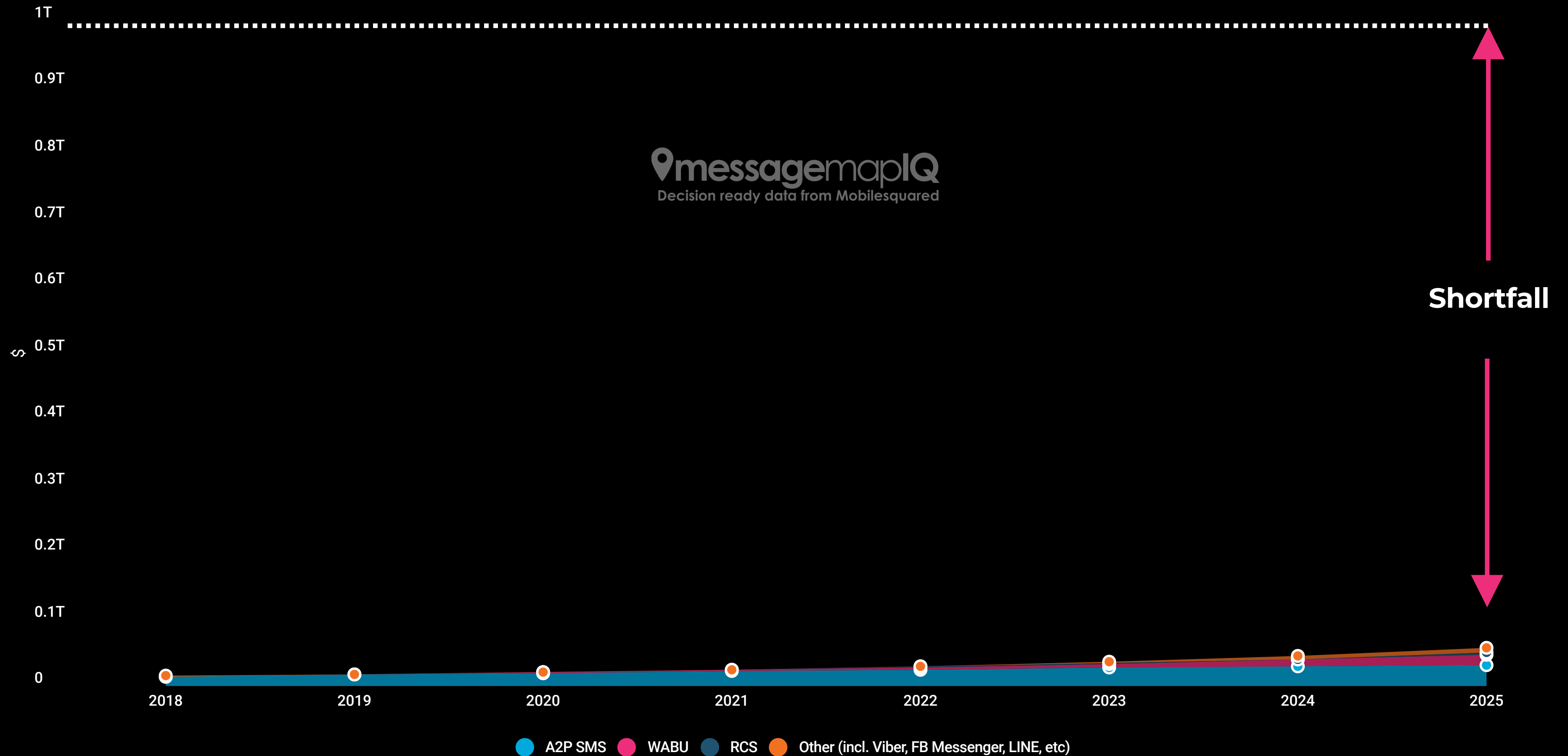
\$7.57

\$9.39

● A2P SMS ● WABU ● RCS ● Other (incl. Viber, FB Messenger, LINE, etc)

# Our revenue platform... the path to a trillion \$

  
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# What is A2P SMS' potential?

A2P SMS accounted for

**1.77** %

of total MNO revenue, 2021

A2P SMS revenues 1.77%

Not A2P SMS revenues 98.23%

MNO revenues

Vodafone Group

2.51%

Telefonica Group

0.32%

Orange Group

2.08%

T-Mobile Group

0.26%

Telenor Group

2.27%

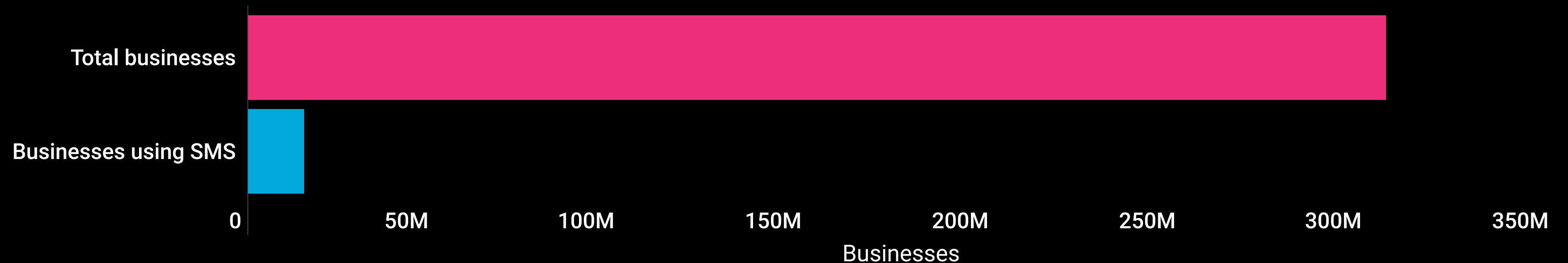
Telia Group

1.85%

  
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# What is A2P SMS' potential?

There are 304.7 million registered businesses in the world, just **5%** use SMS

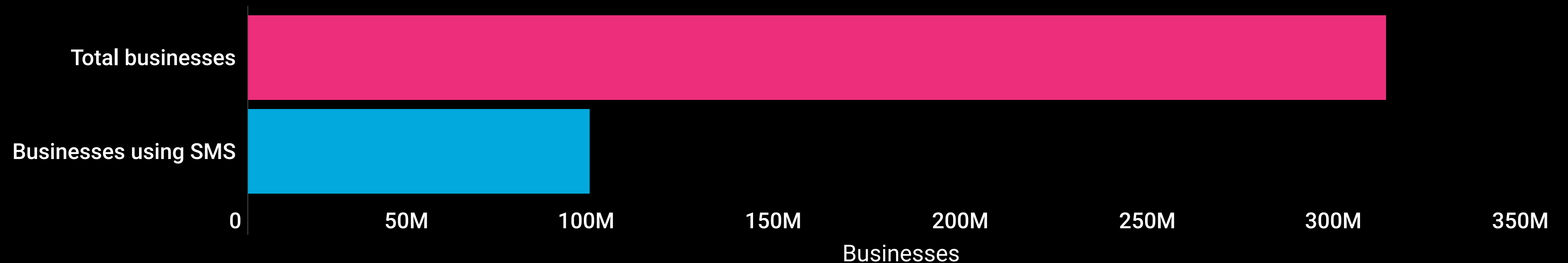


In 2021, the average business spent \$1,536.7 per annum on SMS.

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# What is A2P SMS' potential?

There are 304.7 million registered businesses in the world, what if **30%** use SMS?



In 2021, the average business spent \$1,536.7 per annum on SMS.

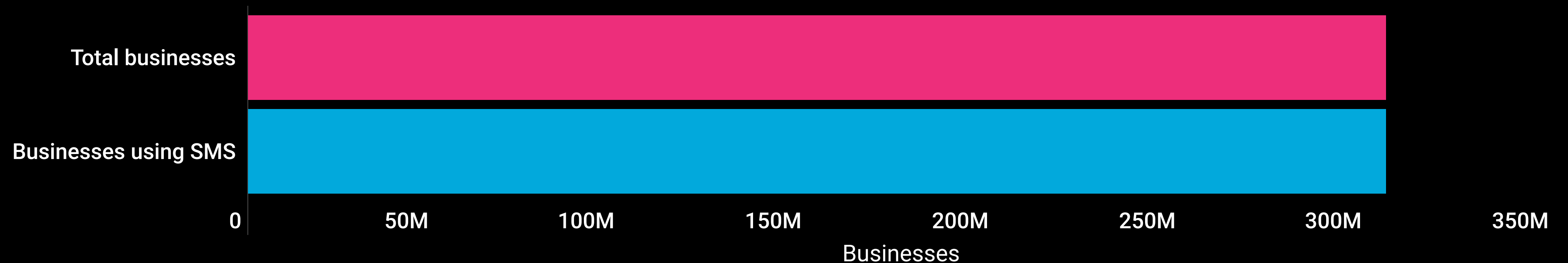
If 30% of businesses used SMS based on average spend, market worth \$140.4 billion.

  
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# What is A2P SMS' potential?

There are 304.7 million registered businesses in the world, what if **100%** use SMS?

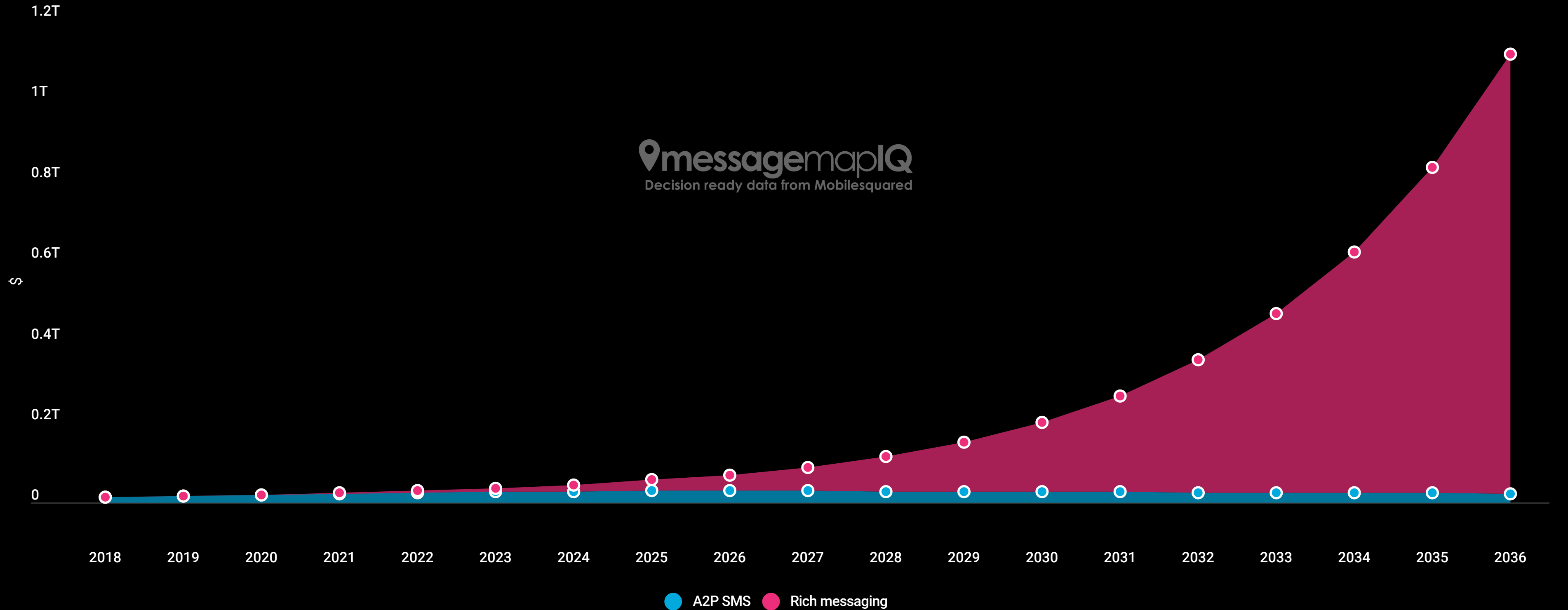


In 2021, the average business spent \$1,536.7 per annum on SMS.

If 30% of businesses used SMS based on average spend, market worth \$140.4 billion.

If 100% of businesses used SMS based on average spend, market worth \$468.2 billion.

# What the long term could look like



ARPU

\$3.78

\$4.74

\$6.33

\$8.76

\$12.96

\$20.04

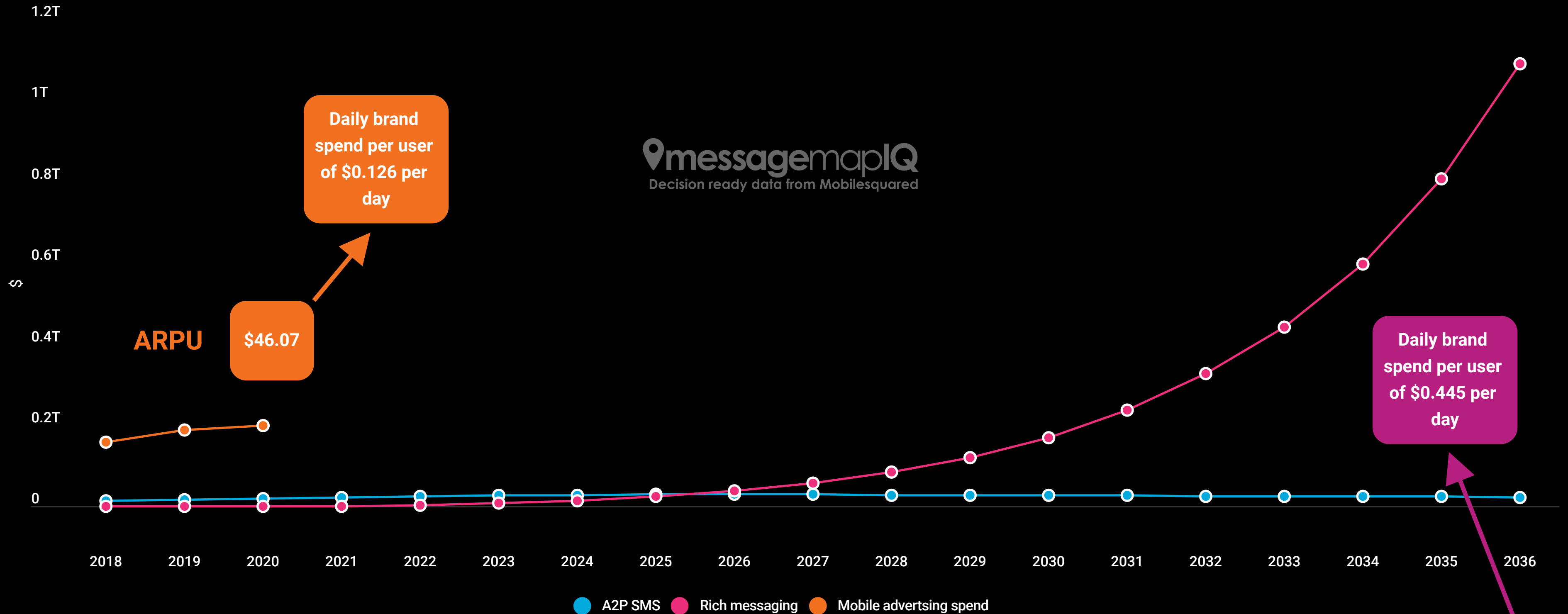
\$33.20

\$56.49

\$94.84

\$162.3

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One channel



\$117 billion

in 2021

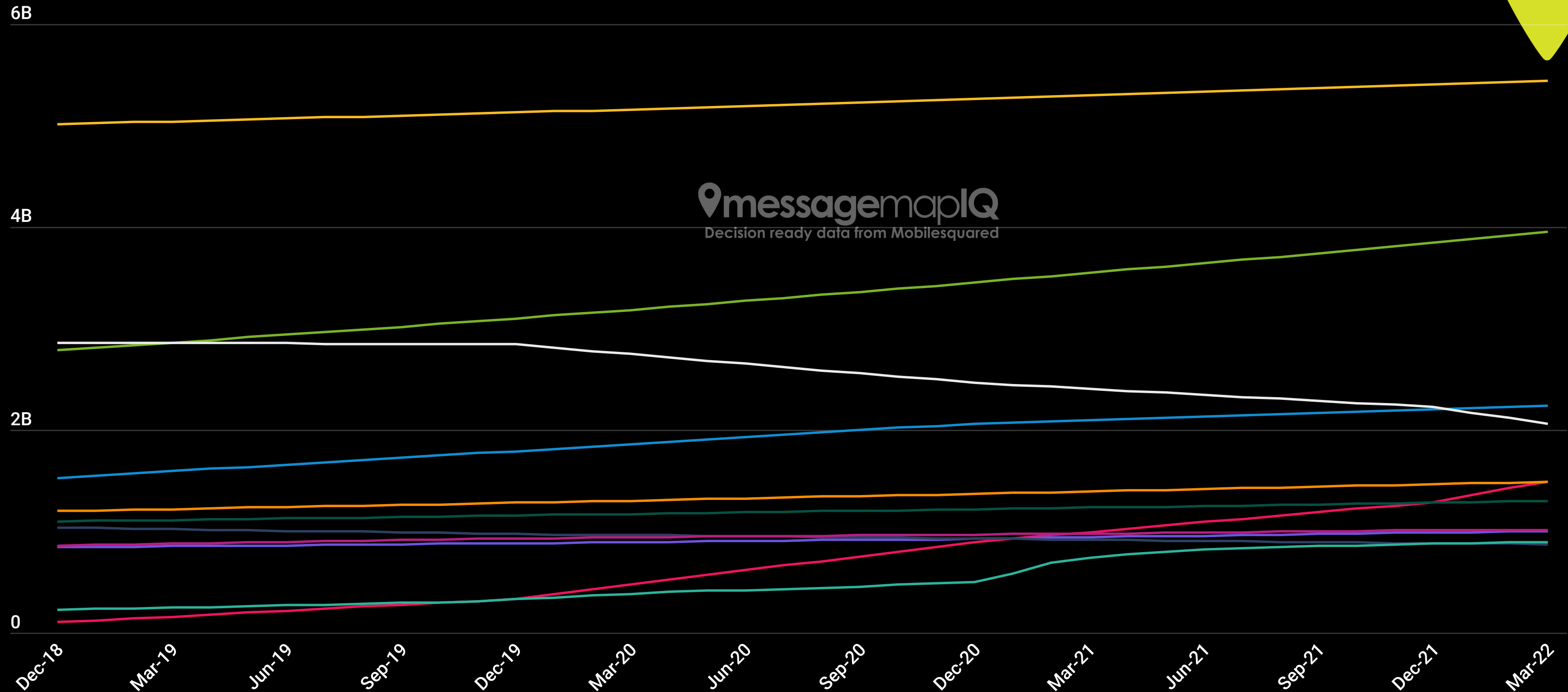


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# Business messaging tracker

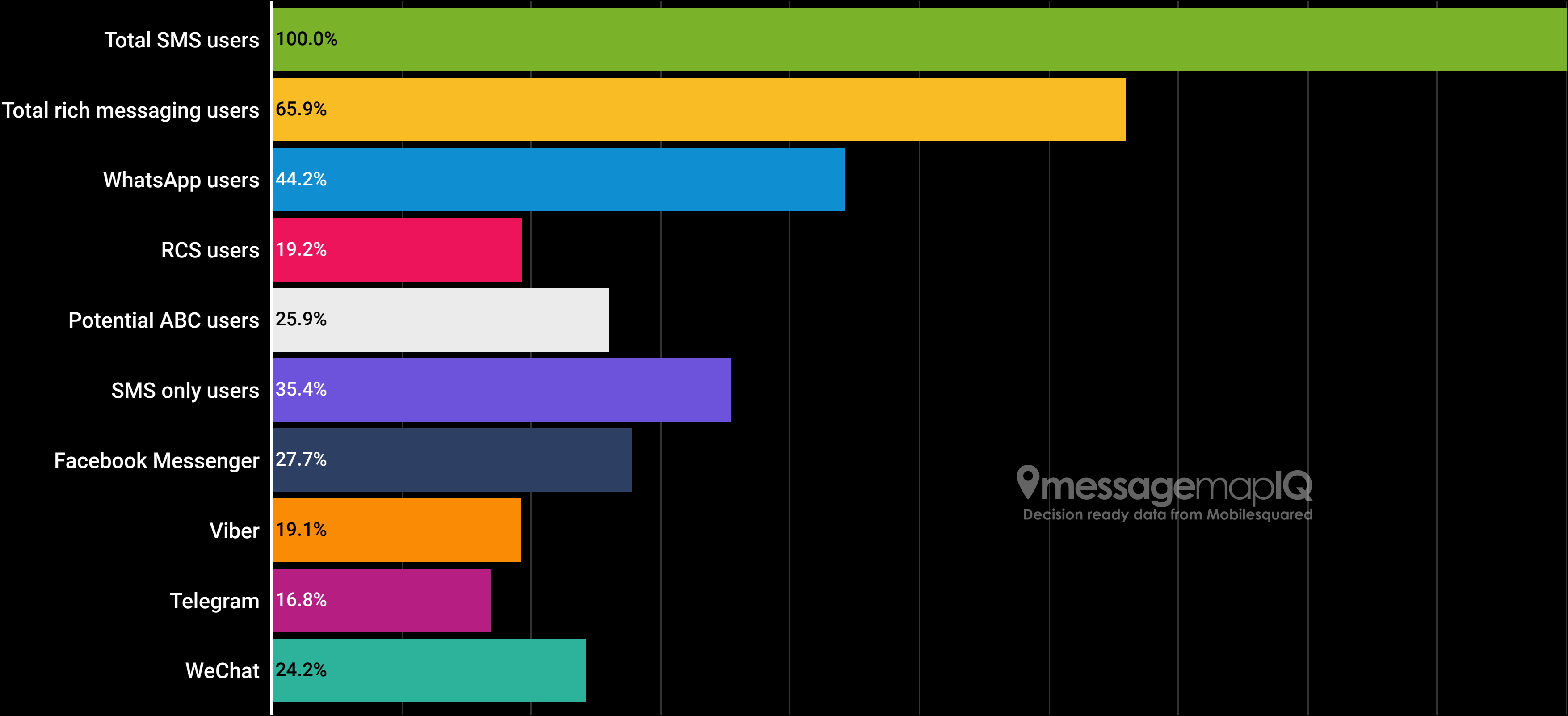
5.45 bl  
business  
messaging  
users

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● Total SMS users ● Total Rich Messaging users ● WhatsApp Unique Users ● RCS users ● Potential RCS users ● Potential ABC users ● SMS only users  
● Facebook Messenger ● Viber ● Telegram ● WeChat

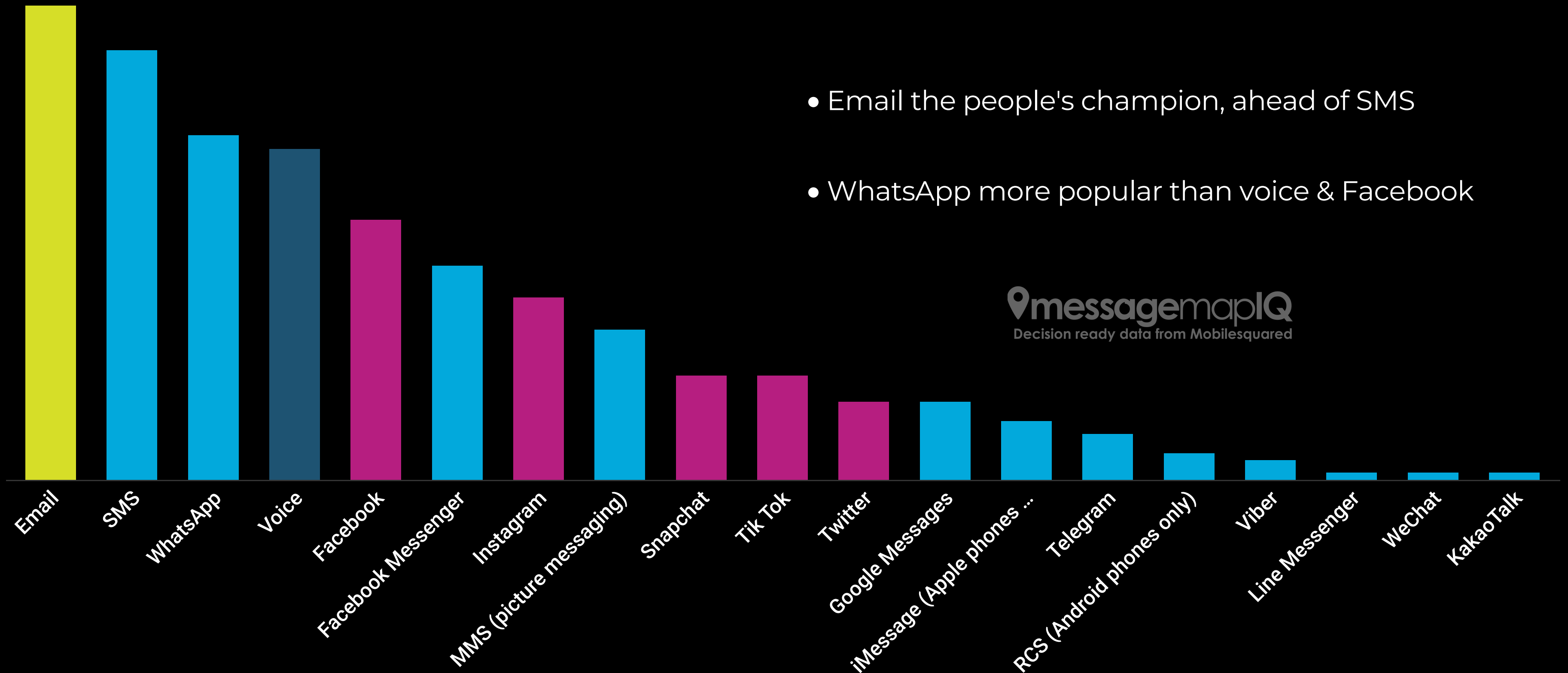
# Business messaging tracker



  
Decision ready data from Mobilesquared

# Consumer channel preference

- Email the people's champion, ahead of SMS
- WhatsApp more popular than voice & Facebook

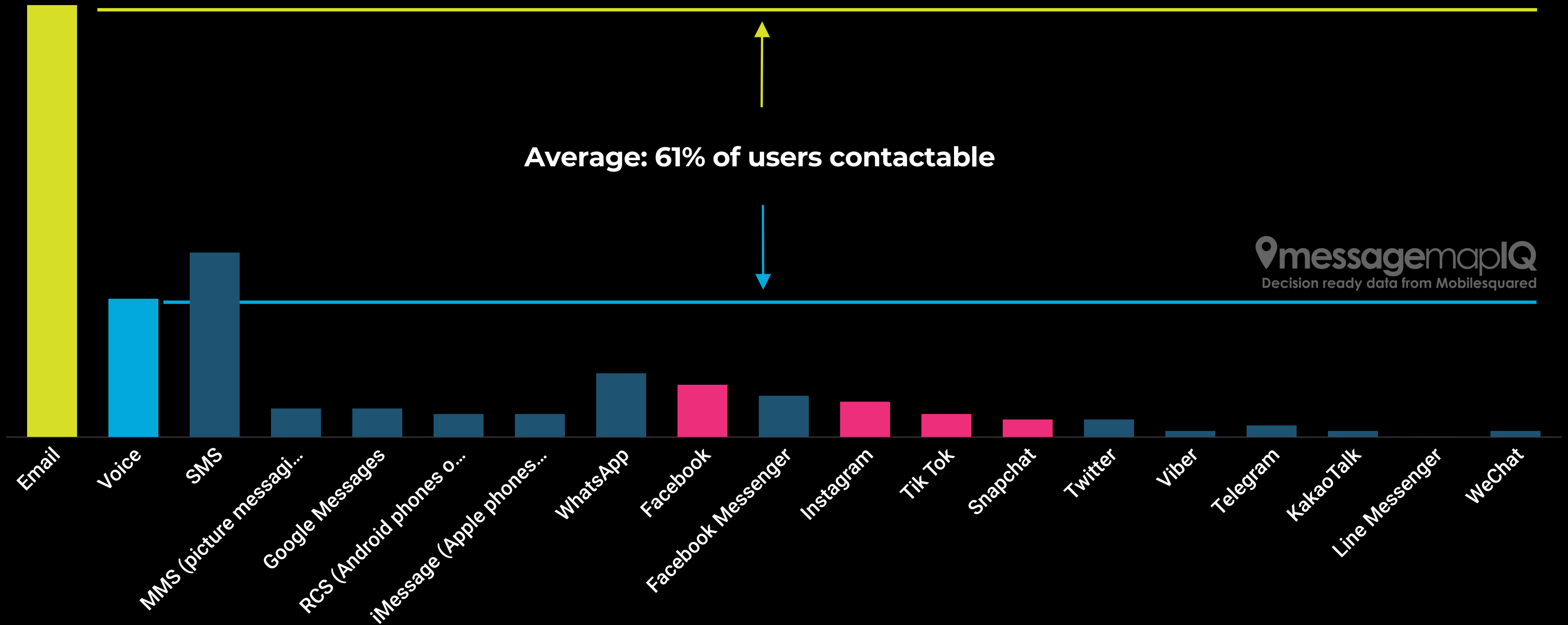


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Q. Which of the following communications channels do you use on your mobile phone?



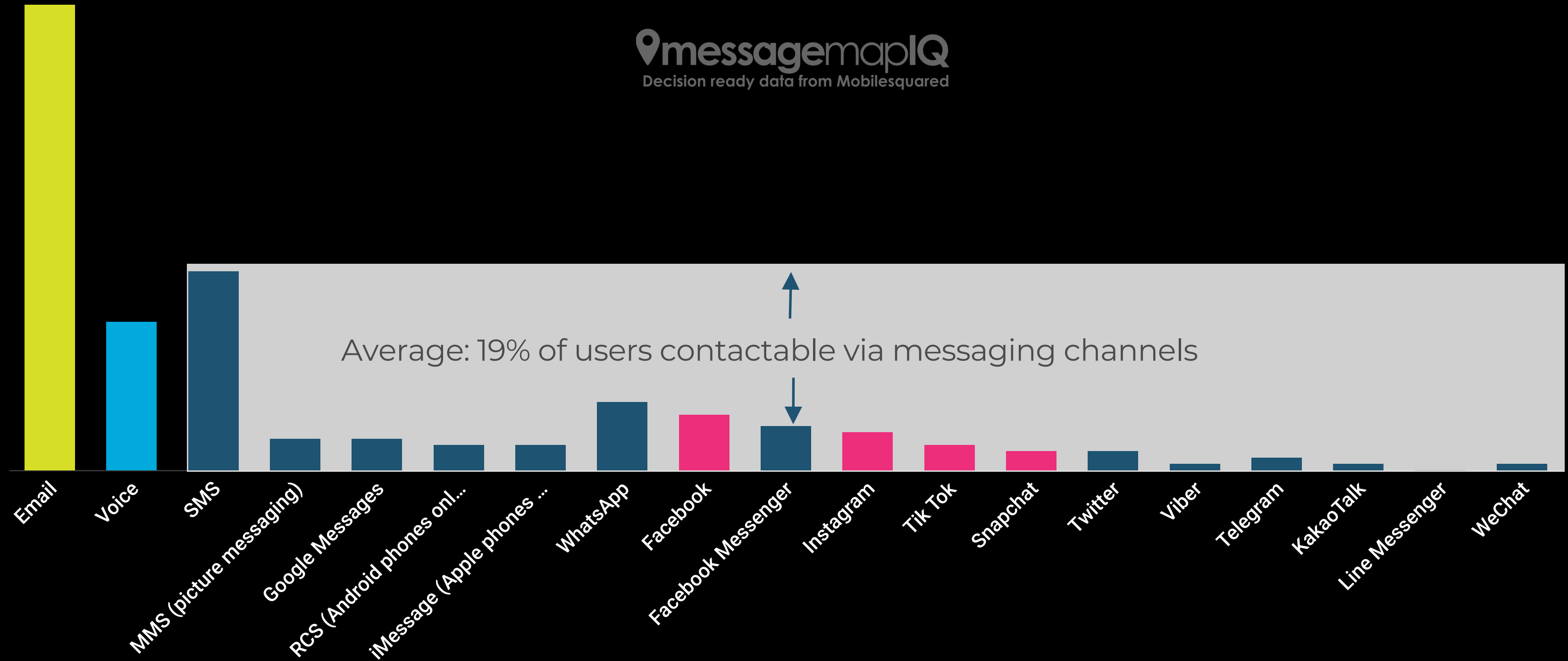
# How do brands contact you?



Q. How do brands and businesses mainly contact you?

# How do brands contact you?

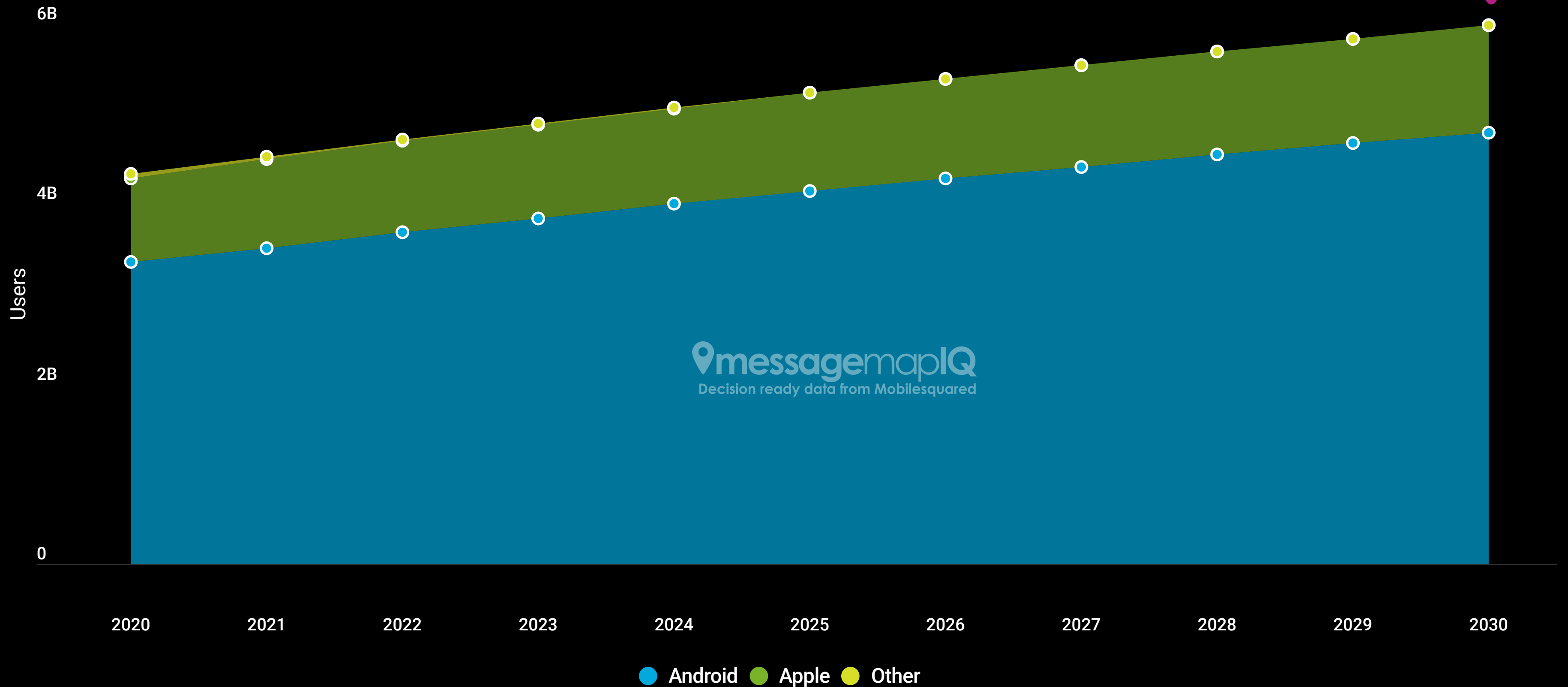
  
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Q. How do brands and businesses mainly contact you?

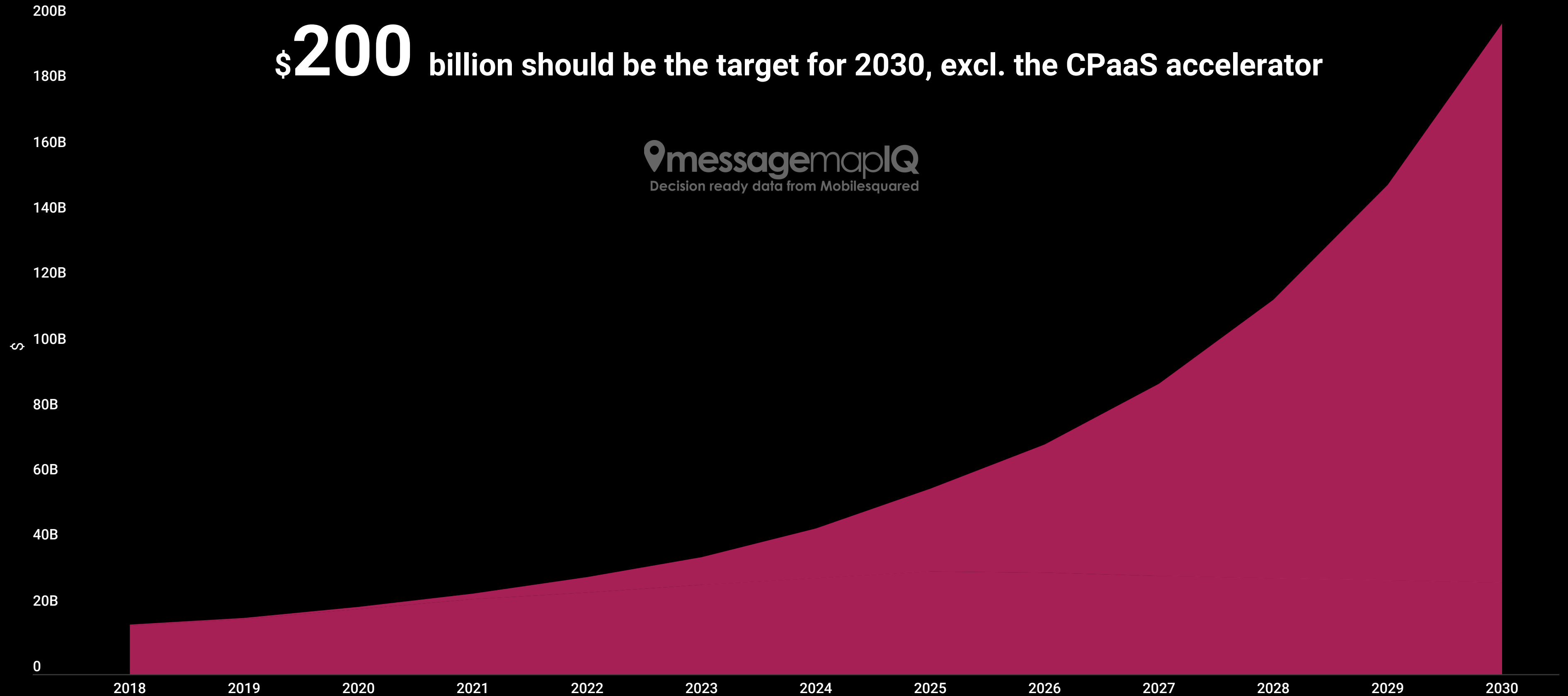
# Smartphone's the route to riches

5.99  
billion  
smartphone  
users



# What is achievable?

**\$200** billion should be the target for 2030, excl. the CPaaS accelerator



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**For a MessagemapIQ demo please visit our stand, or contact**

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