
BUSINESS MESSAGING EVOLUTION 2020-2023



Andreas S. Constantinides

Senior Consultant at >160

Speaker – Author



Συστάσεις

Andreas

MORE THAN 160



Andy

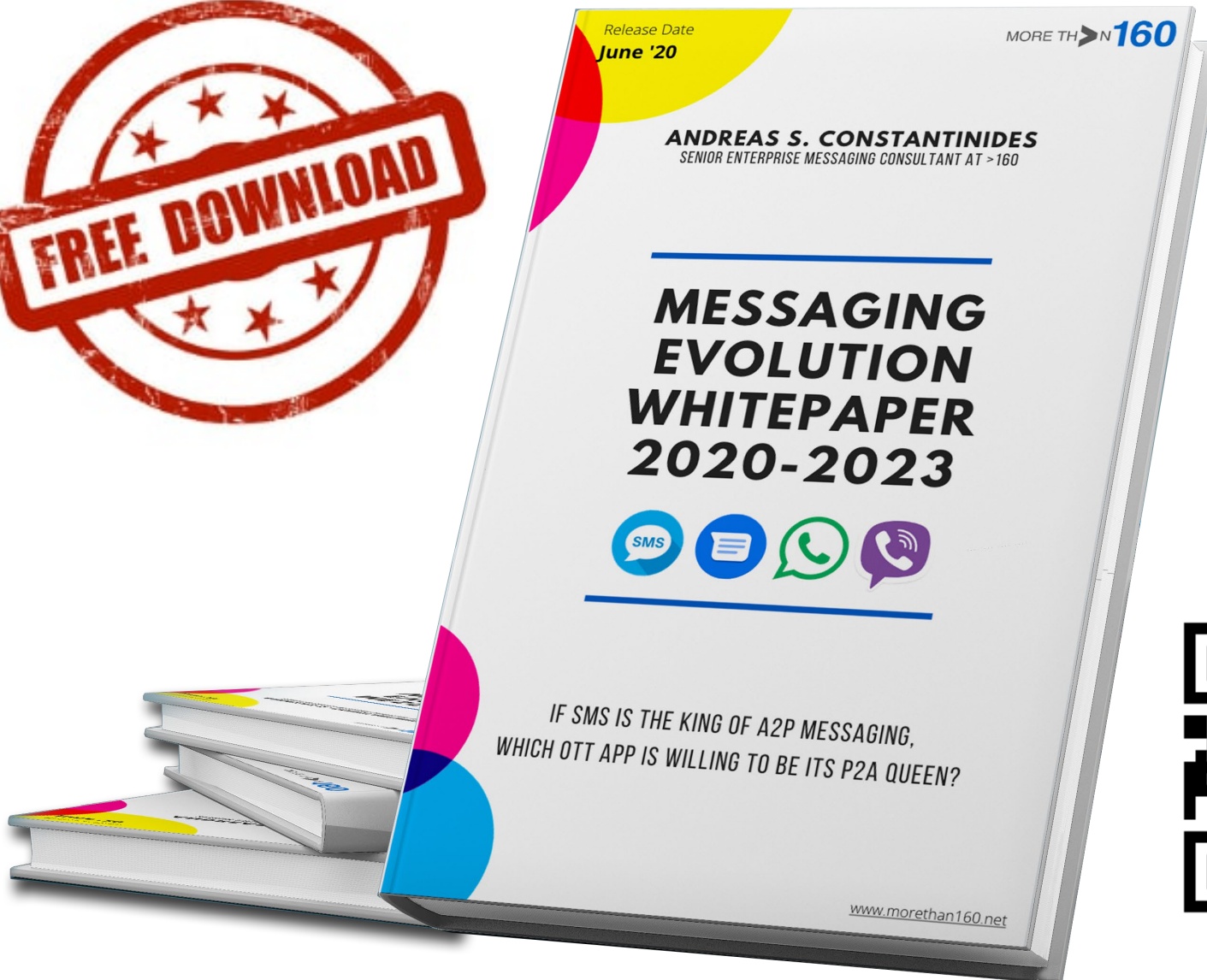
TEAMWORK
PLAYER



>35 AWARDS

I ♥
POP
music





ANDREAS S. CONSTANTINIDES
SENIOR ENTERPRISE MESSAGING CONSULTANT AT >160

MESSAGING EVOLUTION WHITEPAPER 2020-2023



IF SMS IS THE KING OF A2P MESSAGING,
WHICH OTT APP IS WILLING TO BE ITS P2A QUEEN?

Σκονάκι

Εδώ θα κρατάμε
τις σημειώσεις
μας.



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IF SMS IS THE KING OF A2P MESSAGING,
WHICH OTT APP IS WILLING TO BE ITS P2A QUEEN?

Θέμα 1: A2P & P2A

Η A2P

επικοινωνία
αλλάζει.

Οι νέοι τρόποι
καταλάλωσης
θέτουν την
επικοινωνία P2A
σε πρώτο
επίπεδο!



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THE SMS TRAFFIC 2018-2023

There are many predictions concerning the future of SMS messaging for the next four years.

The results of research companies may vary a bit, but the conclusion remains the same:

*"SMS remains
the #1 messaging media
with trillions of traffic worldwide
that keeps growing year by year."*



A glance at the results & the research studies from 2018 to 2023 concerning the SMS Business Messaging traffic, indicates more than 9 trillion SMS generated.

Logically, RCS and OTT players gain some SMS traffic; however, even for this decade, SMS will remain the king of A2P messaging.

Θέμα 2: SMS

Ο Βασιλιάς του
A2P Ζει!

(και θα ζει για
πολλά χρόνια
ακόμη!)



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RCS!**THE UNDOUBTEDLY “HOT” TOPIC IN THE INDUSTRY.**

Well, what can you say about Google's Holy Grail? We first hear about it almost five years ago, and we are still waiting.

The RCS is moving. That's true. And the entire market is waiting for it!

However, the speed is slow, and being honest; you don't expect something like this from a company like Google.

After all of these years and according to GSMA, RCS development refers to:

AFTER
ALL THIS EFFORT
AND ALL THE INK SPILLED,
ONLY NINETY. STILL!

90
MNOs
WORLDWIDE

430
million
ACTIVE USERS

Source: <https://www.gsma.com>

www.morethan160.net

Θέμα 3: RCS, Rich Communication Services

Η Google στο παιχνίδι του Messaging



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JUNIPER FORECAST FOR RCS TRAFFIC

Plenty of research, thousands of scenarios, huge expectations, tones of spilled ink, thousands of articles, hundreds of conferences, and according to a study from Juniper Research, RCS traffic finally will have an average annual growth of 290% over the next four years.

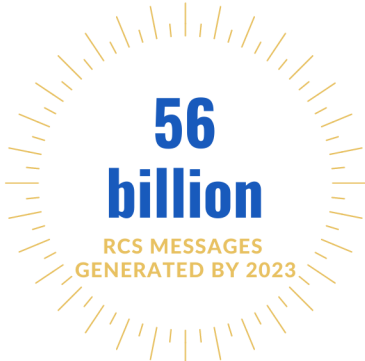
In this research, Juniper forecasts 3.5 trillion business A2P messages delivered by 2023 (SMS, RCS, OTT), and this because RCS and OTT technologies are getting stronger.

In fact, the difference is a 40% increase in the estimation of 2.5 trillion in 2019.



290%

ANNUAL RCS
GROWTH BY 2023



**56
billion**

RCS MESSAGES
GENERATED BY 2023

However, according to Juniper and no matter the development of A2P messaging, only 56 Billion RCS Business Messages will be delivered by 2023.

SOURCE: <https://mobileecosystemforum.com/>

www.morethan160.net

Θέμα 3: RCS Προβλέψεις

To SMS Version 2
έρχεται από την
Google με πολλά
προβλήματα... και
μεγάλες
προσδοκίες!



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TOTAL SMS & RCS TRAFFIC



SMS & RCS
TRAFFIC
& INCOME
IN TOTAL

Θέμα 4: Οι Σούμες

Το μέλλον του
νέου business
messaging
δείχνει λαμπρό!



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MOBILESQUARED TOTAL MESSAGING (SMS & RCS) TRAFFIC 2018 – 2023

According to Mobilesquared, the messaging industry predicted from 1,55 trillion of A2P traffic (2018) to surpass the 2 trillion by 2023. This is the result of the channels of SMS (white/grey) plus the new Rich Communication Service channel of RCS.

For the period 2018 – 2023, these two media indicate a total growth of SMS/RCS of 26,59%, with an average increase of 5,32% per year.

For the current period 2020 – 2023, the traffic estimated even higher, with an average growth of 5,73% per year.

**10,4
trillion**

AMOUNT OF SMS & RCS
TRAFFIC GENERATED
2018 - 2023

26,59%

TOTAL
GROWTH
2018 - 2023

5,32%

AVERAGE GROWTH
PER YEAR
2018 - 2023

5,73%

2020 - 2023
AVERAGE GROWTH
PER YEAR

Source: "Mobilesquared"

www.morethan160.net

Θέμα 4: Οι Σούμες

Η πλήρης
διάψευση για
όσους πιστεύουν
πως το SMS και
το business
messaging δεν
είναι σημαντικά.



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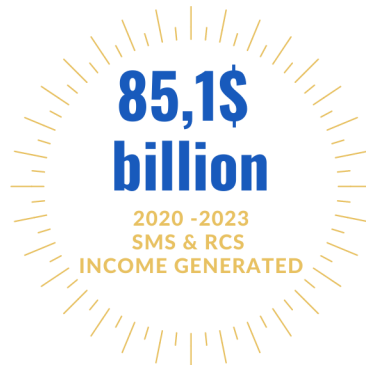
MORE THAN **160**

TOTAL OF SMS & RCS INCOME 2020 - 2023

According to Mobilesquared forecast, the messaging industry income estimated from 17,8 billion USD in 2020 to 26,5 billion in 2023. This refers to SMS & RCS traffic generated for the period 2020-2023.

The total income of industry for the same period is estimated to 85,1 billion USD.

INCOME SMS+RCS 2020-2023 IN TOTAL



AVERAGE GROWTH PER YEAR 2020-2023



Source: "Mobilesquared"

Θέμα 4: Οι Σούμες

85,1 τλ;



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THE WHATSAPP MESSAGING & API EVOLUTION



WHATSAPP SEEMS TO BE THE LEADING MEDIA
FOR P2A MESSAGING.
SECOND IS RCS.

Θέμα 5: WhatsApp Duck?

Το P2A παίρνει
την εκδίκησή
του!



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WHATSAPP TOP 5 MARKETS

India
almost ¼ of users / 432million



Indonesia



Brazil



Russia



USA



WHATSAPP USERS EVOLUTION

2018 – 1,71 billion users

2019 – 1,96 billion users

2020 – 2,2 billion users (45,5% of smartphone users)

2024 – 3,1 billion users (59,7% of smartphone users)

Θέμα 5: WhatsApp Duck?

To WhatsApp
πωλήθηκε το 2010
στην Facebook
έναντι 19bl usd.

9bl περισσότερα
από όσα πρόσφερε
η Google.



WHATSAPP BUSINESS (APP FOR LOCAL ENTERPRISES)



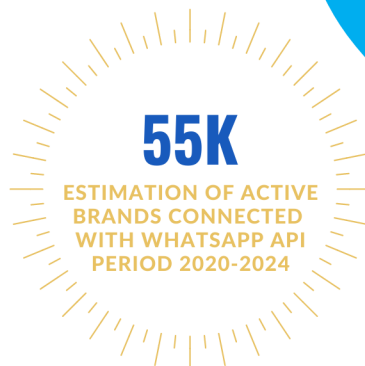
WhatsApp Business holds the sixth-place among the 10 most downloaded applications with **40 million downloads** in 2018. This proves that WhatsApp has the greatest name recognition of all the new business apps.

MOBILESQUARED PERDICTION: WHATSAPP BUSINESS API (MEDIUM & LARGE ENTERPRISES)

2019 - WhatsApp Business API - 992 (less than a thousand)

2024 - WhatsApp Business API – 55.000

AT A GLANCE



www.morethan160.net

Θέμα 5: WhatsApp Duck?

Για εσάς που
έχετε τοπικές
επιχειρήσεις
αναζητήστε την
δωρεάν
εφαρμογή
WhatsApp
Business.



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DID YOU KNOW?



Among the ten most successful applications, at 2019, Facebook-owned properties dominate the top-six apps, with:

- WhatsApp (third with >1.5 billion)
- Facebook Messenger (fourth with >1.3 billion)
- and Instagram (sixth with >1 billion).

Source: www.businessofapps.com

Ηθικό Δίδαγμα:

Ο πρώτος τα παίρνει όλα!



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VIBER FACTS & FIGURES



WELCOME TO THE FIRST OTT MESSAGING APP
THAT OFFERED ITS API TO ENTERPRISE MESSAGING
AND CHANGED THE INDUSTRY... FOREVER!

Θέμα 6: Viber

Τνώριμο, φιλικό και
το δεύτερο πιο
διαδεδομένο app
στην Ελλάδα μετά
το Messenger.



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VIBER TOP 10 MARKETS



Russia



Serbia



Ukraine



Croatia



Belarus



Hungary



Bulgaria



Philippines



Greece



Iraq

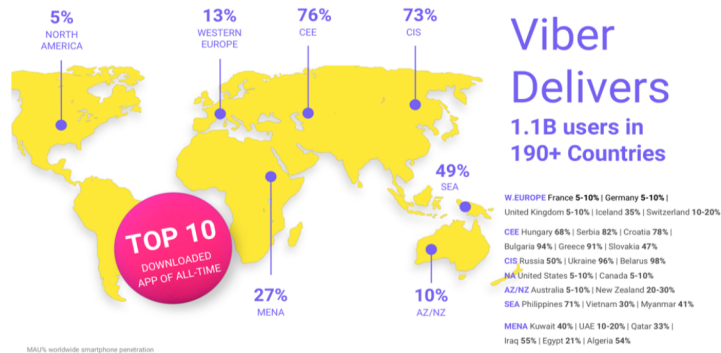
Θέμα 6: Viber

Η Ελλάδα είναι η
No 3 ισχυρότερη
χώρα του Viber

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VIBER GLOBAL PENETRATION MAP



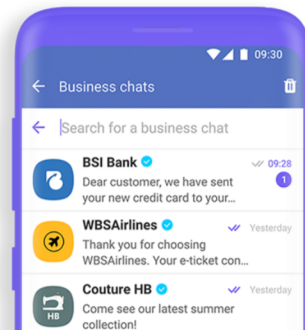
VIBER MESSAGING TRAFFIC

Viber didn't provide data concerning Viber messaging traffic.

VIBER API FOR BUSINESS

Today Viber holds more than 4,000 registered sender IDs (brands) globally.

Since Viber Business Messages in 2016 launched the average growth of 30% in registered ID's every year.



Θέμα 6: Viber

To Viber for Business

είναι διαθέσιμο και για μικρές και για μεγάλες επιχειρήσεις και είναι το φθηνότερο μέσο messaging επικοινωνίας παγκοσμίως.



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TELEGRAM BUSINESS MESSAGING



IT IS NOT ANOTHER ONE OTT MESSAGING APP.
IT IS ENTIRELY FREE OF CHARGE COMMUNICATION
SYSTEM, WHICH UNDERSTANDS ENTERPRISE
MESSAGING NEEDS MORE THAN ANYONE ELSE,
AND IS HERE TO DISRUPT THE WHOLE INDUSTRY.

(I LOVE IT!)

Θέμα 7: Telegram

Η Ρωσία και ο
ψυχρός πόλεμος
του messaging.



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TELEGRAM:

10 FACTS YOU NEED TO KNOW! (2020)

1 Telegram founded in 2013 from Nikolai and Pavel Durov, founder of one of Russia's largest social networks, VK.com.

2 The enormous success of VK.com from the same developers gives an excellent "pedigree" to Telegram.

3 Telegram counts 400 million users.

4 15 billion messages sent daily on Telegram.

5 20.000 is the number of stickers available on Telegram.

6 One hundred fifty (150) messages (!!!) is the average number of messages sent daily per Telegram user.

7 Telegram, spend Zero USD on advertising.

8 Eight (8) million downloads are the reported number of new Telegram downloads in the few days following Facebook's WhatsApp acquisition.

9 Almost six (5,7) million new users activated Telegram in the first 24 hours after Brazil temporarily banned WhatsApp.

Telegram is willing to be one of the most famous and successful Business Messaging channels providing plenty of tools for P2A communication free of charge.

10

Θέμα 7: Telegram

Σε δύο χρόνια το
Telegram στην
Ελλάδα θα έχει
ξεπεράσει το
Viber.



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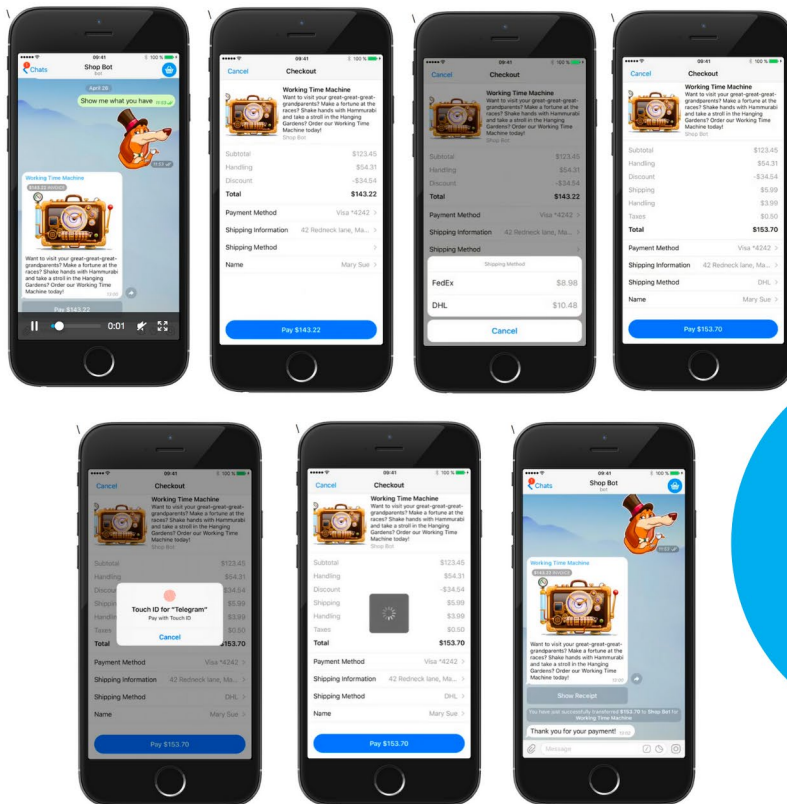


THE UNIQUE EXPERIENCE OF TELEGRAM CHATBOT.

With Telegram, every marketer can easily create a bot and provide valuable info and products to its clientele.

The experience is unique, fast, effective, and appeared in the following seven screenshots.

And this easy procedure, along with its effectiveness, is for Telegram the most significant competitive advantages among other OTT chatbots.



Θέμα 7: Telegram

Αναζητήστε στα
App stores την
εφαρμογή
Telegram για το
κινητό σας και
την εφαρμογή
Business για την
επιχείρησή σας.
Είναι free...



BUSINESS MESSAGING & COVID-19



RELAX!
BUSINESS MESSAGING INDUSTRY,
AMONG MANY OTHER THINGS,
IS ALSO COVID-19 RESISTANT!

Θέμα 8: Το
messaging στα
χρόνια της
χολέρας.

Πόσο ισχυρά μπορεί
να είναι τα
αντισώματα του
business messaging.



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BUSINESS MESSAGING TRAFFIC 2020 AND COVID-19

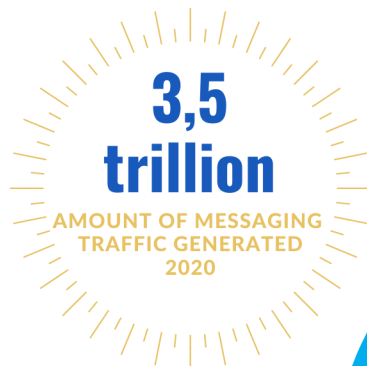
Among all those changes and rearrangements in the business messaging industry, the market is also worried about the Business Messaging traffic, especially for 2020, while COVID-19 succeeded in dramatically reducing commercial activity worldwide.

So, how badly this incidence will finally affect the Messaging activity?

According to the new study of Juniper Research, (Published May 2020), the business messaging traffic will reach 3.5 trillion messages in 2020.

Source: <https://picante.today>

Comparing to 3.2 trillion of traffic in 2019, this indicates a growth of 7%, despite the economic impacts of COVID-19.



As a result, we can easily conclude that the Business Messaging Industry, among many other things, is also COVID-19 resistant!

Θέμα 8: Το messaging στα χρόνια της χολέρας.

Από ότι μαθαίνουμε από τις έρευνες ο Κορωνοϊός αγαπάει το Business Messaging.



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OTT Business Messaging 2020-2024 700% annually



Επίλογος

Ο ρυθμός της αύξησης της επικοινωνίας των καταναλωτών με τις επιχειρήσεις μέσω γραπτών μηνυμάτων αναμένεται έως το 2024 στο 700% ετησίως!



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WHITEPAPER'S SOURCES

This paper is a study result of reports and data concerning the messaging industry for the period 2018 to 2023 and WhatsApp till 2024.

This paper's primary sources are the most reliable telco and messaging digital research and publishing organizations.

www.Statista.com

www.WeAreSocial.com

www.businesswire.com

<https://mobileecosystemforum.com>

www.Mobilesquared.co.uk

The Mobile Marketing Book V.3 – Published at 2019 by www.yuboto.com

<https://www.whatsapp.com/business/>

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<https://telegram.org/>

www.businessofapps.com

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www.gsma.com

www.digitalinformationworld.com

www.theverge.com

SPECIAL THANKS



Special "Thanks" to Nick Lane and Gavin Patterson from **Mobilesquared / UK**, for their contribution to this whitepaper. The most reliable Messaging researches from the most excellent and accurate professionals of the industry!

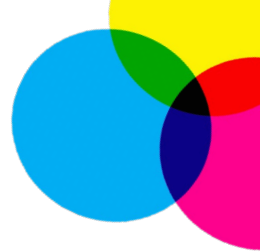
Πηγές

Θερμές
Ευχαριστίες στις
ελεύθερες πηγές
αλλά και στις
εταιρείες που
έστειλαν data για
αυτή την
παρουσίαση.



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Θερμές Ευχαριστίες
και σε όλους εσάς
για την συμμετοχή σας!
Ανδρέας



me

LinkedIn

