



# Mobile Messaging Futures 2009-2013

Analysis and Growth Forecasts for Mobile Messaging Markets Worldwide: 3rd Edition



**ALL NEW  
RESEARCH AND  
FORECASTS**

## KEY FEATURES OF THIS LEADING NEW MESSAGING REPORT:

- Detailed growth forecasts to 2013 for SMS, MMS, mobile e-mail and mobile IM
- Study the detailed analysis of worldwide messaging markets in 2007 and 2008
- Learn about the growing USD 130 Bn messaging market in 2008
- Read detailed analysis of the rapid growth still to come over the next 6 years
- Detailed traffic and revenue growth forecasts for SMS and MMS
- Analyze the massive USD 89 Billion SMS is making TODAY
- Learn about the rapid growth of mobile e-mail and mobile IM
- Look at opportunities now, where the money is NOW
- Includes vendor profiles, country-level analysis and much more

# Mobile Messaging Futures 2009-2013

Analysis and Growth Forecasts for Mobile Messaging Markets Worldwide: 3rd Edition

Mobile messaging is a fast growing and exciting industry, generating revenues of USD 130 billion worldwide in 2008, and this figure is set to rise to a market value of USD 224 billion by full year 2013. This detailed new report shows that SMS still accounts for the majority of that revenue, and SMS will remain the most dominant mobile messaging format for most of the next decade. SMS has generated revenues of USD 89 billion in 2008, and the world has seen traffic of almost 3.5 trillion SMS messages in 2008. Our forecasts predict that SMS will become a USD 100 billion business by 2010, and worldwide total traffic will reach almost 5 trillion messages in FY 2011, and growth will continue from there.

Meanwhile, MMS is still the second highest revenue generating non-voice mobile service in the world, and in this report we argue that MMS has not failed, contrary to popular opinion, but MMS will have to fight to keep its place in the messaging mix over the next 5 years. In 2008, MMS has generated USD 26 billion worldwide, and this figure is set to grow to over USD 48 billion in FY 2013.

This in-depth study forecasts mobile e-mail users worldwide to quadruple from approximately a quarter of a billion users in 2008 to over a billion users by the end of 2013. We forecast this growth to be accompanied by a comparative tripling of revenues from approximately USD 12 Bn in 2008 to roughly USD 39 Bn by year-end 2013.

While we have forecast explosive fast growth in SMS, MMS and mobile e-mail, the growth we forecast in mobile IM is even more impressive. We are forecasting exponential growth in mobile IM users, surging from a worldwide total of 111 million users in 2008, growing almost 8-fold to a massive 867 million users by the end of 2013. This massive growth in users will be accompanied by an equally impressive 5-fold increase in revenues from approximately USD 2.5 Bn in 2008 to reach approximately USD 12.4 Bn in FY 2013.

## Among other highlights, key features of this report include:

- Detailed regional SMS traffic and revenue forecasts
- Detailed regional MMS traffic and revenue forecasts
- Detailed mobile market sizing
- Detailed regional and country-level data for many mobile messaging markets
- Forecast regional mobile e-mail revenues and users
- Forecast regional mobile IM revenues and users
- Complete review for each messaging technology in each region
- Answers and analysis from our messaging vendors survey
- Vendor profiles for leading messaging solutions vendors
- Detailed analysis of the massive rising demand for mobile messaging in Asia
- And much more!

This report looks in depth at the relationships between SMS and mobile IM, MMS and mobile e-mail, and how these messaging formats are likely to grow together. Complete with analysis of the responses from our 2008 worldwide messaging solutions vendors survey, this report is packed with useful information. Now in its 3rd edition, this is one of the most detailed and popular messaging reports ever written.

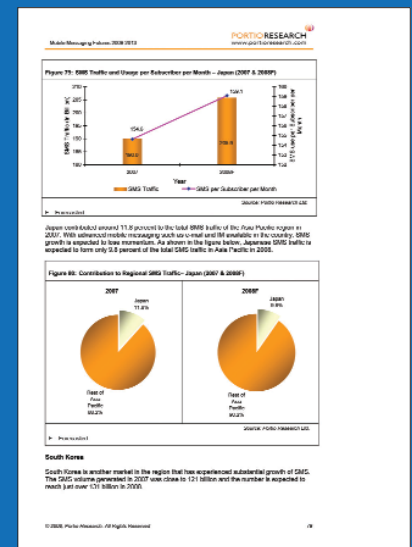
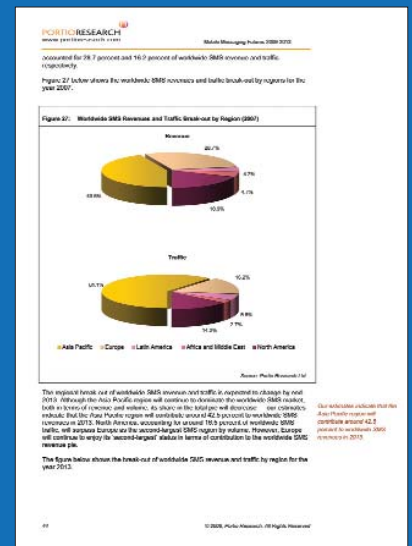


Table 29: SMS Traffic - Asia Pacific (in Millions, 2007 & 2009)

Country	2007	2009
China	22,287.0	34,024.0
India	7,400.0	12,175.0
Singapore	35.0	51.0
Malaysia	17.0	27.0

Table 30: SMS Traffic - Americas (in Millions, 2007 & 2009)

Country	2007	2009
The US	6,374.0	12,315.0
Mexico	399.0	670.0
Canada	22.0	35.0
Argentina	30.0	54.0
Venezuela	42.0	75.0

Table 31: SMS Traffic - Africa and Middle East (in Millions, 2007 & 2009)

Country	2007	2009
South Africa	218.0	481.0
South Africa	77.0	120.0
Kenya	64.0	100.0
Iran	50.0	60.0
Morocco	40.0	60.0
DR Congo	14.0	20.0
Other	0.0	7.0



This report includes a detailed 382-page PDF report plus a BONUS 38-slide Executive Summary presentation.

# Mobile Messaging Futures 2009-2013

## Table of contents

### INTRODUCTION

#### THE WORLDWIDE MOBILE MARKET

#### MOBILE MESSAGING SERVICES

SMS  
MMS  
Mobile E-mail  
Mobile IM

#### SMS

Europe  
Asia Pacific  
North America  
Latin America  
Africa and Middle East

#### SMS – ADVANCEMENTS TO COUNTER POSSIBLE FUTURE STAGNATION

SMS 2.0  
Timely Delivery

#### MMS

Europe  
Asia Pacific  
North America  
Latin America  
Africa and Middle East

#### MOBILE E-MAIL

Europe  
Asia Pacific  
North America  
Latin America  
Africa and Middle East

#### MOBILE IM

Europe  
Asia Pacific  
North America  
Latin America  
Africa and Middle East

#### THE RISE OF ASIA PACIFIC

SMS  
MMS  
Mobile E-mail  
Mobile IM  
Key Trends

### MOBILE MESSAGING VENDOR SURVEY

SMS  
MMS  
Mobile E-mail  
Mobile IM

### MESSAGING VENDOR PROFILES

Acision  
Aicent  
Airwide Solutions  
Anam  
Bubble Motion  
Colibria  
Comverse  
Funambol  
Jinny Software  
mBalance  
Miyowa  
Motorola Good  
NetXcell  
NeuStar  
NewBay  
Openmind Networks  
Openwave  
Oz Communication  
RIM  
Seven  
Synchronica  
Tekelec  
Telsis  
TynTec

### SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

SMS  
MMS  
Mobile E-mail  
Mobile IM  
Conclusion

### APPENDICES

Glossary  
Portio Research Classifications  
Companies Mentioned in this Report  
About the Authors  
Also available from Portio Research Limited

### List of Figures and List of Tables

Report includes 345 Figures and 37 Tables. This vast array of data includes:

- Worldwide Subscriber Base (In Million, 2006 - 2013F)
- Mobile Messaging Revenues – Worldwide (In USD Billion, 2007-2013F)
- Messaging Revenue Per User Per Year – Worldwide (In USD, 2007- 2013F)
- SMS Revenues – Worldwide (In USD Billion, 2006–2013F)
- P2P & A2P SMS Revenue – Worldwide (In USD Billion, 2006–2013F)
- SMS Traffic – Worldwide (In Billion, 2006–2013F)
- P2P & A2P SMS Traffic – Worldwide (In Billion, 2006–2013F)
- SMS Use Per Subscriber Per Month – Worldwide (2006–2013E)
- SMS Traffic Growth by Region (2007-2013F)
- SMS Use per Subscriber per Month by Region
- Countries with highest CAGR in SMS Traffic by region (In Percentage, 2007-2008F)
- MMS Revenues – Worldwide (In USD Billion, 2006–2013F)
- MMS Traffic – Worldwide (In Billion, 2006–2013F)
- MMS Use Per Subscriber Per Year – Worldwide (2006–2013F)
- MMS Traffic Growth by Region (2007-2013F)
- MMS Use Per Subscriber Per Year by Region
- Mobile E-mail Users – Worldwide (In Million, 2006-2013F)
- Mobile E-mail Users as a Percentage of Subscriber Base – Worldwide (2006-2013F)
- Mobile E-mail Revenue – Worldwide (In USD Billion, 2006-2013F)
- Break-out of Mobile E-mail Users by Region (2007 and 2013F)
- Break-out of Worldwide Mobile E-mail Revenue by Regions (2007 and 2013F)
- Mobile E-mail Users by Region (In Million, 2006-2013F)
- Mobile E-mail Revenue as a Percentage of Total by Region (2007 & 2013F)
- Markets with Highest Mobile E-mail Users as a Percentage of Subscriber Base – Regional (2007)
- Mobile IM Users – Worldwide (In Million, 2006-2013F)
- Mobile IM Revenue – Worldwide (In USD Billion, 2006-2013F)
- Break-out of Worldwide Mobile IM Users by Region (2007 and 2013F)
- Break-out of Mobile IM Revenue by Region (2007 and 2013F)
- Mobile IM Users as a Percentage of Subscriber Base by Region (2007)

Please see our website for a full list of figures and tables: [www.portioresearch.com](http://www.portioresearch.com)

**Also, when you purchase this report, you get our previous messaging report, the 2nd Edition of [Mobile Messaging Futures 2007-2012](#), absolutely free. This gives you valuable extra background reading to help you build an impressive library of valuable knowledge.**

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