



# Mobile Market Development

## **RCS Update: The Direction of Messaging Services**

Program: Maximising Wireless Profit

Price: 2500.00 EUR

Author: Nicola Warren

Description: Key Infographic Introduction The estimated number of monthly active users of Rich Communications Services (RCS) was approximately 215 million at the end of 2018. This modest number masks the developments in this area since Mobile Market Development last addressed the topic in 2017. This report provides an update on the direction that RCS messaging has taken, looking at MNO and other stakeholder participation in this regard. It is intended to update operators in order to assist in the development of their approach to RCS messaging services going forward. Three i3