



You are here: Home » News » Dynmark Values Business Messaging Market at £600m

## Dynmark Values Business Messaging Market at £600m

Posted 3 weeks ago by David Murphy



Messaging application firm Dynmark International has released a report entitled 'Time To Deliver', that values the UK market for business and non person-to-person messaging at £600m. Produced in support of a rebranded Dynmark website the report has analysed mobile operator sales figures and applied modest proportional estimations to arrive at the market size.

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"Because of commercial sensitivities amongst mobile data aggregators, there's no consensus on volunteering message volumes and nobody knows exactly how much the market is worth," says Dynmark CEO, Oscar Jenkins. "Using public figures and our knowledge of the messaging market, independent desk research reveals the figure to be in the region of £530m in 2008. Extending those trends shows that we're enjoying a current market size of £600m today, with £620m easily achievable by 2011."

The report explores separate messaging market segments, including Key Premium Aggregators, Messaging Solutions Aggregators, Mobile Marketing Agencies and Mobile Content Providers, for a bottom-up analysis. It concludes that while Key Premium Aggregators and traditional Mobile Content Providers enjoyed major growth during the last decade, significant potential remains.

"If the publisher paywall model is to experience traction, there can be a vital role for mobile messages in alerting readers about new content," says Jenkins. "Mobile messages can direct users to mobile internet content, and with Premium SMS billing, there's an in-built micropayment mechanism already there. Mobile messaging has surprised everyone from day one and, as the second most popular mobile application after voice, it remains as relevant as ever."

You can download the report free-of-charge [here](#).



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