



Time to deliver:

# the mobile messaging market now

a market-sizing report

17 May 2010



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# 1 Executive Summary

Dynmark has calculated that non consumer-to-consumer use of mobile messaging was worth between £500 million and £570 million in 2008, representing a growing opportunity for businesses operating in the messaging space.

Non-voice mobile market revenues are still predominantly driven by SMS messaging, despite new mobile 2.0 developments offering a wealth of opportunity in developed western markets.

However, the mobile messaging market is deeply fragmented, with a convoluted value chain and hundreds of differently specialised businesses catering to different customer bases: from consumers, to brands, to public sector and enterprise organisations.

Market fragmentation, allied with a plateau in the growth of sectors such as Key Premium SMS Aggregation, is seeing a diversification of service offerings into mobile applications and mobile web based solutions. This is serving to blur the boundaries between market niches, and will do increasingly with the onset of further market consolidation in the form of mergers and acquisitions.

But the strength and growth of messaging will not falter. Dynmark forecasts that market consolidation will speed up as the economy strengthens over coming years as mobile and messaging become unignorable for both media and non-media organisations. The longevity and wide application of mobile data will continue to reward and surprise mobile network operators, businesses and consumers internationally.

Evolving media consumption behaviours will encourage new ways of integrating messaging as organisations seek to establish innovative and effective ways of monetising content.



## 2 Introduction

SMS text messaging is the largest driver of mobile network operators' global non-voice revenues. While glamorous younger sibling technologies such as mobile applications and the mobile internet may command more popular column inches today, the text message still wields the most significant power.

CTIA, the International Association for the Wireless Telecommunications Industry, released figures on use of text messaging in the United States in March 2010. They stated that more than 822 billion SMS text messages were sent and received on carriers' networks during the last half of 2009, amounting to almost 5 billion messages per day at the end of the year .

These numbers can be contrasted with similar from the UK, released by The Mobile Data Association. In January 2010 it announced a daily average consumer-to-consumer rate of 265 million delivered SMS text messages and 1.6 million delivered picture messages. 2009's text message total was 96.8 billion, with over 600 million picture messages sent across the whole year .

International differences in measurement and billing technologies make it challenging and misleading to directly compare rates between the UK and the US, even taking into account proportional population differences. Although this has not stopped some from speculating that US users send up to four times as many messages as UK users. This interest alone suggests a continued belief in the growth of messaging on both sides of the Atlantic, providing businesses can find new ways of effectively using the medium.

Not unsurprising, but often overlooked in the melting pot of new technologies, the oldest mobile phone technologies – voice calls and SMS text messages – are the ones which make the most money.



<sup>1</sup>CTIA (2010)  
<http://www.ctia.org/media/press/body.cfm/prid/1936>

<sup>2</sup>The Mobile Data Association (2010)  
<http://www.themda.org/mda-press-releases/the-q4-2009-uk-mobile-trends-report.php>

<sup>3</sup>RWW (2010)  
[http://www.readwriteweb.com/archives/americans\\_sending\\_4x\\_as\\_many\\_texts\\_messages\\_as\\_bri.php#comment-198449](http://www.readwriteweb.com/archives/americans_sending_4x_as_many_texts_messages_as_bri.php#comment-198449)

The worldwide messaging market was worth \$150.6 billion USD in 2009<sup>4</sup>, according to Portio Research, and is projected to climb to \$233 billion by the end of 2014. The Portio report claims that even in 2014 SMS will generate greater revenues than the combined services of MMS, mobile email and mobile instant messenger services.

Messaging has enjoyed a decade free-run at penetrating the public consciousness as the premier Non-Voice Application. Further than a basic awareness, mobile users have grown familiar with SMS and its gradually developed functions and uses; it is considered a simple technology which will be reliably integrated into every mobile device available on the market, however those devices evolve.

While it now faces stiff competition in the form of smartphones, mobile applications and richer mobile media functionality, the lead generated by messaging is impossible to quickly remove. Indeed industry pundits suggest that users of smartphones actually increase their use of SMS text message.

This Dynmark report provides a thorough briefing of the UK mobile messaging marketplace, using the latest available Companies' House figures. Messaging Market segmentation and commentary on the latest trends help to inform projected future growth in the space.



<sup>4</sup>Portio Research (2009)

## 3 Messaging in mobile 2.0

Non-voice mobile revenues are dominated by consumer to consumer SMS text messaging. This much we know.

But SMS shouldn't be considered a medium untouched by the rise of other non-voice mobile technologies. Mobile applications, mobile internet browsing and social media activity can all be prompted by a simple text message, and messaging is seeing the benefits of integrated employment. Twitter messages can be posted and received by sending and receiving simple text messages, application download calls-to-action can be delivered via SMS, and messages can easily contain links which direct the user to mobile internet content.

Messaging does not sit apart from the growth of technologies around it. It is an essential adhesive, key in mobilising new smartphone functionalities which were previously desktop-bound activities.



## 4 Mobile Network Operator analysis: 2005 – 2008

Attempts made to gather figures around non consumer-to-consumer messaging fall victim to commercial sensitivities.

Gathering this information requires consensus from a number of Tier 1 messaging aggregators which are responsible for sending the majority of business-to-business and business-to-consumer messages, often as the penultimate link in a complex value chain; the ultimate link being the mobile network operator. Due to messaging volume disparities between comparably sized businesses, estimating median figures based on the responses of several businesses still risks misleading results.

Dynmark's independent research seeks to establish a size of the UK's non-voice market based on figures reported directly to Companies House, which maintains the official UK government register of companies.

Non-voice market sizing requires a number of estimations about mobile network operator figures, accessed through Annual Reports. These estimations include the non-voice proportion of total sales where it is not revealed (T-Mobile and Orange), the messaging share of non-voice sales, and an estimated size of the business (non consumer-to-consumer) messaging market.

### a. 2005 messaging market

Using information from the Vodafone 2005 Annual Report, the O2 2005 Annual Report, the Deutsche Telekom 2005 Annual Report and the France Telecom 2005 Form F-20, Dynmark's 2006 report, Less talk, more action, concluded that the 2005 market size for business messaging stood at £600 million.

It asserted:

- Mobile Network Operators' sales attributed to non-voice activity was £4 billion
- The total estimated messaging sales for 2005 was £3 billion, (applying a Global Insights<sup>5</sup> estimate that messaging traffic formed 75% of all non-voice traffic).
- The total business messaging market was worth almost £600 million, (applying a Dynmark estimate of 20% of message traffic as non person-to-person).

### UK Mobile Operator Sales Analysis 2005

|   | 3 UK      | O2        | Vodafone  | T-Mobile  | Orange    | Totals     |
|---|-----------|-----------|-----------|-----------|-----------|------------|
| Estimated Share of Non-Voice of Total Sales | 18.8%     | 24.2%     | 20.3%     | 20.0%     | 20.0%     |            |
| Estimated Messaging Share of Non-Voice      | 75.0%     | 75.0%     | 75.0%     | 75.0%     | 75.0%     |            |
| Estimated Business share of Messaging       | 20.0%     | 20.0%     | 20.0%     | 20.0%     | 20.0%     |            |
| 2005 Subscribers ,000                       | 3,569     | 14,400    | 16,304    | 17,200    | 14,900    | 66,373     |
| Market Share                                | 5%        | 22%       | 25%       | 26%       | 22%       |            |
| UK ARPU                                     | £ 510.00  | 281.00    | 288.00    | 241.45    | 294.00    |            |
| Estimated UK Non-Voice Sales £ ,000         | 342,624   | 975,260   | 1,024,744 | 830,600   | 810,000   | 3,983,228  |
| 2005 UK voice Sales £ ,000                  | 1,477,994 | 3,054,740 | 4,023,256 | 3,322,400 | 3,240,000 | 15,118,390 |
| 2005 Total Sales £ ,000 0                   | 1,820,618 | 4,030,000 | 5,048,000 | 4,153,000 | 4,050,000 | 19,101,618 |
| Estimated Messaging Sales £ ,000            | 256,968   | 731,445   | 7 68,558  | 622,950   | 607,500   | 2,987,421  |
| Estimated Business Sales £ ,000             | 51,394    | 146,289   | 1 53,712  | 124,590   | 121,500   | 5 97,484   |

<sup>5</sup> Global Insights (2006)

## b. 2008 messaging market

In calculating a 2008 UK market size for business messaging, Dynmark estimated that a 70% share of non-voice sales was messaging. This is reduced from 2005 analysis given the broader adoption of flat rate, or 'bundled' data tariffs, subsequent increased mobile internet browsing and the beginnings of mobile application penetration. The iPhone's introduction on O2 and proportionally increased data consumption on the network led to a further incremental estimated reduction. The business share of all operator sales messaging has been estimated at 15%.

These estimations are based on the Deutsche Telecom 2008 Annual Report, the France Telecom Annual Report 2008, the Hutchison Whampoa Annual Report 2008, the O2 Annual Report 2008 and the Vodafone Annual Report 2009. The precise non-voice share of total sales was disclosed by 3, O2 and Vodafone, while T-Mobile and Orange totals again have been estimated using their competitors' figures as a guideline.

A currency conversion rate of 0.872 was applied to establish figures in UK pounds sterling (GBP), from Euros.

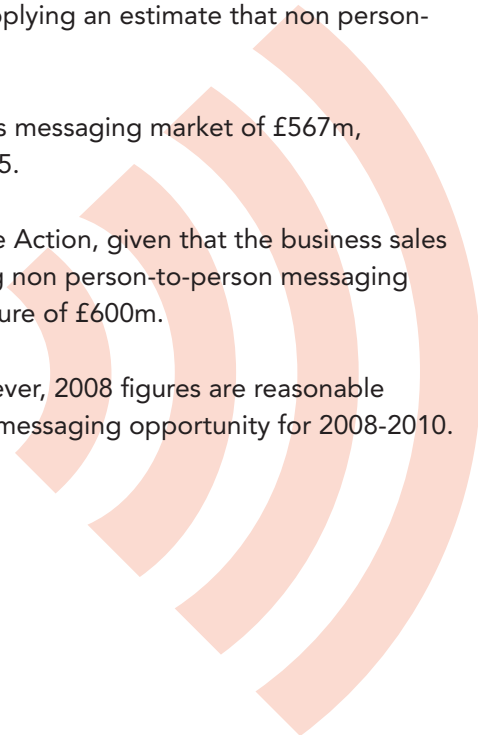
|   | 3 UK    | O2      | Vodafone | T-Mobile | Orange  | Totals |
|---|---------|---------|----------|----------|---------|--------|
| Estimated Share of Non-Voice of Total Sales | 11.6%   | 24.2%   | 20.3%    | 20.0%    | 20.0%   |        |
| Estimated Messaging Share of Non-Voice      | 70%     | 68%     | 70%      | 70%      | 70%     |        |
| Estimated Business share of Messaging       | 15%     | 15%     | 15%      | 15%      | 15%     |        |
| 2008 Subscribers ,000                       | 5,381   | 19,810  | 18,716   | 16,800   | 16,000  | 76,707 |
| Contract                                    | 3,653   | 7,600   | 8,422    | 4,032    | 6,000   |        |
| Pre-Pay                                     | 1,728   | 11,900  | 10,294   | 12,768   | 9,800   |        |
| Market Share                                | 7.0%    | 25.8%   | 24.4%    | 21.9%    | 22.0%   |        |
| UK ARPU £                                   | £ 28.98 | £ 40.63 | £ 28.81  | £ 27.65  | £ 40.85 |        |
| Estimated UK Non-Voice Sales £ million      | £ 181   | £ 1,948 | £ 1,095  | £ 929    | £ 1,307 | 5,459  |
| 2008 UK voice Sales £ million               | £ 1,559 | £ 8,049 | £ 5,392  | £ 4,645  | £ 6,536 | 26,182 |
| 2008 Total Sales £ million                  | 1,740   | 9,997   | 6,487    | 5,574    | 7,844   | 31,641 |
| Estimated Messaging Sales £ million         | 126     | 1,325   | 766      | 650      | 915     | 3,783  |
| Estimated Business Sales £ million          | 19      | 199     | 115      | 98       | 137     | 567    |

- Mobile Network Operators' sales attributed to non-voice activity was £5.5 billion
- The total estimated messaging sales for 2008 was £3.8 billion, (applying an estimate that messaging traffic formed 70% of all non-voice traffic).
- The total business messaging market was worth almost £567 million, (applying an estimate that non person-to-person messages formed 15% of all messaging).

This combination of calculation and estimation resulted in a total 2008 business messaging market of £567m, approximately aligned with the segmented market value computed in Section 5.

This figure highlights a skewed 2005 market value estimation in Less Talk, More Action, given that the business sales figure will not have decreased. The estimate of 20% of messaging traffic being non person-to-person messaging now appears excessively generous, leading to an over inflated 2005 market figure of £600m.

Estimations and projections are prone to subjectivity and can be fallible. However, 2008 figures are reasonable given the existing public information and offer a fair reflection of the business messaging opportunity for 2008-2010.



## 5 Mobile messaging 2008 – market breakdown

Dynmark's independent desk research reduced a crowded marketplace to the top performing, established mobile businesses with headquarters in the UK. Assumptions made on abbreviated accounts have led to the following market segment valuations and trend analyses.

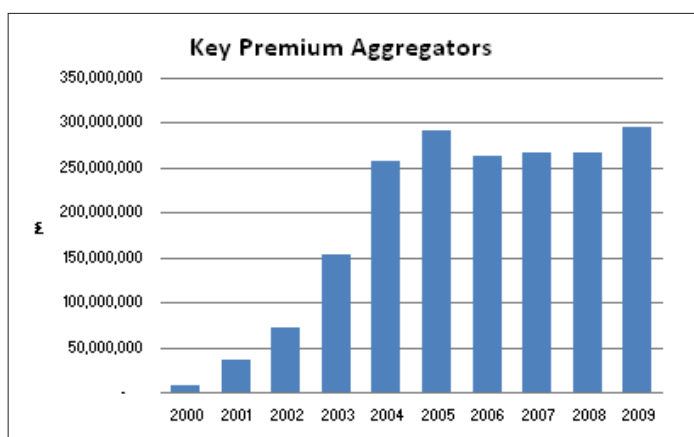
The non-voice market has been divided into market segments according to the main type of services offered: Key Premium Aggregators, Mobile Marketing Agencies, Messaging Solution Aggregators and Mobile Content Providers.

### a. Key Premium Aggregators

Key Premium Aggregators (KPAs) are organisations who provide a full range of mobile connectivity services such as Ericsson IPX, mBlox, MX Telecom, Mobile Interactive Group and WIN.

While these can include voice services through premium rate chat and IVR (interactive voice response) technology, it ordinarily concentrates on premium rate SMS messaging.

This medium and billing method has generated the majority of messaging market revenues, particularly in the mid to late 'noughties,' when it was commonly used as the micropayment facility for delivering content such as ringtones and wallpaper. Using this method, small payments are deducted from consumers' prepay tariffs or added to monthly bills.



KPAs provide connectivity for high profile interactive services such as television voting, and as such can be most harshly exposed to wider reputational damage of the medium when a service is mismanaged. At just over £250 million sales for 2008, the sector does not appear to be excessively damaged, but growth does appear to have stalled over recent years.

This flat trend could also be interpreted as the majority of KPAs having completed their major growth surge. The market can expect a degree of consolidation with key players in mobile payment space seeking to expand their geographical reach or diversify their service offerings through a series of mergers and acquisitions.

The acquisition of MX Telecom by Amdocs in March 2010 could prove the starting point. It allowed Amdocs to expand its US-native OpenMarket mobile transaction offering into Europe, and gave MX Telecom further traction in the American market.

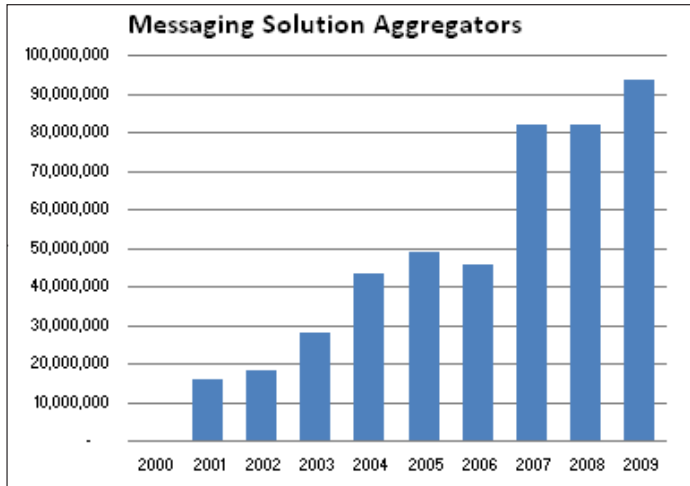
However, it should also be remembered that the major organisations competing in this market each have unique specialisation. Many may equally opt to diversify their service offerings by merging with creatives, advertising agencies, mobile application developers or mobile internet specialists, and acquiring technology that enables fashionable new technology such as Augmented Reality.

## b. Messaging Solutions Aggregators

Messaging Solutions Aggregators (MSAs) offer many of the same services as Key Premium Aggregators. Direct connections to operators in different global regions may not compare, and technical integration within business-to-business functions can be a larger focus.

Where KPAs may hunt significantly large, instant volumes of traffic through close partner agencies, brands and service providers, MSAs such as Dynmark, 2Ergo or Dialogue can offer an extensive line in technically bespoke services. These can be integrated within existing systems and specific logistical operations which enjoy incrementally stronger volumes as solutions are rolled out across more regions.

Schools, universities and local councils, as well as vertical sectors such as utilities and security providers all stand to benefit from intuitive messaging-augmented customer relationship management systems.

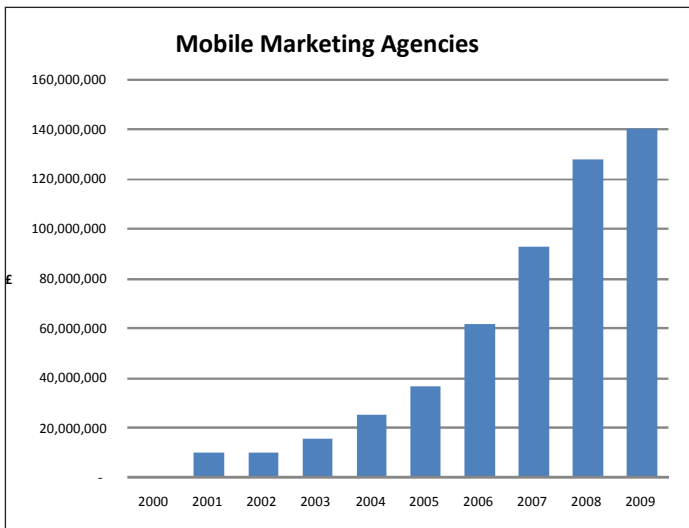


Recognition of MSAs and the wider application of mobile data only occurred towards the end of the decade. At over £90 million sales in 2009 and growing, these figures suggest that while MSAs are a distance away from the sales generated by KPAs, it is a market which has yet to reach full maturity.

## c. Mobile Marketing Agencies

These are creative specialists who are commonly supplied mobile connectivity services by Premium Aggregators or Messaging Solution Aggregators.

Aggregators may have a strong technical focus and offer solutions for their clients to independently handle a campaign or service, but mobile agencies such as Dynmark Mobile, Incentivated, Sponge, Que Pasa or Tigerspike can offer brands dedicated, fully managed end-to-end campaigns.



Sales for mobile marketing agencies are remarkable in being the only category to enjoy roughly proportionate, year-on-year growth up to 2009. As agencies and brands continue to recognise the potential and effectiveness of messaging, and currently mobile applications, so the numbers can be expected to continue to grow.

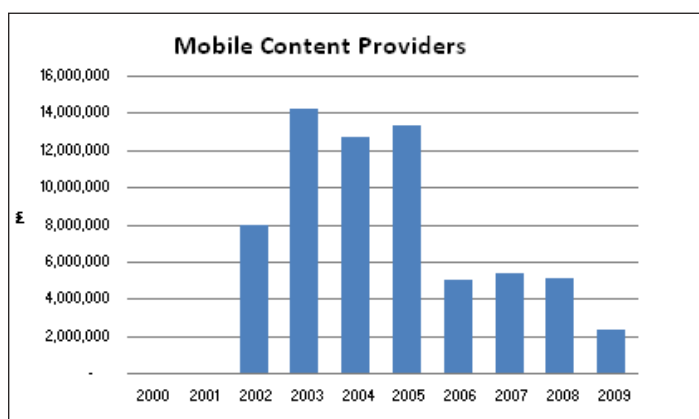
Mobile has been made more attractive by the improved user experience introduced by smartphones such as the iPhone, and unique branding opportunities presented by mobile applications. Smartphone penetration in developed markets together with new technologies and rich mobile media is helping to feed consumer appetite for branded content.

But many new services still require the basic adhesive of messaging to connect with content, and while the UK experiences is the current European hotbed for smartphone penetration, as outlined in Section 7, they remain, comparatively, a drop in the handset ocean.

#### **d. Mobile Content Providers**

In this market segment Dynmark considered companies that have concentrated on direct-to-consumer mobile offerings since the early boom time of mobile premium rate. This mainly involved mobile wallpapers, logos and ringtones, although mobile content could now be perceived as moving towards richer media.

Which is not to say that there is no longer any place for wallpapers and ringtones, or indeed SMS alone in the mobile content space. The directory enquiry (or DQ) sector earns considerable revenues from the premium rate billing on the delivery of answers to any question, and there is still a market for ringtones. But it is impossible to ignore the market's general decline.



Content Providers' revenues fell away considerably in the middle of the decade as they bore the brunt of negative press via illegal premium rate scams which seriously damaged the sector.

Commonly catering to youth demographics, Video, rich MMS messaging and mobile internet content are now delivered by organisations such as Fox Mobile and Fone Dream.

Adult content and services also remain a key driver in the content provider space, and are claimed by many to be the mobile pacemakers, first adopting technologies such as 3G Video Calling for interactive chat services.

It should be recognised that the identity of a content provider is not always straightforward. Whether an informational text message should be perceived as mobile content in the same way as an image or video is arguable. Will news publishers be considered content providers in the same way as those who deliver ringtones and wallpapers?

An impending blur with new mobile 2.0 media publishers is conceivable if the paywall model is widely adopted. The delivery of paid-for news content direct to mobile devices may turn a publisher into a content provider.

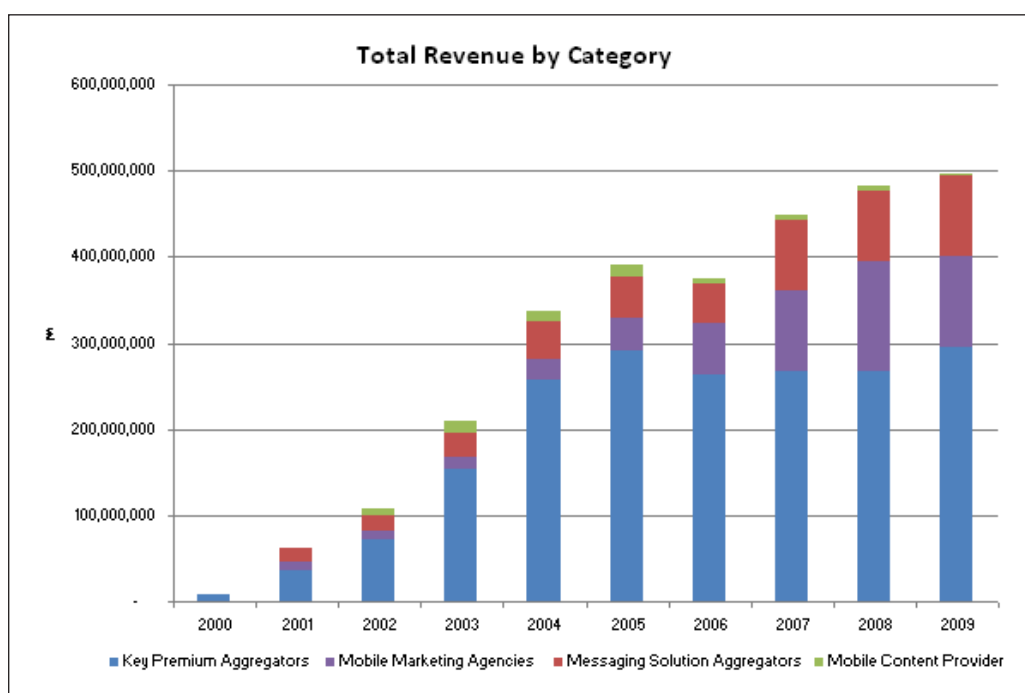
## 6.Total Revenue by Category

Considering the market segments as a whole, sales of KPAs overwhelm the sales of its closest competitors. However, its lead margin is rapidly diminishing with increased competition from specialist mobile agencies.

Dynmark forecasts that this lead margin will reduce as Mobile Agencies and MSAs continue to expand, and as the core roles of value chain players become harder to distinguish.

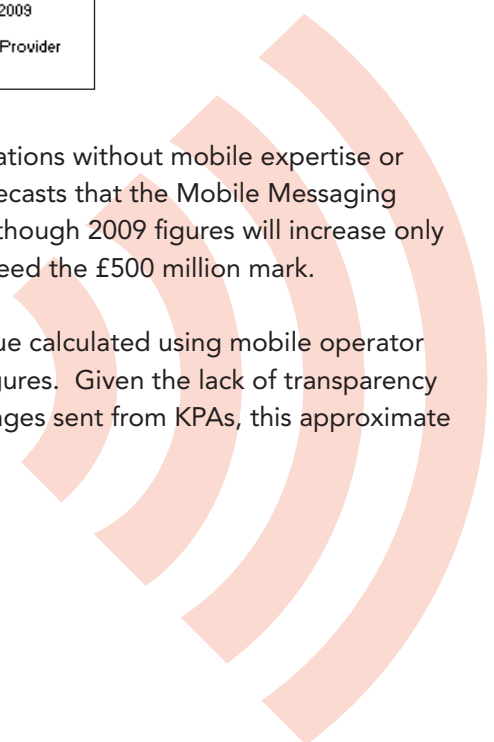
If the KPA space is one with limited room left to grow in the UK, operates on slim margins, and market consolidation could be experienced on a wide scale. Large organisations could feasibly look down the mobile value chain in order to look up, attempting to make themselves more appealing to potential suitors by absorbing other organisations in the space.

Equally, those with alternative core business models may look to acquire mobile expertise, as suggested by advertising agency, M&C Saatchi's acquisition of mobile marketing agency, Inside Mobile in March 2010.



In a total market worth almost £500 million and still rising, large media corporations without mobile expertise or intellectual property will be considering the space with interest. Dynmark forecasts that the Mobile Messaging Market as a whole will continue to experience growth in the coming years. Although 2009 figures will increase only marginally on 2008, 2010 results are expected to show strong growth and exceed the £500 million mark.

The £500 million figure is within reasonable reach of the £567 million sales value calculated using mobile operator figures in Section 4 and a true value is likely to be located between the two figures. Given the lack of transparency about the number of business messages, or non consumer-to-consumer messages sent from KPAs, this approximate market figure provides a key benchmark.



Revenues do not directly equate to profit across different market segments, and organisations competing closely in the same space may not be enjoying directly comparable rewards. As the market enjoys significant growth and smartphones continue to assert a stranglehold on developed markets, consolidation is guaranteed.

In the midst of smartphone hype, messaging will not be expelled as an outdated mode of mobile non-voice data communication. As the oldest and most trusted non voice medium, it will continue to have a key role in the delivery of new services, as well as fulfilling exactly the same consumer and business needs as it does today.



## 7 Messaging and smartphones

According to Gartner Inc. worldwide smartphone sales surpassed 40 million unit sales in the second quarter of 2009<sup>4</sup>, representing the fastest growing segment of the mobile-device market.

The penetration of smart devices has not eliminated messaging as a significant component of the mobile experience; even for the early adopter. On the contrary, it has made the overall messaging experience quicker and easier. New interfaces, touchscreen devices, 'Qwerty' keyboards and ease of access have all helped to speed up the time it takes to compose and deliver messages.

With the proliferation of iPhones being combated by Google's open source Android range of devices, there is more competition than ever in the device marketplace,. Nokia's Symbian and Microsoft's Windows Mobile are also set to make further assertive strides in 2010.

As of January 2010, there were 51.6m smartphone users in the top 5 EU countries: The UK, France, Germany, Spain and Italy. The UK leads the growth, with three-month smartphone adoption up 70 per cent to more than 11m<sup>5</sup>.

While many bemoan such competition, platform fragmentation and the number of devices to cater for, but messaging remains largely unaffected. It exists as a preloaded application within every device, out of the box, and can 'speak to' any other device, often globally. It is a multi-lingual platform. Thanks to its technical heritage, it provides a familiar and robust user experience on any platform.



<sup>4</sup>Gartner Inc (2009)

<sup>5</sup>ComScore (2010)

## 8 Messaging in data-congested networks

Mobile network operators are beginning to drive competition amongst manufacturers in the sale of data through other hardware: mobile broadband 'dongles,' subsidised ebook readers and mini notebooks. These all help to generate ongoing revenue from data subscriptions.

Sharing of subsidy to new devices means that less subsidy will be available to drive the sales of mobile and smartphones. If fewer mobile devices are sold as a result, or if manufacturers find themselves under heightened pressure to deliver new hardware at lowest prices, the development and use of messaging is still unlikely to be affected.

In fact, its consistency, ubiquity and broad reliability for transmitting immediate feature-rich messages is likely to be further cemented.

All network operators appreciate the enormous power of SMS in their data revenues, and will not neglect such a valuable pipe. With the rise of smartphone use, operators are facing technical infrastructure challenges in continuing to equally serve basic data services such as SMS, and sophisticated media services such as video streaming which use significant bandwidth. Data pressures exerted by the increasingly demanding iPhone population have led to UK network, O2 delineating data pipes used by mobile applications and by messaging.



## 9 Messaging in the mobile future

Exactly how messaging will continue to develop, enhance and offer new benefits to businesses and consumers is a topic that raises much debate.

A report exclusively licensed to Comverse by research and consulting firm, Frost & Sullivan, opines that an evolutionary..

*“path will usher in text messaging with contextual presence and location information, as well as a unified identity for messaging that provides a user’s status, personal information, updates and messages in one user interface”.*

Location remains a fashionable, attractive but still largely unknown technology quantity, particularly within the context of messaging. However, its position within mobile applications such as Foursquare and Gowalla is beginning to gain traction.

Mobile voice will remain the clear functionality leader in global operator revenue terms for some time to come, but is a slowly dwindling force. An Ericsson study in March 2010 revealed that global network data traffic surpassed voice traffic for the first time in December 2009, with the crossover point occurring at 140,000 Terabytes per month<sup>9</sup>.

In addition to the inexorable rise of mobile data, cellular voice faces threats in the form of LTE (Long Term Evolution) and VoIP (Voice over Internet Protocol), such as Skype and a range of other providers. However, messaging will adequately complement mobile voice services in undeveloped markets for a number of years.

It will complement the raft of new, mobile 2.0 services integrating presence-based, geolocation and social features, but it will equally be threatened by these too. In developed markets, instant messaging applications, particularly on the popular BlackBerry device, and social networking sites are fast becoming platforms for the exchange of messages which were formerly the domain of the SMS text message.

The growing sophistication of mobile applications and mobile internet browsers are also significant. New smartphone features have a pivotal role to play in the wider development of mobile marketing and advertising, and present desirable branding opportunities. While commercial rhetoric about the relative value of applications and made-for-mobile internet content will persist, messaging still generates considerably more revenue. It will continue to do so as long as effective monetisable models prove elusive.

Publisher paywall models are in the early stages of tentative introduction. Dynmark believes that there could be further opportunities for the integration of messaging alerts, containing unique user links which connect to newly published paywalled content. This sort of simple yet flexible adhesive quality will fix messaging’s position in a mobile 2.0 environment informed by superior levels of analytics and service transparency.

The GSM Association, the global trade body for mobile network operators, is leading the way with its Mobile Media Metrics data to give greater behavioural transparency of mobile web and messaging use. Paid-for take up of the service will be a gradual process, and only then it is likely to be adopted by the largest agencies, with initially guarded results. But this still reflects a wide industry commitment to better informing the practice of mobile marketing.

<sup>8</sup>Comverse / Frost & Sullivan (2010)

<sup>9</sup>Ericsson (2010) <http://www.ericsson.com/thecompany/press/releases/2010/03/1396928>

## 10 Message received: in conclusion

Profits in the non-voice mobile market are harnessed by SMS messaging, despite new mobile 2.0 developments which offer a wealth of opportunity in developed western markets. Reflecting this is the total business messaging market worth between £500m and £570m.

However, the mobile messaging market is still a deeply fragmented one with a hundreds of differently specialised businesses catering to different sub sections of the market.

Market consolidation will gradually occur over the following decade as mobile and messaging become unignorable for both media and non-media organisations. The longevity and wide application of mobile data will continue to reward and surprise mobile network operators, businesses and consumers internationally.

Developing media consumption behaviours will help encourage new messaging alerts, as organisations get to grips with new ways of monetising content. Messaging remains unique and unrivalled in its personal nature and is ideal for linking to content through download or hyperlinks.

With the increased penetration of smartphones in western markets and reliable user experiences, multimedia messaging through MMS can offer a richer connecting consumer experiences, or simply more information within a business context: image, video, text and audio.

The mobile messaging active user base was measured at 3.6 billion mobile subscribers at the end of 2009, accounting for 78% of all mobile phone subscribers on the planet. The medium cannot be suddenly usurped and such numbers still have no stimulus to rapidly fall. Extended infrastructural network investment and peripheral mobile 2.0 extensions of the medium mean the global messaging ecosystem will experience incremental growth for a number of years to come.



<sup>10</sup>Tomi Ahonen Consulting (2009)

# 11 About Dynmark

Dynmark strives to achieve the highest levels of professionalism in order to exceed all stakeholders' expectations. As a company we are proud of growing from a start-up to a thriving SME by continually challenging the status quo. We have bested more than a few challenges over the years and, with the support of our shareholders and the efforts of our management team, we are now well placed to continue our growth.

Mobile marketing, and bulk sms processing is transient and ever-evolving, but its heartbeat remains the SMS text message, Dynmark's native space. We provide dynamic solutions built on our own state-of-the-art carrier-grade mobile messaging platform, which allows clients to easily communicate with customers on their mobile devices. This can be done as a simple one-way SMS text message communication, or it can be an interactive two-way process, integrating a range of mobile media content. Clients can have the keys to directly control their own services using Dynmark Direct's web-based SaaS solutions, or they can have their service expertly steered by our agency, Dynmark Mobile.

Using our proprietary mobile services platform we provide products and service via three divisions:

## **dynmark**direct™

Dynmark Direct offers direct access to our award-winning mobile messaging software as an online service, hosted solution, or on-premise application so that clients can easily manage Bulk SMS, Premium SMS, MMS, mobile internet, and email. On-premise applications include stand-alone Dynmark Direct, and Dynmark Direct Plug-ins. Plug-ins add dynamic mobile messaging and mobile internet functionality to Sage CRM and Microsoft Dynamics CRM.

## **dynmark** *mobile*™

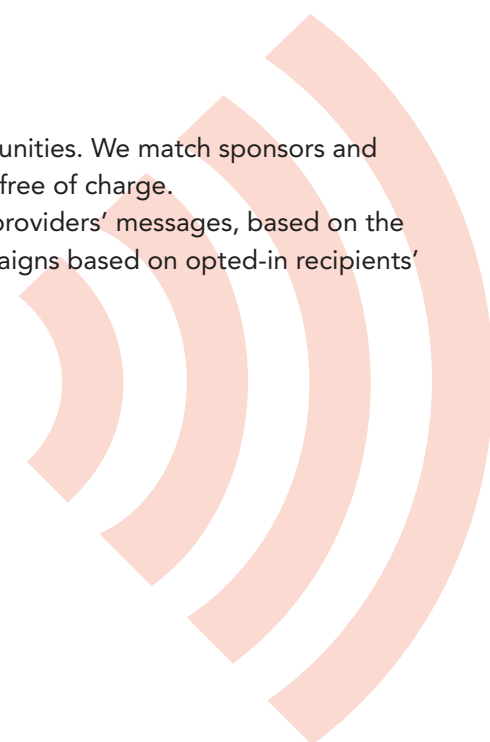
Whether you're searching for a managed one-off Bulk SMS delivery or an integrated campaign using a raft of new mobile media, you've found the right team to help you.

We routinely handle major campaigns incorporating Bulk SMS, Premium SMS, MMS, mobile internet, email, voice, social media integration, vouchers and applications for many of the UK's largest organisations.

## **dynmark** **ADS**

Dynmark Ads focuses on commercialising emerging mobile marketing opportunities. We match sponsors and advertisers with those wanting to send messages at subsidised rates, or even free of charge.

We do this by automatically adding sponsors' text ads to the end of content providers' messages, based on the recipient's profile. Mobile marketers can deploy intelligent and relevant campaigns based on opted-in recipients' profiles and behavioural history.



## How we do it

Because we are directly connected to mobile network operators and international messaging providers, clients can communicate with their customers anywhere in the world and at the most affordable rates.

The Dynmark Mobile Services Platform enables least-cost routing of messages, meaning messages are instantly processed via the best cost channel. This gives client's superior rates without ever compromising on reliability or speed of delivery.

The Dynmark platform guarantees rapid, high volume, enterprise level processing of SMS, PSMS, MMS, WAP, Mobile Internet and email. It has been engineered to ensure 24/7 service uptime, prioritising high level data security and optimum resilience.

Supported by professional corporate governance from the board down, Dynmark's formal certifications include ISO 9001 and ISO 27001. We are also a Microsoft Gold developer partner and Sage Developer partner.

In addition to Dynmark Mobile's full agency account management, we provide 24/7 technical support with experts trained in our APIs and applications.

Call or text 0800 328 3741. Or drop us an email at [sales@dynmark.com](mailto:sales@dynmark.com)

