The Outlook for Rich Communications Services (RCS): *Coexisting with OTT*

Market Study
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A Market Study

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Abstract

RCS was originally created by the GSM Association (GSMA) and is intended to provide mobile operators with new extensions of IMS-like communications. The current release of RCS is 5.1 v2, with 5.1 v2.2 planned for the end of 2014 and v3 currently being defined. The Open Mobile Alliance (OMA) is also responsible for managing some RCS specifications.

In short, RCS is a set of SIP-based communication and messaging services that can be offered over 3G and especially LTE networks. RCS is an IP solution and, thus, a departure from legacy 2G/3G circuit switched technology utilized by most mobile operators. Recently, the technology has been launched/marketed under the brand name "joyn." In the U.S., Sprint launched RCS in October 2013 under the name 'Sprint Messaging +'. MetroPCS also has RCS services; it uses the joyn brand.

RCS enhances the IMS capabilities associated with Presence, Privacy, Service Capability, Buddy Lists, Video Sharing, Interoperability, MMS, Deferred Delivery, Advanced File Transfer and Location Services.

This market study provides an introduction to RCS, discusses the outlook for the platform, discusses the impact of Over The Top (OTT) services, and provides a global market forecast of potential RCS uptake. Profiles of the major RCS and IMS vendors are also included.

Key questions addressed:

- What are Rich Communications Services and what is the relationship with IMS?
- What are the standards relating to RCS?
- What is joyn?
- What is the status of RCS in the market?
- How does RCS help the mobile operators combat the rise of OTT services? Can RCS and OTT coexist? Does offering RCS provide an operator any significant advantages compared to OTT?
- Which operators are offering RCS?
- How will RCS impact current technology?
- What are the strengths, weaknesses, opportunities and threats of RCS?

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- What is the market forecast for RCS?

Who should read this market study:

- Mobile operators
- Mobile device vendors and OEMs
- RCS, IMS and VoLTE solution vendors
- OTT Services Providers
- Financial analysts and investors.

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