



Contact *iGR*

Iain Gillott

(512) 263-5682

[iain@iGR-inc.com](mailto:iain@iGR-inc.com)

**FOR IMMEDIATE RELEASE**

## **New *iGR* study discusses market challenges for Rich Communications Services (RCS)**

### ***Study discusses how RCS deployments will be impacted by OTT services***

**AUSTIN, Texas, July 30th, 2014** – Rich Communications Services (RCS) was originally created by the GSM Association (GSMA) and is intended to provide mobile operators with new extensions of IMS-like communications. The RCS development effort is being driven by consumers' desire for enhanced service experiences on their smartphones and tablets.

Customers want a better way to share photos, multimedia functionality, contacts, status updates, and multiparty video and audio conferences. RCS provides the capability for sharing of multimedia content during the course of a single phone call or data connection. During the course of a multimedia call, participants have the access to the same applications. With RCS the presence capability includes a profile of the applications on all phones participating on a call, and the phone book capability enables direct communications to other individuals in the contact list.

RCS is being sold to mobile operators as a standardized, real-time communications capability across text, video and audio that can be offered on multiple types of new and existing network devices. However, as is often the case with a new service like RCS, there are myriad compatibility problems that need to be overcome.

"Today's smartphone and tablet users demand a wide range of functionality that the mobile networks have typically been unable to provide," said Iain Gillott, president and founder of *iGR*, a market research consultancy focused on the wireless and mobile industry. "As a result, device OEMs and Over The Top (OTT) service providers have stepped in and filled the void. The mobile operators have the opportunity to play catch-up with RCS, but it will be a challenge."

*iGR's* new market study, *The Outlook for Rich Communications Services (RCS): Coexisting with OTT*, 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.

The following key questions are answered in the new market study:

- 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?
- What is the market forecast for RCS?

The information in this report will be valuable for:

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

The new report can be purchased and downloaded directly from *iGR*'s website at [www.iGR-inc.com](http://www.iGR-inc.com). Alternatively, contact Iain Gillott at (512) 263-5682 or at [Iain@iGR-inc.com](mailto:Iain@iGR-inc.com) for additional details.

### **About *iGR***

*iGR* is a market strategy consultancy focused on the wireless and mobile communications industry. Founded by Iain Gillott, one of the wireless industry's leading analysts, in late 2000 as *iGillottResearch*, *iGR* is now in its fourteenth year of operation. *iGR* continuously researches emerging and existent technologies, technology industries, and consumer markets. We use our detailed research to offer a range of services to help companies improve their position in the marketplace, clearly define their future direction, and ultimately improve their bottom line.

*iGR* researches a range of wireless and mobile products and technologies, including: smartphones; tablets; mobile wearable devices; connected cars; mobile applications; bandwidth demand and use; small cell and het-net architectures; mobile EPC and RAN virtualization; DAS; LTE; VoLTE; IMS; NFC; GSM/GPRS/UMTS/HSPA; CDMA 1x/EV-DO; iDEN; SIP; macro-, pico- and femtocells; mobile backhaul; WiFi and WiFi offload; and SIM and UICC.

A more complete profile of the company can be found at [www.igr-inc.com](http://www.igr-inc.com).