

THE RADICATI GROUP, INC.
A TECHNOLOGY MARKET RESEARCH FIRM

Instant Messaging Market, 2017-2021

<http://www.radicati.com>

Cost – US \$3,000 by P.O. or \$2,500 by credit card

A comprehensive analysis of the Instant Messaging market including:

- ⊗ Consumer IM – Worldwide Consumer IM Accounts and Users, Consumer vs. Business IM Users, Consumer IM Market Share, Four-Year Forecasts, Breakouts by Region.
- ⊗ Enterprise IM – Worldwide Enterprise IM Accounts and Users, Enterprise IM Vendor Market Share, Installed Base and Revenue Four-Year Forecasts, Breakouts by Region and Business Size.
- ⊗ Mobile Messaging – Worldwide Mobile Messaging Accounts and Users, Mobile Messaging Vendor Market Share, Four-Year Forecasts, Breakouts by Region.
- ⊗ An overview of key market players: *Apple, BlackBerry, Bloomberg, Cisco, Facebook, Google, IBM, Kik Interactive, Microsoft, Skype, Tencent, Thomson Reuters, WhatsApp and Yahoo!*

This report is intended for Organizations, Vendors, and Investors who need to make informed decisions about the Instant Messaging and Mobile Messaging market.

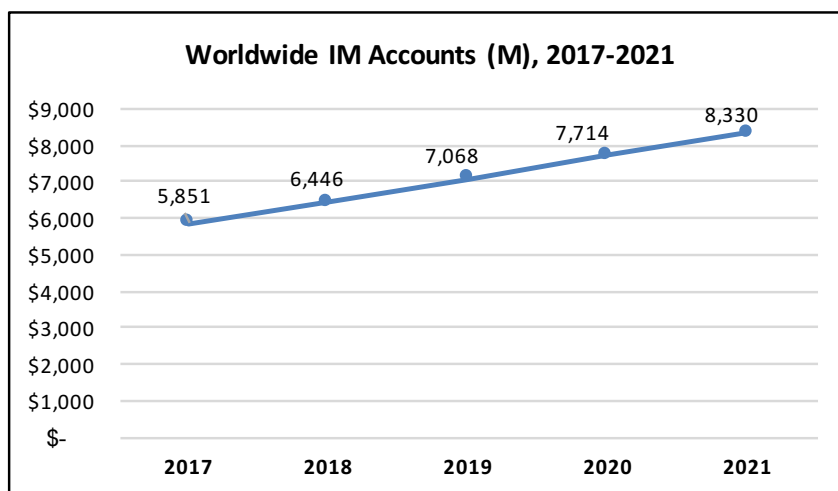


Figure 1: Worldwide IM Accounts*, 2017-2021
(* does not include Mobile Messaging)

TABLE OF CONTENTS

SCOPE	4
METHODOLOGY	5
EXECUTIVE SUMMARY	6
CHAPTER ONE	8
1.1 MARKET DEFINITION	9
1.2 MARKET SEGMENTATION.....	11
1.3 MARKET ANALYSIS.....	12
1.4 CONSUMER IM NETWORKS.....	17
1.4.1 CONSUMER IM MARKET SHARE	18
1.4.2 CONSUMER IM FORECAST	19
1.4.3 CONSUMER IM ACCOUNTS BY REGION	20
1.5 ENTERPRISE IM SOLUTIONS.....	22
1.5.1 ENTERPRISE IM MARKET SHARE	24
1.5.2 ENTERPRISE IM FORECAST.....	26
1.5.3 ENTERPRISE IM REVENUE BY REGION.....	28
1.5.4 ENTERPRISE IM ACCOUNTS BY REGION.....	29
1.5.5 ENTERPRISE IM ACCOUNTS BY BUSINESS SIZE.....	30
1.6 MOBILE MESSAGING.....	32
1.6.1 MOBILE MESSAGING MARKET SHARE.....	34
1.6.2 MOBILE MESSAGING FORECAST.....	36
1.6.3 MOBILE MESSAGING ACCOUNTS BY REGION.....	37
CHAPTER TWO	39
APPLE INC.....	40
BLACKBERRY LIMITED.....	41
BLOOMBERG L.P.....	42
CISCO SYSTEMS, INC.....	44
FACEBOOK, INC.....	45
GOOGLE, INC.....	46
IBM, CORP.....	47
KIK INTERACTIVE, INC.....	49
MICROSOFT CORP.....	51
SKYPE (MICROSOFT CORP.).....	52
TENCENT CORP.....	54
THOMSON REUTERS, CORP.....	56
WHATSAPP, INC. (FACEBOOK, INC.).....	57
YAHOO! CORP.....	58

LIST OF FIGURES

<i>Figure 1: Worldwide IM Accounts, 2017-2021</i>	7
<i>Figure 2: Consumer vs. Enterprise IM Users, 2017-2021</i>	14
<i>Figure 3: Worldwide Enterprise vs. Consumer IM Traffic, 2017-2021</i>	16
<i>Figure 4: Consumer IM Installed Base Market Share, 2017</i>	19
<i>Figure 5: Consumer IM Accounts by Region, 2017 & 2021</i>	21
<i>Figure 6: Enterprise IM Installed Base Market Share, 2017</i>	26
<i>Figure 7: Enterprise IM Revenue Market Share, 2017</i>	26
<i>Figure 8: Enterprise IM Revenue Forecast, 2017-2021</i>	27
<i>Figure 9: Enterprise IM Revenue by Region, 2017 & 2021</i>	28
<i>Figure 10: Enterprise IM Accounts by Region, 2017 & 2021</i>	29
<i>Figure 11: Enterprise IM Accounts by Business Size, 2017 & 2021</i>	31
<i>Figure 12: Mobile Messaging Account Market Share, 2017</i>	35
<i>Figure 13: Mobile Messaging Account Forecast, 2017-2021</i>	37
<i>Figure 14: Mobile Messaging Accounts by Region, 2017 & 2021</i>	37

LIST OF TABLES

<i>Table 1: Worldwide IM Accounts and Users (M), 2017-2021</i>	13
<i>Table 2: Enterprise vs. Consumer IM Users (M), 2017-2021</i>	14
<i>Table 3: Enterprise vs. Consumer IM Account (M), 2017-2021</i>	15
<i>Table 4: Daily IM Traffic (Billions), 2017-2021</i>	15
<i>Table 5: Consumer IM Market Share, 2017</i>	18
<i>Table 6: Consumer IM Accounts and Users Forecast (M), 2017-2021</i>	20
<i>Table 7: Enterprise IM Installed Base and Revenue Market Share, 2017</i>	24
<i>Table 8: Enterprise IM Installed Base and Revenue Forecast 2017 – 2021</i>	27
<i>Table 9: Enterprise IM Accounts and Users Forecast (M), 2017-2021</i>	28
<i>Table 10: Mobile Messaging Installed Base Market Share, 2017</i>	34
<i>Table 11: Mobile Messaging Accounts and Users Forecast (M), 2017-2021</i>	36

About The Radicati Group, Inc.

The Radicati Group covers all aspects of email, security, social media, instant messaging, information archiving, regulatory compliance, wireless technologies, web services, unified communications, and more. The company provides both quantitative and qualitative information, including detailed market size, installed base and forecast information on a worldwide basis, as well as detailed country breakouts.

The Radicati Group advises corporate organizations to assist them in selecting the right products to fit their business needs, and also works with vendors to define the best strategic direction for their products. The Radicati Group also works with investment firms on a worldwide basis to identify and assess new investment opportunities.

The Radicati Group, Inc. is headquartered in Palo Alto, CA, with offices in London, UK.

ORDER FORM To order, please go to our website www.radicati.com or fill out the following form and email it to admin@radicati.com

Instant Messaging Market, 2017-2021	
Name:	Company:
<input type="checkbox"/> P.O. \$3,000 <i>Note: We will need the actual P.O. paperwork from your Purchasing Department before we can fill the orders.</i>	
<input type="checkbox"/> Credit Card \$2,500	
<input type="checkbox"/> VISA <input type="checkbox"/> MasterCard <input type="checkbox"/> Amex	
Card Number:	Exp. Date:
Signature:	
Address:	
City, State, Zip:	
Country:	
<i>Please indicate street address - NO P.O. BOX please!</i>	
Phone:	Email: