

IN 2014

50 BILLION

MESSAGES PER DAY WILL
BE SENT VIA MOBILE INSTANT
MESSAGING (MIM)

VERSUS
21 BILLION
PER DAY SENT VIA SHORT
MESSAGING SERVICES (SMS)

LESS THAN
 $\frac{1}{2}$

Despite the burgeoning
volumes of messages carried
over MIM services, we expect
SMS to generate more than

\$100,000,000,000

APPROXIMATELY

50
TIMES

THE TOTAL
REVENUES FROM
ALL MIM SERVICES