

# Global Rich Communications Service (RCS) Market 2016 Share, Trend, Segmentation and Forecast to 2020

*Rich Communications Service (RCS) Market to Grow at a 41.81% S CAGR Forecast to 2020*

PUNE, INDIA, July 11, 2016 /EINPresswire.com/ -- [Rich Communications Service \(RCS\)](https://www.wiseguyreports.com/reports/473916-rich-communications-service-rcs-market-forecasts-and-trends-2015-2020) is the platform that enables the delivery of communication experiences beyond SMS and voice, providing consumers with instant messaging or chat, live video and file sharing – across devices, on any network. RCS, which is a GSM Association (GSMA) enterprise, provides mobile network operators to uphold their existing customer base by keeping the customers connected through enriched communication services.

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RCS marks the transition of messaging and voice capabilities from Circuit Switched technology to an all-IP world – and it shares the same IMS investment and leverages the same IMS capabilities as VoLTE and Video calls over LTE.

The Rich Communications Service (RCS) Market is estimated to witness compound annual growth rate (CAGR) of 41.81% from 2015 to 2020.

The major factors driving the RCS market are the customer retention, influence of social networks, collaboration between the carriers, benefits from investments and global interoperability. The rich communication service market faces major hindrances like competition of OTT players and lack of awareness among organizations regarding the consumption and usage. The messaging market has gradually become more competitive with the entry of major OTT players, such as Line, Skype and WhatsApp. Rich Communication Service provides organizations integrated voice and video services, interoperability across any operator network, the ability to connect to anyone and anywhere with an enabled handset and richer communication experience.

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The global Rich Communications Service (RCS) market is segmented on the basis of types, solutions, and application. The market is divided into Enhanced Rich Communication Suite (RCS-



e), RCS, and RCS- like in terms of types of rich communication service. Further, on the basis of solution it is categorized into VoIP, Online Storage, Unified Messaging, Web Conferencing, Social Presence Information, and others.

Numerous products are available in the rich communication service (RCS) market such as APIs, VoLTE, WebRTC, and others.

The Rich Communication Service (RCS) is highly competitive with some of the key participants are, Huawei, Acision, Deutsche Telekom, Acme Packet, Neusoft, Infinite Convergence, Summit Tech, Nokia Siemens Network, and others.

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Norah Trent  
wiseguyreports  
+1 646 845 9349 / +44 208 133 9349  
email us here

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