

Mobile Instant Messenger – An Opportunity for Operators

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Mobile IM - P1345

- ▶ Mobile & Fixed Instant Messenger
 - Examples
 - Market
- ▶ Mobile IM – Challenge for a Mobile Operator?
 - Status
 - Potential loss
- ▶ Strategies
 - Premium SMS through automated Content Provider Access
 - Mobile IM with presence information
 - Value-added-services on IM
- ▶ Conclusions & Recommendations

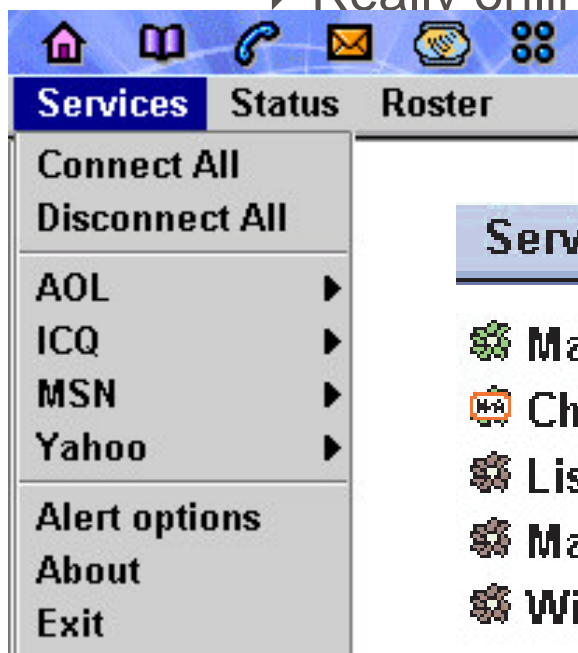
PC-based (fixed)

- ▶ Office collaboration, chat, email
- ▶ Platform for (video-)telephony
- ▶ File exchange
- ▶ “Presence” information



Mobile Instant Messenger

- ▶ Clients available for “modern phones”, P800, 3650, A920, ...
- ▶ Integrated Fixed IM providers: AOL, ICQ, MSN, Yahoo
- ▶ Really online



Fixed (PC)

- ▶ 10 Mill. houses DSL-connected in W-Europe (2002)
- ▶ 80 Mill IM users USA (2002), 73% of teenagers, 44% of parents use
- ▶ 623 Mill worldwide [IDC, 03.2003]
- ▶ 70% of all enterprises use IM
- ▶ Three IM clients ICQ Lite, AIM, ICQ amongst top 10 (05.2003) download
- ▶ Platform for value-added-services: telephony and video, netmeeting

MobileIM

- ▶ My phone, always on-line
- ▶ Dynamic profiling, e.g. availability, location, connectivity
- ▶ Universal IM: Jabber, open XML protocols for message exchange
- ▶ Standardisation in:
- ▶ 3GPP
Presence services (SIP)
- ▶ IETF
Presence Leveraging Extensions
- ▶ Wireless Village/OMA
Presence, IM, Group and Content sharing (Nokia 6220 impl.)



SMS and MMS will shrink: Messenger over GPRS

- ▶ Add your already existing contacts from:
 - ICQ
 - MSN Messenger
 - Yahoo! Messenger
 - AOL Instant Messenger
 - ▶ Add contacts from any of the server
 - ▶ Always on-line (GPRS)
 - “not in call”
 - ▶ Available for modern phones
 - P800, 3650,
- Clients: AgileMobile, Tipic, IM+, Ruksun, AOL/Sprint, MessageVine, ...



SMS

- No fix costs
- 0,10 €/SMS (N)



IM (Instant Messenger)

- Fix costs (a few kbytes < 0.03 €) to log on to the server and if you or one of your friends changes the status (e.g.available to away)
- Very low cost (approx 0.6 kbyte ~ 0.008 NOK for SMS like)
- Other services can be added (e.g. **attach pictures**)
- Need to know your buddy addresses

Nokia IM: 7650, 3560, 5100, 6100, 6610, 6800, 7250

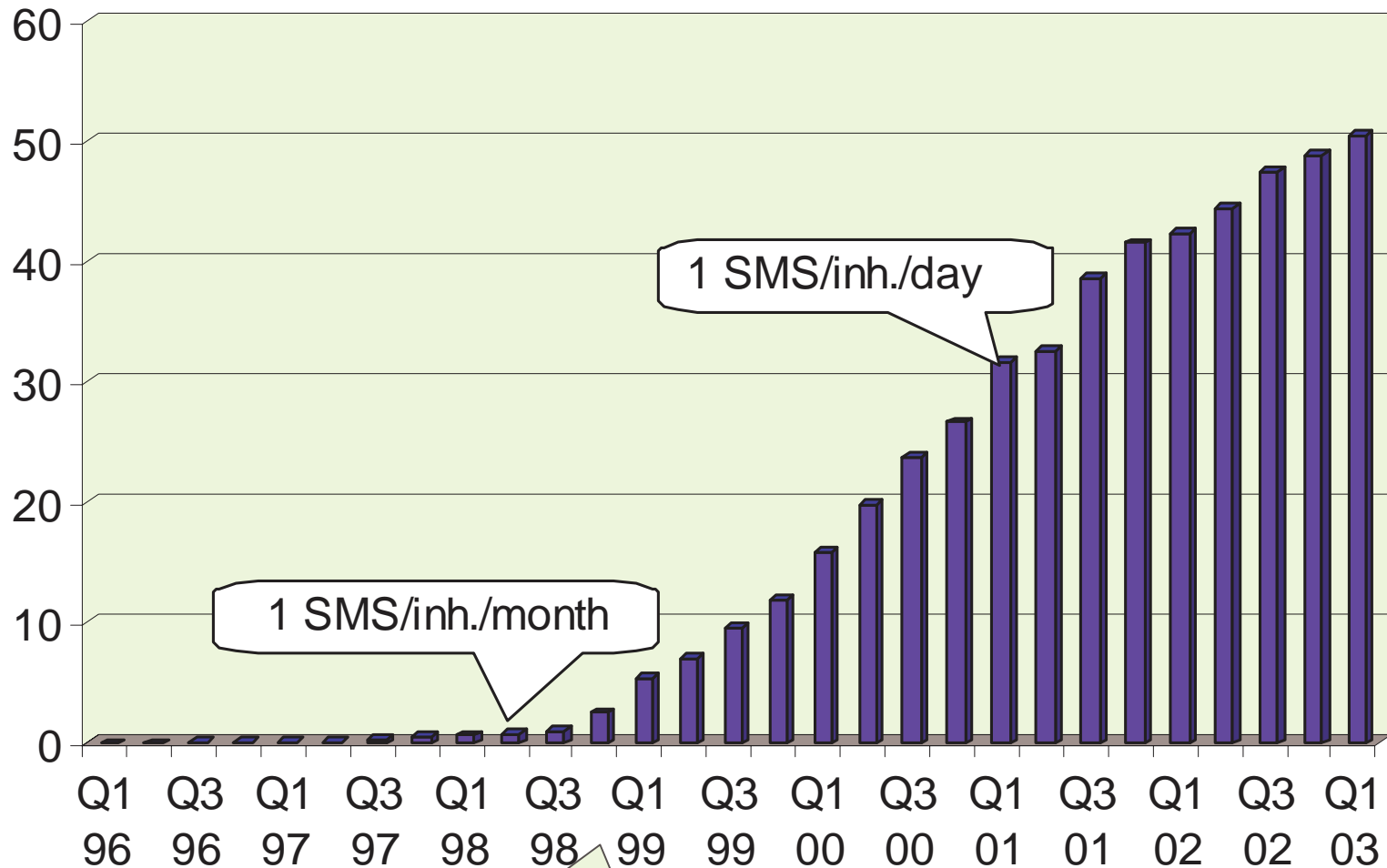
Motorola: T720, T720i, A388/C, Accomply A6288

SonyEricsson: T610, P800

Siemens: SL55, S55, S57

Mobile IM - P1345

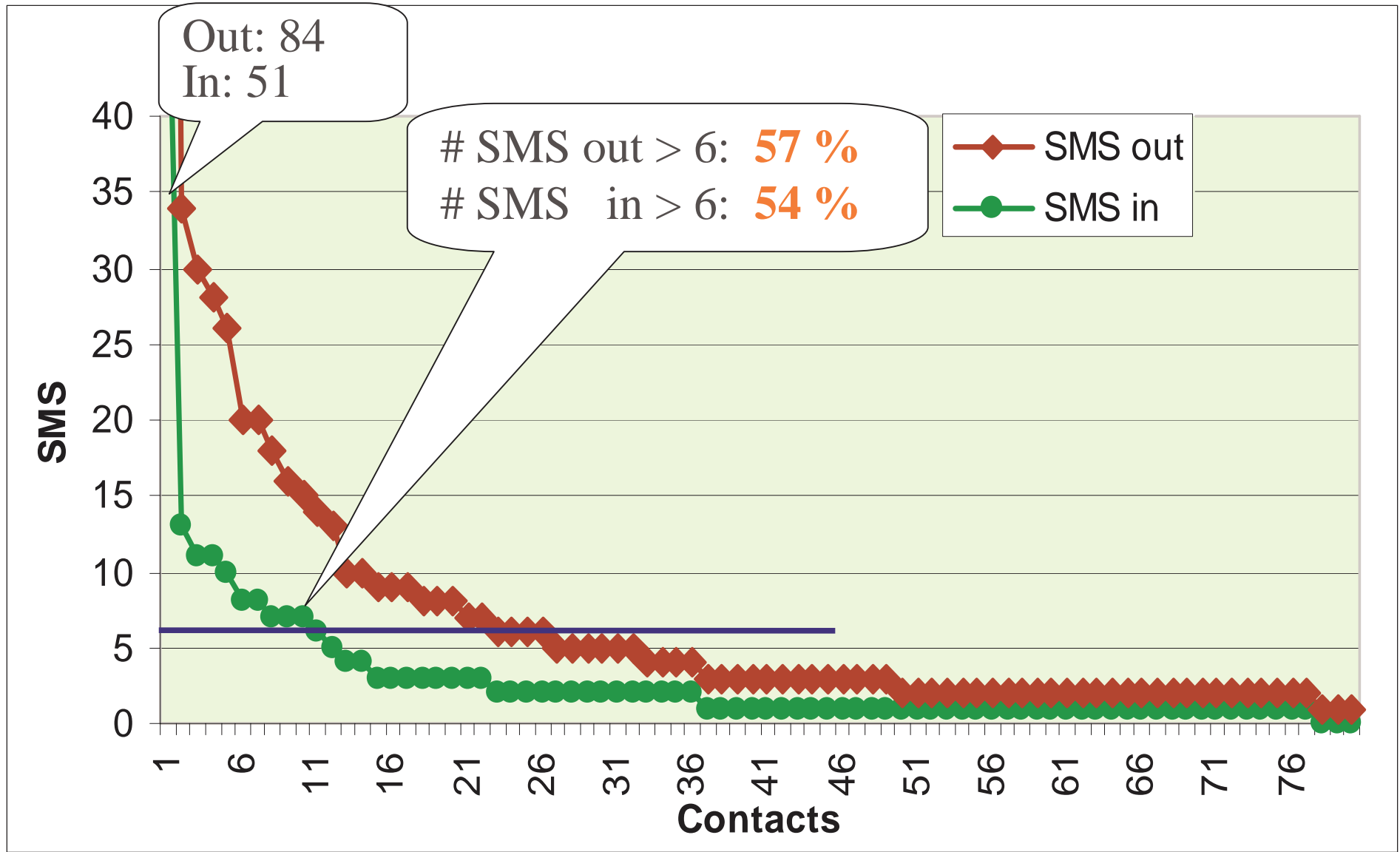
Number of SMS per Norwegian inhabitant per month



SMS from prepaid

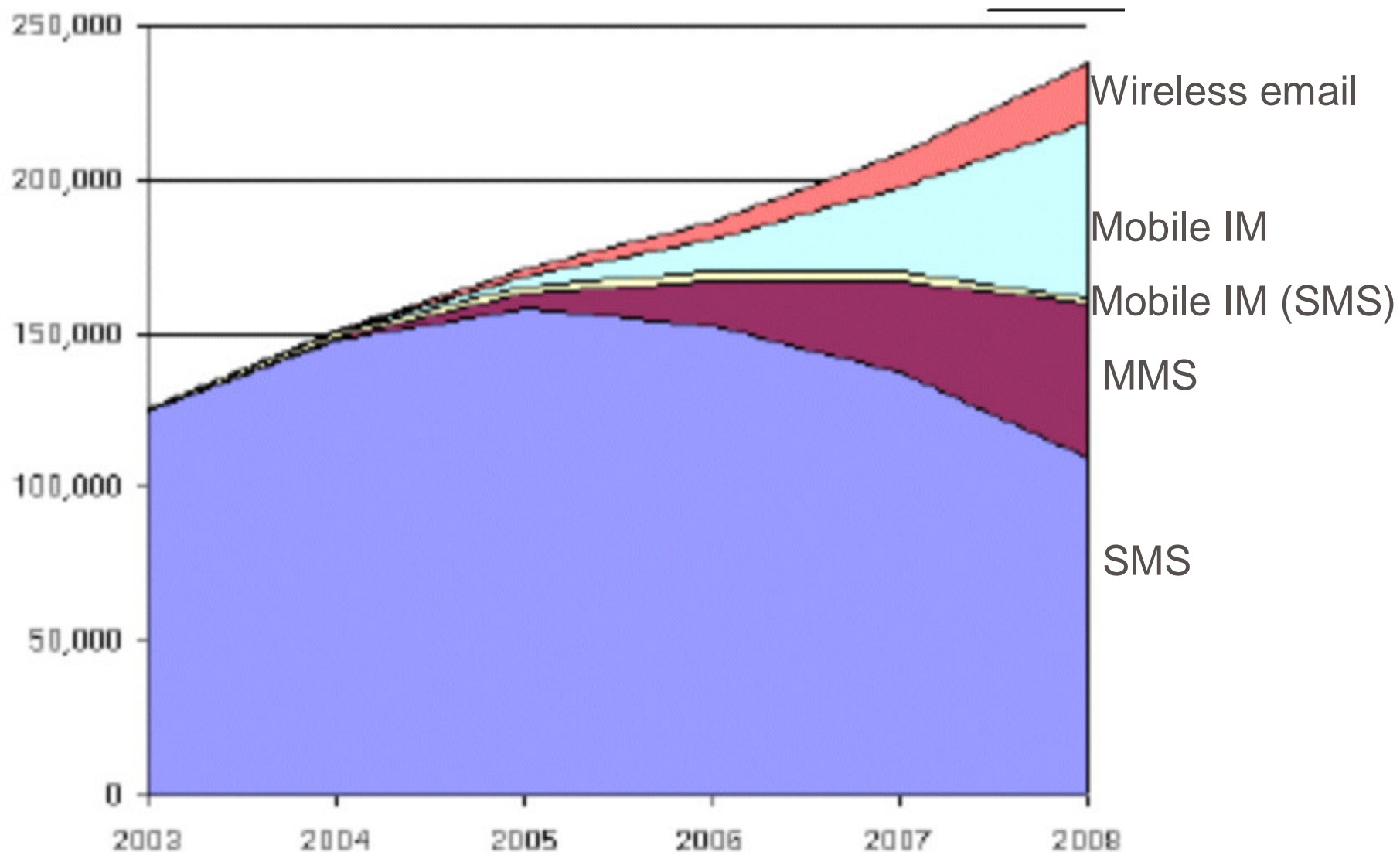
Potential market for Mobile IM

- usage example



Decrease of SMS market

Western Europe [Ovum, 2003]



Use presence network service as valuable service for mobile users

- ▶ Increased need for privacy
- ▶ Better quality of presence information
- ▶ Need for more advanced personalisation
- ▶ Enhanced instant communication
- ▶ Increased interoperability

Use mobile presence services as service enabler

- ▶ Build the platform for future value-added-services
- ▶ Group calendars, Personalisation services

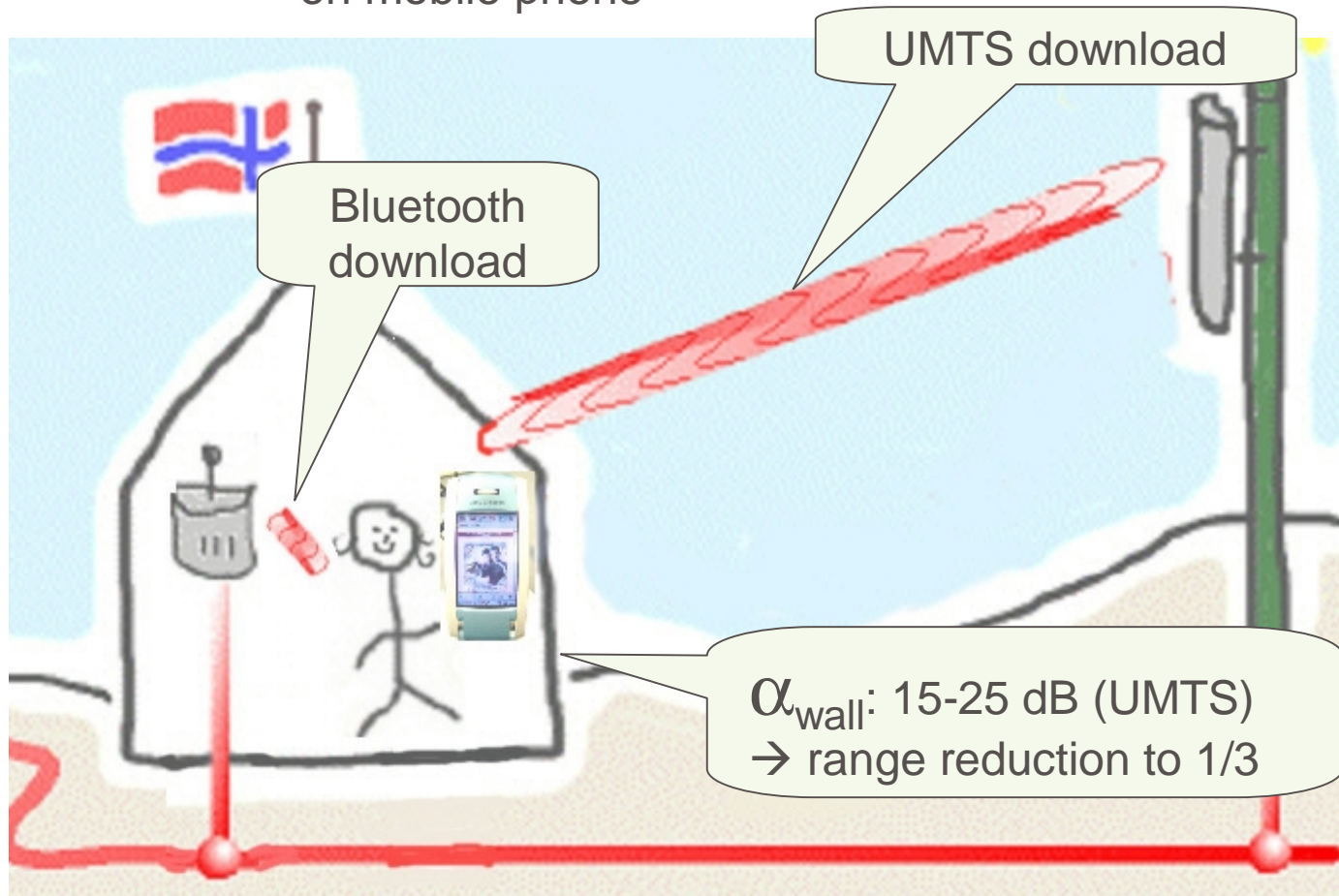
User personal device on the move and at home

▶ Service integration at home:

- UMTS indoor: range is ~1/3 of outdoor coverage
- Bluetooth: typical 115 kbit/s on mobile phone

▶ User uses “her” device

- Known services
 - Known interface
- ▶ IM, SMS, WEB



*1) pay for service

SMS service examples:

- ▶ Number enquiry, logo, ring tones, MMS pictures, screensaver, jokes, games

- ▶ Chat-, dating, flirt

- ▶ P-place, cinema, flowers, taxi

- ▶ Police warning

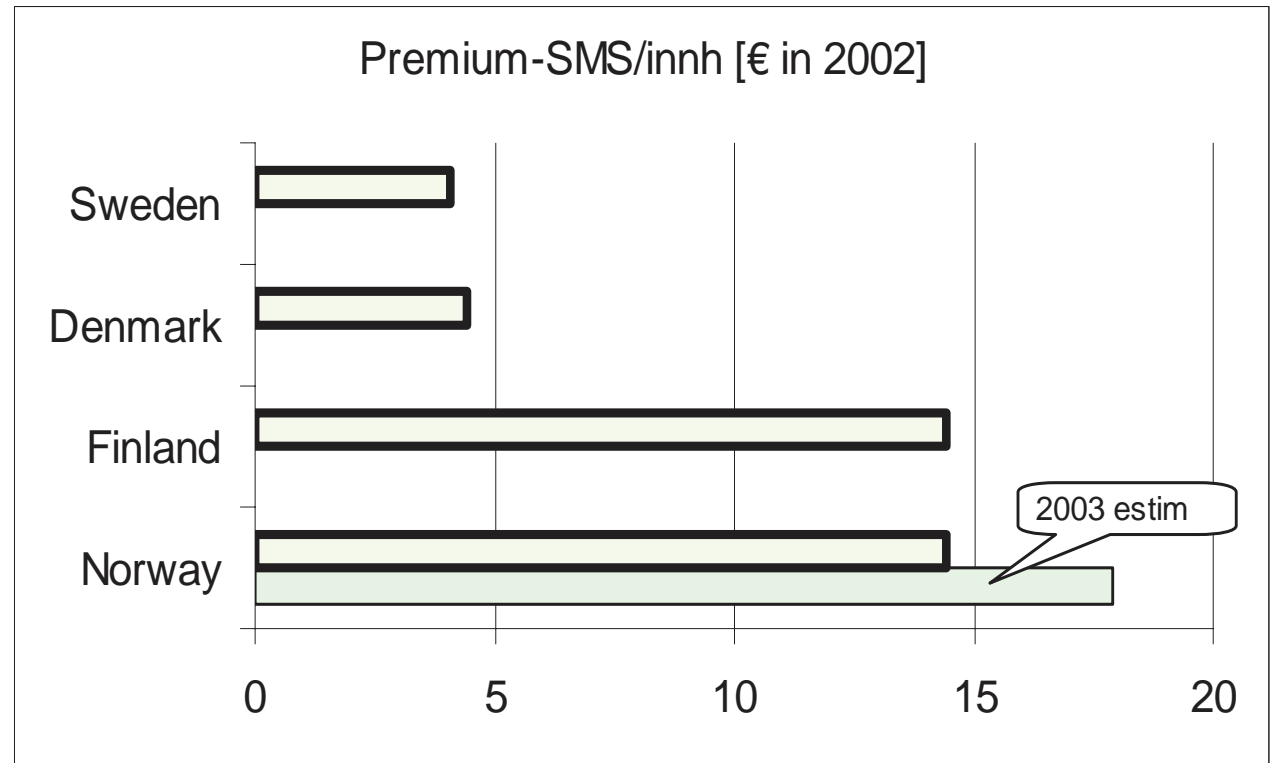
- ▶ Love calculator, Personality test, BodyMassIndex, Horoskop

- ▶ Jokes, News

- ▶ Success in FIN and N:

- Common service numbers

- Automated Content Provider Access (CPA) platform



Mobile IM opportunity: Services & user friendly interface

- ▶ Buddy list (“my friends”)
- ▶ Presence information: login, terminal type, availability
- ▶ Quick dial, group communication,
- ▶ Automated replies based on profile, calendar, location
- ▶ Content adaptation based on multi-media capabilities
- ▶ Future VAS services
- ▶ Voice, Video integration on PC
- ▶ Location (part of presence)
- ▶ Synchronisation Address book
- ▶ Community communication
- ▶ Easy phone conferences
- ▶ SIMPLE, e.g SIP VoIP-services
- ▶ TV chat
- ▶ Ticker service: news, weather, stock tickers
- ▶ Alert/notification: flight
- ▶ Helpdesk/customer care
- ▶ Special interest groups: soccer, cars
- ▶ Integrated B2B (.net exchange)

- ▶ Presence service can be offered as a value-added-service
- ▶ Establish buddy list for customers
 - ➔ Data log, Nokia 3560 user with 11 buddies: 6 MB/month for presence information, doubling of messages, increase of phone calls
- ▶ Pricing models for Presence:
 - A. Subscription fee + GPRS traffic
 - +: Simple for customer & operator
 - : Drop of SMS revenue
 - B. Subscription fee and pay-per-use
 - +: Extra revenue through change of usage
 - : Complex task to explain users why to pay when others “move”
 - C. Free use + GPRS traffic
 - +: high acceptance, no subscription fee
 - : Drop of SMS revenue
- ▶ Not enough to sell presence information, need to become actor for VAS services

- ▶ Expected drop of income (estim. 20% in 2005) from SMS and MMS traffic due to Mobile IM traffic
- ▶ Use Presence information as value added service
- ▶ Establish Buddy list for customers, enhanced with presence information
 - Increase GPRS traffic, IM traffic and voice calls
- ▶ Presence and IM should be pre-installed
 - Mobile IM client on phone
 - Connection to operators presence infrastructure
 - Interoperable solution
 - Use mobile phone number as identifier, link to nickname
- ▶ Establish Value-Added-Service platform based on Mobile IM and Presence