



THE RADICATI GROUP, INC.

A TECHNOLOGY MARKET RESEARCH FIRM

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Instant Messaging Statistics Report, 2015-2019

SCOPE

This report brings together statistics and forecasts for Instant Messaging (IM) and Mobile Messaging (also referred to as Mobile IM or Mobile Chat). It includes data on both business and consumer adoption of these technologies.

All figures in this report represent a ‘snap shot’ of key statistics in 2015. If a discrepancy occurs between numbers in this report and any numbers in our annual market research studies, the annual report should be considered the final authoritative source. For a full list of our annual reports, which contain vendor market share as well as in-depth quantitative and qualitative analysis, please refer to our list of publications at <http://www.radicati.com>.

All of the numbers in this study represent worldwide figures, unless otherwise indicated. All financial data is expressed in \$USD.

Installed base numbers throughout this report represent *active* accounts, which have been accessed at least once within the last month.

METHODOLOGY

The information and analysis in this report is based on primary research conducted by The Radicati Group, Inc. Our proprietary methodology combines information derived from three principal sources:

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- a. Our Worldwide Database which tracks user population, seat count, enterprise adoption and IT use from 1993 onwards.
- b. Surveys conducted on an on-going basis in all market areas which we cover.
- c. Market share, revenue, sales and customer demand information derived from vendor briefings.

Forecasts are based on historical information as well as our in-depth knowledge of market conditions and how we believe markets will evolve over time.

Finally, secondary research sources have also been used, where appropriate, to cross-check all the information we collect. These include company annual reports and other financial disclosures, industry trade association material, published government statistics and other published sources.

Our research processes and methodologies are proprietary and confidential.

EXECUTIVE SUMMARY

- In 2015, the number of worldwide Instant Messaging (IM) accounts, not including Mobile Messaging, totals over 3.2 billion. This figure is expected to grow at an average annual rate of about 4% over the next four years, and reach over 3.8 billion by the end of 2019.
- The business use of IM is currently growing at a much faster pace than the use of IM by consumers. This is due to the fact that IM use in the workplace can be tightly monitored and controlled by IT and users are expected to use it much in the same way they use email.
- In the consumer space, on the other hand, other technologies such as social networking and Mobile Messaging compete with traditional IM and are becoming more popular for reaching family and friends on the go.
- Mobile Messaging (also referred to as Mobile IM or Mobile Chat) has shown explosive growth particularly with consumers and young users, however, in time we

expect to also see strong adoption of Mobile Messaging among business users, thanks to its simplicity and immediacy.

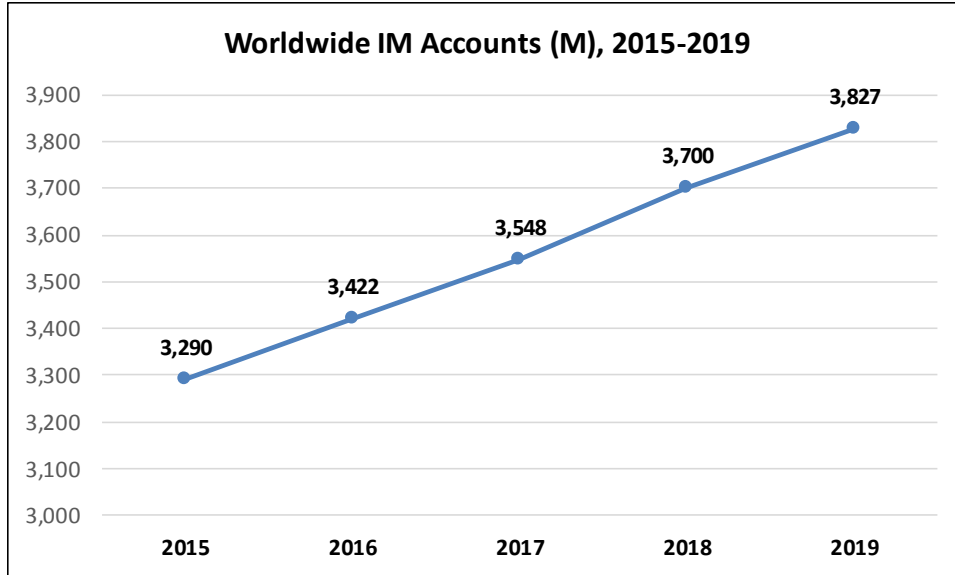


Figure 1: Worldwide IM Accounts* (Millions), 2015-2019

(* does not include Mobile Messaging)

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