

VeriSign Mobile Messaging Index Q3 2007

Key

- **SMS** – Short Message Service. SMS is the most common form of mobile messaging, also referred to as “text” messaging.
- **ICSMS** – Inter-carrier Short Message Service. ICSMS messages are text messages exchanged between carrier networks.
- **MMS** – Multimedia Messaging Service. MMS allows users to send multimedia messages that include images, video and audio.
- **ICMMS** – Inter-carrier Multimedia Messaging Service. ICMMS messages are multimedia messages exchanged between carrier networks.
- **P2P Messages** – Person to person messages, or messages sent from one mobile user to another.
- **A2P Messages** – Application to person messages, or application-generated content such as news alerts, ring tones, promotional video clips, and enterprise messages that are sent to mobile users.

Background

VeriSign delivers messages on behalf of carriers and content providers around the world. VeriSign’s combined mobile messaging networks (P2P and A2P) connect to more than 500 carriers and reach over 2 billion wireless subscribers.

VeriSign powers inter-carrier mobile messaging for seven of the top ten wireless carriers in North America.

Q3 Highlights

Mobile messaging continues to show exceptionally strong growth. VeriSign’s combined mobile messaging networks enabled nearly 26 billion messages in Q3 2007, up approximately 22 percent from Q2 2007 and up approximately 123 percent from Q3 2006.

In the first three quarters of 2007, VeriSign’s combined mobile messaging networks enabled nearly 64 billion messages, worth over \$3.4 billion in revenue to VeriSign customers. In all of 2006, these networks enabled approximately 43 billion mobile messages globally.

- In Q3 2007, the number of messages enabled by VeriSign’s combined mobile messaging networks was approximately 280 million per day, on average. This compares to approximately 232 million messages per day in Q2 2007 and approximately 125 million messages per day in Q3 2006.
- SMS still leads the pack as the most popular form of mobile messaging, with nearly 25 billion messages exchanged through VeriSign’s inter-carrier SMS network in Q3 2007. This represents an increase of roughly 23 percent from Q2 2007 and a rise of over 136 percent from Q3 2006. In September, a new daily high of nearly 330 million SMS delivered was reached.
- MMS continues to show high growth. In Q3 2007, approximately 172 million MMS messages were sent via the VeriSign Intercarrier MMS network, up from approximately 154 million messages in Q2 2007. Revenue enabled to carriers by VeriSign in this category rose from over \$38 million in Q2 2007 to approximately \$43 million in Q3 2007.



- Enterprise-based text messaging increased over 30 percent from last quarter and over 176 percent from Q3 2006. This strong growth in A2P messages delivered via the VeriSign Mobile Enterprise Network was driven by customers in sectors such as finance, IT, transportation, and health care.
- P2P messaging continues to drive the most volume yet A2P messaging will continue to increase due to multiple factors that include the increasing popularity of user-generated content and social networking services, greater availability of enterprise messaging services such as mobile banking and emergency alerts, increased consumer acceptance of mobile marketing and advertising, and the availability of multimedia phones with improved imaging and video capabilities. Messaging programs such as the global Live Earth SMS campaign and the Boston Crime Stoppers tip line represent two VeriSign-powered services that have helped drive strong messaging growth over the past quarter.

Q3 2007 VeriSign News

10/29/07 [First Alert System Text \(FAST\) and VeriSign Bring National SMS-based Alert Service to U.S. Mobile Carriers](#)

New Service to Enable Emergency Message Delivery in Seconds to Any Mobile Subscriber and Any ZIP Code

9/25/07 [VeriSign Completes Key Milestones in Initiative to Strengthen and Diversify Critical Internet Infrastructure](#)

Company On Track to Achieve a 1,000 Percent Upgrade in Capacity of its Infrastructure by 2010

9/24/07 [VeriSign® Mobile Banking Solution to Include 2-Way Customer Interaction Platform from ClairMail](#)

VeriSign Continues to Leverage Strength in Mobile Content Delivery and Mobile Messaging to Enable Banks to Offer Superior Mobile Banking Experience to Their Customers

9/10/07 [VeriSign Launches Multi-Screen Platform to Deliver Digital Content in Europe](#)

VeriSign Advances Global Leadership in Enabling Next Generation Digital Media Solutions with ioko

7/2/07 [Live Earth Adds VeriSign as Wireless Messaging Partner](#)

VeriSign's Global Digital Infrastructure Will Enable Mobile Phone Users to "Answer the Call" Through Short Message Service (SMS) on July 7, 2007