

BUSINESS INSIDER

Wildly Popular Messaging Apps Are Becoming Immersive Mobile Platforms In Their Own Right



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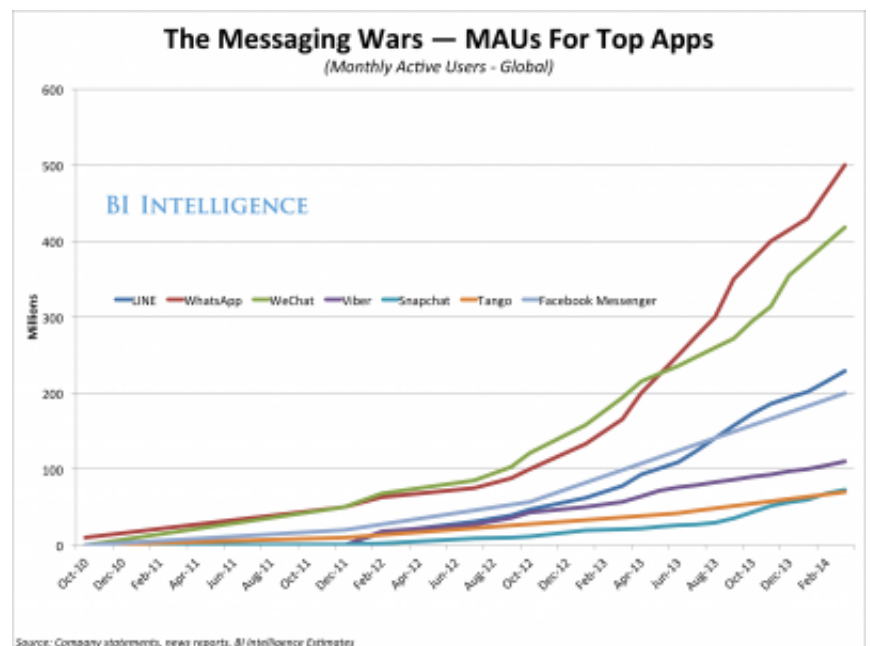
Messaging apps like WhatsApp and WeChat are huge and getting bigger.

BI Intelligence's data shows that **WeChat, LINE, WhatsApp, and Snapchat** are all growing their user numbers in 2014 at a **quarterly rate of 15% or higher**.

Like social networks before them, these apps are becoming the hubs for everything global smartphone audiences do on mobile. Messaging apps help people connect with one another, share photos, video chat, and increasingly engage in activities that earn significant revenue for the apps, including playing games, buying digital goods, and even shopping offline.

User sessions for messaging and social apps increased 203% in 2013, according to [Flurry](#). That's about twice as fast as the increase in sessions for all types of apps, which was 115% for the year.

A recent report from BI Intelligence takes a deep dive into the messaging wars. The



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report contains our [exclusive estimates for monthly active users for all the top global messaging platforms](#) — including some like Snapchat and LINE, which do not release MAU numbers. In the report, we describe the similarities and differences between 15 messaging apps and include a case study of Japan-based LINE as an example of how this category can monetize and drive hundreds of millions of dollars in revenue.

[Access The Full Report And Data By Signing Up For A Free Trial Today>>](#)

Here are some of the top insights on the mobile messaging wars:

- [With elegant distribution through mobile app stores and a simple foundation around the phone's address book, it's relatively easy for new messaging services to sprout and flourish.](#)
- [As network effects build, they can quickly amass tens or hundreds of millions of users and put up impressive growth rates. WhatsApp has over 500 million MAUs, and LINE recently passed 400 million registered users \(and some 229 million monthly active users, according to BI Intelligence estimates\).](#)
- [They also have huge engagement numbers: New Flurry data shows that user sessions on social and messaging apps increased 203% in 2013, a faster leap than for any other app category.](#)
- [Messaging apps play a key role in cutting through the noise in the crowded world of mobile content and apps. They are gateways to content, games, communication and increasingly — offline activities.](#)
- [Social messages are among the rare mobile push notifications that don't feel spammy and are likely to be among the first read every time they arrive. This is important for impression-based businesses like advertising.](#)

The report is full of charts and data that can be easily downloaded and put to use.

In full, the report:

- [Publishes full MAU numbers on WhatsApp, WeChat, LINE, Snapchat, Viber, Facebook Messenger, and Tango](#)
- [Includes a case study on LINE, and how it has built multiple revenue streams — it's not just dependent on stickers](#)
- [Discusses why payments might be a huge opportunity for Facebook's WhatsApp](#)
- [Explains why no other category has grown as quickly in the past few years](#)
- [Compares engagement numbers, in terms of app sessions and minutes-spent, for each of the leading messaging services](#)

For full access to all BI Intelligence's charts, analysis, and daily briefings on the digital media industry, get started with a free trial.

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