



INSIGHTS GUIDE

The Message Heard Around the World



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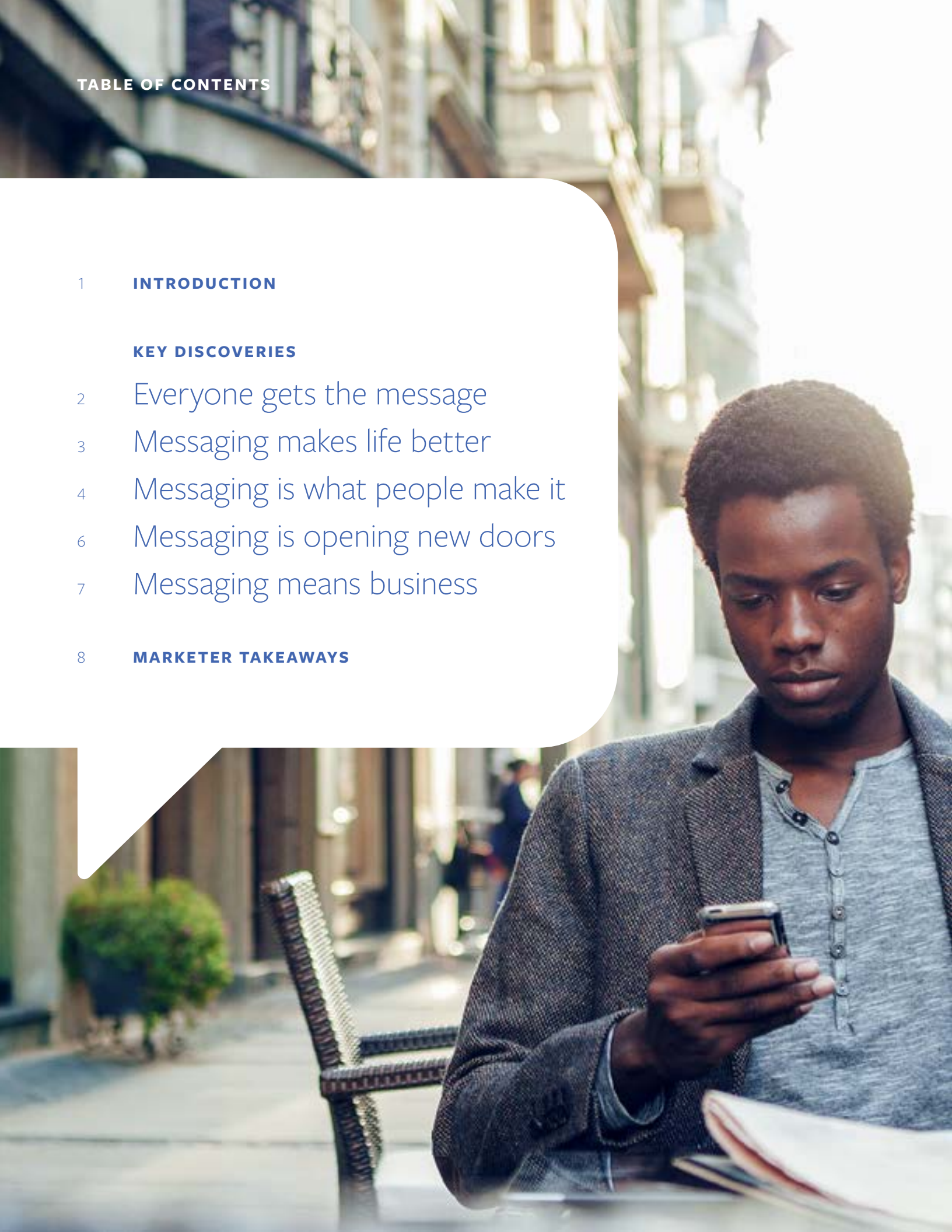
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INTRODUCTION

More than a message: The evolution of conversation



Whether they are sharing a photo with their closest friends or chatting with customer service, more and more people around the world are looking to mobile messaging apps for the connections that count.

And just as chat apps are evolving from simple messaging tools into robust ecosystems, people's adoption of these apps is set to continue growing, too.

To better understand what's behind the meteoric rise of messaging, Facebook IQ commissioned Nielsen to examine how and why people message across 14 markets and five continents.

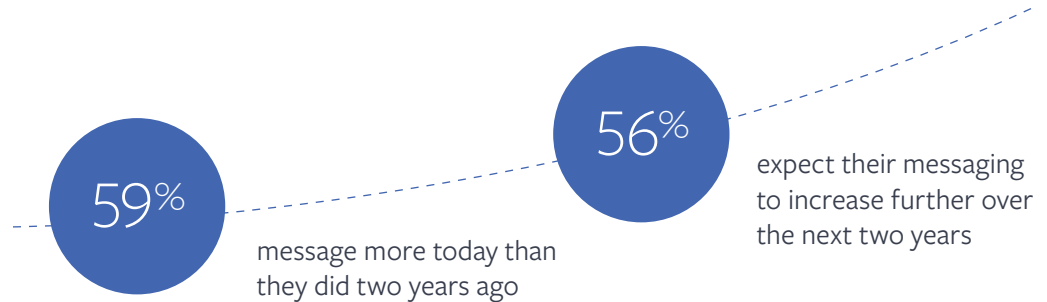
We found that although people around the world message in different ways and for diverse reasons, the messaging movement is both global and growing. We found that people are not only messaging more, they increasingly prefer messaging. And we found that messaging is improving lives, enhancing everyday communication and enabling people to create closer connections—one-to-one, with groups and with businesses.



1

Everyone gets the message

People are messaging more than ever



Increasingly choosing messaging first

OUT OF NINE MODES OF COMMUNICATION*

#1

One-to-one

#1

With a group

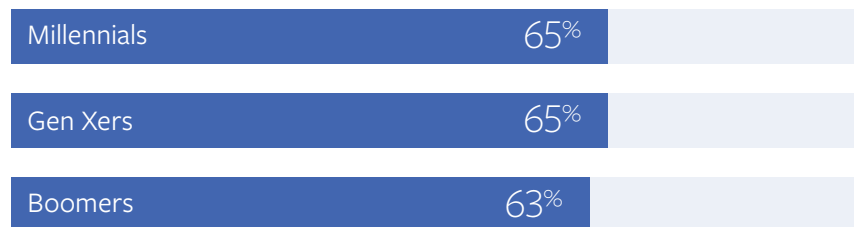
#2

With a business

And messaging almost equally across generations

PEOPLE WHO'D PREFER TO MESSAGE THAN CALL OR EMAIL

When chatting one-to-one or with a group



* Modes of communication include postal mail, emails, phone calls, social media, SMS/text messages, VoIP, video chat, in-person conversations and messaging apps.
 Source: "Facebook Messaging Survey" by Nielsen (Facebook-commissioned study of 12,500 people ages 18+ who used a mobile messaging app in the past 30 days in AE, AU, BR, FR, ID, IN, JP, KR, MX, TH, TW, UK, US and VN), Mar 2016. Data is on average across the 14 markets. Millennials are defined as people ages 18-34, Gen Xers as 35-54 and Boomers as 55+.

2

Messaging makes life better



76%

say mobile messaging apps have improved their lives

Uplifting people's conversations

PEOPLE SAY MESSAGING HAS MADE THEIR COMMUNICATION

69%

Simpler

59%

More thoughtful

65%

More ongoing

Helping groups gather

AMONG PEOPLE WHO MESSAGE GROUPS

65%

say messaging has made group communication easier

Men

are 1.20x more likely than women to message colleagues

In Asia-Pacific and Latin America, more than

1 in 2

chat with coworkers*

Nurturing closer connections

PEOPLE SAY MESSAGING ENABLES THEM TO

67%

stay in touch when they are unable to call or email

65%

share with as many people as possible, as quickly as possible

60%

more easily meet up with people

Transforming relationships

60%

say messaging has changed the way they connect with others

63%

say they have communicated with others more frequently since they started messaging

Nearly

1 in 2

say messaging has helped improve their relationships

*Asia-Pacific markets include AU, ID, IN, JP, KR, TH, TW and VN. Latin American markets include BR and MX. Data is on average across these markets.

Source: "Facebook Messaging Survey" by Nielsen (Facebook-commissioned study of 12,500 people ages 18+ who used a mobile messaging app in the past 30 days in AE, AU, BR, FR, ID, IN, JP, KR, MX, TH, TW, UK, US and VN), Mar 2016. Unless a market is called out specifically, data is on average across the 14 markets.

3

Messaging is what people make it



Convenience is king

TOP ASSOCIATIONS WITH MESSAGING

On average across 14 markets

45%

Convenient

41%

Economical

39%

Efficient

36%

At own my pace

35%

Fun

28%

User-friendly

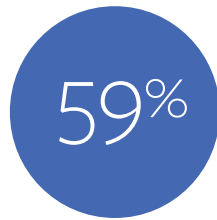
But people think of messaging in different ways



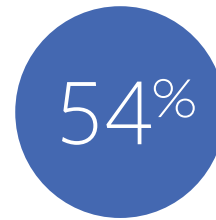
Source: "Facebook Messaging Survey" by Nielsen (Facebook-commissioned study of 12,500 people ages 18+ who used a mobile messaging app in the past 30 days in AE, AU, BR, FR, ID, IN, JP, KR, MX, TH, TW, UK, US and VN), Mar 2016. Unless a market is called out specifically, data is on average across the 14 markets.



People message differently depending on their needs



To stay up to date on their friends and family



To extend their networks

PEOPLE ARE MOST LIKELY TO MESSAGE 5+ PEOPLE A DAY IN

69%
India

69%
Brazil



58%
UAE

55%
Mexico

53%
Indonesia

MEN AND WOMEN MAY USE THE SAME PLATFORM BUT HAVE DISTINCT PRIORITIES

Top topics when messaging a group of friends

	SPORTS	PERSONAL UPDATES	MOVIES	CURRENT EVENTS	PEOPLE THEY KNOW
MEN 	58%	57%	56%	55%	55%
WOMEN 	62%	60%	59%	54%	53%

AND MILLENNIALS JUST WANT TO HAVE FUN

Millennials are

1.17x more likely than Boomers to describe messaging as “fun”

Source: “Facebook Messaging Survey” by Nielsen (Facebook-commissioned study of 12,500 people ages 18+ who used a mobile messaging app in the past 30 days in AE, AU, BR, FR, ID, IN, JP, KR, MX, TH, TW, UK, US and VN), Mar 2016. Unless a market is called out specifically, data is on average across the 14 markets. Millennials are defined as people ages 18–34 and Boomers as 55+.

4

Messaging is opening new doors

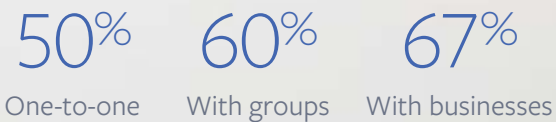
Across borders

PEOPLE ARE MOST INTERESTED IN TRANSLATION SERVICES IN



And across contexts

OVER THE NEXT TWO YEARS, PEOPLE EXPECT TO USE MESSAGING APPS MORE FOR COMMUNICATING*



2 in 5
wish messaging apps came with translation services

*Among people who currently message in these contexts

Source: "Facebook Messaging Survey" by Nielsen (Facebook-commissioned study of 12,500 people ages 18+ who used a mobile messaging app in the past 30 days in AE, AU, BR, FR, ID, IN, JP, KR, MX, TH, TW, UK, US and VN), Mar 2016. Unless a market is called out specifically, data is on average across the 14 markets.

5

Messaging means business



People are already blending conversation and commerce

AMONG PEOPLE WHO MESSAGE BUSINESSES

63%

say they message more with businesses than they did two years ago

67%

expect to message more with businesses over the next two years

53%

say they are more likely to shop with a business they can contact via a chat app

And paving a whole new path to purchase

PEOPLE WHO MESSAGE BUSINESSES INCREASINGLY SEE MESSAGING AS THE BEST WAY TO CONNECT

CONSIDERING

35%

ask a business a question

33%

ask about store hours, location or inventory

CONVERTING

34%

make or confirm an appointment

33%

make a purchase or place an order

CONNECTING

30%

provide feedback about a business

39%

share photos of products

People exchange over **1B** messages with businesses every month on Messenger*

*Facebook data, Jul 2016.

Source unless otherwise specified: Source: "Facebook Messaging Survey" by Nielsen (Facebook-commissioned study of 12,500 people ages 18+ who used a mobile messaging app in the past 30 days in AE, AU, BR, FR, ID, IN, JP, KR, MX, TH, TW, UK, US and VN), Mar 2016. Data is on average across the 14 markets.

A close-up photograph of a man with a beard and glasses, wearing a light blue button-down shirt, looking down at a black smartphone in his hands. The background is blurred, suggesting an outdoor setting.

MARKETER TAKEAWAYS

Owning the message

People are messaging on a global scale, and they increasingly expect to be able to connect with friends, family and their favorite brands through the apps where they spend so much of their time. And marketers who get the message can connect with the people who matter to them most in more proactive, personal and powerful ways than ever.

FIND YOUR MESSAGING MISSION

Identify the intersection of where messaging can play a strategic role in supporting your business goals and where it can also enhance the way people experience your brand. And look to messaging services for guidance, inspiration and tips around how to build focused, meaningful messaging experiences that make business more human and drive business value.

CONSIDER REGIONAL CONTEXTS

People around the world have diverse levels of experience with messaging apps. While some, particularly in Asia, may already consider their messaging apps as their second home screen, others may still see chat apps as just for chatting. Look to more sophisticated messaging markets for inspiration around what's possible. And look to provide people accustomed to the simpler side of messaging with inspiration of your own around the many possibilities of messaging.

LEARN, REFINE AND SHARE

This is just the beginning. We're seeing an incredible variety of experiences that are literally defining a new creative medium and new paths to purchase. Marketers have a wealth of uncharted opportunities—from driving awareness to driving sales, from enhancing customer service to offering enhanced functionality on top of an existing mobile app. Message your way to success by starting with clear goals and experimenting and evolving in line with your learnings and the learnings of other businesses.

Visit insights.fb.com
for additional insights
on messaging and more

facebook IQ

Source unless otherwise specified:

“Facebook Messaging Survey” by Nielsen (Facebook-commissioned study of 12,500 people ages 18+ who used a mobile messaging app in the past 30 days across AE, BR, FR, GB, ID, IN, JP, KR, MX, TH, TW, the US and VN), Mar 2016. The study included 1,000 respondents per market except for AE, TW, VN, where the sample size was 500. Unless a market is called out specifically, data is on average across the 14 markets.