Is Your Communication Strategy Future-Proof?

Margot Hirsch
RVP – International Sales
Blackboard Connect
Uni Dormitory, circa 2000...
University communication, circa 2000

Print
Circa 1439

HK Post
Circa 1841

Email
Circa 1971
What’s happened since then?

Landlines replaced by mobile

THEN

NOW
What’s happened since then?

SMS killed instant messaging

THEN

NOW
What’s happened since then?

Social media have replaced portals like AOL

THEN

NOW
What’s happened since then?

Smartphones are killing:

- Cameras
- GPS devices
- PDAs
- Portable games
- MP3 players
- Wristwatches
- Voice recorders
- … and so on
What’s happened since then?

Tablets threaten laptops

THEN

NOW
What’s happening today?
Headlines report eminent demise of SMS...
What’s happening today?

... at the hands of IP-based messaging
What’s happening today?

Universities still behind the SMS curve

Connect Usage by Mode

- Total Voice
- Total SMS
- Total Email
What’s happening today?
Smartphones now the norm

• Singapore Smartphone penetration - 74%
  – #1 in APAC
  – Smartphone consumption in Singapore is expected to rise to 84% by the end of this year
• Hong Kong Smartphone penetration – 73%
• Indonesia, Malaysia, and Vietnam follow in SE Asia
• Total number of global mobile subscribers will reach approximately 7 billion by 2015 and the proportion of Asia is expected to be 65% of the total, forming the most significant region among the world mobile markets
Where are we headed?

Mobility will be ubiquitous and mature

- Hong Kong tablet adoption, 2012: 34%
- Singapore tablet adoption, 2012: 31%
- Due to double to 60% by end of year
Where are we headed?

**Messaging options will proliferate**

- More IP-delivery of text messaging
  - McKinsey lists UK as “high risk” market for OTT threat

- More bite-sized sharing of all content types:
  - WhatsApp
  - Images
  - Video
What do you need today?
What do you need tomorrow?
More info?

Margot Hirsch

margot.hirsch@blackboard.com