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Malaysians spend average of RM100 a month on SMS

KUALA LUMPUR: Malaysians outdo Filipinos and Indonesians when it comes to sending SMSes.

They spend an average of RM101.50 a month on sending these messages.

International IT service company LogicalCMG found that Malaysians are heavy users of SMS (short message service) and MMS (multimedia messaging service).

Malaysians lead the region in their use of these services, said the company.

"The survey findings show Malaysian consumers send on average of 17 text messages a day," it said in a statement.

LogicalCMG said the online interviews polled a sample of 1,004 mobile phone users aged 16 to 54, and looked into consumers current habits on the upcoming enhanced messaging services.

The service includes "AutoReply" (an-out-of office style response on text messages), Sponsored SMS (cheaper SMS that carries a sponsored marketing line) and AutoCopy (service that delivers one message to multiple devices).

"All three services are perceived favourably by the respondents," it said.

Boudewijn Pesch, managing director of LogicalCMG telecoms for Asia-Pacific, said the survey provided a valuable insight into mobile messaging trends in the Malaysian market. — Bernama

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