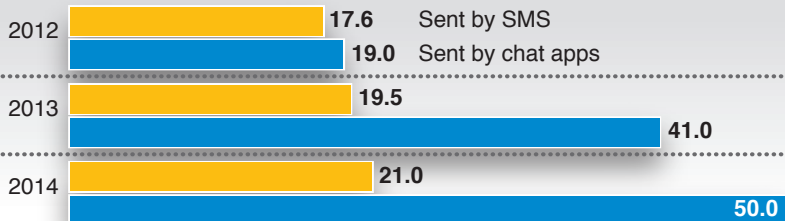


Chat apps more popular than SMS texts

Smartphone users tapped out an average of 36.6 billion messages every day last year, according to analysts at Informa, with the majority being sent by so-called chat apps which avoid mobile operators' SMS* fees

Estimated number of messages (billions per day) *Short Message Service



Chat apps compared



BlackBerry Messenger: Uses BlackBerry's messaging servers to deliver text, audio and video between BlackBerries



ChatOn: Samsung's cross-platform app works with BlackBerries, Android smartphones, iPhone and Windows Phones



iMessage: Exchange words, photos and videos between Apple's iPad, iPhone, iPod touch or Mac running Mountain Lion



Facebook Messenger: Android, BlackBerry, iPhone, Windows Phone, plus tablets and PCs



Google Talk: Android smartphones, tablets and other Google Talk or Gmail users



Kik, Viber: Cross-platform instant messaging Voice over Internet Protocol (VoIP) apps



Skype: Skype-to-Skype text plus VoIP phone and video



WhatsApp: Text, images, audio and video. Claims more daily users than Twitter



Nokia's low budget Asha 210 is first smartphone with dedicated WhatsApp button