

# Happy 50th anniversary to the first mobile phone call!

From conversations to commerce – a lot has happened in 50 years

In 1973, Marty Cooper placed the first-ever call from a cell phone in New York. Over the last 50 years, mobile channels have evolved from voice calls to SMS, emails, messaging, social apps, and chatbots. Businesses today are changing their marketing, service delivery, and customer care communications from one-way mass blasts to personalized, two-way omnichannel mobile communications.

1973

\$4,000

The first mobile phone cost \$4,000 USD in 1973 (more than \$27,000 USD in today's dollars) and required 10 hours to recharge



2lb

Motorola invented the first mobile phone and it weighed 2 lbs

140M 600+

Sinch's Super Network powers over 140M phone numbers

The Sinch Super Network reaches every mobile phone on the planet and has 600+ direct operator connections

1.5M 1B+

We perform approximately 1.5M ports each month

We reach over 1 billion end user devices in the U.S. and Canada – that's 94% of the population

89%

of people worldwide want to initiate and reply to two-way conversations with businesses, via multiple mobile and social channels



300B

That equates to 300B minutes of use on our network annually

400B

Sinch assisted businesses to send 400B emails in 2022

700B

Overall Sinch-aided engagements via voice, messaging, and email

Future

\$25B+

Conversational commerce over OTT channels, including WhatsApp or WeChat, will rise from \$13.3 billion in 2022 to \$25.1 billion in 2023 (source: Juniper Research)

Today

\$290B

Global spending on conversational commerce channels is forecasted to grow from U.S. \$41B in 2021 to US \$290B by 2025. (source: Statistica)

200B+

Sinch helped enterprises send 200B text messages and SMBs to send 7B texts last year alone

