

2009 Rich Media Conferencing, Volume 3

Market Sizing, 5-Year Forecast, and Provider Reviews of North America, Europe, and Asia Pacific Regional Collaboration & Conferencing Service Markets

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Project Background, Objectives, and Market Review

Throughout the half of 2009 Wainhouse Research (WR) conducted an independent assessment of the conferencing services market worldwide. This in-depth study is intended to provide a description of the current state of the worldwide markets, assess current trends, identify risks and opportunities, and provide assistance on market approach, services and prices. Current market data and analysis and forecast information is included in this report. Data from this report should assist clients in determining and establishing marketing strategies and product offerings, and in setting budgets and sales expectations.

Data in this report consists of largely *quantitative* information, providing current and forecast data on the volumes and revenues of services in North American, European and Asian Pacific markets. Each subscriber to this report is encouraged to contact the author for a one-hour online briefing where specific *qualitative* information can be discussed according to client needs.

The report is provided in two parts:

Part A: Local country analysis and forecasts

Part B: Provider reviews

A. Country Analysis

Data has been collected on:

- Worldwide estimates including:
 - Current total market size by product type
 - Current market size by audio minutes – unattended & attended
 - Total market share by region
 - Market share by service type
 - Market share by audio minutes– unattended & attended
 - Audio price range & average sales price – unattended & attended
 - Ranking of market share by service (ex: #1 unattended audio revenue, # 5 web conferencing revenue, etc) and comparison to peers
 - 5-year forecast by service type – attended/unattended audio, video bridging, web conferencing
- Region estimates including:
 - List and analysis of individual CSPs operating in-region
 - Current market size by service – audio, web, video
 - Current market size by audio minutes – unattended & attended
 - Audio price range and average sales price – unattended & attended
 - Ranking of market share by service (ex: #1 unattended audio revenue, # 5 web conferencing revenue, etc) and comparison to peers
 - 5-year forecast by service type – attended/unattended audio, video (PSTN& IP), web conferencing

It is anticipated that these results, in addition to assisting with in-region strategies, will be newsworthy from a human-interest angle and will allow clients to create awareness in the press of beneficial market trends to their business.

B. Summary Review of Providers

WR researched 95 facilities-based CSPs for this study. A summary review and analysis is provided for each vendor at the end of this study.