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## Study: Telecom Industry Could Make \$1 Trillion Over Five Years

By Evelyn Lee  
6/24/2008

The use of technologies and services by the telecommunications industry to substantially improve the environment would generate more than \$1 trillion in new industry revenue over the next five years, according to a new market research study from **The Insight Research Corporation**, a Boonton-based market research provider for the telecom industry.

The study found that by using existing networks and services, carriers and other information and communications technology providers can utilize green communications portfolios that mitigate the negative impact that greenhouse gas emissions, energy power consumption, and waste disposal have on the environment.

Insight Research's market analysis study, "Communicating Green: Telecommunications Value in Promoting Environmental Improvement, 2008-2013," evaluated the use of existing telecommunications technologies and services in five areas: transportation-demand management to improve gasoline consumption; demand-side management of electrical power; machine-to-machine communications to improve operational efficiencies; the recycling of electronic devices; and regulatory compliance and audits.

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