

# More than \$1 Billion Being Spent on Consumer Video Telephone Services, Says Insight Research

BOONTON, N.J. – June 13 (SEND2PRESS NEWSWIRE) – The market for residential video telephony services is expected to break the billion dollar barrier for the first time this year, as an increasing number of households as well as individual cell phone users around the world start making video phone calls. According to the study, nearly \$1.1 billion will be spent on residential video telephony services worldwide in 2007, according to a new market research study from The Insight Research Corporation.



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Insight Research's market analysis study, entitled "Residential Video Telephony Services Market 2007-2011," notes that residential video telephony is part of a worldwide push by carriers to create new IP-enabled services for consumers.

The study notes that consumers of wireline services and mobile telecommunications services are adopting the video telephone service along with other IP-enabled services such as fixed-mobile convergence services, file sharing services, streaming services, location-based services and presence-based services.

"I believe everyone is underestimating the impact that video telephone services will have on our lives," says Robert Rosenberg, Insight Research. "This year it's a \$1 billion market, but visual information is how we as a species understand our world. We are visual – not auditory – beings. My guess is that among all the IP services being rolled out worldwide, real time video phone could be the service that has the biggest impact on our daily lives," Rosenberg concluded.

An excerpt, table of contents and ordering information for "Residential Video Telephony Services Market 2007-2011" market analysis study are online at: [www.insight-corp.com/reports/ipappsrvt.asp](http://www.insight-corp.com/reports/ipappsrvt.asp) .

This 57-page report is available immediately for \$795 (hard copy). Electronic (PDF) reports can also be ordered online. Visit the Website, or call 973/541-9600 for details.

News issued by: Insight Research Corporation

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Original Story ID: (2927) :: 2007-06-0613-001

Original Keywords: Insight Research Corporation, market analysis study, Robert Rosenberg, Residential Video Telephony Services Market 2007-2011, market for residential video telephony services, IP-enabled services for consumers, presence-based Insight Research Corporation