

Presence-Based Services Including Instant Messaging and Push to Talk Will Reach Nearly \$23 Billion in 2007, Says Insight Research Corp.

BOONTON, N.J. – July 26 (SEND2PRESS NEWSWIRE) – The worldwide market for presence-based telecommunication services, including Instant Messaging (IM) and Push-to-Talk (PTT), is expected to reach nearly \$23 billion in 2007 as an ever increasing number of cellular and wireline carriers provide customized services predicated upon the availability of their end-users. According to a new market research study from The Insight Research Corporation, presence-based telecommunication services such as IM and PTT are wildly popular in Asian countries. Carrier revenue from usage of presence-based services in Asia is nearly double North American revenue.



Insight Research's market analysis study, entitled "Presence Based Services Market 2007-2011," notes that presence-based services are part of a worldwide push by carriers to create new IP-enabled services for consumers and business users. The study notes that consumers of mobile and fixed line telecommunications services are adopting presence based services along with other IP-enabled services such as video telephony, fixed-mobile convergence, file sharing, streaming, and location based services.

"Presence-based services are all about saving time and effort, so both consumers and businesses see value in these applications," says Robert Rosenberg, Insight Research.

"Over the past year carriers from Europe, Asia, Latin America and the US got together to foster standards for mobile IM interoperability, so I think it's safe to assume this is not being viewed as just a teen toy. IM and PTT are business tools, and we see this market continuing to grow as more businesses recognize the utility of these applications," Rosenberg concluded.

An excerpt, table of contents, and ordering information for "Presence Based Services Market 2007-2011" market analysis study are available online at www.insight-corp.com/reports/ipappspbs.asp

This 51-page report is available immediately for \$795 (hard copy). Electronic (PDF) reports can also be ordered online. Please visit the Insight Research Corporation website, or call 973-541-9600 for details.

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