

"Mixed" Conferencing Q3 IDC Says

Written by Marco Attard
05 December 2014

IDC reports "mixed" results for the global enterprise videoconferencing equipment market, as revenues are up by 9.6% Q-o-Q but down -7.7% Y-o-Y to reach a total of \$529 million.



On the other hand shipments are up by 16.6% Q-o-Q and 16.9% Y-o-Y.

EMEA revenues are similarly mixed, as one can see either 4.3% Q-o-Q growth or -17.5% Y-o-Y decline.

"Some good news is that the worldwide videoconferencing equipment market enjoyed positive Q-o-Q revenue growth across all its major market segments in Q3 2014, although Y-o-Y revenue growth was mostly down, with a few exceptions," the analyst says. "The video equipment market results are reflective of the ongoing market transition from a primarily hardware-based reporting model to one impacted by the growing interest in more software-based solutions and video subscription services."

From a market segment perspective multi-codec telepresence equipment revenues (\$34m) grow by 15.1% Q-o-Q but decline by -15.8% Y-o-Y, while room-based video system revenues (\$347m) are up by 11.3% Q-o-Q and 0.6% Y-o-Y. Personal videoconferencing esteem revenues (including executive desktop systems) reach \$35m with either 4.7% Q-o-Q growth or -23.1% Y-o-Y decline, and video infrastructure equipment revenues (including MCUs and other video-related infrastructure) is up by 4.7% Q-o-Q or down -20.4% Y-o-Y to \$113m.

On a vendor basis Cisco leads the market with 41.4% share, followed by Polycom (26.9% share) and Huawei (10.8% share).

"Recent IDC survey adoption data indicates that video is still a key component of collaboration

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and continues to place high on the list of priorities for many organisations," the analyst concludes. "IDC believes that among the challenges customers are currently working through are determining exactly when and how to provision their video deployments as more software-centric and cloud-based service offerings become part of the enterprise video market landscape."

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