Written by Bob Snyder
24 November 2011

Why don’t they call it **Videopresence** instead of Telepresence? It’s not the “tele” that’s present. It’s like calling an auto a “petrolmobile.” Or maybe like calling a train the “trackpresence.”

Whatever you want to call it, if you need any more proof that videoconferencing is an AV boom, researcher Ovum says businesses are increasingly adopting enterprise-grade telepresence. Spending will hit $1.1bn in 2016 as the market grows at a CAGR of 19.5% from 2011 to 2016.

The explosive growth of the telepresence market means many companies new to the technology will soon be making large purchasing decisions.

Ian Jacobs, Ovum principal analyst and co-author of the new report commented, “Businesses will face a difficult task in deciding on the right vendor in a particularly rapidly changing supplier marketplace.”

“They may return to their legacy video conferencing vendor for telepresence or look to new-breed video specialists. They might make the choice as a stand-alone decision or as part of a broader enterprise communication strategy.”

Ovum says: as part of the decision-making process, organizations must do a good deal of self-assessment, and face many choices. They must understand the reasons for the deployment of video, and what business issues the technology will solve. Once businesses have identified their goals, they must consider what features they require from a telepresence vendor.”

Helping all those businesses make their choices: now what better role could an AV integrator ask for?

Go [Ovum Research]