

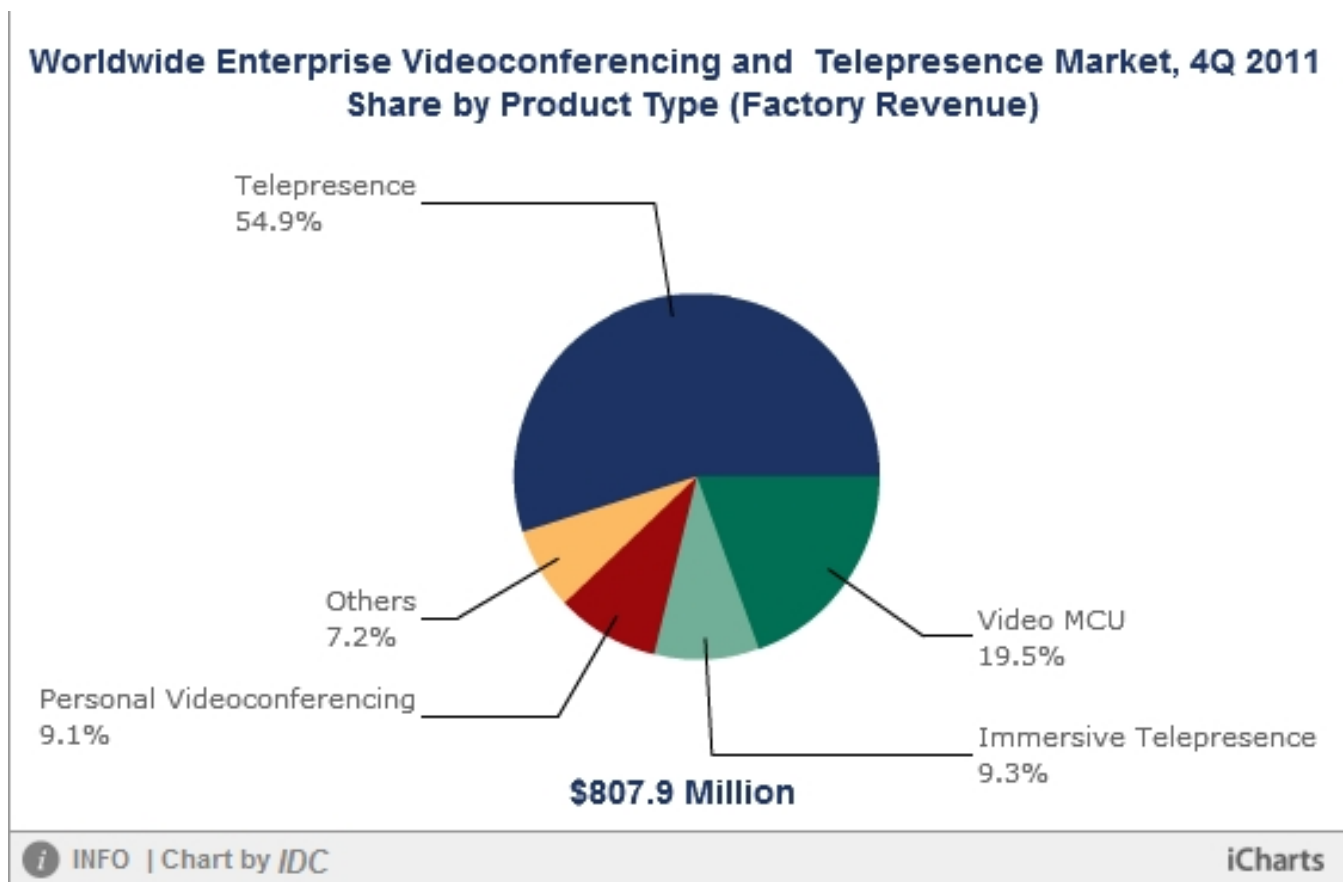
## Good Times for Enterprise Videoconferencing

Written by Marco Attard  
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According to IDC the global videoconferencing market shows a "strong" Q4 2011, with revenues reaching \$807.9M and 24.6% Y-o-Y growth.

For the full year, 2011 enterprise videoconferencing revenues total \$2.7BN, growing by 20.5% Y-o-Y. In comparison 2010 Y-o-Y growth amounts to 16.6%.



While a number of vertical market segments (including healthcare, higher education and financial services) already boost the market, IDC expects future growth to come from the integration of video into UC and collaboration portfolios, growing video use among small workgroups, desktop users and mobile device users.

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The analyst says the single-codec telepresence segment now accounts for 55% of the global market, with revenues reaching \$441M.

"The enterprise videoconferencing and telepresence market will continue to be one of the fastest growing networking markets for the foreseeable future," IDC reports.

Moving to vendors, Cisco reaches the top in Q4 2011 and holds 54.3% of the market (up from 51.7% in Q3 2011). Cisco videoconferencing growth totals 35% Y-o-Y for Q4 2011, with total 2011 growth reaching 48.7% Y-o-Y.

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