

## **IDC Reports VTC Market is now \$2.7 Billion**

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The IDC Worldwide Enterprise Videoconferencing and Telepresence Qview shows a strong Q4 2011 with videoconferencing revenue growing 19% quarter over quarter and 24.6% year over year to reach \$807.9 million. Specifically, the single-codec telepresence segment of the market grew 38.7% year over year to \$444.1 million and now accounts for 55.0% of the total market.

For the full year 2011, total enterprise videoconferencing market revenue reached \$2.7 billion, an increase of 20.5% over the full year 2010. This compares favorably versus the 16.6% growth we saw in 2010 over 2009, further pointing to an accelerated adoption of video in the enterprise.

Cisco 4Q11 results beat the overall market with its 35% year-over-year growth. Cisco remains the clear market leader and now holds 54.3% of the market, which is an improvement over the 51.7% in 3Q11 and 50.2% in 4Q10. Cisco's full year 2011 revenue increased 48.7% over the same period in 2010.

In comparison, Polycom's revenue increased 15.2% year over year in 4Q11, which meant that Polycom recorded 20.8% annual growth for the full year 2011.

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