

The Media Phone Has Arrived!

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Report Summary

The term *media phone* has not yet appeared on most people's radar screens. But that is soon to change. In early 2009, incumbent service providers around the world will rollout media phones in consumer markets. The media phone entry into business markets will not be far behind.

The media phone is a new category of broadband device that combines the power of the PC with the performance of a telephone. The result is an always-on multimedia broadband device that is perfect for accessing online news and weather, viewing videos, and a host of other applications. In-Stat believes that the media phone will complement the PC, TV, and mobile handset, becoming an indispensable 4th screen in the home.

Service providers and IP PBX vendors, alike, are introducing media phones because they add value to traditional voice telephones and related services. This report examines the market for media phones in both the consumer and business markets. It dives into product requirements, as well as critical commercial policy issues. A five-year unit and revenue forecast is presented, by geographic region.

HIGHLIGHTS

- Consumer media phones will generate between \$4–\$8 billion in annual revenue, worldwide, by 2013.
- Business media phones will generate \$3.3 billion in annual revenue, worldwide, in 2013.
- The US market will open up in 2009, with Europe coming on line in 2010.

For more information or to purchase, see the [report online](#) or call 1.480.483.4441.

What's in the Report?

- Five-year unit and revenue forecasts for North America, Europe, Asia and RoW
- Review of commercially available consumer media phone devices
- Primary research survey of US consumer broadband households
- Opinions of IP-PBX and IP phone equipment suppliers
- Opinions of wireline and cable service providers

Who Will be Interested in This Report?

- Semiconductor vendors, IP phone device suppliers, IP PBX suppliers
- Wireline, mobile, cable and Internet service providers
- Swisscom, BT, Verizon, AT&T, Cox, Singtel, Korea Telecom, Hong Kong Broadband, Audiocodes, Avaya, snom, Grandstream Networks

Whose Needs Does This Report Address?

- Business IP equipment suppliers
- Service providers
- Financial and investment community

What Questions Does This Report Answer?

- What is the size of the consumer and business media phone market?
- What are the pricing, distribution, and product requirements?
- Why will service providers aggressively market media phones?
- What are the regional market variations?
- What is the evolution of media phones related to NGN services?

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Methodology

This research report was developed using a wide range of primary and secondary information. Data from In-Stat primary research studies, conducted in 2007 and 2008, were used, along with information from a wide range of previously published In-Stat research reports. In addition, interviews were conducted with IP communications suppliers, network service providers, and media phone developers. Secondary data was collected from company web sites, product literature, trade journals, and other news articles.

Previously published forecasts for IP phones, IP PBX systems, broadband subscribers, consumer households, and PSTN telephones were used in the calculation of the consumer and business media phone unit and revenue forecasts.

The primary research studies included:

- Consumer Multimedia and Content, December 2008—survey of 998 US broadband consumer households
- Consumer Lifestyles, January 2007—survey of 1,240 US broadband consumer households
- Technology Adoption TAP Survey, December 2007—survey of 1,037 US business managers
- US Converged Services Survey, July 2007—survey of 1,039 US broadband consumer households
- European Converged Services Survey, June 2007—survey of 1,000 broadband households in France and the UK
- Business Gateway Survey, March 2008—survey of 237 US IT managers

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Related In-Stat Reports

- #IN0804000WWI *In-Depth Analysis: Worldwide Market for Consumer Network Services: 2008*,
May 2008
<http://www.instat.com/abstract.asp?id=272&SKU=IN0804000WWI>
- #IN0803964WWI *In-Stat Analysis: T-Mobile's VoIP Home Service: Goodbye to the PSTN*,
February 2008
<http://www.instat.com/abstract.asp?id=272&SKU=IN0803964WWI>
- #IN0803979CT *2008 IP PBX Worldwide Market Update*, December 2008
<http://www.instat.com/abstract.asp?id=18&SKU=IN0803979CT>
- #IN0803999CT *IP Phones Worldwide—On the Desk and Beyond*, December 2008
<http://www.instat.com/abstract.asp?id=18&SKU=IN0803999CT>

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