

Report Summary

Driven by the Beijing Olympics and the global economic crisis, China's video conferencing market experienced booming growth in 2008. Revenue grew 27% over the previous year.

Video conferencing solutions have been widely deployed by both China's government and enterprises. Competition between video conferencing equipment vendors is heating up, resulting in lower-cost equipment and more customized and optimized video conferencing solutions and services. Polycom currently leads China's video conferencing equipment market, followed by Huawei, ZTE, Tandberg, and H3C.

China's video conferencing market has entered the HD era. Prices of HD video conferencing equipment are falling, and HD video conferencing solutions have become the major revenue generator, replacing SD products.

The video conferencing services market also enjoyed tremendous growth in 2008. Service-based video conferencing solutions became widely used by MSEs due to their low cost.

The economic crisis has driven the growth of China's video conferencing market, and this, coupled with greater recognition and acceptance from China's government and enterprises, is expected to continue to drive fast growth during the forecast period.

This report defines and categorizes China's video conferencing market, outlines the market status of the video conferencing equipment and services markets, provides profiles of the major customers, vendors, and products, gives an in-depth analysis of China's video conferencing value chain and business models for both the equipment and service markets, examines trends in China's video conferencing industry, and provides forecasts for the video conferencing equipment and services markets.

HIGHLIGHTS

- Driven by the Beijing Olympic Games and the global economic crisis, China's video conferencing market made great strides in 2008.
- Total 2008 revenue for China's video conferencing market exceeded US\$468 million, a 27% jump over the previous year's figure.
- Service-based video conferencing solutions have become popular in China because of their low cost.
- China's video conferencing market is entering the high-definition (HD) era, and HD video conferencing products are already a major revenue generator.
- China's video conferencing market will continue fast growth in the next five years. In-Stat predicts that revenue will reach US\$839.8 million in 2013, a CAGR of 12.3%.

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

What Information is Contained in This Report?

- Forecasts for China's video conferencing equipment and services market
- Definitions and classifications for China's video conferencing market
- The current status of the video conferencing equipment and services market
- An in-depth study of the video conferencing value chain and business model
- An analysis of video conferencing market trends

Who Will be Interested in This Report?

- Video conferencing equipment vendors
- Video conferencing service providers
- Video conferencing system integrators

Whose Needs Does This Report Address?

- Video conferencing equipment vendors
- Video conferencing service providers
- Video conferencing system integrators
- The financial community
- Investment organizations interested in China's video conferencing services market

What Questions Does This Report Answer?

- What is the current status of China's video conferencing market?
- How should China's video conferencing market be categorized and how should market revenue be defined?
- Why did the video conferencing market grow so rapidly in 2008?
- What are the key products of China's video conferencing market?
- What are the growth trends of the video conferencing equipment and services market?
- What are the business models and who are the value-chain players?
- What is the growth potential of China's video conferencing market?

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