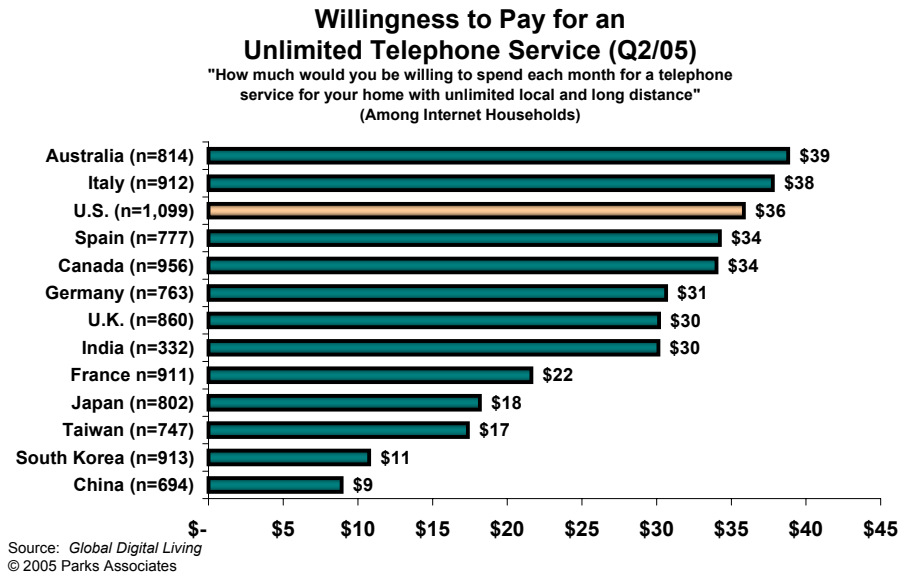


Synopsis

This report analyzes the VoIP technology trends including the rise of PC-PC telephony, wireless VoIP, and the increasing market presence of the cable providers. Using Parks Associates' latest consumer survey data, this report sheds light on the consumer's attitude towards VoIP, gauges demand, and addresses the decision-making economics underlying the switch to VoIP.

Interest (Worldwide) in Unlimited Telephone Service



Publish Date: Feb 06

"eBay's acquisition of Skype has renewed the industry's interest in VoIP and shifted the focus from the telephone to the home computer," said John Barrett, director of research with Parks Associates. "Nonetheless, the real action in the market will continue to be in the 'invisible' VoIP services people use without being consciously aware of them."

Contents

The Bottom Line is a concise, executive-level summary of the current state of the market, evolutionary path, and the implications for companies doing business in this space.

A Parks Associates' Resource Book contains a wealth of consumer survey data and company profiles—a must-have reference for product/market planning.

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Resource Book

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Dallas, Texas 75230

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Printed in the United States of America.

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