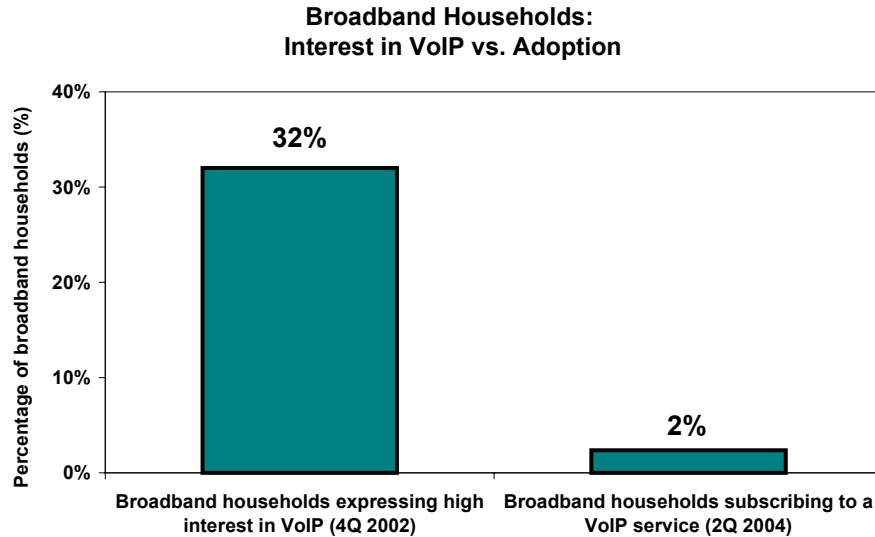


Synopsis **Interest vs. Adoption for VoIP**

VoIP services have made tremendous strides of late with cable MSOs and AT&T wholeheartedly jumping into the fray. Are consumers ready for VoIP? This report analyzes the opportunities and obstacles to VoIP adoption and how VoIP is being used to complement television and Internet services. It profiles VoIP service providers and consumers using VoIP services and forecasts VoIP adoption over the next five years.



Source: Broadband Access @ Home III (4Q 2002) and Consumers & Emerging Multimedia Platforms (2Q 2004)
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“Historic consumer data indicate that the motivation for consumers to subscribe to VoIP is there but perhaps not the means or opportunity,” said William Cheek, an analyst with Parks Associates. “To attract new customers in 2005, service providers will need to implement a strategy that includes continued aggressive rollout plans and more targeted awareness and educational campaigns.”

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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