

# About the Industry



- The traditional voice market is mature and leading the way for new technology-driven era of convergent telecom services.
- VoIP allows voice calls to travel as data packets creating a new dynamic in delivering phone calls and allowing new entrants to provide telecom services at lower prices.
- Cable companies are leading the market adoption with demonstrable consumer preference for trusted brands. Collectively they now serve over 25m subscribers. (Pike & Fischer)
- Approximately 8.5 million more U.S. households will start using VoIP for their home phone service over the next two years. (Pike & Fischer)
- Hosted voice is expected to capture approximately 10% of the \$3.2B North American business voice service market forecasted for 2011. (Gartner)
- US VoIP Market to Grow from \$375M in 2006 to \$3.2B in 2011 (Gartner)
- Global VoIP Market expected to grow from \$4.5B in 2008 to \$10B in 2011. (AMI)
- The Market for Wholesale Minutes for Prepaid Calling Cards is estimated to total \$236 billion by 2009 and is growing by more than 9% per year. (Mercator Advisory Group)

