

Two Way Internet Video Products and Services Trends: A Market, Competitive, and Investment Opportunity Analysis

Whether you are a supplier or a buyer, this report condenses the terabytes of data you will otherwise need to gather and interpret in order to better understand the applications, markets, and trends surrounding two way internet video products and services.

The report identifies key megatrends driving the applications for two way internet video, how companies and individuals are being impacted, and why this is creating demand and growth. The unique competitive landscape analysis provides charts that compare some of the leading video conferencing suppliers with web conferencing suppliers and key new comers in order to provide a clear picture of the entire dynamics. The “investment opportunity” section also provides insight into how new products and services can take advantage of the megatrends.

Traditional application of two way video has been for business to business productivity enhancement (called video conferencing). However, demand is building for business to consumer and consumer to consumer (aka social networking) applications. This is creating large growth opportunities and as a result new business models to emerge. “Video commerce” is one example, where video conferencing merges with web based advertising so that outbound marketing and sales teams can capture complimentary revenues during promotional video sessions. The ability to “make money” using two way video is discussed in greater detail in the report.

List price for the report is \$4995. Contact ATM today at info@advancetechmarketing.com or call 408-375-1981 to get your copy.

Table of Contents

Executive Summary	3
Internet Video Adoption is Growing Rapidly	3
Two Way Video Poised to Enter Large Growth Markets	3
Key Challenges are Business Model AND Technology	4
Market Trend Analysis	5
Megatrends	5
Market Impact as A Result of the Megatrends	8
Competitive Analysis	13
Comparison of products and services within their target applications	13
Comparison of products and services across target applications	14
Investment Opportunity Analysis	16

Example Competitive Landscape Chart (using ATM’s Visual Analytics)

