## The rise of video conferencing

65%

... of CIOs believe desk phones will be redundant by 2017

£2.3bn

predicted global business spend on live video conferencing by 2016



...of global CFOs said that they would invest in video conferencing in order to reduce their travel needs.



Global value of 'immersive' video conferencing market by 2016

## did you know...



Growth of worldwide demand for HD video conferencing systems in 2011 grew by 25%

With a growth rate of 19.49%

## 1.8bn hours

did you know...



The average attention span rockets to 35 minutes on a video conference call compared to only 23 minutes on a telephone call

70%

Number of SMEs who'd rather video conference than travel to meetings

...of skype video calls made a year



Video conferencing will replace conference calls and become the traditional method of business communications.



75% agree



**POWWOW** 

Powwownow is the UK's leading free conference call service, with over 120,000 people and businesses using the service across 15 global locations including the UK, US and Europe. powwownow.co.uk

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