

# **The Radicati Group Releases “Instant Messaging Market, 2008-2012”**

*An in-depth analysis of market for Instant Messaging solutions*

## ***For Immediate Release***

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Palo Alto, CA – January 7, 2008 – The Radicati Group, Inc.’s latest study, “Instant Messaging Market, 2008-2012,” offers an in-depth analysis of the market for Instant Messaging. The study divides the market into four segments: Public IM, Enterprise IM, IM Management & Security, and IM Aggregators. It provides installed base and revenue market share by vendor, four-year forecasts, and breakouts by region and business size for each segment of the market.

In the past year, Instant Messaging vendors have seen a significant shift from enterprises using Public IM to purchasing and deploying Enterprise IM networks with enhanced security and robust administrative control functions. In the consumer IM market, providers have begun adding various new features to keep users engaged with SMS text messaging, voice and video chat capabilities, and Web 2.0 interactivity-type features, such as avatars, tool bars, games, music, social networking capabilities, and various background designs.

According to the study, IM accounts will grow from 1.8 billion in 2008, to over 3.7 billion by 2012.

To order a copy of the study, or for additional information about our market research programs, please contact Lauren Reardon at (650) 322-8059, or visit our web site at <http://www.radicati.com>.

## **About The Radicati Group, Inc.**

The Radicati Group covers all aspects of e-mail security, e-mail archiving, regulatory compliance, wireless technologies, web services, identity management, instant messaging, unified communications, VoIP, and more. The company provides quantitative and qualitative information, including detailed market size, installed base and forecast information on a worldwide basis, as well as detailed country breakouts.

The Radicati Group works with corporate organizations to assist them in selecting the right products and technologies to support their business needs, as well as with vendors to define the best strategic direction for their products. We also work with investment firms

on a worldwide basis to help them identify and assess investment opportunities.

The Radicati Group, Inc. is headquartered in Palo Alto, CA, with a European office in London, UK and an Australian office in Melbourne.