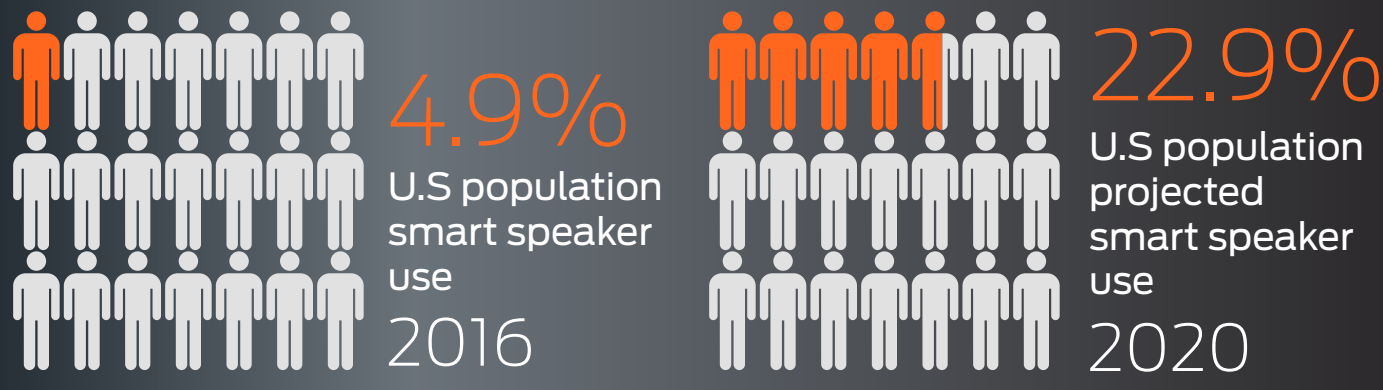


Voice Technology

AI and machine learning technology is taking voice assistants to new levels in both the home and workplace, driving a seamless experience. Moving from our homes to our cars to our work, voice technology is blurring the lines to help us be more productive. As voice interfaces find their way into more homes around the world, look – and listen – for these simple-to-use interfaces to begin showing up in other aspects of our lives, like at schools and healthcare facilities.

Spread

Smart speakers have experienced exceptional growth over the past two years in the United States. However, penetration remains low, and as the technology develops, there continues to be opportunity to reach additional users.¹

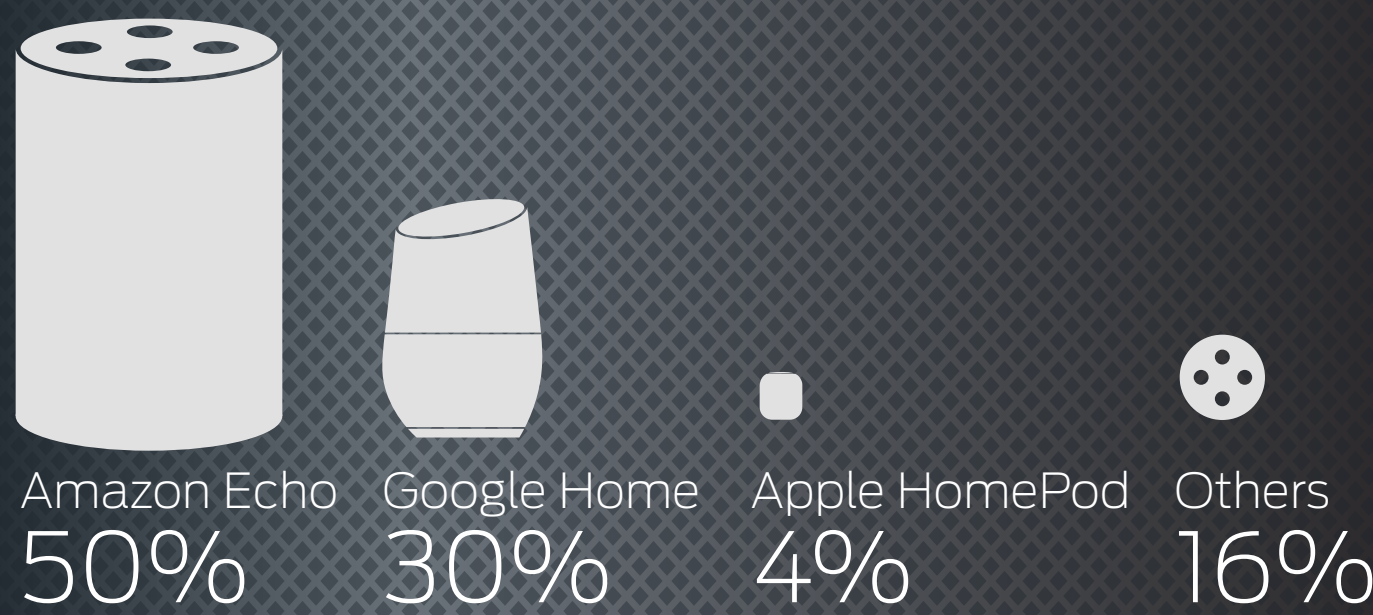


Platforms

Amazon's Echo currently dominates the market with 50% share, but by 2022, it's expected that Google Home and Apple HomePod will take 34% and 10% share, respectively.²

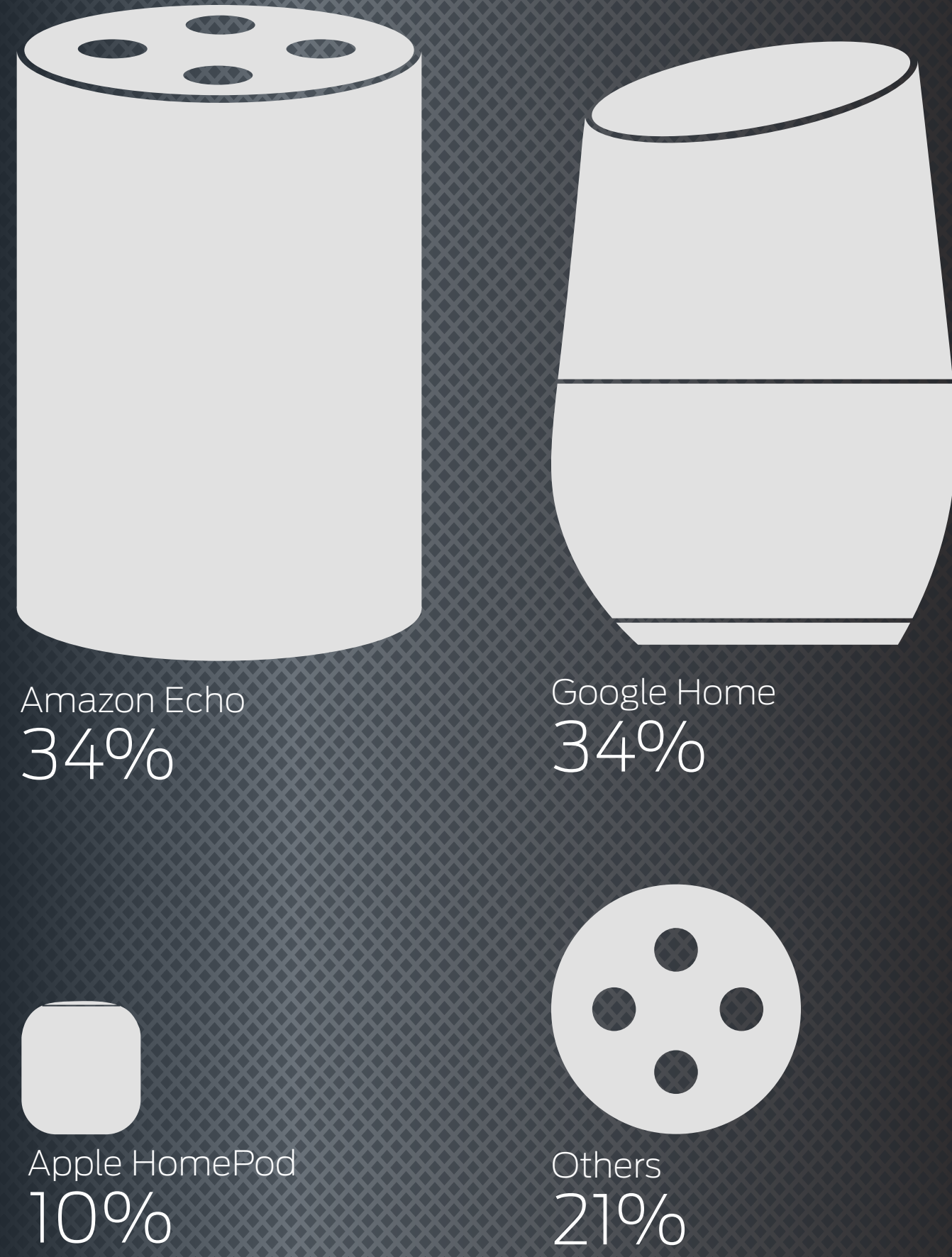
2018

Worldwide Total Installed Smart Speaker Base
100M Units



2022

Worldwide Total Installed Smart Speaker Base
>300M Units

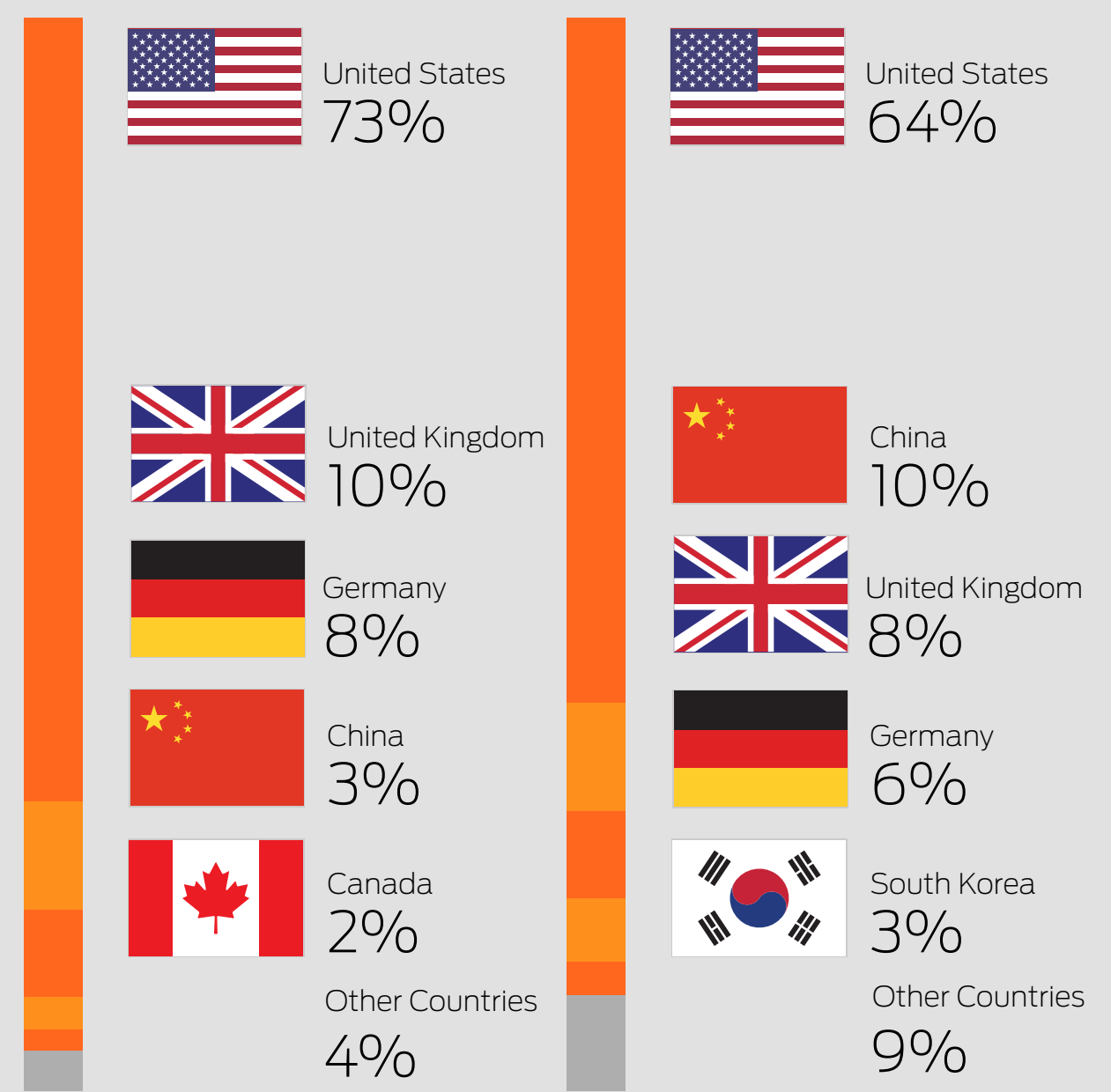


Distribution

While the United States, followed by the U.K. and Germany, currently dominates the smart speaker market, China and South Korea are forecast to grow rapidly.⁵

2017 Estimate

2018 Forecast



Opportunities

High ease of use and user acceptance make voice technology attractive for growth opportunities in verticals like education and healthcare, even as advances continue in other areas, like speed.

Speed

LOW

Ease of Use

HIGH

User Acceptance

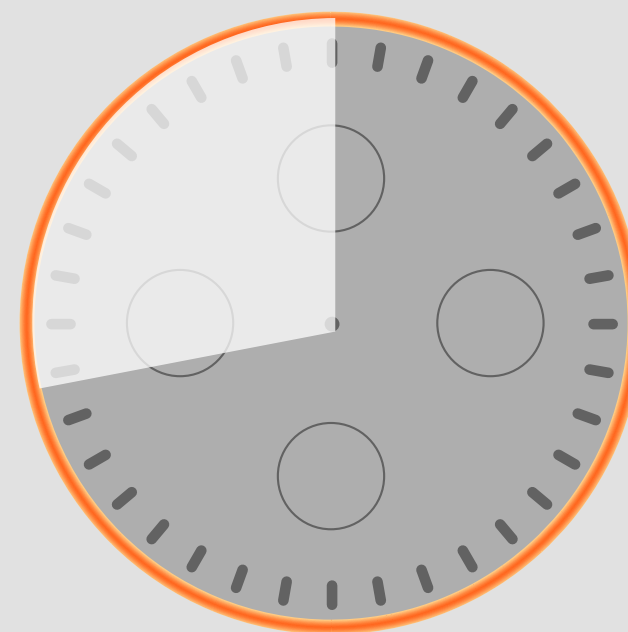
HIGH

Affordability

MEDIUM

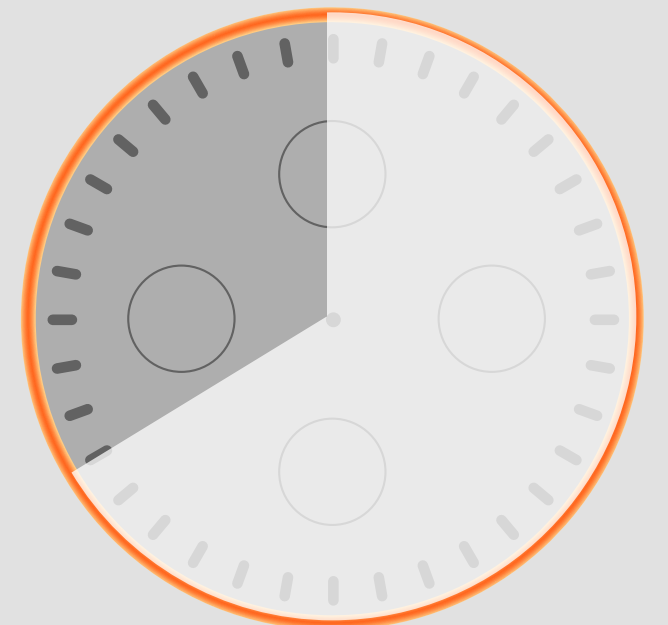
Adoption

Though still relatively new, users have readily adopted smart speaker technology, particularly for information searches.



72%
of smart speaker owners use them to search for information at least monthly.³

32%
of smart speaker owners use them daily to search for information.⁴



User Growth

Following explosive growth in 2017, there's no end in sight for growth in this category, with double-digit growth forecast for the next several years.⁶

