WHAT IS IT?

The rapid adoption of technology and the spoken word to enrich our lives
’Another trend about voice’, I hear you say. Old news. But really, it’s new news. The spoken word is our most powerful and intuitive tool. From a functional perspectives it enables us to communicate quickly and effectively but also from an emotional perspective, it brings with it an added level of intimacy, emotion and personal connection not offered by any other medium. These drivers are now really starting to fuel a greater use of technology and the spoken word. Finally, we are seeing real adoption combined with a noticeable step change in people’s mindsets and behaviours in this area. The uptake of podcasts and audiobooks is exploding, the use of voice messaging is increasing, and people are starting to use the growing number of apps that can help us with text to speech or speech to text functionality. Then of course, we have the more conversational forms of technology that are being presented to us in the form of voice assistants on our phones and in our homes, which people are becoming more comfortable using, for a wider variety of tasks. These types of interactions are growing in number and are set to enrich our lives from a whole host of perspectives.
Three areas where we have seen major change this year are podcasting, voice messaging and text to voice apps, and voice assistants. Let’s investigate in more detail.

**PODCASTING**

Podcasts have been around for well over a decade but this year are well on their way to mainstream, with around six million of us now listening to podcasts every week according to RAJAR – almost double that of just two years ago. Our research shows 37% of British people now listen, with a skew towards millennials – especially male 18-34s, where numbers rise to 61%. These figures will continue to grow, which is no surprise when you think about what podcasting offers. As humans we think in stories. Podcasts allow us to digest and remember things more easily and pick and choose our content. Lack of visuals means our imaginations can run riot. We can either absorb ourselves fully in a podcast or equally multi-task while we are listening and still learn something new. To top it off, they are free – at the moment anyway (see our ‘where next’ section!). Podcasting is now moving into a broader entertainment space with bigger name celebrities and TV style budgets and approaches. One of Spotify’s Original podcasts recently included a $1 million deal with Amy Schumer. Linking podcasts to popular TV shows in the UK is also working, with Love Island’s daily podcast ‘The Morning After’ proving phenomenally successful. We will see more daily format podcasts in the news space in particular, as the big publishers jump on board. Both PwC and the IAB are forecasting that ad revenues for podcasting will double by 2020. Not only are more brands aligning themselves with the increasing amount of existing podcasting content out there, but they are also creating their own podcasts. We will see more quality content in this branded content space. Who can blame brands for getting involved, when a third of listeners say that they have purchased a product or service they discovered through a podcast.

**VOICE MESSAGING AND TEXT TO SPEECH APPS**

Since text messages were developed over 25 years ago, our messaging style has developed – first into shortened text speak, then followed by emoji’s. But a lot can still be lost in translation when written and shortened to this extent. Now, we are going back full cycle and returning to voice to help us get our message across, just as speedily but with added feeling. This year, we have noticed a much larger contingent sending voice messages to friends and family. By a voice message we mean a recorded voice note sent within a messaging app, rather than a simple voicemail. The use of voicemail is established and universal across all age groups, but voice messaging is being driven by younger audiences with two thirds of 18-34s having sent a voice message. This is indicative of the platforms this audience are using, but also reflects a difference in mindset between generations. Older audiences are not quite comfortable with voice messaging yet, not understanding the benefits and would rather still make a phone call. As with any technology offering shortcuts there are claimed concerns around whether it is making us lazy, but this is unlikely to slow the growth of voice messaging in the long term.

We are also seeing a greater number of speech to text or text to speech conversion apps. For example, Google Go can read virtually any written website aloud in a variety of languages, allowing readers to consume web pages and articles in different ways and on the go. App Pocket does a similar thing. When we discussed these kinds of apps in our research, people of all ages were very open to using them, but many didn’t know of their existence.
After years of talk about voice assistants and smart speakers, they are finally starting to play a bigger part in our everyday lives. Our research shows that 21% of the UK population now own a smart speaker, up significantly from 13% last year. And even if people do not yet own smart speakers, they have more experience of using them – 34% now claim to have used a smart speaker, increasing to almost half of under 35s. Phrases like ‘Ok Google’ and ‘Alexa’ are not as alien as they were a few years ago. For those not using voice assistants the same issues are cropping up – people can’t see a use case for it, there are wider security concerns (such as Alexa might be listening in) and we are so accustomed to seeing things on screens, people struggle without this visual element. Other barriers are slowly being broken through. For example, people are now becoming more comfortable using voice technology in public.

Our qualitative research showed some quite apparent changes for smart speaker owners, compared to previous years. Over half of those that own a smart speaker say they are using it for more things than they used to. This ranged from checking the news, to carrying out searches or connecting to other smart home products (see our ‘Seconds Saved’ trend). Smart speakers are beginning to play a bigger role in our home life and people are feeling differently about them. Parents in particular are seeing the effects with 47% agreeing that their smart speaker feels like part of the family. And voice assistants are indeed going to appear even more human to us, with the big tech companies investing big money and resource into doing just that. It is a difficult task to understand how we communicate via speech – small distinctions in language, tone, slang and words used, for example, but the tech companies are trying to crack it, along with the big elephant in the room, context.

But although we are seeing this significant change in consumer mindset, it is still very early days for advertisers in this voice space, with limited paid opportunities available. The tech companies are treading carefully, as they want the user experience to be at the centre of things, particularly while people are still getting familiar with using their platforms. Alexa ‘skills’ and Google ‘actions’ seem to be the most common testing grounds for brands at the moment. Fewer are thinking about their overall voice strategy. Voice may well manifest itself quicker and in a different way than brands had anticipated, and the industry as a whole will need to be prepared.
IN THIS SPACE

01 Google Go
Google Go can now read nearly any website to you, with the option of over twenty languages.

02 The Guardian Visual Podcasts
The Guardian US have launched visual podcasts, featuring visuals users can scroll through whilst listening to podcasts.

03 Amazon Alexa Gadgets
Amazon has revealed a variety of voice-enabled devices for every room in the house, including a microwave oven, wall clock and security camera.

04 Sensible Object
UK start-up Sensible Object have launched the first board game to feature voice augmentation. ‘When in Rome’, the travel trivia game, is hosted by Amazon’s Alexa.

05 Google Maps in-car Integration
Google is working with vehicle giant Renault-Mitsubishi-Nissan to put Google Maps, the app store and voice assistant into vehicles by 2021.

06 Novel Effect
The Novel Effect app adds sound effects, theme music and animations to stories as books are read aloud, adapting to reading speed.

07 LingoZING App
The text to speech LingoZING app assists users in learning another language using digitised comic books.

08 Snapchat Speaks
Snapchat has introduced the first voice command-activated lenses, triggered when users mention keywords such as ‘hi’, ‘wow’ and ‘love’.

09 American Airlines
American Airlines launched the first voice activated in-flight entertainment service for the Amazon Echo, giving information about the flight and available entertainment options whilst onboard.

10 Google Shortwave
Google is currently developing a podcasting app called Shortwave, which delivers only personalised and relevant sections of a podcast.
WHERE NEXT?

The amount of podcast content available will increase and this will be mostly of better quality. We will see more experimentation in podcast formats and new genres, and with so much choice there will be more demand for curation to help us navigate it. Google’s Shortwave App has just launched with the aim of using AI to curate podcast material but also to splice existing podcasts into shorter chunks for those short of time. Another kind of personalisation is also happening. Entale Media is creating content where listeners can engage with pictures, maps, links, quotes and other chapters for an interactive and more rewarding podcast experience. The Guardian US has launched a web-based audio platform that gives listeners extra content in the same way.

With the popularity of podcasts rising and as more quality content gets produced, it is very likely that podcasts will follow the route of music, TV, publishing and video into a subscription-based model or some form of payment for exclusive content. Content would need to be both unique and outstanding for this to happen, but it is possible as the Chinese model shows us. What’s for certain, with the greater prominence of voice assistants via a variety of devices, more people will be able to listen to podcasts in more places than ever before. There will undoubtedly be more opportunities for brands in this space.

When it comes to voice messaging, we can see growth being fuelled by an extension of its use to other audiences beyond the under 35s. This will similarly be the case with text to voice apps. In our research we set our respondents two tasks – to use text to voice app Pocket for a week and to send three voice messages to friends and family. For a minority, especially with voice messaging it was just not going to be their thing and there were complaints about the robotic voice itself with Pocket. But on the whole, for those that had not used this technology before they were surprised at how useful it was and realised a number of use cases in the future. With the latest evolution of Apple and Samsung’s AR emoji that allow people to send a voice note using emoji that track facial movements too, it is clear that this is just the beginning of this trend.
As the concept of voice assistants becomes more familiar to people, they are finding it easier to imagine a future where voice is integrated into more devices, from microwaves to cars. The big tech companies will continue to battle it out in this space and may well play a bigger part in the other areas of this trend we have mentioned too. Google in particular are gunning for Amazon if CES 2018 is anything to go by. It will be interesting to see how Apple progresses with Siri, and see how other players, such as IBM, evolve in this space. What is certain is that devices from all of these players will need to do a better job of connecting together, for consumers to fully feel the benefit.

The big areas to watch in the voice assistant space are, of course, search and commerce. 44% of people are already using their smart speakers to search for things they would usually type into a search engine and this is clearly set to grow rapidly as people start to appreciate the fast and hands-free nature of the technology. Voice searches are becoming more accurate due to developments in AI and more contextual information such as location and search history will be taken into account. Brands need to have a voice optimised SEO strategy going forward and this will continue to prove challenging until we understand more about the nuances of how people search using voice and how to navigate the different platforms’ operational systems.

Commerce via voice assistants is growing more slowly, despite the efforts of the big tech companies. The majority of people are not quite comfortable yet handing over those purchase decisions to a third party, where they also cannot see what they are purchasing. The only instances where this felt more acceptable was for ordering more regular products or replacements. Having said this, voice does hold the key to a completely new world of commerce going forward. Initially, buying these replacement products will be key to making people more comfortable in this space and will be the gateway to voice becoming a dominant force to be reckoned with in the commerce model of the future.
01
AN OPPORTUNITY TO CONNECT WITH HARD TO REACH AUDIENCES
Both voice messaging and podcasts currently offer a real opportunity to connect and build trust with those elusive under 35s, especially males.

02
OPPORTUNITIES FOR TEXT TO SPEECH CONVERSION AND VICE VERSA
Text to speech or speech to text. Either way brands should be looking at what works for their customers at different stages along the consumer journey. Offering both allows for people to choose what’s most useful and to suit the mood they are in.

03
RETHINK YOUR COMMUNICATIONS ENTIRELY WITH THE SPOKEN WORD IN MIND
To be truly futureproof, voice should not be viewed as another type of ad platform but rather a completely new form of communication (the spoken word) requiring a rethink of how brands need to communicate overall. Think overall voice strategies.

04
CREATE VALUE FOR YOUR USER
Using voice technology in a way that drives real value for the user, whether that’s an emotional need or functional need. Understand pain points, where things could work faster or easier, or simply times when customers will have their hands full, to create useful solutions for people. Think seriously about the actual use cases for voice.
05
DESIGN VOICE EXPERIENCES THAT REQUIRE MINIMUM EFFORT
At these early stages, complicated will put people off. Be as simple and easy to use as possible to help highlight the ease of the medium itself.

06
PLAN AHEAD AND CHOOSE THE RIGHT VOICE
Much has been said about the importance of choosing the right voice. Think tone of voice, accent, gender. Deciding this ahead of jumping in will give cohesion and help to build a sonic identity.

07
INTEGRATE VOICE INTO CUSTOMER SERVICE OPTIONS
Voice and spoken messages will not replace any other technology, certainly not quickly anyway. Instead it will work alongside our existing visual and written methods. When customers want to get in touch for customer care or feedback, what are their options? Do they have to write an email? Can they call? Or even better, can they leave you a voice note?

08
THINK CAREFULLY WHEN CONVERTING TEXT CHATBOTS TO VOICE
A great idea to have chatbots that can be activated by both voice and text. However, voice and text are quite different interfaces and text is not easily converted to voice. May require anything involving voice to be designed from scratch.
From a content point of view, we will see even more experimentation in podcast formats – flourishing new genres include structured reality, scripted drama, daily shows from big news publishers and more. As podcasting becomes even more mainstream, even more diverse formats will emerge. From an advertiser perspective, a big area set to grow yet further is branded content. We will hear more and more quality branded content in the podcasting space from advertisers. We’ve already seen success at Acast with the likes of Land Rover, NatWest, O2 and more, and there is a real opportunity for brands to craft high-quality brand stories through audio next year. The concept of ‘audio everywhere’ has really taken hold. In the last year we’ve launched integrations with the likes of Google Assistant, Alexa, Ford and more, meaning people can listen to podcasts more readily than ever before, wherever they are. The easier access to voice becomes, the greater opportunities to listen and the bigger the audio on demand industry will be. The sky’s the limit for audio creators, platforms, advertisers and listeners!

Joe Copeman
UK Country Manager

The spoken word and radio hold a deeply personal and important place in our lives, and this is rising due to technology development. It’s in our car, our home, our work, our pocket and our headspace. Our listeners are increasingly turning to podcasts, which is why we’re feeding this demand with our own podcast content, including The Grazia Advice Bureau, My Planet Rocks, as well as developing Empire and Pilot’s podcasts. Podcasts occupy a unique space in our audiences’ media habits, giving an intimate, one-on-one connection. This makes them very attractive to advertisers because of the trust and depth of connection that comes from the personal relationship between presenter and listener. Voice can play a key role in delivering a brands marketing objective and should therefore be considered far earlier in the marketing planning cycle.

Vicky Foster
Commercial Director, Digital

In early 2018, we were the first commercial radio media owner to launch all our radio brands on Alexa enabled devices. The skills are tailored to give an interactive experience enabling listeners to ask things like, ‘Alexa what’s playing now?’ Advertisers can hyper-target smart speaker users as well as running dynamic audio advertisements for brands (take this out) through our logged in listening product Instream. Voice interaction helps to further build brand values and personality. Research has shown that audio in marketing is more memorable than visual imagery for 60% of consumers and now that the technology exists to personalise both the editorial and advertising content that listeners hear, we believe that 2019 will be the year that brands start to embrace Voice to deliver on their marketing strategies.

James Cator
Head of Podcast Partnerships
EMEA

Podcasts are becoming more and more popular, and are starting to move beyond the early adopter phase into the mass market. This is reflected in the increasing diversity of formats, from super-niche long form podcasts to more generalised, shorter content that can be more easily fitted into busy lives. Podcast listening is exploding on Spotify, and the level of creativity and production values is increasing alongside that. Having said that, we’re still at the start of the podcast boom, and there’s still so much opportunity for creative ideas. Podcasting is one of the only media where you can hold people’s attention for long periods of time after week and deliver complex, nuanced ideas in a focused environment. Podcasts are already a key part of Spotify’s offering and are becoming increasingly important. To my mind they drive the same emotions and have a similar place in people’s lives as music. There’s something about listening to something via audio that allows you to attach your own visions and memories, and inhabit your own little world. Our ambition is to be an audio network, rather than just music, and podcasts are a major component of this. We have some incredibly exciting developments to come in 2019 and beyond, and can’t wait to help push podcasts on, and see what they can become! I also expect to see increasing creativity and experimentation around episode cadence, episode length, live shows, syndication, format, and personalisation. We are starting to see this already with examples such as The Daily from the New York Times, which proved that there is a market for a daily podcast from a national Newspaper; and our own Spotify Original in Germany, “Das Allerletzte Interview”, which blurred the boundaries between fiction, autobiography, and real life in groundbreaking ways.
Voice is exciting, in part, because it offers a whole new, more personal and human-like way for brands to speak to people. Increasingly, voice will also offer people the opportunity to speak back directly to brands. This new, two-way communication, opens a host of opportunities for brands.

Currently, voice tech is synonymous with building Alexa skills. As time goes on, advertisers will create new, more diverse voice tech strategies that take advantage of the different iterations of this technology. For example, creating voice enabled branded content, voice interactive digital audio ads or augmenting existing apps and chatbots with voice.

Voice tech today is also synonymous with smart speakers. As it becomes embedded in more connected devices and around the connected home (and ultimately the smart city!) voice technology will give advertisers new opportunities to reach people in new areas, at new times of the day and in moments when people simply can’t use a digital screen.

In short, voice tech will make our lives easier by completing tasks on our behalf. Currently the ‘brains’ of voice tech devices are based on a complicated, pre-coded conversation architecture (a comprehensive set of possible permutations of the human conversation the voice assistant is trying to replicate). Because of this, voice tech will start by helping us complete relatively straightforward tasks like booking a train ticket. Over time we can expect vastly more complicated conversations to take place allowing people to use them for complex tasks such as booking an entire holiday. Voice technology will also remove some of the current barriers to purchasing, making it easier for people to buy certain products and services. A good example of this comes from Domino’s Alexa skill. All people need to utter is the six words, ‘Alexa, ask Domino’s to feed me’ and the tech takes care of the rest.

Brands have spent many years considering their visual identity but very little time considering their audio identity. As more and more interactions take place on screenless devices, where there is no visual trigger, advertisers will increasingly have to consider their brand’s vocal and, more broadly, its sonic identity. Voice is a huge creative opportunity which should be embraced. We learn a lot about people by the way they sound – especially if we can’t see them! Advertisers can use differences of tone, rhythm, pitch and projection to shape consumer’s view of them. In a quest to get noticed, brands will need to define their personality through audio. Brands that have a familiar sound, a name that you know how to pronounce, memorable music and a distinctive voice will succeed.

We’re seeing a big effect from people using voice to talk to their smart speakers, asking them to play their favourite radio station, music streaming service or podcast content. 15% of all online listening is now through voice activated smart speakers, which is tremendous growth in just two years (Midas, Autumn 2018). Advertisers are starting to produce specific creative for voice activated smart speakers – telling people that they can do tasks varying from buying train tickets to making charity donations on their smart speakers.

As voice activated devices feature more prominently in our homes and the technology continues to become more intuitive, it will create further opportunities for advertisers to work on smart digital audio campaigns. This could take various shapes: new types of short-form content for advertisers to be aligned with or the creation of seamless interactive ads on voice activated devices. The industry isn’t far off from this.
01
Over a third of people have listened to a podcast before (rising to half of Londoners). The key reason people are listening is so that they can multi-task while learning something new.

02
In a world where it can be difficult to know what news sources are trustworthy, over half of Gen Z users trust podcast hosts more than traditional news presenters.

03
Trust in podcasts spills over into advertising with over a third of London listeners never skipping the ads and almost half claiming they have purchased something that they have discovered through a podcast.

04
A whopping two thirds of under 35s send voice messages, with two in five preferring them to texts. Under 35s feel that voice messages can be a more personal way to communicate, with less chance of being misinterpreted.

05
The younger generation send voice messages because they’re fast, fun and convenient, but for the majority of other people, texting or calling are still better ways to communicate.

06
Almost half of Londoners feel comfortable sending voice messages in public and would happily speak to a voice assistant outside of the home.

07
Ownership of smart speakers has increased significantly from 13% in 2018 to 21% in 2019. Awareness levels of smart speakers have also increased to 80% (versus 69% in 2018).

08
Almost two thirds of families have found they are now using their smart speakers more than they used to – predominantly driven by their kids.

09
With the growing adoption of smart speakers, people are becoming more open to using voice technology built into other devices. Seven in ten can see a use for voice technology in their car, and over half of parents would like voice technology built into their oven.

10
Over a quarter of people believe that we will soon do away with voice technology completely and just communicate with our minds!
VOICE TECH
Use of voice technology

EMOTIONS
How do you feel about where this topic could go in the future?

- **EXCITED**: 5%
- **ENTHUSIASTIC**: 8%
- **INTERESTED**: 26%
- **INDIFFERENT**: 26%
- **APPREHENSIVE**: 16%
- **UNCOMFORTABLE**: 14%
- **WORRIED**: 6%

LIFE CYCLE

- **BRAND NEW TREND**: 19%
- **EARLY TREND**: 38%
- **STILL GROWING**: 32%
- **PEAK**: 8%
- **DECLINING**: 3%
PODCASTING

“Trend 2019

31% say that they tend to listen to podcasts more than music these days.

“I’m addicted to podcasts. Listen to 2–3hrs of them a day! It’s taken over from my TV watching habits.”
Female, 45–54, North of England

31% say that they tend to listen to podcasts more than music these days.

“I first started listening to podcasts because one of my favourite YouTube personalities started doing his own one. I then found I really enjoyed listening to all kinds of podcasts from various different people and genres.”
Male, Gen Z, London

35% trust podcast hosts more than radio/TV presenters

46% of Londoners purchased a product/service they discovered through a podcast

50% of Londoners trust the information they hear on podcasts more than other sources

VOICE MESSAGING

REASONS FOR SENDING VOICE MESSAGES

- Fast/convenient: 40%
- It’s fun: 27%
- It’s an easier way to share a long story: 25%
- To send a more personal message: 23%
- When I’m feeling lazy: 22%

REASONS AGAINST SENDING VOICE MESSAGES

- I’d rather just make a phone call: 41%
- Texting is faster: 31%
- I don’t think anyone would want to receive a voice message from me: 20%
- I don’t like the sound of my own voice: 18%
- I don’t feel comfortable recording messages in public: 16%

“Trend 2019

“I could see this as an improvement on texting as people can often misconstrue the meaning or tone of a text message. Far more unlikely to happen with a voice or video message.”
Female, 35–44, West Midlands

“Trend 2019

“I think it’s laziness, we switched to texting because calling was too much effort. Then we moved to voice messages because typing a text was too much effort.”
Male, Millennial, South England

46% feel that people will send more and more voice messages in the future

56% prefer speaking to typing and this is universal across age groups

BACK IN THE REAL WORLD

STATS & FACTS
VOICE ASSISTANTS

WHAT ARE PEOPLE USING THEIR VOICE ASSISTANTS FOR?

<table>
<thead>
<tr>
<th>Activity</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ask a quick question</td>
<td>54%</td>
</tr>
<tr>
<td>Check weather / news</td>
<td>46%</td>
</tr>
<tr>
<td>Search for something they would normally type into Google</td>
<td>44%</td>
</tr>
<tr>
<td>Play music</td>
<td>41%</td>
</tr>
<tr>
<td>Set a timer or reminder</td>
<td>34%</td>
</tr>
<tr>
<td>Listen to the radio</td>
<td>28%</td>
</tr>
<tr>
<td>Check traffic, transport or navigation</td>
<td>27%</td>
</tr>
<tr>
<td>Send a text or email</td>
<td>25%</td>
</tr>
<tr>
<td>Entertainment</td>
<td>24%</td>
</tr>
<tr>
<td>Get a recipe</td>
<td>20%</td>
</tr>
</tbody>
</table>

51% of people are using their smart speaker for more things than they used to – rising to 60% among parents.

“We use Amazon Prime a lot. I love the idea of being able to ask Alexa to order things online for you and have them delivered the next day! Brilliant.”
Female, 35-44, Southwest

VOICE ASSISTANT CONCERNS...

<table>
<thead>
<tr>
<th>Concern</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>“I think the Siri and Alexa speech is improving all the time – but it’s not quite there – another few years and I reckon they will be good enough.”</td>
<td>58%</td>
</tr>
<tr>
<td>Alexa’s a bit freaky though when you think about it. She’s always listening, isn’t she?”</td>
<td>47%</td>
</tr>
<tr>
<td>“I love the fact that she is able to do so many things and all just from talking to her. She can find and play my niece’s favourite song when she gets upset, reorder the dog food, time my cakes in the oven and read a story to my daughter using Audible.”</td>
<td>51%</td>
</tr>
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<td>“We use Amazon Prime a lot. I love the idea of being able to ask Alexa to order things online for you and have them delivered the next day! Brilliant.”</td>
<td>46%</td>
</tr>
</tbody>
</table>

58% feel that voice assistants are making us lazy.

47% of parents agree that their smart speaker feels like a part of the family.

“I love the fact that she is able to do so many things and all just from talking to her. She can find and play my niece’s favourite song when she gets upset, reorder the dog food, time my cakes in the oven and read a story to my daughter using Audible.”
Female, 35-44, North England
When we spoke to people about the future for this trend, for some it was simply about voice working more seamlessly and in the background. For others it was about more obvious and tangible things – a world where doors open at our command, where lessons are taught by voice assistants whilst teachers simply monitor the room. Some even thought further ahead and forecast a future beyond voice technology, where our surroundings read our thoughts and desires altogether taking away the need for us to speak aloud. Although these imaginations vary widely, they all share a utopian dream of a world that works for us, making our lives more interactive, and overall, easier.

“I think that in ten years’ time Google will be integrated into everything. You won’t have to go on a computer or a smartphone, you’ll be able to say anything, anywhere, any language, any accent and it will get it right.”
Male, Parent, London

“Voice activation will die out and then suddenly you will have visual tracking in your house where you can wave, and your TV goes away or something.”
Female, Millennial, London

52% of millennials think that in the next 10 years, voice technology will just surround us in the air.

The vital job of teaching, that just a few years ago would have been deemed as being irreplaceable by robots, is now being reimagined with consumers imagining voice assistants teaching in schools.
People want voice technology to grow and expand beyond its current place in the car and in the house to being omnipresent and helping us with reminders as we go about our daily routines.

Consumers envisage a future where we no longer talk to each other. Instead conscious gestures are used to communicate and convey information.