

# HOW DO SMART SPEAKERS CHANGE YOUR LISTENING HABITS?

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SWLFest 2018

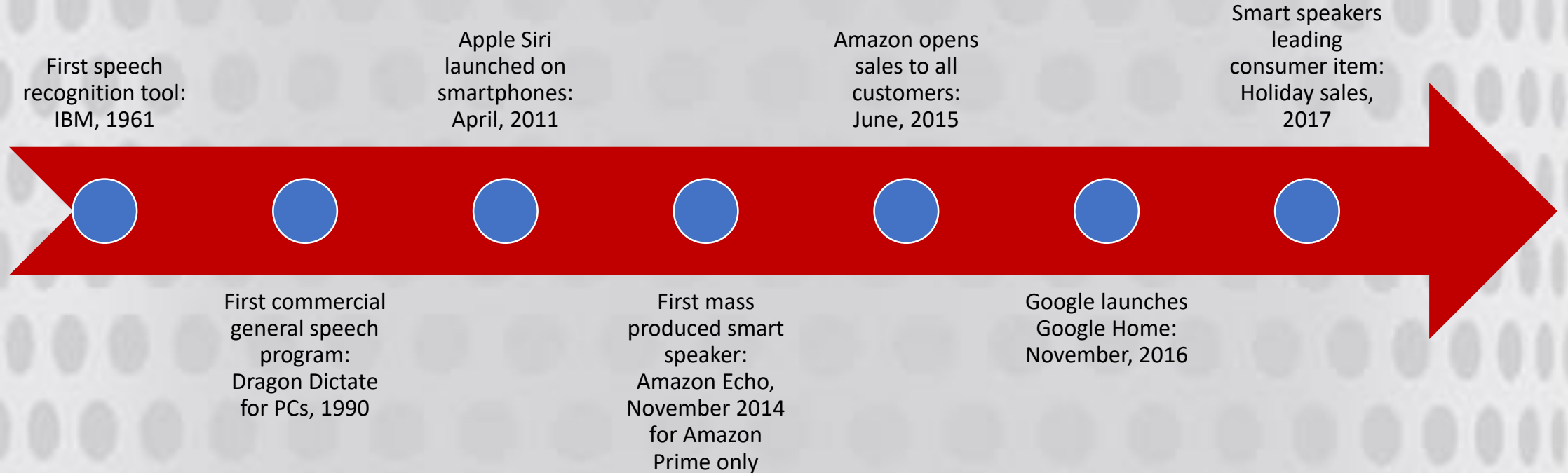
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# Internet Radio 4.0

- 1.0 Radio by the web: 1992
- 2.0 Dedicated internet radios: 2003
- 3.0 Smartphones with apps: 2011
- 4.0 Smart Speakers: 2014

# A Short History of Voice Control



# The Neighborhood is Getting Crowded

- Amazon
- Google
- Microsoft
- Apple
- Alibaba
- Sonos
  - JBL
- Essential
  - Fabriq
- Altec Lansing
  - Sony
- LingLong
- Naver
- Harmon Kardon
  - Invoxia
    - JBL
    - Vaux
    - Eufy
    - UE
  - Mobvoi
- Insignia (Best Buy)
  - Motorola
    - Bose
    - Baidu

# Voice Activation Engines

- Amazon Alexa
- Alibaba AliGenie
- Ambient OS
- Apple HomeKit / Siri
- Clova
- Google Assistant

# Relative Cost

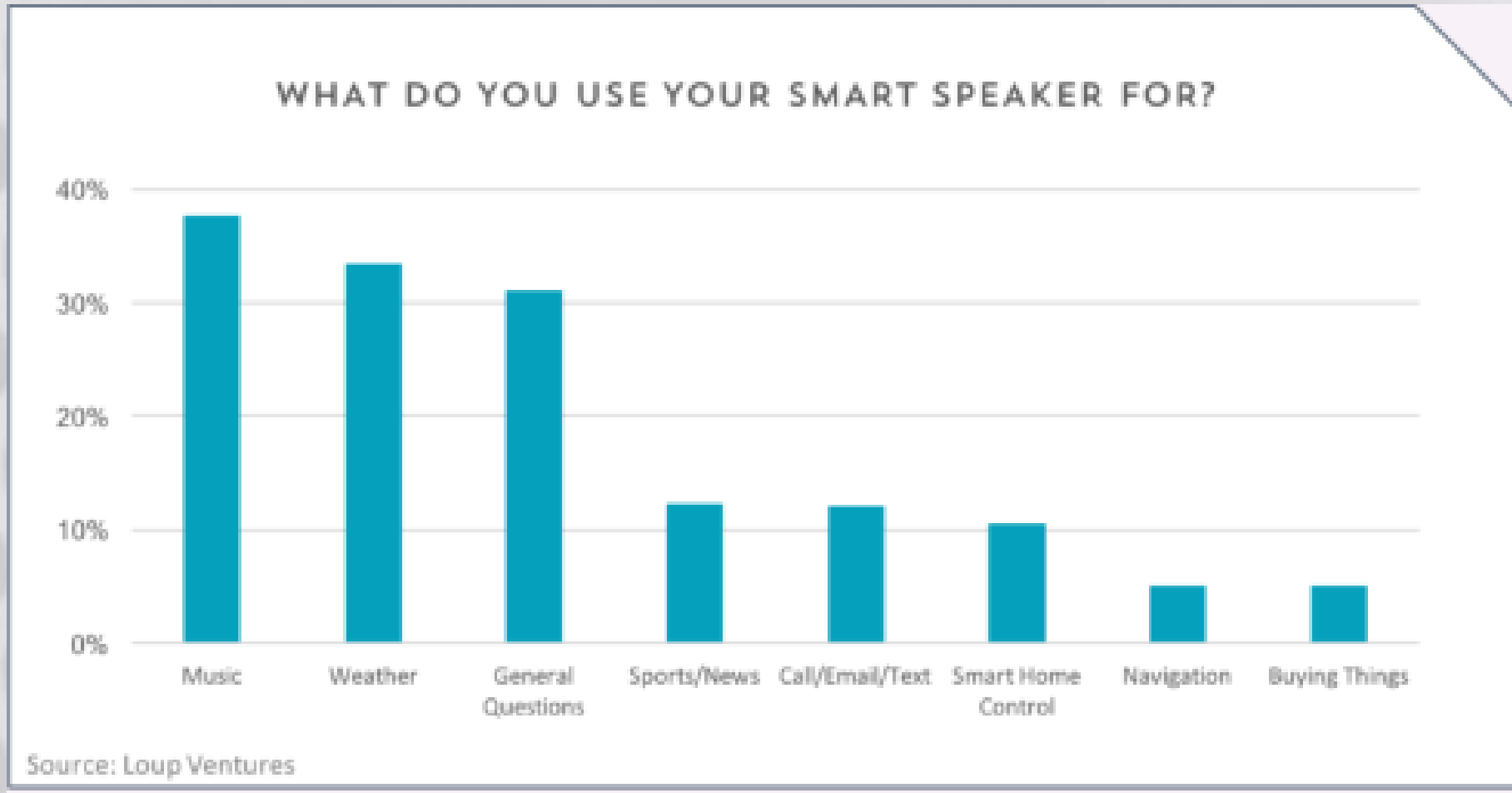
- Eufy \$35
- Vaux \$50
- Fabriq \$50
- Amazon \$50 to \$230
- Google \$50 to \$400
- Sonos \$149 to \$700
- Bose \$200
- JBL \$200
- Apple \$350

# What Do You Want To Do?

- Audio
  - Music Services
  - Audiobooks
  - Podcasts
  - Radio (relayed AM/FM/SW/LW)
  - Weather and News
- Voice Control
  - Home Automation
  - Radio control?
- Timers and Reminders
- Calling including video calls
- Buying stuff (even radios!)
- General internet search

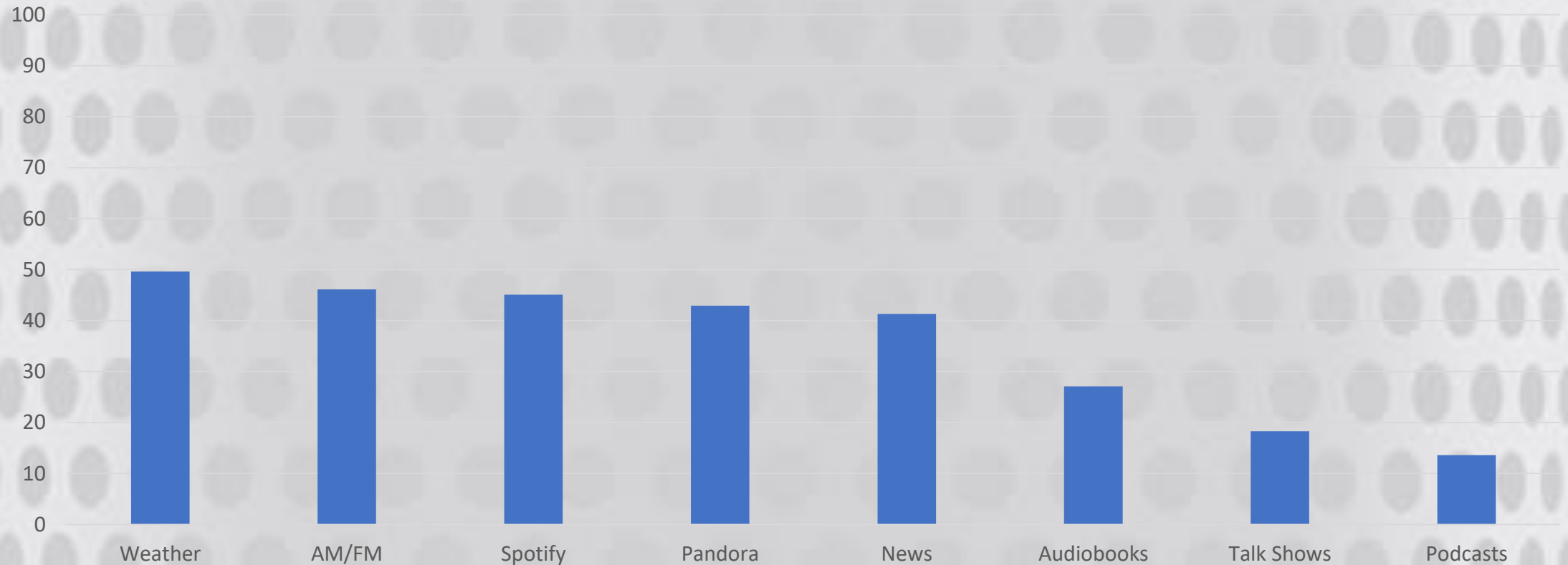


# What Happens To Listening Habits?



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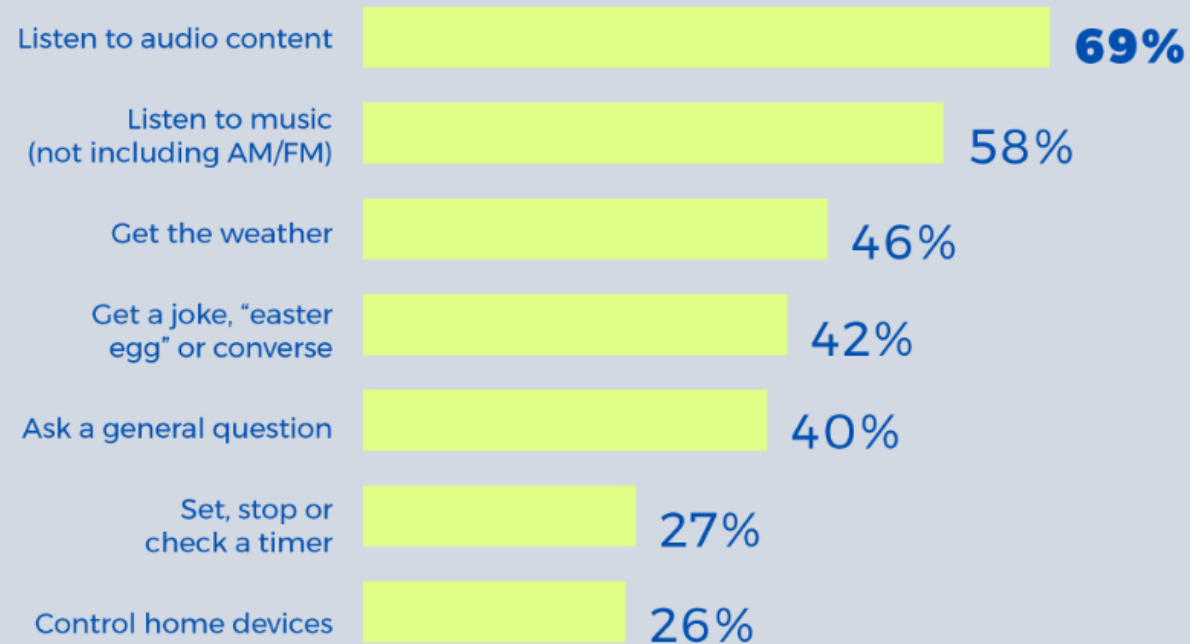
NuVooDoo Survey of Nielsen Listeners



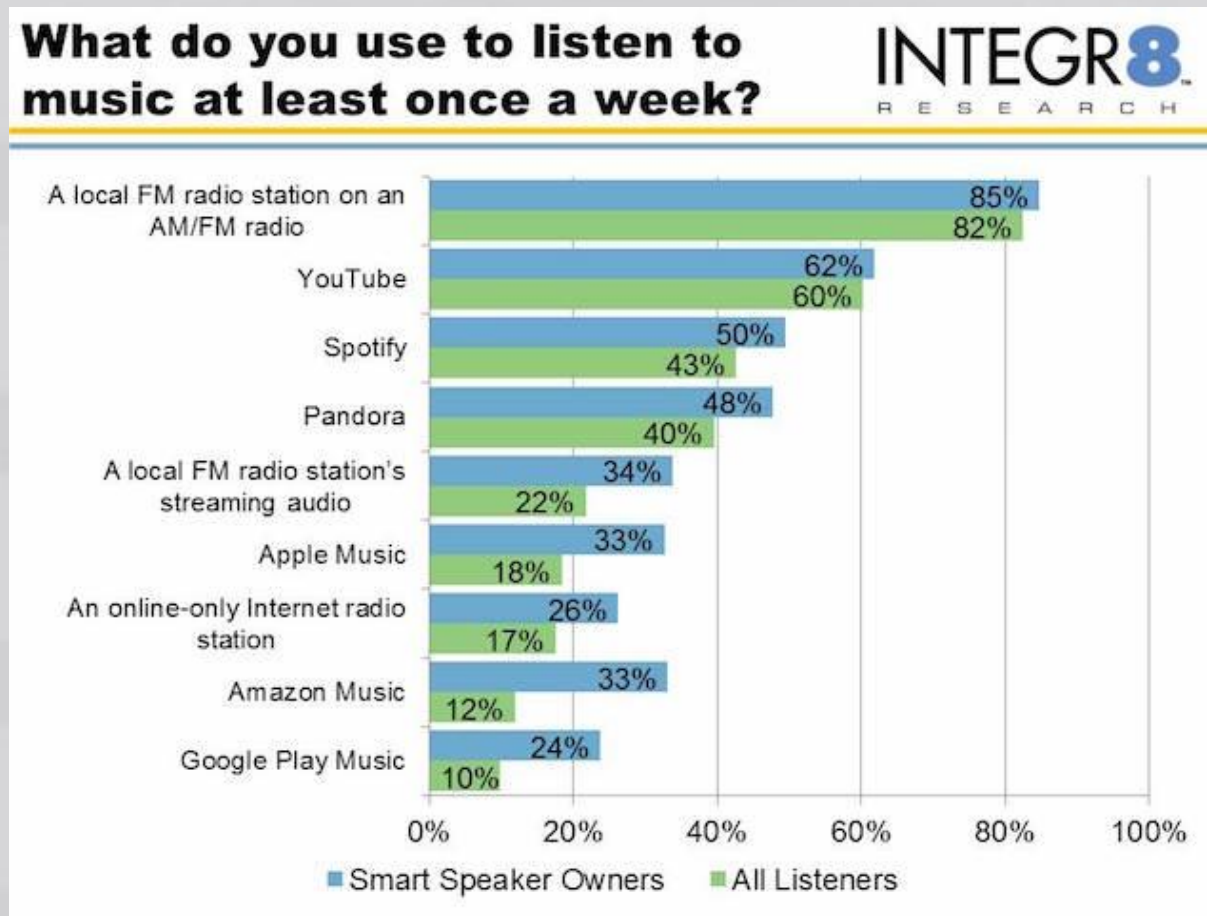
# What Happens To Listening Habits?

## SMART SPEAKER ACTIVITIES

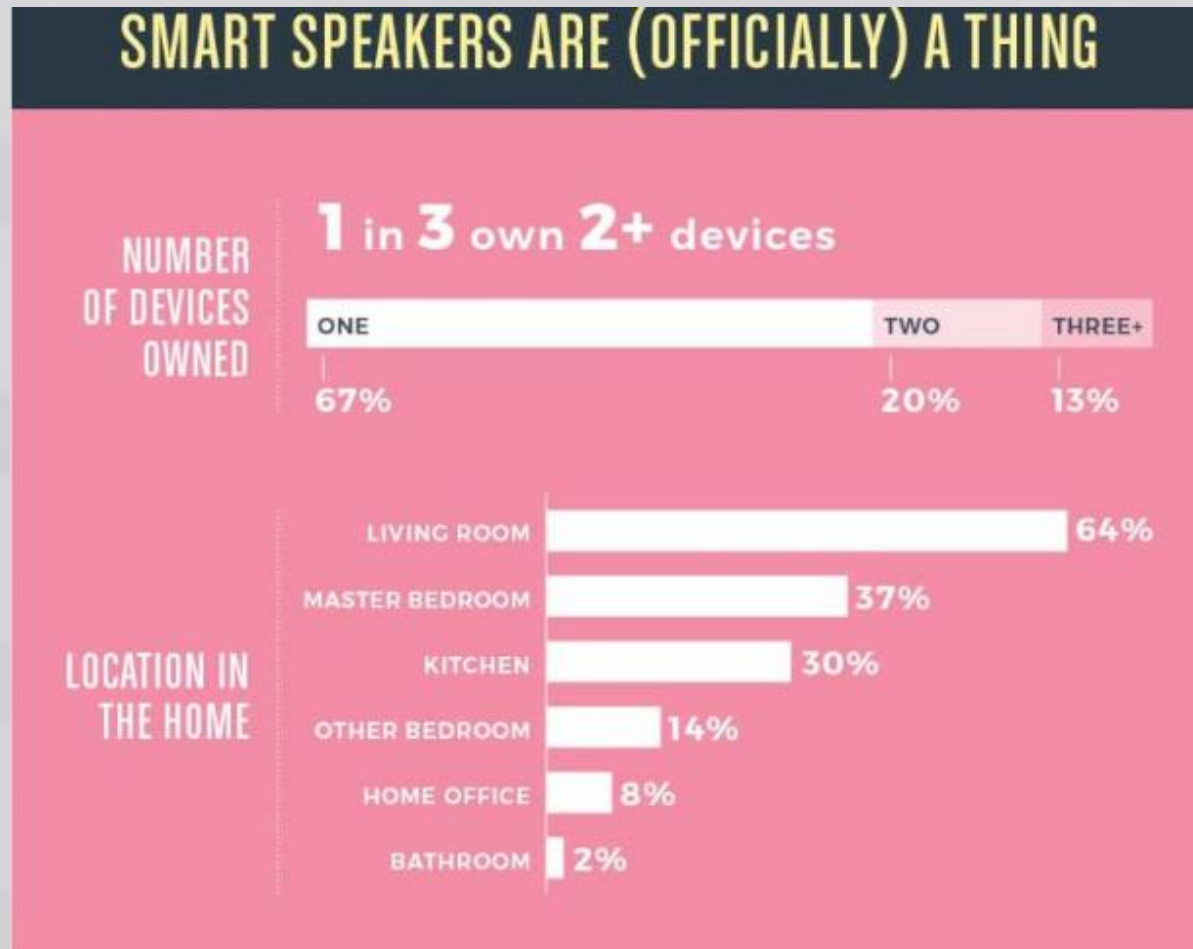
*% of respondents who did the following with their smart speaker in the last week*



# What Happens To Listening Habits?



# What Happens To Listening Habits?



# What Works. What Doesn't. (¡mi opinión!)

- Voice control best overall on Amazon and Sonos
- Google better at multiple voices and search
- Sonos and Apple have the best sound quality
- Sonos offers the widest choice of music and podcast services
- Amazon best at home control and overall integration but adding a dedicated home automation hub still the way to go
- No one doing voice to IR integration all that well yet
- Integration with home shack not yet there for me

# Listening Sources

- TuneIn and iHeartRadio are your buds
- Wide options for NPR, MPR, and individual stations
- Podcasts

# Listening Sources

- International broadcasters are slowly adding Amazon “Skills” or Google integration as services expand to those countries
  - BBC player, CBC
  - Radio (station) Locator
  - Skills for specific geographic regions, e.g. Swedish Radio, Israeli Radio
  - Skills for services, e.g. Absolute Radio, Calm Radio



# Listening Sources

- Favorites in TuneIn and iHeartRadio
- Thousands of individual station skills or apps
- Auxiliary skills: e.g. APRS locator
- Adding a specific station URL not included in the apps or skills difficult

Thanks for  
your  
attention!

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