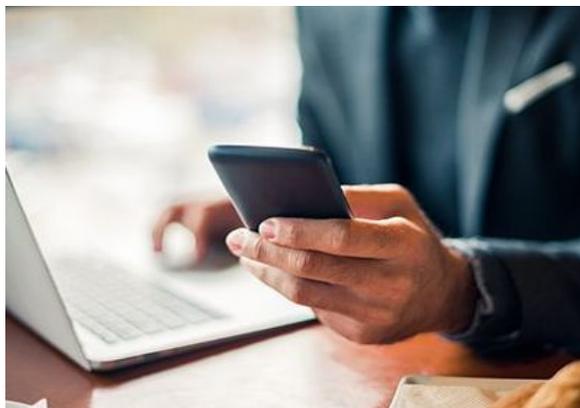


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“The fact that digital assistants like Alexa or Siri are the most likely of the AI-based or automated products or services that people would use is a reflection of the extent to which voice controlled speakers like Amazon Echo and Google Home have quickly captured the public’s imagination.”

- **Matt King – Category Director, Technology and Media Research**

This report looks at the following areas:

Smartphone-based digital assistants helped introduce people to the idea, but it’s the advent of voice-controlled speakers that has really started to help people see voice interaction as a real benefit rather than just a gimmick.

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