

By Craig Leslie, Senior Analyst, and Brett Sappington, Senior Director of Research, Parks Associates

Synopsis	Voice Control Use Cases																																	
<p>Voice technology is an emerging trend in the consumer entertainment world, with voice control increasingly becoming embedded in devices such as smart speakers, TV remotes, and smart TVs. This report presents an overview of the voice technology landscape for consumer entertainment services, with a focus on crossovers, enabling technologies, and new opportunities. It also includes five-year forecasts for smart speakers, voice-controlled smart TVs, and voice-controlled TV remotes in the U.S. market.</p>	<p>Entertainment Functions: Most Desired Functions to Perform Using Voice Control on an App U.S. Broadband Households Using a Voice-Enabled Assistant App</p> <table border="1"> <caption>Entertainment Functions: Most Desired Functions to Perform Using Voice Control on an App</caption> <thead> <tr> <th>Function</th> <th>Rank as most desired (%)</th> <th>Rank as 2nd or 3rd most desired (%)</th> </tr> </thead> <tbody> <tr> <td>Turn on/off TV</td> <td>~15</td> <td>~25</td> </tr> <tr> <td>Change TV channels/apps</td> <td>~10</td> <td>~25</td> </tr> <tr> <td>Control TV volume</td> <td>~10</td> <td>~25</td> </tr> <tr> <td>Stream music/audio</td> <td>~15</td> <td>~20</td> </tr> <tr> <td>Schedule a program to be recorded on DVR</td> <td>~10</td> <td>~20</td> </tr> <tr> <td>Search for movie listings and show times</td> <td>~10</td> <td>~15</td> </tr> <tr> <td>Ask for information on scheduling of programs on TV</td> <td>~10</td> <td>~15</td> </tr> <tr> <td>Ask for scheduling, scores, or information regarding sporting events</td> <td>~10</td> <td>~15</td> </tr> <tr> <td>Ask for information describing movies or programs on TV</td> <td>~10</td> <td>~15</td> </tr> <tr> <td>Purchase movie tickets</td> <td>~10</td> <td>~10</td> </tr> </tbody> </table> <p>© Parks Associates</p>	Function	Rank as most desired (%)	Rank as 2nd or 3rd most desired (%)	Turn on/off TV	~15	~25	Change TV channels/apps	~10	~25	Control TV volume	~10	~25	Stream music/audio	~15	~20	Schedule a program to be recorded on DVR	~10	~20	Search for movie listings and show times	~10	~15	Ask for information on scheduling of programs on TV	~10	~15	Ask for scheduling, scores, or information regarding sporting events	~10	~15	Ask for information describing movies or programs on TV	~10	~15	Purchase movie tickets	~10	~10
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<p>Publish Date: 3Q 18</p>	<p>“The pervasiveness of smart speakers with personal assistants is influencing the strategies of connected entertainment device manufacturers. The decision to offer voice on a propriety platform, select a specific voice platform partner like Amazon or Google, or produce a multiplatform-compatible device carries significant implications. The market entrance of new smart speaker vendors will only complicate the decision-making process for traditional CE device manufacturers,” said Craig Leslie, Senior Analyst, Parks Associates.</p>																																	
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List of Companies	
Accedo	JBL
Acxiom	Kantar
Alliant	Lenovo
Amazon	LG Electronics
Apple	Microsoft
ARRIS	Netflix
AT&T	Nielsen
Bang & Olufsen	Nuance
Baidu	NVIDIA
Bed Bath and Beyond	Orange
Best Buy	Roku
Braven	Samsung
BrightLine	Sensory
Comcast	Sharp
DISH Network	Sony
Facebook	TiVo
Frontier	Toshiba
Google	Universal Electronics Inc.
Harman Kardon	Verizon
Hisense	Vizio
IBM	

Attributes	
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