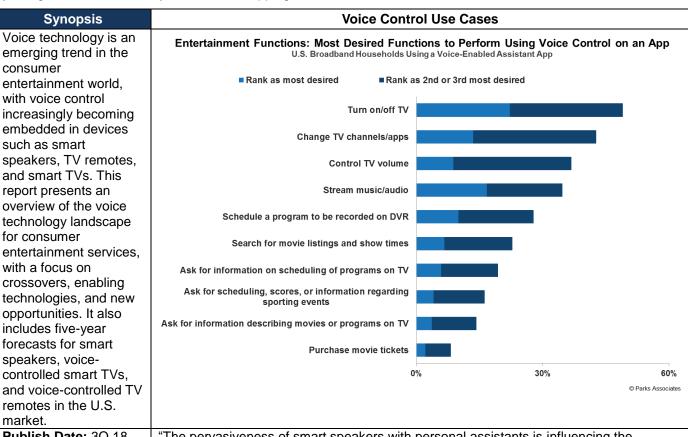


The Impact of Voice Technologies on **Consumer Entertainment**

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



Publish Date: 3Q 18

"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.

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JBL

Kantar Lenovo

Microsoft

Netflix

Nielsen

LG Electronics

List of Companies

Accedo Acxiom Alliant Amazon Apple **ARRIS** AT&T Bang & Olufsen Baidu Bed Bath and Beyond Best Buy

Nuance NVIDIA Orange Roku Braven Samsung BrightLine Sensory Sharp Comcast **DISH Network** Sony Facebook TiVo Frontier Toshiba

Google Universal Electronics Inc.

Harman Kardon Verizon Hisense Vizio

IBM

Attributes

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