Industry Report

Voice Assistants and Technologies: Ecosystem and Market Leaders

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PARKS ASSOCIATES

By Dina Abdelrazik, Research Analyst

Synopsis	Usage of Voice Control by Age
Voice-based technologies are gaining momentum in key industry verticals. In particular, voice-based personal assistants are enjoying recent notoriety, driven by use in connected speaker products, smartphones, and computers. This report examines the ecosystem for voice-based technologies, identifies the market leaders in voice assistants, and assesses the market impact of voice on product and service sectors.	**Have Used of Voice Control to Access Online Content on a Connected Platform** **U.S. Broadband Households** % Using Voice Control — 80%, 40%, 0% 18-24, 25-34, 35-44, 45-54, 55-64, 65 and older, All U.S. Broadband Households © Parks Associates
Publish Date: 1Q 17	"The emergence of voice control in personal digital assistants like the Amazon Echo has helped expand this type of interface as a key differentiator throughout the IoT," said Dina Abdelrazik, Research Analyst, Parks Associates. "Developers in the smart home, entertainment, and connected car ecosystems are launching strategies to add voice control to their solutions."

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List of Companies	

Alexa	Huawei
Amazon	IBM
Apple	Microsoft
Baidu	Nuance
Comcast	Samsung
Cortana	Siri
Duer	SoundHound
Google	TiVO
Google Assistant	VoiceBox
Google Now	VoiceVault

Attributes	
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